

# Fair Trade Communities

## Guidelines for Schools

### What is Fair Trade?

Fair trade is a growing international movement which ensures that producers in poor countries get a fair deal. This means a fair price for their goods (one that covers the cost of production and guarantees a sustainable livelihood); long-term contracts which provide income security; and, for many, support to gain the knowledge and skills that they need to develop their businesses and increase sales.

There are two terms referred to in this document which need to be understood. The term “fair trade” (ie as two words) refers to the concept as used by the wider fair trade movement. The term “Fairtrade” (ie one word) refers to the specific labelling system administered by Fairtrade Labelling Organizations International (FLO) and its member organisations. Fairtrade Labelling ANZ, which was established by FTAANZ to administer the Fairtrade labelling system, is the member organisation of FLO in Australia and New Zealand. Where reference is made to Fairtrade products, it means products such as coffee, tea and chocolate which have been certified by Fairtrade Labelling ANZ as meeting internationally recognised Fairtrade standards and carry the FAIRTRADE Label on their packaging. For clarity, in this document the term “Fairtrade certified” is used.



For more information about fair trade and the Fairtrade labelling system, see the FTAANZ website at [www.fairtrade.com.au](http://www.fairtrade.com.au) or [www.fairtrade.org.nz](http://www.fairtrade.org.nz).

### Fair Trade Association of Australia and New Zealand

FTAANZ was formed in 2003 to bring together the increasing number of fair trade related activities and actors in Australia and New Zealand, in order to increase their effectiveness and impact through economies of scale, collaboration, and information sharing.

The mission of FTAANZ is to bring together all interested parties in Australia and New Zealand to foster and promote a common understanding of fair trade: ensuring a better deal for producers and workers marginalised and disadvantaged through current international trade practices and rules.



FTAANZ works with and supports the “FINE” definition of fair trade commonly adopted in Europe and North America, which is:

“Fair trade is an alternative approach to conventional international trade. It is a trading partnership which aims at sustainable development for excluded and disadvantaged producers. It seeks to do this by providing better trading conditions, by awareness raising and by campaigning”.

## **Fair Trade Communities**

Fair Trade Communities is an initiative developed by FTAANZ in order to provide a generic set of goals or guidelines which institutions and communities across Australia and New Zealand can adopt as a focus to promoting fair trade within their area of influence. Participants within the program work towards achieving a set of goals to promote fair trade within their institution's procurement practices, workplaces and membership or community (where relevant). The program can be applied to a wide range of institutions including councils, government offices, businesses, universities, schools, churches and workplaces.

Participation in Fair Trade Communities will help institutions meet corporate and social responsibility goals. It will help build awareness among consumers of inequalities in international trade and empower people to make socially responsible choices. And it will provide a higher standard of living for disadvantaged producers in developing countries.

If your school or campus would like to receive recognition from FTAANZ as a Fair Trade School, and has made the switch to using Fairtrade certified coffee and tea, simply complete the application form and send it to FTAANZ.

## **Fair Trade Schools – Two Simple Goals**

There are two simple goals which schools need to meet to be recognised by FTAANZ as a Fair Trade School. The goals aim to increase the awareness and understanding of fair trade and the use of Fairtrade certified products.

Specific goals have also been developed for councils, universities, workplaces and churches – for more information about these please download the relevant document from the FTAANZ website [www.fairtrade.com.au/ftcommunities](http://www.fairtrade.com.au/ftcommunities).

The two goals for Fair Trade Schools are:

### **1. Use Fairtrade certified products within your school**

- Serve Fairtrade coffee and tea in staff rooms, canteens, at meetings, and at other events.
- The FTAANZ website has a purchasing guide which lists sources of Fairtrade certified products around Australia, and an online searchable database – see [www.fairtrade.com.au/buyandsell](http://www.fairtrade.com.au/buyandsell)

### **2. Promote fair trade within your school.**

- This can be as simple as putting up a poster on your noticeboard or wherever you are serving Fairtrade certified coffee or tea publicising that you are doing so – FTAANZ can supply you with a poster and other materials.
- Where possible, we encourage you become involved with the local Fair Trade Communities initiative with the local council. If the council haven't adopted the program yet, you could try forming a fair trade steering group with other organisations, which can lobby the council to become involved. If the council is already involved, they will be looking for Fair Trade Schools to count toward their targets.
- Hold or support an event during Fair Trade Fortnight, by having a fair trade morning tea, displaying a fair trade poster, hosting a community event, or any other way possible – be creative!

- Use the FTAANZ education kit “Fair Trade For All” in your curriculum. It can be downloaded at [www.fairtrade.com.au/resources/educationkit](http://www.fairtrade.com.au/resources/educationkit). Hard copies are also available from FTAANZ.
- Consider selling Fairtrade certified tea and coffee to staff and parents – why not use it as a fundraiser?

Once you've completed Goal 1, you can apply to FTAANZ for recognition – we'll help you with Goal 2. To apply, simply complete the application form return it to FTAANZ. There is no cost involved in becoming a Fair Trade School.

## **Benefits of Fair Trade Schools**

The ultimate beneficiaries of the program are the communities in the Developing World who benefit from receiving a guaranteed fair and sustainable price for their products, better working conditions, and a contribution toward community development. However, participation as a Fair Trade School also brings direct benefits to participating schools in a number of ways, including:

- Brings positive publicity for the school, showing that the school is serious about social responsibility and responsive to its staff, parents and students;
- Provides a tool for the school to help meet environmental and social responsibility goals;
- Improves staff morale as staff feel they are contributing to supporting poorer communities with every cup of coffee or tea;
- FTAANZ provides a range of resources to participants, including promotional materials and information, a quarterly newsletter, website resources, opportunities to network with other organisations, forums and occasional workshops;
- A discount on the education kit is available for Fair Trade Schools;
- Fairtrade certified products are not only better for the producers, they are great tasting too.

## **Further Information**

For more information about fair trade or Fair Trade Communities, please visit the FTAANZ website at [www.fairtrade.com.au](http://www.fairtrade.com.au) or [www.fairtrade.org.nz](http://www.fairtrade.org.nz).

To discuss this further, please contact us at:

### **Australia:**

PO Box 306, Flinders Lane PO  
Victoria 8009, AUSTRALIA

Tel: 03 9662 2919 Fax: 03 9663 3482  
Email: [aust@fairtrade.com.au](mailto:aust@fairtrade.com.au)

### **New Zealand**

PO Box 33 1587,  
Takapuna  
Auckland, 0740, NZ

Tel: 09 920 4950 Fax: 09 920 4951  
Email: [info@fairtrade.org.nz](mailto:info@fairtrade.org.nz)



**Fair Trade  
Association**  
of Australia and New Zealand

# Fair Trade Communities

## Application Form for Schools

**Contact name** \_\_\_\_\_

*This person may be contacted by FTAANZ in case of any queries about this application.*

**School** \_\_\_\_\_

*Please also specify which campus, if applicable*

**Address** \_\_\_\_\_

*This is where we will send the certificate, poster and information*

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email Address** \_\_\_\_\_

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### Goal 1. Use Fairtrade certified products within your school

*Which Fairtrade certified products do you use? Please specify brand and product.*

*Where do you use Fairtrade Certified products? Eg in staff rooms, canteens, at meetings etc*

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### Goal 2: Promote fair trade within your school

*Please indicate which of the following you would like to do. FTAANZ can supply materials such as posters and flyers to help promote fair trade, and can put you in touch with other Fair Trade Community organisations in your area.*

- Put up a fair trade poster (FTAANZ can supply the poster)
- Support your local council's Fair Trade Communities initiative
- Hold or support an event during Fair Trade Fortnight (in May)
- Distribute Fairtrade certified coffee to parents / staff etc
- Other (Please give details)

***/we hereby apply to become a Fair Trade School:***

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

The name (but no other details) of your organisation will be displayed on our web page listing of organisations that have signed up to Fair Trade Communities

Please tick this box if you do NOT wish to be listed on this page.

[www.fairtrade.com.au/FTAANZ/fairtradecommunities/listing](http://www.fairtrade.com.au/FTAANZ/fairtradecommunities/listing).

Please complete this form and submit to:

**Australia**

FTAANZ  
PO Box 306  
Flinders Lane PO  
Victoria 8009

Tel 03 9662 2919  
Email: [aust@fairtrade.com.au](mailto:aust@fairtrade.com.au)

**New Zealand**

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