

Fairtrade: a World of Difference

Fairtrade Mark Assembly KS3 Page 1 of 2



Aim

To understand what fair trade is and what it means when a product carries the fairtrade mark.

Resources

- A power point of different logos (E.g. McDonalds, Mercedes, the Underground, Apple logo, recycling logo, the Olympic rings) and the fairtrade mark
- 5 pieces of paper and pens
- Examples of different products

General Introduction

Show students the different logos and ask them to identify them. How do they know them? Where do we see them? What do we associate with each logo?

Elicit some ideas of other logos or marks which we see all of the time. Why is it important for companies to have a pictorial logo without necessarily including words?

Having a logo or mark which is associated with your company or movement (like the Olympics) means that gradually more and more people begin to know who you are and what you do. This is important to drum up new and continued business. It's also important if you are trying to change attitudes and behaviour, for example, through recycling. Every time they see the symbol people begin to think "Oh! I should put that paper in the recycling bin" instead of throwing it out.



Illustration

Ask for 5 volunteers and provide each with a piece of paper and pen. Ask them to draw what they think of when they think of fair trade. Is there a mark or logo they associate with it?

See how many of the students draw part of or all of the Fairtrade mark. Ask where they have seen it before. Do they remember when they first saw it?

Look at the Fairtrade mark on the power point slide. Ask students to raise their hands if they recognise it. What they think of when they see it. Do they know what it means? What do they think the blue and green stand for?

In 2008 70% of people in the UK recognised the Fairtrade mark compared to 16% in 2004. It's an incredible increase and shows that a growing majority of people in the country are aware of the fair trade movement. But how many people not only recognise the mark but know what fair trade is?

Ask students to raise their hands if they believe that they know what fair trade is. How does the number compare to those people who said they recognised the mark?

Fair Trade Links

Explain that fair trade aims to ensure that producers in poorer countries get a fair deal, including a fair price for goods and services, decent working conditions and support for developing their communities.

Show the students some different types of fair trade products. Remind them that it's not only food and drink. There are fair trade clothes, jewellery, cards to name but a few, and there are even fair trade rubber gloves!

When students see the Fairtrade mark on items it means that money from the product goes directly back to the producers. The Fairtrade mark means that consumers have the chance to make a difference.