

Better Choices. Fairer Future.

The guidebook to have your people participate.



ACTIVITY HANDBOOK

#Fair Pairs

What is Fairtrade?



Fairtrade is a global movement that aims to improve the lives of the farmers and workers in food and fashion supply chains, letting them have greater control over their future.

Fairtrade India is a not-for-profit certifying body, working to raise awareness about responsible production and consumption. We partner with several Fairtrade-Certified and Labelled brands that advocate for greater sustainability and transparency in supply chains and support better livelihood for the farmers and workers they source from/work with.

With Fairtrade each one of us can make a difference; when we choose Fairtrade Labelled food and fashion products we ensure better prices, decent working conditions, local sustainability, care for the environment and fairer terms of trade for farmers and workers, through our everyday choices.



Everyone needs a fair future

What would the world look like where social justice and fair future is the norm? That is precisely the world we envision every day at Fairtrade. A world where all producers enjoy secure sustainable livelihoods and get to decide their future in a fair way. This to us, isn't a solo initiative or single individual's choice to make, rather it can only be achieved when we collaborate and envision this future together.

We see ourselves as a social justice movement and in this push for social and environmental change, we look forward to your participation in the Fairtrade Week and other awareness programmes we run at global scale.

Curious about Fairtrade Week?



Fairtrade Week is that time of the year when everyone celebrates the farmers and workers who produce our food and clothes and also our daily fair and sustainable choices that help build the Fairtrade movement.



The power to make a difference to the people and the planet is in our hands. It's up to us to make responsible consumption decisions that create a positive impact on the future. Our mindful and conscious choices will contribute to providing equal opportunities for all, protecting the environment and leading to a fair future.

This year's theme:

#FairFuture

The future begins with us



Change is millions of actions, big and small, converging to create a power that all of us hold. Together we can do so much, like shaping a future that is a culmination of all things fair. With this handbook, you can participate in activities that demonstrate your support for the Fairtrade movement, in a fun way. Let's get together and contribute towards a **#FairFuture** for all.



Fair Pairs

What's this activity?

A single reaction to a campaign or mere knowledge of the issues at hand are insufficient. We must implement new practices in order to discover how to be mindful & conscious of our actions in ways that support a healthy environment and assure social wellbeing. This game will strike the nerve of awareness about the issues at hand and how you can take necessary action today for a fair tomorrow. Memory games used to be a childhood delight. And we are bringing to you this fun activity of matching cards. Put your memory hat on and pick out your #FairPairs. Let's join in the movement to a #FairFuture.

Why this activity?

Who doesn't like to do activities that demand minimum effort, but are still fun & exciting to play? Activities that have a bigger meaning and an even bigger impact? This activity is exactly that. You get to join a movement of much bigger significance with little effort. By playing this game people understand the key issues, Fairtrade products & its impact on people and on our planet. Fair practices as well as unfair practices that reflects our #FairFuture

How to do this activity?

TIME NEEDED

Arranging: 10 minutes
Playing: 20-30 minutes

RESOURCES NEEDED

• The game cards

PARTICIPANTS

2-4 players

SETUP

- Before the game starts, the first step is to lay all the cards facing down in the form of a grid.



GAME PLAY

- The cards will consist of either text or an illustration/image.
- The first player will pick one card and then choose another card and if it matches, those 2 cards will be removed.
- The player will have to find a match for either the illustration/image or the text.
- If the cards match, the player gets another chance. If the cards don't match the next player gets to play the game.
- Each player takes turns until the entire grid is cleared.



WINNING THE GAME

The player who clears the grid with the maximum number of cards wins the game.



THE LAST STEP

The first player/team to match all the pairs has to take the final card in hand. As winners of the game, the winning team will celebrate their victory by taking the FairPledge.

May the best pair win!

#FAIRFUTURE DISCUSSION POINTS

- Whose fault is climate change?
- Who has the most power and influence to make a difference?
- What actions can we all take for sustainable development?
- How do inequalities affect us and how can we support minimising them?
- How does climate change affect humans in the agriculture sector? Do you think this will change in ten years' time?

Where to do this activity

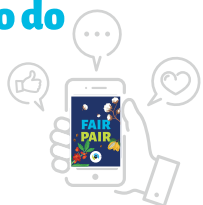
- If you have life size magnetic cards stuck on board. It can be placed in busy towns & retail stores.
- If you have a small size, play in the classroom, game room, etc.
- Make sure the game is visible to other players as well. There should be a sitting arrangement for the rest of the team members.



Things you will need

All you need to do is find your #FairPair, print the game & play. Don't forget to post your pictures online tagging Fairtrade India.

What to do



CLICK PICTURES AND SHARE THEM ON YOUR SOCIAL MEDIA WITH THE #FAIR PAIRS. REMEMBER TO TAG @fairtrade.india

Take The **Fairtrade** Pledge



I Pledge

to be more **mindful** and **conscious** of the **social** and **environmental** **impact** of my choices.

I support the **Fairtrade** movement.

#FairtradePledge

#SwitchToSCP

To take the pledge, you can also scan the QR code, get to our site and take the pledge!



Join the **Fairtrade Week**
week.fairtradeindia.org



#FairFuture