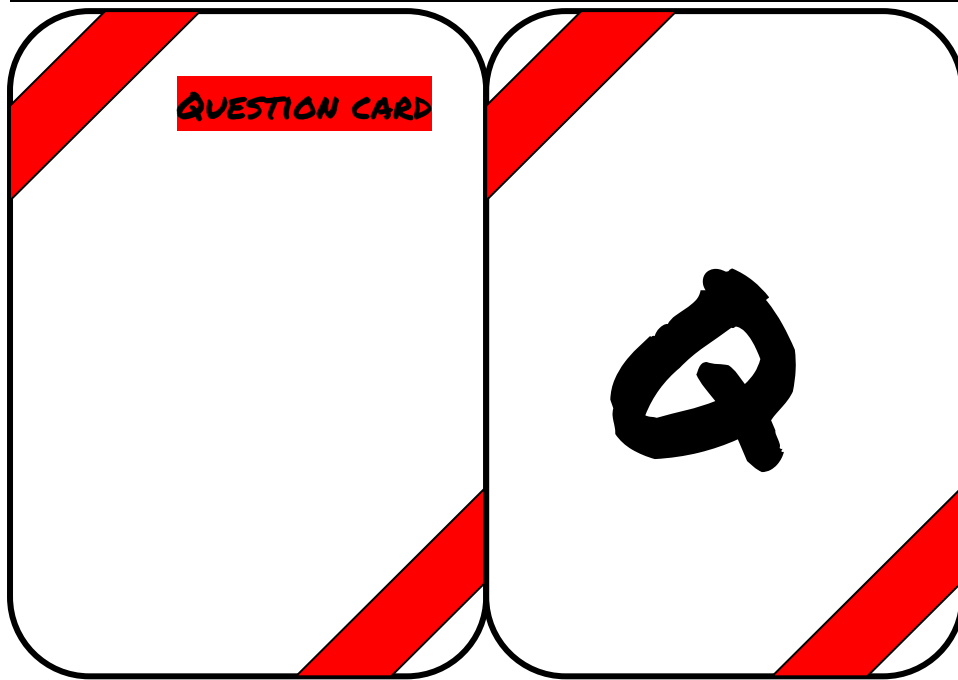
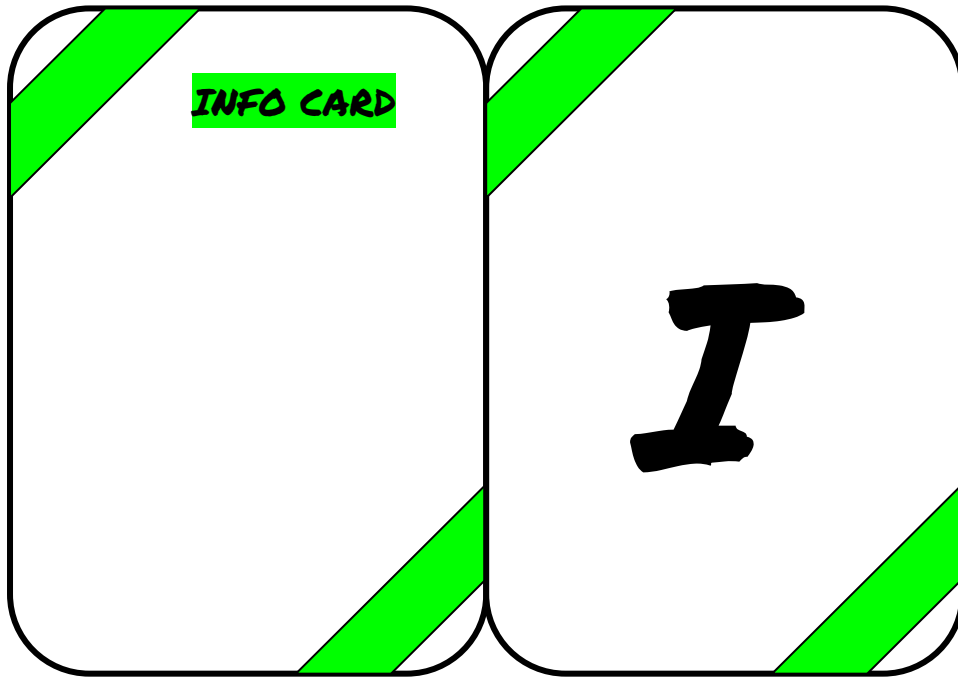


Measures: **TEXT SIZE (18)** size cards. 6.3/ 8.8



ACTION CARD

A

INFO CARD

**Dominican
Republic sells most
fair trade bananas
worldwide.**

INFO CARD

**Kenya sells most
fair trade tea
worldwide.**

INFO CARD

In 2017, 253.196 people worked on fair trade tea in Kenya.

INFO CARD

Paraguay sells most fair trade sugar worldwide.

INFO CARD

Almost 1/3 of all fair trade farmers producing sugar worked in Costa Rica. That's 10,194 People.

INFO CARD

The fair trade system currently works with over 1.65 million farmers and workers.

INFO CARD

**There are 1,411
fair trade producer
organisations
across 73
countries.**

INFO CARD

**23% of all fair
trade farmers
and workers are
women.**

INFO CARD

**1.5 hectares is the
average size of the
plot cultivated by a
fair trade farmer.**

INFO CARD

**Small producer
organisations spent
48% of the Fairtrade
Premium in services
for farmers and the
provision of
agricultural tools and
training**

INFO CARD

On fair trade plantations, workers have invested 33% of their Fairtrade Premium on housing

INFO CARD

It all started in the United States, where ten thousand villages (formerly Self Help Crafts) began buying needlework from Puerto Rico in 1946, and SERRV began to trade with poor communities in the South in the late 1940s. The first formal "Fair Trade" shop which sold these and other items opened in 1958 in the

INFO CARD

The earliest traces of Fair Trade in Europe date from the late 1950s when Oxfam UK started to sell crafts made by Chinese refugees in Oxfam shops. In 1964, it created the first Fair Trade Organisation. Parallel initiatives were taking place in the Netherlands and in 1967 the importing organisation, Fair Trade Original, was established.

INFO CARD

The European Fair Trade Association (EFTA), an association of the 11 largest importing fair trade organisations in Europe, was formed in 1987, and two years later, the World Fair Trade Organisation (WFTO), formerly the International Federation of Alternative Trade (IFAT),

INFO CARD

The first World Fair Trade Day, which involves the worldwide fair trade movement, was celebrated on May 4, 2002. Now World Fair Trade Day takes place every year on the second Saturday of May.

INFO CARD

In the course of the years, the fair trade movement has become more professional in its awareness-raising and advocacy work. It produces well-researched documents, attractive campaign materials and public events.

INFO CARD

Thanks to the efforts of fair trade Organisations worldwide, fair trade has gained recognition among politicians and mainstream businesses.

INFO CARD

The Fairtrade Standards cover key areas for environmental protection, including energy and greenhouse gas emission reduction, soil and water quality, pest management, biodiversity protection, prohibition of genetically modified organisms and harmful chemicals and waste management.

INFO CARD

The Fairtrade Standards promote training for farmers, which can include advice on switching to environmentally friendly practices, such as developing nutrient-rich soils that support healthy plants and encouraging wildlife to help control pests and diseases.

INFO CARD

For some farmers, the Fairtrade (and organic) Standards have resulted in switches to less toxic pesticides, which, as well as being better for the environment, has a positive impact on producers' health.

INFO CARD

Fair trade can provide access to finance support and expertise in tackling climate change, supporting long-term environmental sustainability.

INFO CARD

Farmers and workers who choose to participate in fair trade, often feel a real sense of control over their future with greater power and voice.

INFO CARD

Fair trade can support workers to realise their rights and negotiate the terms and conditions of their work through trade unions and collective bargaining.

INFO CARD

Fair trade can provide producer support and expertise in deepening gender equality.

INFO CARD

For workers employed on fair trade certified plantations, investment of the Fairtrade Premium into education, better housing, better schools and medical facilities is highly valued.

INFO CARD

Fair trade works almost entirely with small-scale farmers.

INFO CARD

Fair trade products are independently certified by FLOCERT.

INFO CARD

Did you know that also flowers are part of fair trade?

INFO CARD

Gold can also be fair trade and it is used for some smartphones.

INFO CARD

90,5% of all fair trade flowers come from only two countries: Kenya and Ethiopia.

INFO CARD

Fair trade Roses from Kenya have lower emissions and energy use than dutch Roses.

INFO CARD

Estimated global fair trade sales have almost doubled in the years from 2012 until 2018.

INFO CARD

Climate change threatens smallholder agriculture which challenges with steadily wages for workers in flower and tea plantations where a lot of work is.

INFO CARD

Only 3% of cocoa farmers in West Africa are able to earn a living income, meaning that most live in poverty or extreme poverty. A living income means enough money to live a decent life - enough money for food, medicine, clothing and education. The living income in Côte d'Ivoire where most cocoa is grown has been calculated as £1.97

a

INFO CARD

The environmental footprint of fair trade cotton is 5 times lower than conventional cotton. Only 13% of the world's cotton is produced sustainably. Cotton farmers rely heavily on pesticides to control the several hundred types of insects that attack cotton. Lots of these pesticides are extremely toxic to people and the environment and many are banned in Western countries. Although the cultivation area of cotton covers only 3% of the planet's agricultural land, its production consumes an estimated 16% of all insecticides and 7% of all herbicides.

INFO CARD

Over 50% of fair trade farmers choose to go organic. That's often because farmers see organic as a way to improve not just their livelihoods, but to support the environment and ensure that they and their workers are not exposed to harmful chemicals.

INFO CARD

The Fairtrade Premium is a tool for producers to improve the quality of their lives, communities, and businesses. It is an additional amount of money paid *on top* of the agreed Fairtrade price, which producers decide democratically how to use.

INFO CARD

If you wish to distribute and/or sell consumer-ready packaged fair trade products (as a retailer, distributor, online shop), then you do *not* need a license yourself. To source fair trade goods for your customers, begin by having a look at the website of the national fair trade organization in your

INFO CARD

Fair trade guarantees farmers a reasonable minimum price for their crops, no matter how low the market price falls. Buyers promise to pay producers promptly for their goods, and producers promise in turn to pay a fair wage to all their workers.

INFO CARD

Fair trade dealers promise to respect the cultural heritage of the growers they work with. Instead of forcing them to adapt to the latest and most efficient methods for growing or producing goods, they allow them to follow their traditional practices, while also teaching them about new techniques.

INFO CARD

Fair trade also means abstain from child labor. Around 152 Million children worldwide work, most of them (70%) in agriculture. (2019)

INFO CARD

An estimated 40.3 Million people are in modern slavery. 1 out of 4 victims are children. Fair trade works against it for example through training farmers, workers and management on human rights topics in addition to fighting the root causes of labor abuse and exploitation of vulnerable people. (2017)

INFO CARD

The first fair trade organisation was established in 1946 in north america.

INFO CARD

The first fair trade shop was opened in 1958 in the US.

INFO CARD

Fair trade coffee is being produced in 24 countries.

INFO CARD

Coffee is the most well-established fair trade commodity

INFO CARD

Most fair trade coffee is *coffea arabica*.

INFO CARD

Current minimum price for one pound of arabica coffee is 1.40\$ if it also

INFO CARD

The largest producers of fair trade coffee are Uganda and tanzania.

INFO CARD

Large corporations that sell non fair trade coffee take 55% of what consumers pay for coffee and only 10% goes to the producers

INFO CARD

**Côte d'Ivoire
exports over a
third of the world's
cocoa beans.**

INFO CARD

**70% of all hand-
stitched footballs
are made in
Pakistan.**

QUESTION CARD

**Which country sells
most fair trade
bananas?**

A: Dominican Republic

QUESTION CARD

**Which country sells
most fair trade tea
worldwide?**

A: Kenya

QUESTION CARD

**Which country sells
most fair trade
sugar worldwide?**

A: Paraguay

QUESTION CARD

**Almost $\frac{1}{3}$ of all fair
trade farmers
producing sugar work
in which country?**

QUESTION CARD

Estimate how many farmers work in the fair trade system. (Correct +/- 200.000)

QUESTION CARD

What percentage of fair trade farmers are women? (+/- 5%)

A. 22%

QUESTION CARD

What's the estimated size of a plot cultivated by a fair trade farmer in hectares?

QUESTION CARD

In which country are 70% of the world's hand-stitched footballs made?

QUESTION CARD

When was fair trade gold first made available to consumers?

QUESTION CARD

On average (without fair trade practices), for a candy bar selling for \$0.60, how much money goes back to the cocoa farmer?

QUESTION CARD

The first Fairtrade labelling system was established, in 1988, in which European country?

QUESTION CARD

As well as a minimum price for their goods, fair trade producers are paid a small amount over and above their value. What is this called?

QUESTION CARD

Are fair trade products always organic?

A: No. Fair trade products do not have to be organic, however many fairtrade producers go organic in order to provide the

QUESTION CARD

Does fair trade have a great impact on the protection of the environment?

A: Yes fair trade supports long-term environmental sustainability

QUESTION CARD

After the fair trade training, are producers completely responsible about any failure that may occur during their fair trade action?

A: No. Farmers

QUESTION CARD

Do Workers in fair trade have the right to negotiate their working conditions?

A: Yes.

QUESTION CARD

Is gender equality an important issues for Fairtrade?

A: Yes.
Fairtrade union provides support and education on

QUESTION CARD

As a fair trade worker do you have more possibilities of having proper medical care and education but also living conditions?

A: Yes. For

QUESTION CARD

Can you be a fair trade farmer only if you have a big production and a sufficient sales network.

A: No.
Fairtrade works almost entirely with small-scale farmers.

QUESTION CARD

Are fair trade products certified by the authorities of each country?

A: No.
Fair trade products are independently certified by FLOCERT.

QUESTION CARD

Are fair trade products only coffee, tea, cocoa, bananas and cotton?

A: No.

Did you know that fairtrade includes many different products, even flowers!

QUESTION CARD

Can metals such as gold also be fair trade products?

A: Yes.

Metals can be a fairtrade product as the conditions in mines can be really hard for the workers.

QUESTION CARD

Are fair trade flowers coming mainly from the Netherlands?

A: No.

90,5% of all fair trade flowers come from Kenya and Ethiopia.

QUESTION CARD

Kenya and Ethiopia produce most of the fair trade flowers, how many percent? (+/- 5%)

A: 90,5%

QUESTION CARD

In the years from 2012 to 2018 fair trade sales have...
Tripled
Halved
Doubled

A: b)

QUESTION CARD

How many percent of cocoa farmers in West Africa earn a living income?
(+/- 3%)

A: 3%

QUESTION CARD

The environmental footprint of fair trade cotton is 5 times lower than conventional cotton, but only how much percent of the world's cotton is produced sustainably?
(+/- 5%)

A: 13%

QUESTION CARD

If you wish to distribute and/or sell consumer-ready packaged fair trade products as a retailer, distributor or as an online shop, do you need a licence yourself?

A: No. For localized guidance you just need to contact the fair trade organization in your country)

QUESTION CARD

In which country was the idea of fair trade born and the first fair trade shop opened?

A: USA

QUESTION CARD

When do we celebrate World Fair Trade Day?

A: Second Saturday of May

QUESTION CARD

Do the Fairtrade Standards support environmental protection, including energy and greenhouse gas emission reduction?

QUESTION CARD

Do the Fairtrade Standards allow farming of genetically modified organisms?

QUESTION CARD

When did the Fair Trade movement in Europe begin?

A: Late 1950s.

QUESTION CARD

Most of the world's cocoa is grown in which of these places?

**West Africa
North America
China**

A: a)

QUESTION CARD

Which of these colours is NOT in the FairTrade Mark?

**Green
Blue
Yellow
Black**

A: c)

QUESTION CARD

How much do we spend on chocolate each year globally?

A: Around \$100bn

QUESTION CARD

What do the following countries have in common? Ecuador, Brazil, Kenya and Indonesia?

A: They are all on the Equator

QUESTION CARD

Can climate change be a threat to smallholder agriculture workers wages?

A: Yes.

QUESTION CARD

Over 50% of fair trade farmers choose to go organic, why?

- Improve livelihood**
- Support environment**
- Not being exposed to harmful chemicals**
- All of the above**

A: d)

QUESTION CARD

Do fair trade dealers respect the cultural heritage of the growers they work with by not forcing them to adapt to the latest and most efficient methods as well as allow traditional practices?

A: Yes.

QUESTION CARD

Do fair trade dealers respect the cultural heritage of the growers they work with by not forcing them to adapt to the latest and most efficient methods as well as allow traditional practices?

A: Yes.

ACTION CARD

You had a training about climate change and now can adapt to climate change affecting your productions. Go 3 steps forward

ACTION CARD

You bought a fair trade diamond for your significant other. You're a good person. Go 3 steps forward

ACTION CARD

In your rural cocoa farming community, women can not share their opinions in union meetings and leadership roles are assigned to only men. You had an idea but no one listened to you as a woman. Go 2 steps back

ACTION CARD

Through fair trade Women's School of Leadership from West Africa Cocoa Programme, women from your cocoa union were empowered to understand their rights, build their financial and farming skills, and support other women farmers. It contributed to higher involvement in income-generating activities. Whole union benefited from it. Go 5 steps forward

ACTION CARD

You become a member of Pô Kô Farms one of the first fair trade certified Vietnamese coffee cooperatives. You benefit from agronomy training and business management. You learn how to grow and process high quality coffee, but also how to protect your health when working in the field. Your standard of living is rising. Go 3 steps forward

ACTION CARD

Due to climate change you are experiencing a drought. You can only sell $\frac{1}{3}$ of your usual amount. Go 3 steps back

ACTION CARD

You decided in your fair trade cocoa farm to hire women with fewer opportunities providing to them the chance to be independent. Go 3 steps forward

ACTION CARD

As a customer in the supermarket you decided to buy fair trade tea even though it was more expensive than the others because you know that fair trade protects the workers and in many cases as well the environment. Go 2 steps forward

ACTION CARD

You made a research before buying your new smartphone and you bought one that was build with fair trade gold. Go 2 steps forward

ACTION CARD

In the store you saw a t-shirt that is made of fair trade cotton. But with the same money you can buy two non fair trade cotton t-shirts. And you followed the second choice. Go 3 steps back

ACTION CARD

You are the owner of a café and decide to buy only fair trade coffee for selling. Go 3 steps forward

ACTION CARD

You made your banana production fair trade. By following the rules of fair trade the cost of your production increased. However you also sell for a fair price which ensures good living conditions for you and your workers. Go 4

ACTION CARD

You have a small fair trade flower farm. By not using any chemical the grasshoppers that appeared this spring in your region destroyed the biggest part of your production. Go 2 steps back

ACTION CARD

You decided to make your corn farm fair trade by providing to your workers a proper working environment, proper working hours and salaries. Also you decided to turn your production bio even though it's not obligatory. Go 3 steps forward

ACTION CARD

In your fair trade orange farm chemicals are not used in any kind in order to protect the workers. Go 2 steps forward

ACTION CARD

You decided to make a presentation through free online seminars about fair trade in order to inform people. Go 5 steps forward

ACTION CARD

You decided to make a post in social media about the positive impact of fair trade regarding human rights and the environment.
Go 2 steps forward

ACTION CARD

You were recently informed about fair trade products, but in your small city it is impossible to find them in stores. Therefore you order them online. Go 4 steps forward

ACTION CARD

You know about fair trade cotton clothes. However you prefer to be in fashion by buying big brands non fair trade clothes. Go 3 steps back

ACTION CARD

You try to keep being educated on the topic.
Go 5 steps forward

ACTION CARD

You bought fairtrade shoes which cost way more than average, but therefore you're supporting education for children. Go 5 steps forward

ACTION CARD

Your business has fair trade certification, but it has started to change its practices that go against fairtrade qualifications. Go 5 steps back

ACTION CARD

Climate change has affected your farm, therefore all crops were lost. Go 3 steps back

ACTION CARD

Your business improved it's practices that helps developing better conditions for workers. Go 5 steps forward

ACTION CARD

Your farms product fails to sell this year. Go 2 steps back

ACTION CARD

Deciding to go bio was a good idea, but unfortunately all your crops died because of insects. Go 3 steps back

ACTION CARD

You start showing interest in how to help fair trade movement. Go 2 steps forward

ACTION CARD

You decided to invest in fair trade to help support farmers and workers. Go 4 steps forward

ACTION CARD

Going into store you compare fair trade shoes and brand ones, thinking that you would not make a difference, you decide with brand ones. Go 3 steps back

ACTION CARD

You start participating in NGO's that support fair trade. Go 3 steps forward

ACTION CARD

You explained to your family and friends why it's important to buy fair trade products and they are interested. Go 5 steps forward

ACTION CARD

It's your friends birthday, instead of buying regular flowers and chocolate, you but fair trade ones. Go 5 steps forward

ACTION CARD

While educating yourself, you try to keep informed your close ones. Go 3 steps forward

ACTION CARD

Your product was being transported, there were some difficulties and you lost all your production. Go 2 steps back

ACTION CARD

You lost your fair trade certificate due to poor management . Go 5 steps back

ACTION CARD

Your bananas were sent into market, but after inspection you notice some insects. Go 2 steps back

ACTION CARD

Your friends started buying fair trade chocolate because of you. Go 2 steps forward

ACTION CARD

You are a clothes fashion designer. You provide your designs to the companies with the condition that they will use only fair trade cotton. Go 3 steps forward

ACTION CARD

You are a school's director and for PE classes you decide to purchase fair trade footballs. Go 5 steps forward

ACTION CARD

You decided to start buying fairtrade coffee. Go 3 steps forward