



FAIR TRADE SCHOOL PROGRAM

- » *Informing teachers and students*
- » *Establishing responsible purchasing*
- » *Becoming a community leader*

FAIR TRADE SCHOOL PROGRAM

The Fair Trade School program recognizes schools demonstrating strong commitment to fair trade among its administration, teachers, and students. It has a long-term vision for awareness and support of fair trade, and has been designed to provide resources to suit a range of educational goals.

WHY SCHOOLS?

Our education system offers the most comprehensive approach to educating the next generation of thought leaders in international social sustainability. It's important that the students of today learn how to effectively participate in the global community, as they'll be the ones to shape the world to come.

We're connected to many different people and cultures through the products we buy. Understanding more about where our products come from can be a tool in learning about the world we live in. For students and teachers, fair trade can provide a valuable framework for learning about issues in sustainability that affect us all.



FAIR TRADE

Fair trade is a market-based system that uses informed consumer support to influence international trade practices toward greater social and environmental sustainability. As a response to conventional trade systems, fair trade aims to build an alternative approach based on mutually beneficial relationships between producers and consumers.

Fair trade is a powerful tool that aims to empower marginalized producers to improve their own living conditions. With the proper resources, capacity, and key relationships, disadvantaged producers can earn their own means to a better life for themselves and their communities.

REQUIREMENTS SUMMARY

3.1: Fair Trade School Steering Committee

A Fair Trade School Steering Committee must be formed to ensure continued commitment to the local Fair Trade School designation. The committee must commit to the following:

- Committee must include one (1) administrator, one (1) teacher, and a student group with two or more (2+) members.
- The Fair Trade Committee will be responsible for meeting the criteria for Fair Trade designation, including completing and submitting an application form.
- A Fair Trade Committee must meet as a whole at least twice per year to plan and evaluate its Fair Trade designation. A smaller representation of the committee should meet more frequently to carry out committee responsibilities.

3.2: Classroom learning

A School must demonstrate fair trade has been incorporated into its classroom learning by:

- Providing the name and contact information for instructors teaching fair trade in their classroom
- Including a description of learning activities
- Including samples of student work (can be anonymous)

3.3: Ensure product availability

At least two (2) Fairtrade certified products must be made available to both students and staff on a regular basis (approximately once per week throughout the school year).

3.4: Visibility and engagement

- A School must support ongoing communication and engagement to increase awareness of fair trade and Fairtrade certified products in its community:
- Host at least one (1) education or awareness event in school or in the surrounding community.
- Ensure the school's commitment to fair trade is visible among students and staff through public signage.
- Include information about fair trade on the school's website and in a school newsletter.



HOW TO PARTICIPATE

At its core, the Fair Trade School program is about education. The learning resources provided in the Making Connections Unit Plan can be used to introduce the key themes of fair trade and global social justice issues—and to evaluate how fair trade can offer a valuable means of empowerment.

For schools looking to take the next step in education and awareness, the Fair Trade School program offers special recognition to schools demonstrating a concerted, long-term effort to support awareness and demand for fair trade products in their school. These designations have been modelled after the Fair Trade Town and Campus programs that have been successful in growing the fair trade movement in Canada.

The Fair Trade School is a program of Fairtrade Canada, managed in partnership with the Canadian Fair Trade Network (CFTN) and the Association québécoise du commerce équitable (AQCE).

For more information on the program, see the Fair Trade School Action Guide at cftn.ca/fair-trade-school-program or contact info@cftn.ca or info@assoquebecequitable.org

