



World Fair Trade Day 2012 Activities Guide

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World Fair Trade Day 2012

On & around May 12th, people in 80 countries worldwide will hold activities to mark World Fair Trade Day (WFTD) in order to highlight the importance and benefits of Fair Trade.

Across N. America., advocates are inspiring around 100,000 people to celebrate Fair Trade from May 6-20. The more people participate in World Fair Trade Day, the more difference we can make. With over 1,000,000 producers around the world already benefiting from Fair Trade, it’s time to raise our voices and vote with our dollars until all trade is fair!



Ann Arbor, MI, celebrates WFTD

This year, individuals as well as organizations will host hundreds of events, such as festivals, fashion shows, speeches, food and drink tastings, film showings, sports games, neighborhood crawls, and concerts to celebrate Fair Trade. This guide can be useful for any Fair Trade activity you are planning. Post your event, or get ideas from others, on our [Events page](#). Free postcards, T-shirts, stickers and other promotional resources, as well as free Fair Trade products, are available on our WFTD Toolkit page.

1) What is a “Fair Trade” event?

A Fair Trade celebration is simply an opportunity for a community, a workplace, a class, or a group of friends to take time out to enjoy, showcase, and discuss the benefits of Fair Trade. The focus is on increasing awareness and educating others about the importance of Fair Trade and the producers who make and grow the products that we consume. Activities should inspire people to learn more about or support Fair Trade! Use the free brochures, videos, products and other resources at www.FTRN.org to complement your activities.

Options for a Fair Trade Activity:

Fair Trade Potluck Meal:

Serve up some delicious lunch or dinner during your Fair Trade potluck. Friends can prepare dishes at home using Fair Trade [recipes](#) and bring them over!

Here's what you need for a Fair Trade Potluck Meal:

- Fair Trade ingredients, like rice, quinoa, olive oil, spices, honey, sugar, bananas, vanilla, chocolate, wine, tea, coffee and other foods and drinks.
- [Recipes](#) that use Fair Trade ingredients, or ones that can be adapted to using many such ingredients.

A fun twist

- Have folks come over with Fair Trade ingredients, and then cook dishes together.

Fair Trade Jewelry / Handcrafts / Fashion Show:

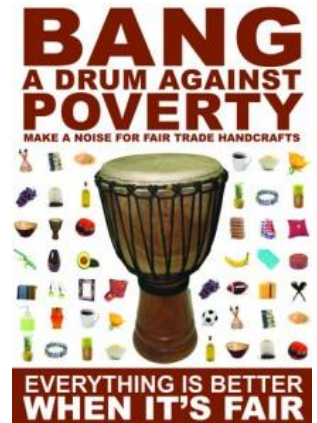
Don't feel locked in to food or drink products. There are a wide range of Fair Trade artisan handcrafts available, including jewelry, home furnishings, gifts, clothes, art, and toys.

Here's what you need for a Fair Trade Handcrafts Show:

- Artisan products to showcase
- Information about one or more producer groups who made the products you are showcasing

A fun twist

- A great way to showcase these products is to put on a Fair Trade house party, where people can see and try on products.
- Host a booth or set up a table at your local farmers market to showcase and sell artisan products.
- Organize games or a recess at school, such as a soccer game, using fairly traded sports balls, or a kite flying party with fairly traded kites. Check out [Oxfam America's Fair Trade Soccer Game Guide](#) which is a fun and informative way to show how global trade rules put some countries' producers at a disadvantage.



Fair Trade Dessert Tasting:

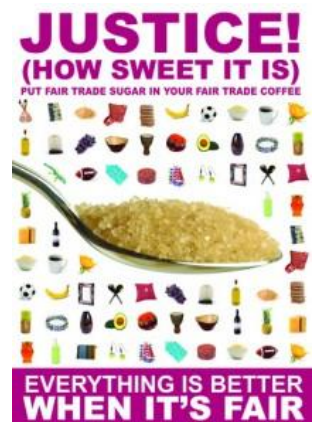
Serve up some delicious sweets during your Fair Trade activity. You can even use Fair Trade sugar in your favorite cake, muffin or bread [recipes](#)!

Here's what you need for a Fair Trade Dessert Tasting:

- Fair Trade Sugar
- Any ingredients for your [home-baked recipes](#) - don't forget other ingredients that are Fair Trade Certified, such as vanilla and bananas!

A fun twist

- Turn your baked goods into pie a la mode. Use plenty of Fair Trade chocolate sauce, Fair Trade vanilla ice cream and lashings of whipped cream to create a delicious delight.



Fair Trade Film Show:

- Gather some friends and family to watch and discuss a video about Fair Trade, its products, and the people who make them. Pick out videos from ones recommended on our [Fair Trade Films](#) page. Most videos are free, and range from several minutes to two hours in length. Watch them on the internet, or in DVD format.

A fun twist

- Have some of the Fair Trade items shown in the video at your event, for sampling or for sale.
- Invite someone from a Fair Trade business who has met the people in the video to talk at your show.

Fair Trade Spa Night:

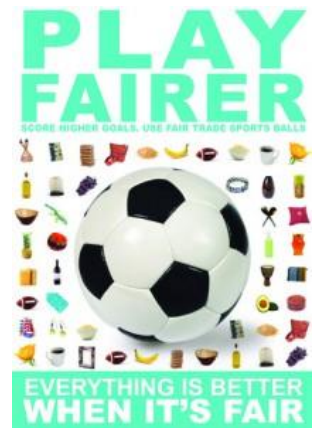
- With Fair Trade soaps, shampoo, bath and body oils, moisturizer, shaving gels, and lip balm now available in the U.S., there is no better time to get clean and comfortable with these products. Encourage people to share stories, try new products (even together), and trade items at a Fair Trade spa night.

A fun twist

- Add some Fair Trade flowers, wine, food and drinks to set a classy atmosphere at the event.

Fair Trade Soccer Game:

- With Fair Trade sportswear and Fair Trade sports balls now available in the US, there is no better time to get some exercise with these products. Encourage people to hold sports tournaments using Fair Trade sport balls and uniforms, and make some Fair Trade home baked refreshments. Check out [Oxfam America's Fair Trade Soccer Game Guide](#) for more ideas on how to incorporate Fair Trade into sports.



A fun twist

- Especially for kids, organize a kite flying party with fairly traded kites, or games with other Fair Trade balls and toys.

Fair Trade Chocolate Tasting

Indulge in some guilt-free Fair Trade chocolate for your Fair Trade chocolate tasting. You can simply enjoy chocolate on its own or baked into a delicious cake, muffin or biscuit.

Here's what you need for a Fair Trade chocolate tasting:

- Chocolate (There is a great variety of flavors available in the U.S. Don't just stick to milk or dark. Try something new).
- Any additional ingredients for your home baked goods.

A fun twist

- Make some chocolate fondue using Fair Trade chocolate and dip Fair



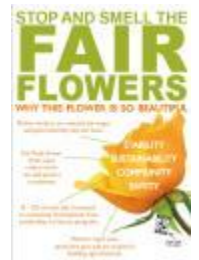
Trade bananas and home baked biscotti into it. Simply delicious!

- Try and incorporate as many Fair Trade ingredients into your recipes. Use Fair Trade sugar, chocolate, vanilla and bananas when possible. Check out some of our [Fair Trade recipes](#) for more ideas.

Fair Trade Flower Exhibit:

A selection of Fair Trade Certified flowers is now available at a growing number of retailers, both online and in your neighborhood. Use your event as an opportunity to promote the availability of this exciting new range. Your Fair Trade flower exhibit can simply mean putting together your own bouquet of Fair Trade flowers.

Here's what you need for a Fair Trade flower exhibit:



- Fair Trade flowers
- Utensils for handling the flowers- gloves, scissors etc., and water
- Fair Trade vases
- Eco/recycled ribbon or paper for decoration

A fun twist

- Encourage children to make their own Fair Trade flowers bouquet for Mom this Mother's Day.
- Talk to your local places of worship, hospitals and florists about incorporating Fair Trade flowers into their bouquets during World Fair Trade Day.

Fair Trade Tea Break

Brew and enjoy a pot of Fair Trade tea with friends and colleagues for your Fair Trade event. There are a number of black and herbal teas now available in the U.S.

Here's what you need for a Fair Trade tea break:

- Tea - loose or in bags
- Tea pot or server
- Cups- to be environmentally friendly provide reusable tea cups or encourage people to bring cups from home
- Milk or creamers
- Fair Trade sugar

A fun twist

- Hold a tea party in your local town square. Get everyone to dress up and bring along their special china cups to have a British themed event.
- Make some delicious home baked Fair Trade goodies to accompany your tea. Check out some of our [Fair Trade recipes](#) for more ideas

Fair Trade Coffee Break

Enjoy a brewed cup of Fair Trade coffee with friends or acquaintances during any Fair Trade event.

Here's what you need for a Fair Trade coffee break:

- Fair Trade coffee
- Coffee maker
- Milk and creamers

- Fair Trade sugar or sweeteners
- Stirrers and spoons
- Mugs- to be environmentally friendly provide reusable mugs or encourage people to bring mugs from home

A fun twist

- Make some home baked Fair Trade goodies to accompany your cup of coffee. Check out some of our Fair Trade [recipes](#) for more ideas.

2) Celebrating the “Best in Fair Trade” Awards

How do the “Best in Fair Trade” Awards work?

The awards are a public contest to honor advocates, retailers, manufacturers and other organizations doing outstanding things to benefit producers and the Fair Trade movement. From February 1 to March 31, the public is nominating (or self-nominating) businesses and nonprofits for awards in 5 categories. After FTRN’s Awards Committee narrows down the nominees to 3 finalists in each category, the public is voting for winners from April 16-30. FTRN will announce the winners by May 5. Local event organizers and their audiences can get involved in nominating organizations, voting for winners, and/or honoring the winners as part of WFTD events. Organizers can:

- refer people to the the [“Best in Fair Trade” Awards page](#) at during or after the contest
- use stories from the page to celebrate the winners at local events through verbal announcements, printed handouts, or activities like 20 questions, winner predictions, etc.



3) Fair Trade Event Planning Checklist

When planning your event you may consider the following tips:

Prior to the Event

- Decide the **time and location** of where you are going to have your event and consider how to involve the greatest number of people in the event. Possible locations are a church, school classroom, office lunchroom, community hall, in your home, or at a local shop or market that sells Fair Trade. Some places may need to be booked in advance, so plan ahead to ensure availability.

- Choose which **Fair Trade product** line or combination of products to use. For example, are you simply brewing up coffee? Or are you going to make an extravagant cake? It is up to you to decide based on your help from others, time constraints, target audience, location, etc.
- Consider **forming a committee** to help with tasks. On the other hand, you can certainly plan an event by yourself. Invite some friends over for some coffee or bring some folks together at your local farmers market. Having different people involved will also give you a range of skills, knowledge and contacts to draw on. Create a roster of potential volunteers and brainstorm together about how you envisage the event panning out. This makes it clear to everyone involved what they should expect and do.
- **Assemble materials** to use at the event. To enter contests, you may want a digital camera, video camera, and pledge sheet. For your activities, will you need tables, chairs, bowls, cups or a stage? To educate about Fair Trade, use the free flyers, booklets, videos and other resources at [Learn Up](#).
- **Advertise and promote** your event. If your event is public, the goal is to reach out to as many people as possible in your community. FTRN offers a number of free resources: World Fair Trade Day posters, Fair Trade Break postcards which can be used as invitations to your event, and **stickers** to acknowledge participants' support for Fair Trade. Be creative with your promotion- the greatest mix of advertising the better. Include strategically placed posters, ads in local papers, email campaigns and e-vites, chalk on the sidewalk, eye-catching banners, free public service announcements and spots on your local radio stations- the possibilities are endless.
- Use the **media** to promote your event. FTRN offers free media outreach tools for organizers to work with local media to promote their events. You can use the customizable press release, media outreach guide, and training video we provide in the World Fair Trade Day toolkit to attract print, radio, and television in your event.
- **Green** your event by planning the following steps:
 - Minimize waste at your event.**
Avoid the use of disposable cups, plates, etc., by encouraging participants to bring their own mugs/cups, etc. It is likely you will need to make disposable cups available, but work to make sure these are recyclable. Another idea is to have available for sale reusable FT mugs and cups that can be used for the event and beyond in participants homes – a nice way to remember the event. Find great Fair Trade mugs/cups made by FTF members.
 - Dispose of waste responsibly.**
Have recycling bins set out at the event, so folks can recycle any disposable containers properly. Compost used coffee, tea, food and other organic waste.
 - Reuse and recycle.**
Gather reused and recycled plates, paper and other materials.
 - Think local. Use organic.**
Try to use and promote organic, locally-grown products (e.g. milk, flour, eggs) wherever possible.
 - Limit the event's carbon footprint.**
Encourage participants to walk to the event or take public transport. Carbon offset your event.

Tasks on the day of the event: You may want to consider the following and delegate the tasks among your committee members.

- o **Have an emcee** for your event who can educate attendees further on Fair Trade and why having a Fair Trade activity is important.
- o **Make sure there is enough product and supplies for your event** (securing the crafts, coffee, coffee makers, food, distribution systems etc., as well as educational flyers and booklets, etc.).

- o Have a person present to take an **official COUNT** of the number of people who participate in the event. Alternatively, ask people to sign an attendance or pledge sheet, provided free on FTRN's website Toolkit. **Remember any number of people coming together during May 6-20 will be counted.** What's most important is that you participate! These numbers can then be emailed back into FTRN after your event.
- o If you **invite press** to attend your event, **assign the task of media liaison.** This is someone who supports the press (e.g. directs them where they can access electricity for cameras, etc.) and can direct their inquiries to appropriate participants. Be sure to have one or more spokespeople lined up and ready to speak with press as well. The World Fair Trade Day media resources, in our Toolkit, can provide further guidance here.
- o Try to organize a **photographer and/or a videographer** to take photos or film the event to communicate the excitement and local support for Fair Trade and also to verify the number of people present. We invite you to post your video and photos on our web pages.

Post-event

- **Follow up** with people who requested additional information about Fair Trade. If you are unsure of answers, get in contact with FTRN or others who can try and help you find what you are looking for.
- **Post information and photos** from your event on FTRN's web site, including an overview of the event(s), highlights and even challenges. All of this information will help future groups with their campaign efforts and planning.
- **Report your final numbers** to us so we can tally up the level of participation for WFTD, and email us at wftday@ftrn.org.

Any comments or questions are welcome by emailing us at wftday@ftrn.org.