



**Fairtrade** is an internationally recognised organisation which works to establish sustainable relationships with disadvantaged producers in developing countries. Fairtrade supports decent working conditions and guarantees that a fair and stable price is paid for products, enabling producers to support their families and invest in a sustainable future to alleviate extreme poverty.

In February 2008, Bournemouth Borough Council became the first local authority in the UK to endorse the **Earth Charter**, demonstrating the town's commitment to sustainability and ecological integrity. Achieving Fairtrade Town status for Bournemouth will be a major milestone and send a strong signal about the Council's ethical and global intentions to the community.

By educating children about Fairtrade, and schools setting an example by using Fairtrade products in canteens and staff rooms, not only will you be contributing to make the world a fairer place, it will benefit students through the development of new skills. Allowing children to participate within the school community and encourage critical thinking. Whilst also providing opportunities to enhance the curriculum through exploring citizenship from a global perspective.

**Canford Heath Middle School** has recently gained Fairtrade School status as part of the schools policy of Respecting Rights. The message of Fairtrade is delivered in whole school assemblies and classes to deepen their knowledge. A variety of fairtrade activities are undertaken:



- A Fairtrade tuck shop is open break times from Monday-Wednesday which sells Wafers, Yoghurt Raisins, Crisp 'n Chewy Caramel Bar and Geobars all of which are from Traidcraft and are Fairtrade
- Fairtrade has been introduced into the curriculum where possible; Food technology projects on Fairtrade chocolate, fairtrade products in science experiments and even Fairtrade footballs for use within P.E
- Staff are committed to purchasing Fairtrade coffee, tea and sugar in staffrooms and meetings
- Fairtrade flowers, chocolates and wines are given at celebrations and presentations
- Fairtrade themed lunches
- Participate in Fairtrade fortnight. During Fairtrade Fortnight 2012 all classes made a footstep for Fair trade and made a pledge for their future



Students running the Fairtrade tuck shop at Canford Heath Middle School



**Bournemouth University** has been a Fairtrade University since June 2006. At Bournemouth University they attach great importance to their role within the wider world, and are committed to supporting, using and promoting Fairtrade products as a tangible way of demonstrating their global perspective.

At **Avonbourne School** the students study The Earth Charter which symbolises the **importance of sustainability** and keeping the Earth green.

**Fairtrade is actively taught in classes**, in June this year within geography lessons, students were asked to come up with **Fairtrade fundraising ideas**, with ideas including homemade Fairtrade cakes and biscuits, guess the number of 'Fairtrade' chocolate bars in a jar and homemade milkshakes using Fairtrade fruit. The **Fairtrade fundraiser** was in aid of **Farm Africa** – which aims to make a lasting difference in the lives of working African families. They raised **£247.26** which will go towards projects **providing training and support for poor rural communities** in areas of Eastern Africa.



**Above: Students at Avonbourne School raising money for Farm Africa and Fairtrade**  
**Below: The enterprise finalists with judges**

**Avonbourne School** also uses **enterprise activities** to promote Fairtrade, healthy eating and the Earth Charter values, which contributes to the unique ethos of the School.

Students have put together a '**Corgreen snack pack**' which consists of recycled brown paper bags containing a **balanced variety of Fairtrade certified foods**; such as Fairtrade Hot Chocolate sachets, Geobars and Yogurt or Chocolate coated Raisins, this is currently sold within the school to teachers and pupils. It was decided the profits from this activity would go towards supporting animals most at risk of extinction, by purchasing adoption packs. Since the project was set up in November 2011 they have already arranged 10 adoptions in the UK and overseas, **showing the wide interest, engagement and support of the students.**



### How can you help?

- Look for products with the Fairtrade Mark and tell your friends, students and family about Fairtrade.
- Show a film about Fairtrade, several short films are available at: [www.fairtrade.org.uk/resources/films/](http://www.fairtrade.org.uk/resources/films/)
- Sell or use Fairtrade products in school canteens, staff rooms or tuck shops like Avonbourne or Canford Heath. Find out about Traidcraft schemes to help you at [www.traidcraftschools.co.uk/](http://www.traidcraftschools.co.uk/)
- Encourage your school meal supplier to use Fairtrade products or switch to a Fairtrade friendly supplier
- Sign up to Fairtrade e-newsletters [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)
- Raise money for Fairtrade: hold a Fairtrade Fundraiser such as a Fairtrade Fashion Show or Fairtrade Bake sales. Get more ideas for activities by visiting: [www.fairtrade.org.uk/schools/support\\_resources/](http://www.fairtrade.org.uk/schools/support_resources/)

### Don't forget

- Let us know about your events and activities at: [Fairtrade@bournemouth.gov.uk](mailto:Fairtrade@bournemouth.gov.uk)
- Let local journalists know about your events. It will raise publicity for your event and let your local community know what your organisation is doing for Fairtrade and trade justice.



**Take a step in 2012, help the campaign for Bournemouth to become a Fairtrade Town**