

# Fair measures action plan

## **Hardly anyone's heard of Fairtrade at our school. What shall we do?**

Spread the word! Start at the beginning by introducing Fairtrade and how it is a better deal for farmers in developing countries.

**Activity Tips!** To start spreading the word you could...

- Work with your teachers to plan some lessons on Fairtrade.
- Organise an assembly to tell the whole school about Fairtrade.

## **Some students know about Fairtrade and a few buy Fairtrade products, but not enough.**

This is a great start! You just need to get Fairtrade fans to share their enthusiasm with everyone!

**Activity Tips!** To increase awareness and get everybody talking you could...

- Set up a Fairtrade club, involving students and teachers, where you plan how to promote Fairtrade among students.
- Put together a Fairtrade display that everyone can contribute to.

## **Most students know about Fairtrade but few actually buy Fairtrade products. What can we do?**

You need to excite people about how buying Fairtrade is a simple way to change the world!

**Activity Tips!** To get people switching to Fairtrade you could...

- Organise a Fairtrade stall at a fete or after school to allow people to taste and buy Fairtrade products.
- Do a 'blind taste-test' challenge, where people have to choose their favourite out of different brands...one being Fairtrade of course! You then have evidence on how Fairtrade products score against other brands to help support your campaign.
- Persuade the school to sell Fairtrade products at open days, events and parents evenings to introduce the community to the benefits of delicious Fairtrade.

**Students would like to see more Fairtrade products available in school and would choose them if they were there. What can be done?**

You're ready to stock Fairtrade!

**Activity Tips!** To help make the final move to Fairtrade you could...

- Organise a petition (see 6C Stock the Choc)
- Organise a discussion with your Headteacher, school council and school canteen
- Consult the catering manager on how the school can get Fairtrade products stocked.
- Plan an event to celebrate the launch of Fairtrade products in school. This will give everyone a target and keep you on track.

**Fairtrade is supported by everyone in school and the school already has Fairtrade products. What shall we do now?**

Contact **Dubble HQ at The Day Chocolate Company** and tell us how you did it so that we can use your good example to help other people.

Contact **dubbleagents@dubble.co.uk**

Or write to us at **The Day Chocolate Company, 4 Gainsford Street, London, SE1 2NE.**

We may ask your permission to use you as a case study on the Dubble website for sharing with other schools to help them in their campaigns.

Then you can think about shops and businesses in the local community and whether they stock or serve Fairtrade products. Can you organise a campaign to persuade them to move to Fairtrade goods?