# Join the Fairtrade Five and support the Sustainable Development Goals









# B HOW TO USE THE RESOURCE

We have all become familiar with Fairtrade – the alternative to unfair trade. The range of fairly traded products has now increased internationally to many thousands including the familiar tea, coffee, chocolate but also now including cold drinks, snacks and herbs and spices.

Fairtrade is about better prices, decent working conditions and a fairer overall deal for farmers and workers in developing countries. Fairtrade is also about giving you an effective opportunity to not just imagine a better world but to help create it. This booklet for Civic, Social and Political Education:

- explores these issues through a focus on funsize bananas
- offers a series of everyday actions that build further on previous successes
- links with the Sustainable Development Goals agenda
- links with Fairtrade Fortnight in 2019 (February 25th to March 10th).
- offers educational activities linked to CSPE learning outcomes and a set of action activities
- lists a range of support materials including videos at www.fairtrade.ie/get-involved/fairtrade-schools/



#### **USING THIS BOOKLET**

This booklet can be adapted to build on and practice key CSPE and supports all three strands - Rights and Responsibilities, Global Citizenship and Exploring Democracy. The materials correspond with the following Statements of Learning (SOL):

- SOL 9: understanding the origin and impact of social, economic, and environmental aspects of the world around her/him
- SOL 10: developing the awareness, knowledge, skills, values and motivation to live sustainably
- SOL 11: taking action to safeguard and promote her/his wellbeing and that of others



#### CSPE and Fairtrade have much in common:

- Building skills and critical awareness among young people, contributing to building democracy and to living sustainably needed to contribute positively to democracy and to living sustainably
- Promoting an understanding of social, economic and political realities at local, national and global levels and the offering an opportunity to imagine and make a real difference in the lives of individuals and communities
- Fairtrade and CSPE also aim to contribute directly to the urgent need to live sustainably
- Enabling active citizenship rooted in an understanding of human rights and responsibilities, especially highlighting the values of human dignity and human capacity
- Fairtrade offers a practical opportunity to make 'real' these ideas in the context of our day-to-day actions and ideas.

CSPE and Fairtrade share a common purpose in promoting the well-being of individuals, communities and ultimately the planet. They seek to achieve this through developing awareness and critical understanding of patterns and trends in society (in this case as regards trade and consumption), debating their merits and demerits, exploring alternatives and choices.

#### Most importantly, they both seek to encourage imagination and practical action on how the world can be made better in simple and yet far-reaching ways.



Fairtrade is both unique and practical offering us all the opportunity to make a difference through using our power as consumers to work alongside producers, consumers, businesses and campaigners. Unlike many other forms of trade, it offers farmers and workers better prices and working conditions as well as a greater say what happens. And, it offers us the opportunity to know that what we buy and consume is 'fair'.

#### In practical terms, Fairtrade:

• Sets standards in social, economic and environmental terms for both companies and farmers including the protection of workers' rights and the environment, the payment of a guaranteed minimum price plus an investment in business or community projects locally. Over the years, Fairtrade has also contributed to setting standards internationally by raising the question of fairness and unfairness in trade and around the responsibilities of consumers also.

• Certifies products and ingredients through independently checking agreed standards are met by farmers, workers and companies in products supply chains. This is then 'certified' with the use of the FAIRTRADE Mark or, in the case of individual products with this mark.

• Encourages companies to do something about sustainability through using consumer power and choice. Fairtrade links up with companies to support schemes that are based around fairness and sustainability – this is good for the producers, the companies, the consumer and the planet.

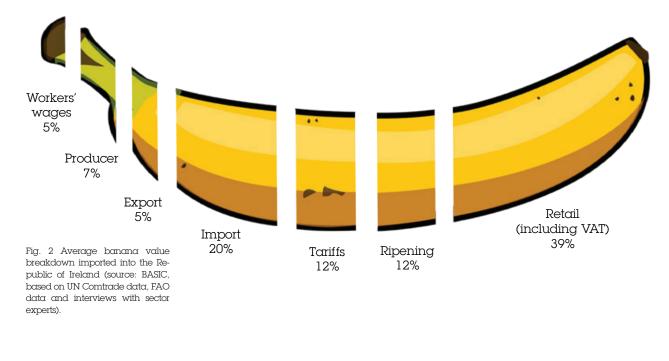
• Lobbies government to ensure there is increasing fairness in trade deals, especially those involving farmers in developing countries who supply us with food.

• Works directly with farmers and workers to help them with specific issues such as plant diseases associated with climate change (e.g. Bolivian coffee farmers) and cocoa-growing communities building women's leadership.

• Builds awareness among the public Fairtrade Towns, Schools, Work Places and Faith-based groups, through campaigns and through offering consumer choice based around questions of fairness.

And finally Fairtrade is important because it offers practical action, raises big questions and campaigns for positive change. It not only imagines a better world, it works to build it – in 2017 an extra  $\in$ 150 -  $\in$ 178 million was generated because of sales of Fairtrade products





#### The banana supply chain

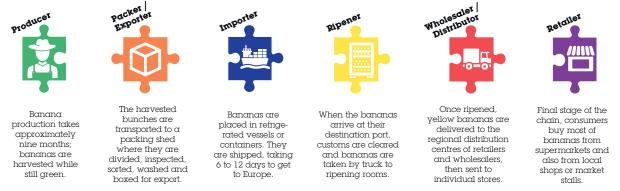


Fig. 3: Global view of the banana supply chain

Bananas are grown both on small family farms and much larger commercial plantations. The banana industry provides employment for thousands of people in Latin America, the Caribbean, Southeast Asia, and West Africa. It generates vital foreign exchange earnings that governments depend on to improve health, education, infrastructure and other social services.

Bananas require moist soil with good drainage and are grown in tropical regions with average temperatures of 27°C and annual rainfall of 200-250 cm. Banana growing is labour intensive since the plants require individual care to produce the required quality fruit: clearing away jungle growth, propping to counter bending of the plant from the weight of the growing fruit and irrigation during the dry season.

Social problems in the banana industry are many and complex. Reports often highlight the poor situation of workers: low wages, precarious employment, restrictions on the right to organise themselves, and the handling of unhealthy and environmentally hazardous chemicals without adequate protection, to name but a few.

Large plantations can be up to 5,000 hectares in size, their banana trees stretching for miles, and are usually controlled or operated by national companies or multinational corporations. They require huge investment in infrastructure and technology for transport, irrigation, drainage, cableways and packing facilities. This





production model benefits from economies of scale – high volumes mean lower unit costs and lower shipping costs, and lower labour costs contribute to lower export prices. Small-scale or smallholder banana production is generally more labour-intensive and much less capital-intensive than on plantations. In general, small producers have difficulties gaining the economies of scale necessary to be competitive with large farms and lack access to new technologies, tools and knowledge that large farms receive via the multinational companies that buy their fruit. For smallholder farmers dependent on growing bananas for a living, challenges abound too – with rising costs of production but stagnation in prices, and the severe impacts of changing climate and weather patterns making production unpredictable and unsustainable.

with workers employed on large banana plantations to try to ensure a living income for farmers and a living wage for workers. There are currently 24,500 banana farmers and plantation workers participating in Fairtrade in 63 certified co-operatives and 43 certified plantations. In addition to the minimum prices paid, producer organisations supplying Fairtrade markets also receive a Fairtrade Premium (find latest banana premium number) which is earmarked for business and community investment and some of the premium can be used to improve farmers' and workers' livelihoods.

Fairtrade works with small-scale banana farmers and

## **ACTIVITY IDEAS:**

- Invite a representative from your local shop or supermarket selling Fairtrade bananas to class to discuss the agenda. Plan your questions and make sure to share them with the speaker beforehand (CSPE learning outcomes 2.1, 2.2, 2.4, 2.5 2.6)
- Ask the retailer if they know how many bananas are consumed in your school in a week or year? Show them slides on why you want to be able to buy fun size Fairtrade bananas for your lunch box.
- Watch this 6-minute video on the history of banana production in Panama and brainstorm the issues and challenges involved fairtrade.org.uk/en/farmers-and-workers/bananas; create visual representations through group work (CSPE learning outcomes 1.2, 2.5, 2.6).

# BANANAS CASE STUDY: BANANERAS DE URABÁ, COLOMBIA



Bananeras de Urabá is a company operating in an area of 660 hectares and employing over 450 workers all with permanent employment contracts (4% are women). All the workers live outside the farms, at an average distance of 17 km. It was established in 1962 and operates in the sub-region of Urabá Antioquia, approximately 340 km north of Medellín, Colombia's second-largest city.

In 1963, this multi-estate plantation, along with other groups of banana producers co-founded a company UNI-BAN S.A. which today has become one of the most important international trading companies in Colombia, dealing mainly in bananas and plantains. In 2012, Bananeras de Urabá produced around 26,600 tonnes of bananas for a total sales value of more than USD 10,700,000. The production is entirely exported, mainly to Europe, through the export company UNIBAN S.A.

The area and its people have experienced many periods of conflict and instability with armed groups operating in the region. This instability and conflict has seriously threatened the enterprise, and the lives of its workers. The Colombian Peace Process of 2016 brought an end to the conflict and has contributed to improved conditions overall.

Colombia now produces over 2 million tonnes of bananas a year, mainly of the Cavendish Valery variety, on an area of approximately 80,000 hectares. The majority of Colombia's bananas are produced for export in the Urabá sub-region of Antioquia department and in the north-eastern part of Magdalena department. Only about 8% of the production is sold locally so prices internationally are very important for local farms and people.

Bananas play a significant role in the country's economy. In particular, they are the country's third agricultural export after coffee and cut flowers. In 2011, the country exported more than 1,800,000 tonnes of bananas, for a total of over USD 775,000,000, making it the world's fourth-largest exporters of bananas after Ecuador, the Philippines, and Costa Rica. The main destination of Colombia's banana exports is the European Union (62% of total banana exports), followed by the United States (24%).

Bananeras de Urabá was certified by Fairtrade in 2005 and by 2012, the enterprise sold 1,237,149 boxes of Fairtrade certified bananas, equaling 84% of its annual production. For its Fairtrade sales, Bananeras de Urabá receives the Fairtrade Minimum Price or the market price if higher. The Fairtrade Minimum Price is particularly important at times of plentiful supplies when in the normal market, prices drop significantly. Currently Fairtrade is working to establish the mechanisms to allow a living income for farmers and a living wage for workers to be paid. The farmers and workers are also paid a Fairtrade Premium





Price of USD 1/box of bananas for the workers to invest in social community and business projects of their choice – currently 20% of this Fairtrade premium can be used to support livelihoods and there are consultations happening to see if more of the premium could be used for this.

The premium is managed by a Premium Committee, which includes elected representatives of the workers and management, with the latter serving as advisors. The Premium Committee decides on possible uses of these funds, and distributes them to the different farms in proportion to the boxes of Fairtrade certified bananas exported by each of them.

This Fairtrade Premium results in projects such as a loan fund for financing home construction (e.g. kitchens and toilets) and ownership; for education expenses and

scholarships and for starting small businesses especially for women. It has also part funded the building of a bridge and a library and contributions have also been made to local hospitals and schools for basic equipment including computers, books, and the construction of sanitation units. Support has also been provided for recreation and sports including parks, playing fields and sporting events as well as providing musical instruments to a youth community programme which promotes community, peace and harmony through music.

3 more case studies are available here (St. Lucia, Columbia and Ghana on fairtrade.ie/farmers-and-workers/ bananas

## **ACTIVITY IDEAS:**

- Look at the four case studies above and on the Fairtrade Ireland website fairtrade.ie. What are the three most important ways in which Fairtrade makes a difference? (CSPE learning outcomes 2.5, 2.6 2.9)
- List three ways in which we are linked to Fairtrade farmers and workers (think shopping, prices, livelihoods and choices) (CSPE learning outcomes 2.8, 2.9, 2.10, 3.1)







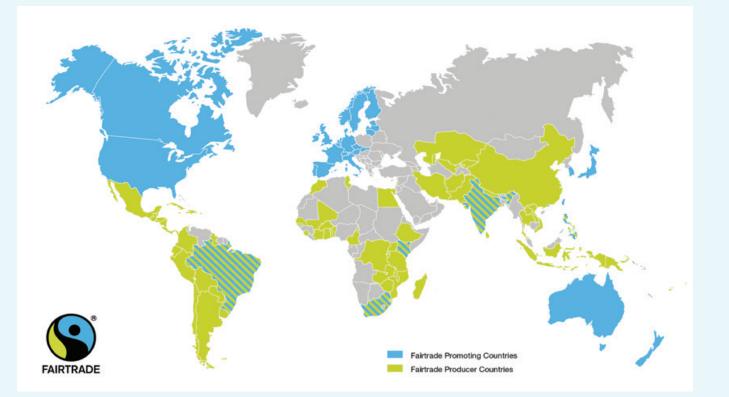


FAIRTRADE

Create

**Fairtrade** 

# **G**. THE GLOBAL SUSTAINABLE DEVELOPMENT GOALS



The Global Sustainable Development Goals (there are 17 SDGs) were agreed internationally in 2015 and represent an agenda for a just and sustainable world by 2030. The Goals insist that ending poverty and other inequalities need to go hand-in-hand with improvements in health and education, in promoting greater equality and supporting appropriate economic growth. This needs to be done while also dealing with climate change and protecting our oceans and forests.

As for so many others around the world – especially the poorest and most vulnerable, the SDGs are a big deal for the 1.5 million farmers and workers who work with Fairtrade. This is true also for the other 500 million small-scale farmers and the one billion agricultural workers who between them supply 70% of the world's population with food.

For those of us in Fairtrade, the Goals are also a big deal – one of the most important Goals, Goal 1– to end poverty in all its forms everywhere – is at the very core of our work. Fairtrade wants to ensure that trade supports the livelihoods for poor smallholders and workers and does this in a sustainable way. If the Goals are to be achieved, the needs of these smallholder farmers and workers must be taken into account.

## In supporting the SDGs, Fairtrade emphasises a number of important ideas or values including:

- the right of everyone to be involved in making decisions that affect them
- putting human development and human dignity at the centre of policy making
- supporting people's ability to help themselves
- getting consumers everywhere to think before they buy
- challenging governments and companies to promote the principle of Fairtrade



### THE FAIRTRADE FIVE SUSTAINABILITY DEVELOPMENT GOALS IN 2019 ARE:



## Example - SDG 1 is about eliminating poverty, in all its forms, everywhere, by 2030.

This ambition to eliminate poverty is why Fairtrade was set up many decades ago and we have worked to 'Create Fairtrade' examples ever since.

Marciel Vivas of the Federación Campesina del Cauca in Colombia argues that 'the Fairtrade Premium allows people to not just improve production but also to invest in infrastructure and in social projects. This improves not just our economic position but also gives us increased power over decision-making.'

Example - SDG 5 - Gender equality - empower all women and girls

competitions around coffee quality and to increase her confidence through seeing that her coffee was among the best in Nicaragua. As a woman

Rosa Adilia Toledo a member of co-operatives union SOPPEXCCA

in Nicaragua argues that Fairtrade has allowed her to participate in









## Example - SDG 8 Sustainable economic growth and decent work for all

Maria Genao of the small - scale banana producers association in the Dominican Republic points to the reality that

'the impact that Fairtrade has in the lives of the small producers are many, it ensures our work as producers by protecting the market throughout the year, by helping us in many ways to keep growing and by being there through tough times when we are in need. For all these and many other reasons I'm proud to be part of Banelino and to have been certified as a Fairtrade member'.

#### Example - SDG 12 Responsible consumption and production

Dolores O'Meara, Chair of the Limerick City Fairtrade Committee links Fairtrade to climate change in arguing that:

'We can no longer ignore the impact that climate change, global trading and political events are having on people in the developing world. We, in the developed world, have the power to bring about change by making the right choices." I would encourage Limerick consumers to put some Fairtrade items in the shopping basket this Christmas.'

#### Example - SDG 13 Climate action

farmer this is important.

Gerardo Camacho, a Fairtrade coffee farmer from Costa Rica looks at the bigger picture:

'Fairtrade isn't just about helping farmers in poor countries; by helping to protect forests, fields and rivers it helps us all to respond to climate change. We have had to change the way we grow and process coffee to meet Fairtrade standards, and have learnt about more sustainable production methods this way.'





All of us in the Fairtrade Movement want to see a fairer and more just world and we are sure you feel the same. We work hard not just to talk about such a world but to help build it in a number of practical and important ways. There are so many things each and every one of us can do, many of them on a daily basis.

Here we share some ideas on what actions you and your friends, family and neighbourhood can do as part of a democracy actions, supporting learning journeys and citizen actions for a just world.

### IN YOUR SCHOOL AND COMMUNITY

#### Is your school a Fairtrade School. If not, why not?

Fairtrade Fortnight 2019 is focused on Fairtrade fun size bananas. Use these two weeks to highlight the issues and to promote Fairtrade fun-size bananas. Here are 8 easy 'to do' ideas:

School

- Print off the cover of this education pack and use it as a Fairtrade poster in your school.
- Set up a Fairtrade stall and make sure members of your class are there at key times to explain the issues, to answer questions and to promote the benefits of Fairtrade.
- Use the information in this resource and on fairtrade.ie to prepare a one page 'fact sheet' on why thinking and acting Fairtrade is important
- Ask members of your class who like doing design work to design and then print up Fairtrade Fun Banana bookmarks (your local print shop can help here) and sell them to support the fortnight
- Use the information here to design and then display your own poster (fairtraderesource.org/ downloads/top\_10\_reasons\_to\_support\_ft.pdf
- Use the camera function on your phone to take Fairtrade Fun Banana 'selfies' and share them with your friends with the hashtag #createfairtrade
- Checkout the Fairtrade cartoon by Brick and use it to create your own Fairtrade Fun Banana cartoon. See developmenteducation.ie/gallery/6-cartoons-onfairtrade-by-brick
- Have a look at the Castleisland Community School Transition Year work to raise awareness and to achieve their goal of making Castleisland a Fairtrade Town.

www.fairtrade.ie/get-involved/fairtrade-towns/





NOT JUST IMAGINING A FAIRER WORLD ... TAKING ACTION TO CREATE IT!

## IN YOUR COMMUNITY - 6 MORE IDEAS:

- With a group of friends, divide up the sections of your local supermarket and do a survey together on what Fairtrade products are available there. Write up the results and ask the local store owners/managers to come to your school for a presentation on your findings. Make some suggestions as to what Fairtrade products could be added and asking for Fairtrade fun-size bananas that go in lunch in particular.
- Use social media to highlight your findings using hashtags like #createfairtrade
- With agreement, borrow a local supermarket trolley and decorate it as a Fairtrade Trolley. Fill it with Fairtrade Products and, in particular Bananas. Take it to a local shopping area and talk about it with shoppers. Contact the local media and let them know you are doing this and ask them to interview you etc. Look for a spot on local radio
- Contact your local council and ask them about their procurement policies and whether they include Fairtrade principles and practices. Ask them to ensure that Fairtrade is a part of their policy and also their practices
- Can you support your community to become a Fairtrade Town or Community www.fairtrade.ie/get-involved/fairtrade-towns/ See Castle Island case study below.
- Use the information in this resource to write a short article on why Fairtrade is important and ask the local paper to publish it; ask for a meeting with the editor and seek support in doing this as a way of engaging them
- Check out local artists and invite them to work with you to create a Fairtrade Mural to display in a prominent place locally. Our experience tells us that they are often very happy to help
- With agreement, create a Fairtrade display in your local place of worship and invite them to mention Fairtrade in sermons or events and in their newsletter

## NATIONALLY - ANOTHER 6 IDEAS:

- Write to Minister for Foreign Affairs and Minister of State at Irish Aid thanking the government for its previous support for Fairtrade and requesting him to ask his colleagues in each department to do more to support Fairtrade in Ireland and internationally. Suggest to him that the government should review its purchasing policies across each department to ensure that where it is possible, Fairtrade products should be the 'products of choice'.
- Do the same when writing to the Taoiseach, inviting him to show leadership on the issue and speak out on the issues during Fairtrade Fortnight
- As President, Michael D. Higgins has publicly supported the idea and principles of Fairtrade. Write to him, congratulating him on his commitment to Fairtrade and ask him to continue this publicly during his second term of office.
- Visit Fairtradelreland.ie and see how you might support a visit to your local community by a Fairtrade farmer, worker or activist when next they visit Ireland.
- Contact your elected representatives in the Oireachtas and actively seek to display your work at a national event, exhibition space or conference, inviting a response
- Go bananas! Use the visual arts to convey your ideas and tell local, regional and national reporters and display it in public spaces or a festival.

Whenever you can, buy Fairtrade...encourage your family and friends to also buy Fairtrade... together we have made a difference and we must continue to do so.

# CREATE A FAIRTRADE SCHOOL AND OR COMMUNITY CASTLEISLAND FAIRTRADERS twitter.com/FairtradersCCC

'As an educator, it has worked; when the students went to the shops to talk to different shop keepers about tea coffee and other products the owners were so delighted when they told them 'you can make a difference.'

Starting a Fairtrade School is a very easy thing to do; get staff on board by starting a taster session in the staff room and ask TY students to identify and get Fairtrade tea and coffee.'

'Students are hearing that they can't make a difference but I'm telling them that they can. Students beginning to say 'I have the power to make the difference' has been one of the most powerful lessons for us. The students have the power in their pockets.' Doreen Killington, a teacher in the College

'You realise how privileged we are and it makes us aware of the inequality that exists between developed and developing countries.'

'Putting the same amount of money, but in a different place, makes a huge difference.' Student reflections

In May 2018, Castleisland became Ireland's 50th Fairtrade Town. Much of the work to make this a reality was done by the Transition Year group, Castleisland Fairtraders from the Castleisland Community College. These are just some of the activities of the group: • Promoting Fairtrade across the school at lunchtime, during Open Days, via an essay competition, the use of Fairtrade Footballs, a bake off using Fairtrade products, through designing posters, logos and videos and through extensive use of social media

• Highlighting Fairtrade Products, issues, speakers and campaigns through other local schools and through the use of the Banana game at primary school level



- Taking part in national events such as Young Social Innovators...and winning!
- Using local media (radio and Newspapers) to promote

their work and the agenda

- Hosting Fairtrade Producers in the school and locally
- Campaigning to make Castleisland a Fairtrade Town
- Promoting Fairtrade in the local community through making Fairtrade Hot Chocolate available as the Christmas in Castleisland event and through high lighting local restaurants and cafes using FT products

Doreen Killington and the Fairtraders group explained the logic behind their campaign: 'For many farmers in the developing world the price they receive for the goods we buy from them is often not enough to cover their basic costs. Nor do the prices they receive allow them to meet their basic needs for food, healthcare and education.

Simple everyday activities like doing our shopping can have a profound effect on the lives of people thousands of miles away. So, look out for the fairtrade logo the next time you shop for tea, coffee, bananas, chocolate and even cotton clothing'.

## FOR MORE RESOURCES AND SUPPORT, SEE:

www.fairtrade.ie/get-involved/fairtrade-schools/

https://schools.fairtrade.org.uk/resources/ (a regional map with resources by region, lesson plans, case studies, classroom activities and photos)

https://developmenteducation.ie/feature/fairtrade-debated/ (Fairtrade debated)





#### **BANANA BREAD**

Oven: 180°

#### Ingredients

- half cup of oil (melted coconut/olive oil/rapeseed)
- <sup>1</sup>/<sub>2</sub> cup honey or maple syrup
- 2 eggs
- 2 mashed ripe bananas (the riper, the better)
- 1/4 cup milk of choice
- 1 teaspoon baking powder
- 1 teaspoon vanilla extract
- 1/2 teaspoon salt
- 1 cup plain white flour
- ¾ cup spelt/wholemeal

• Optional: ½ cup of any of the following: raisins or chopped dried fruit, blueberries or raspberries, chopped walnuts

## Grease a medium sized loaf tin and preheat oven to $180^{\circ}$

In a large bowl, whisk honey and oil. Add eggs, milk, vanilla and mashed banana. Mix until combined. Add flour, baking powder and salt and mix with a spoon until combined – lumps are ok!

Add any optional extras here until incorporated, then add mix to loaf tin.

Bake for 55-60 mins. Leave to cool in tin for 10 mins, before moving to a wire rack.

## **SESAME BANANAS**

#### Ingredients

- 3 large bananas
- 4 tbsp light muscovado sugar
- 1 tbsp butter
- 100ml cream
- 1 tbsp toasted sesame seeds

Peel and slice the bananas lengthways and in half Toss in 1 tbsp of the sugar and place on a heated griddle pan, until sticky with griddle marks Place the remaining sugar, butter and cream in a saucepan and stir over a low heat until melted. Stir in sesame seeds (this can be made up to a day earlier, just reheat gently)

Divide up into 4 bowls with a scoop of vanilla ice cream in each

### **GREEN SMOOTHIE**

#### 1 Ripe Banana

1 peach (tinned in own juice is fine) Couple of big handfuls of baby leaf spinach 250ml of coconut water

Place all ingredients in a blender and blend until smooth.

# **Create Fairtrade**



## **ORGANISATION DETAILS**

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Registered charity number CHY11264

