



FAIRTRADE INDIA

SCHOOLS PROGRAMME

ACTION GUIDE



switchasia
GRANTS PROGRAMME



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the European Union

TABLE OF CONTENTS

1.0 ABOUT THIS GUIDE

- 1.1 Fairtrade India**
- 1.2 Acknowledgements**
- 1.3 Additional information**

2.0 FAIRTRADE INDIA SCHOOLS PROGRAMME

- 2.1 What is Fairtrade?**
- 2.2 Why Schools?**
- 2.3 What is the Fairtrade Mark?**

3.0 REQUIREMENTS

- 3.1 Pre-requisites**
- 3.2 FairAware**
- 3.3 FairActive**
- 3.4 FairAchiever**

4.0 WORKING TOWARDS DESIGNATION

- 4.1 Review online resources**
- 4.2 Get in touch**
- 4.3 Plan your campaign**
- 4.4 Get it done**
- 4.5 Recognition**

5.0 POST DESIGNATION

- 5.1 Contact Fairtrade India School's Programme Team**

1.0 ABOUT THIS GUIDE

This guide provides information about the Fairtrade India Schools Programme (FISP), including how to apply and join the FISP programme, the requirements to achieve the FISP designations, and how to undertake post-designation activities. The Fairtrade India Schools Programme is a programme of Fairtrade India project of the Centre for Social Markets.

1.1 FAIRTRADE INDIA

The Fair Trade movement has a long history in India. At the start, Indian producers worked with the global Fairtrade system to access international markets on better terms of trade.

To further develop the Fairtrade movement in India to involve citizens, organisations, and businesses, Fairtrade India was launched. Fairtrade India is working towards building a responsible consumer and business movement in India committed to the United Nations Sustainable Development Goals (SDGs) particularly focusing on SDG 12 (Responsible Consumption and Production). The Fairtrade movement aims to ensure that farmers and workers behind our consumption choices (food and fashion) are not exploited and treated fairly and the environment is cared for. Fairtrade India creates awareness about sustainability and SDGs and also works with businesses to create sustainable supply chains for the farming communities.



1.2 ACKNOWLEDGEMENTS

The Fairtrade India Schools Programme would not be possible without the support of the Switch Asia programme of the European Union.

1.3 ADDITIONAL INFORMATION



The Fairtrade India Schools's Programme has created a dedicated digital platform for learning resources, FAQs, reporting on the activities at school and networking with other Fairtrade Schools across India. Additional resources and template forms (registration form, school contract, project plan, teaching materials and renewal form) can be found at <https://schools.fairtradeindia.org/>

2.0 FAIRTRADE INDIA SCHOOLS PROGRAMME



2.1 WHAT IS FAIRTRADE?

Fairtrade is a simple and powerful way through which each one of us can make a difference to the environment and the people who grow our food and the clothes we wear. Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers.

Fairtrade works on unlocking the power of producer collectives, helping smallholder farmers & workers to get organised and adopt more sustainable production practices. Fairtrade partners with businesses and gets decision makers in the food and fashion industry to commit to sourcing from these farmers on fairer terms. Fairtrade establishes sustainable and equitable trading relationships with a minimum support price for producers called Fairtrade Minimum Price and a social investment called Fairtrade Premium. To ensure producer & business commitment to sustainable economic, environmental and social standards, independent audits are done by FLO-CERT. FAIRTRADE Labelling on products ensures clearer identification & Fairtrade India also works on educating and engaging consumers and institutions about sustainable consumption and socio-economic-environmental impact.

People from all over the world are a part of the fast-growing Fairtrade movement.

2.2 WHY SCHOOLS?

Schools are critical institutions for educating the next generation of citizens about social and environmental sustainability. It's important that students learn how their local actions have global impact and for them to participate in the global community. We're connected to people and cultures across India and the world through the products we buy. Understanding more about the origins and impact of the everyday products used by us helps build a richer understanding of the world and our sustainability footprint. For students and teachers, Fairtrade can provide a valuable framework for exploring sustainability issues that affect us all.



A Fairtrade School is committed to Fairtrade values and practices. Becoming a Fairtrade School means joining a global movement – a movement where young people learn that, however young they are, they have the power to make a difference in the world. It offers a great opportunity to look at global issues such as where our food comes from the social and environmental impact of our choices on people across our country and the world.

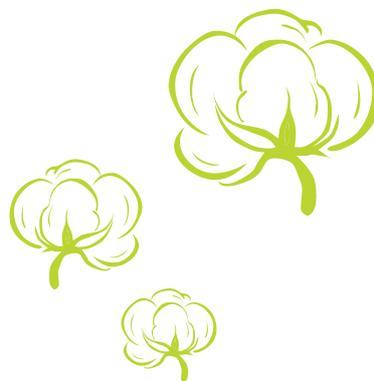
2.3 WHAT IS THE FAIRTRADE MARK?

With so many claims to fairness and sustainability in the marketplace, third-party certification and labelling are invaluable tools to ensure that our purchases actually do connect with our values.

A product that carries the FAIRTRADE Mark has been certified to meet the rigorous Fairtrade Standards, which focus on improving working and living conditions for farming communities and promoting a way of farming that protects the people and the environment.

The FAIRTRADE Mark, is based on Fairtrade supply-chains which are monitored by FLOCERT. The FAIRTRADE MARK, is one of the best known and most respected ethical labels in the world. This Mark provides an easy and reliable way to know that products have met credible standards that are set and monitored following best practices, public input, and regular audits.

The Fairtrade International system is also co-owned by the farmers and workers meant to benefit from it. This provides an additional level of assurance that the system will continue to reflect the needs of the people it serves.



3.0 REQUIREMENTS



3.1 PRE-REQUISITES

Get started with the Fairtrade India Schools Programme by completing the onboarding steps—

1. Undertake the Registration process online (on <https://schools.fairtradeindia.org/>)
2. Conducting the Learner Audit

3.2 FAIRWARE

FairAware is the first Fairtrade Schools Designation and is about introducing Fairtrade to your students and teachers and finding out where your school is in terms of understanding Fairtrade.

Steps undertaken during FairAware, raise awareness of the need for sustainable consumption, Fairtrade, the underlying values, its processes, and how it builds the resilience of vulnerable farming communities across the world. A school might take approximately upto 6 months to complete the needful activities of this stage.

STEP ONE : ORGANISE A FAIRTRADE ASSEMBLY

Your school will formally launch the FISP with an announcement in the Assembly. The head of your school speaks about Fairtrade values and the school's ambition to work towards an equal and just world. Conduct additional assembly activities where students communicate what Fairtrade stands for, how it works, the difference it makes to small-holder farmers and workers.

STEP TWO : FORM A FAIRTRADE STEERING COMMITTEE

Form a well-represented Steering Committee as the guiding and co-ordinating team for undertaking the FISP in your institution. Steering committee should develop the Action Plan for carrying out Stage-wise activities. A school can take approximately up to eight weeks to complete the needful activities of Step Two.

STEP THREE : RAISE FAIRTRADE AWARENESS

Through activities create awareness, enthusiasm, support, and galvanize the school community about the Fairtrade Global Movement, the Fairtrade Mark, product categories/crops, Fairtrade model of sustainable consumption and production (UN SDG 12), and the changes it brings to the lives of farmers, workers, and consumers. A school can take approximately upto eleven weeks to complete the needful activities.

GOALS FOR ACHIEVING THE DESIGNATION

To complete FairAware, all the targets from step 1 to 3 must be achieved and reported:

1. At least three school assemblies (two by students and one by head of the school), four awareness activities, one classroom activity and,
2. Action Plan developed by the Steering Committee and minimum three Steering Committee meetings organised.
3. All the reports and evidences will be submitted on the reporting portal.

3.3 FAIRACTIVE



Having worked on raising awareness about Fairtrade and Sustainable Consumption and Production (UN SDG 12) in the FairAware stage, it is time to learn in more detail about Fairtrade through classroom activities linked to curriculum; organising a campaign to advocate for Fairtrade, and finally making a small switch.

Convene the Fairtrade Steering Committee once again to review and update the Action Plan for this stage.



STEP FOUR : LEARN ABOUT FAIRTRADE IN THE CLASSROOM

Infuse Fairtrade in your classroom dialogues through different subjects by linking with the curriculum to have a deeper understanding of Fairtrade's role in empowering farmers and achieving the SDGs. Resources for classroom learning can be found on <https://schools.fairtradeindia.org/> once you have registered online. A school can take approximately upto 6 weeks to complete the needful activities of Step Four.

STEP FIVE : RUN A FAIRTRADE CAMPAIGN

Support students to organize a campaign to inform, educate and communicate with others about how Fairtrade fosters fairness and justice, addresses child and forced labour, promotes gender equality, combats climate change concerns and how responsible consumption can empower farmers and workers.

STEP SIX : MAKE A FAIRTRADE SWITCH

The steering committee approaches the school administration to propose the introduction of a Fairtrade Labelled product by presenting reasoned arguments. The Fairtrade Labelled product could be introduced as a one-off part of a special event or through making a minor commitment to the institution's purchasing. This might involve working with your canteen or catering company to switch to Fairtrade Labelled products in your staff room, canteen, kiosk or tuckshops.

GOALS FOR ACHIEVING THE DESIGNATION:

To complete FairActive, all the targets from step four to six must be achieved and reported:

1. At least three classroom activities, one awareness activity.
2. One schools campaign, participate in Fairtrade Week and/or Fashion Revolution Campaign and
3. Demonstration of a Fairtrade Switch in the school.



3.4 FAIRACHIEVER

the final stage of the Fairtrade India Schools Programme, is to motivate schools to espouse sustainable consumption by taking the concept of Fairtrade to their wider community, making system level changes and demonstrating their commitment to support Fairtrade.



STEP SEVEN : TAKE FAIRTRADE TO YOUR COMMUNITY

You and your students plan and implement outreach and awareness events related to SDG12 and Fairtrade during parent-teacher meetings, sports days, or by organising events in your school's neighbouring areas. These events should aim to inform and engage parents and the wider community on how responsible consumption and production (SDG12) can change trade, protect the environment, support farmers and workers in dealing with deeply ingrained problems in agricultural production and trade and create a more sustainable future for all.



STEP EIGHT : COMMIT TO ADOPT A FAIRTRADE PROCUREMENT POLICY

Your Steering Committee should work towards motivating your school to systematically procure Fairtrade Labelled products as a measure that demonstrates its commitment to the farming communities.

This is a record of why the school wants to make a commitment to Fairtrade, and what the school would like to do to support Fairtrade. Please make sure your policy is signed when you upload it.

A school's ongoing commitment to environmentally and socially responsible sourcing including Fairtrade product selections greatly influences and contributes to global sustainable development.

You can begin to look into your school's purchasing policies to diversify and increase the availability of Fairtrade products offered by food service vendors at your school.

STEP NINE : POST ASSIGNMENT / FINAL EVALUATION

Teachers and students fill up the evaluation and feedback questions. At this point you will need to carry out the Learner Audit again. This should take the students around 10 minutes to complete. At least 60 learners should complete the audit—or the entire school if it is smaller. The Learner Audit can be downloaded from the school's portal, given out to students and then collated.

These do not have to be the same students who completed the audit previously. The learner's audit should be an honest reflection of the understanding and values of students. A teacher will need to record the results of the learner audit for self-assessment before and after their work on Fairtrade.

GOALS FOR ACHIEVING THE DESIGNATION:

To complete FairAchiever, all the targets from step seven to nine must be achieved and reported:

1. At least one outreach activity outside the school for a chosen group and one outreach activity during parent-teacher meetings.
2. Motivate the school administration to adopt a fair & green procurement policy and commit to one of the significant school products to being sourced on Fairtrade terms.
3. Participate in final evaluation, undertake the second learner's audit and submit all the activity reports.



4.0 WORKING TOWARDS DESIGNATION

4.1 REVIEW ONLINE RESOURCES

- Familiarize yourself with the Schools Programme and all available resources.
- Decide how and where the FISP can be implemented and to what extent whether for the – Primary, Middle, Senior or all the sections of the school.



The FISP is for both teachers and students. On our Schools Website, (<https://schools.fairtradeindia.org/>) you will find the learning resources, school activity plans, and registration form for participating in the Fairtrade India Schools Programme.



4.2 GET IN TOUCH

Send us an email to let us know that you are planning a Fairtrade Schools campaign in your community.

Fairtrade India can offer a number of planning and engagement tools that may help during the initial stage of your campaign. We are keen to work with you in developing effective strategies within your school.



4.3 PLAN YOUR CAMPAIGN

A Fairtrade campaign is an opportunity for your students to raise their voice - to make our food and trade systems fairer and ensure farmers and workers have access to better working conditions . It connects young people and institutions with the wider Fair trade movement. It aims to teach young people that however insurmountable a problem might seem, we can be changemakers.

- Build your network
- Learn about Fairtrade led campaigns and participate
- Figure out what a successful campaign will look like in your school
- Assign tasks and target due dates

Be sure to have a good idea of who will be doing what—and when you hope to achieve each target by. To ensure a successful campaign, we suggest building a Fairtrade Campaign Plan to help you formulate realistic timelines and identify key stakeholders.

4.4 GET IT DONE

Achieve all requirements to become a Fairtrade School.

Once you have planned it all out and created a plan of action, it's only a matter of hard work and persistence to achieve your Stage goals. Carrying out a campaign can be a challenge, and it will be important to review progress and goals on a regular basis. Be sure to have regular steering committee meetings to keep everyone updated and to identify and address any issues that may arise.

4.5 RECOGNITION

Submit your report online with supporting evidences

Once you have achieved all of the proposed goals, it's time to submit the online report. Fairtrade Schools designations are awarded based on a review by Fairtrade India. Applications should be sent to schools@fairtradeindia.org



5.0 POST DESIGNATION

1. Continue to engage with your community
2. Review your school's Purchasing Policies
3. Submit Annual renewal form by July 1

Fairtrade Schools Programme is a huge international network, with 1000s of registered Fairtrade schools across the UK and the European Union that are campaigning for a fairer world.

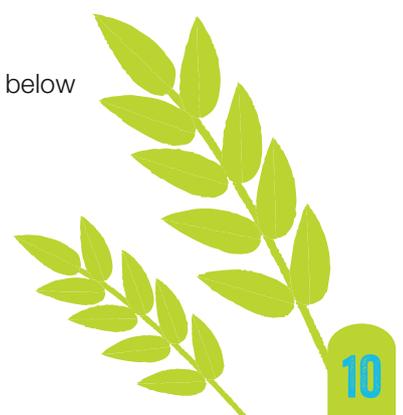
A Fairtrade School designation is the formal recognition of a long-term effort to grow awareness and support for Fairtrade.

Fairtrade India Schools Programme aims to make citizens more aware of the global farming crisis and of the power that everyone has as responsible citizens to empower the people in food and fashion supply chains.

After completing all the nine steps of the programme your school has fully embedded Fairtrade into their daily life and work to raise awareness of Fairtrade in their local community. The final step in the Fairtrade India Schools Programme would be celebrating the efforts and conducting a recognition event.

Celebrate the successful completion of all the three Stages and receiving the Award of each stage. To mark the occasions, organize a celebration day/week/fortnight.

- Record short testimonials of students/ teachers and school administration. Share it on social
- Run Fairtrade Chest competition. Let students pick up questions from the chest and answer. Some examples:
What are the SDGs that Fairtrade supports? What is a financial mechanism that support marginalized farmers to deal with climate change? Help students recollect what they learnt in each of the steps and stages.
Recapitulation and Reflection consolidate learnings.
- Take a poll on their favourite activity done during a stage.
- Post photo collages on social media with the hashtag #FairAwareDone Children below 13 years should not be involved in this activity.
- Draft a press release and mail it to local newspapers/correspondents.
- Organize an exhibition in the school with the poems, crafts, and collages.
- Film screenings: Screen the films followed by a Q and A session.



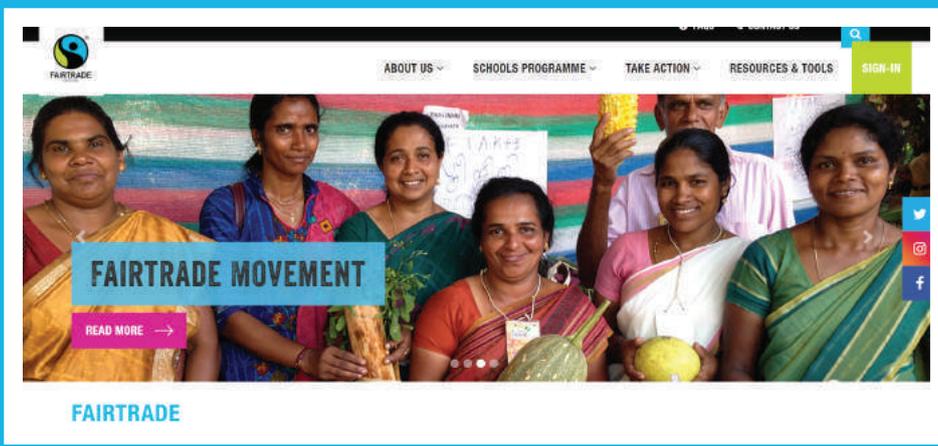
5.1 CONTACT THE FAIRTRADE INDIA SCHOOLS PROGRAMME TEAM

Fairtrade India works with schools from across India to support them in their progress through the Fairtrade India Schools Programme.

Contact the Fairtrade India Schools team at schools@fairtradeindia.org or info@fairtradeindia.org with any questions regarding the schools programme, for planning a campaign, or additional advice and support.

Additional resources and template forms (registration form, school contract, project plan, teaching materials and renewal form) can be found at <https://schools.fairtradeindia.org/>





Fairtrade India Schools Programme Website



Students of Vidyashilp Academy, Bangalore talking about SDG12 at RMZ Mall



Farmer Pravin bhai and his family's visit to Vidyashilp Academy, Bangalore



Fairtrade India Schools Online Portal



Ms. Anuradha Krishnan, Head of School,
Ebenezer International School Bangalore



Ms. Ritu Bali, Academic Lead &
Ms. Kalai Selvi, Head of School,
Vidyashilp Academy, Bangalore



Ms. Poonam Kumar Mendiratta,
Principal, The Manthan School,
Greater Noida West



Ms. Sonali Sinha, Principal, The Universal School, Ghatkopar

GALLERY

BUILD YOUR FAIRTRADE COMMUNITY AND LEARN ABOUT OUR OTHER FAIRTRADE PROGRAMMES

@FAIRTRADE CAMPUS - SCHOOLS AND COLLEGES

@FAIRTRADE WORKPLACE - OFFICES

@FAIRTRADE TOWNS - COMMUNITY

CONTACT US:

E-mail: schools@fairtradeindia.org

Address: 21/1, Lady Curzon Road, Tasker Town,
Shivaji Nager, Bengaluru, Karnataka 560001

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Facebook – [fairtrade.india](https://www.facebook.com/fairtrade.india)

Instagram – [fairtrade.india](https://www.instagram.com/fairtrade.india)

Twitter – [fairtrade_india](https://twitter.com/fairtrade_india)



[HTTPS://SCHOOLS.FAIRTRADEINDIA.ORG/](https://schools.fairtradeindia.org/)

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