

An illustration of two men in suits standing behind a large globe. The man on the left is wearing a green suit and the man on the right is wearing a pink suit. They are both holding the globe, which is tilted. The globe is rendered in a dotted, stippled style. The background is white.

# FAIR TRADE IN THE UK

# Es & Os

- ↳ **SOC 2-20a** - exploring ethical (fair) trading
- ↳ **SOC 3-19a** - describing interdependence
- ↳ **LIT 2-15a** - making notes, organise and use the notes
- ↳ **LIT 2-25a** - use writing to help understand information and create text

## **A SUCCESSFUL LEARNER CAN:**

- ↳ **Find out** how actions in the UK can make **trade fairer**.

# REMINDER OF IMPACT

## Tipping the Balance (5.13 mins)

- ✦ **Complete** the table **at the top of page 12** by giving 2 examples of **community problems and Fairtrade solutions** that you can remember from the video.

# FAIRTRADE FOUNDATION

- The **Fairtrade Foundation** is a:
  - ↳ **not-for-profit** organisation
  - ↳ **oversees Fairtrade activities** in the UK
- They **market** their activities to increase their **public profile** and **inform consumers**:
  - ↳ **advertise** on television
  - ↳ celebrity **endorsements**
  - ↳ **run events** and activities



Watch the following clip carefully to help you complete the table on page 12.

**DVD = FAIRTRADE FOUNDATION - 2010**



# UK ORGANISATIONS AND FAIRTRADE

- ↳ **Businesses** may use **Fairtrade ingredients** or **products eg cafes and restaurants.**
- ↳ They **tell** consumers about their use of Fairtrade to:
  - ↳ attract **consumers' attention**
  - ↳ **increase sales** and **profits.**
- ↳ Fairtrade products **cost the same** as other similar products so
  - ↳ they are **competitive**
- ↳ **Local communities** can get involved by becoming **Fairtrade towns** or **villages.**

# FAIRTRADE NEAR YOU

- ‡ **Local communities** can get involved by:
  - ‡ becoming **Fairtrade towns** or **villages**
  - ‡ **publicising fairtrade events.**
- ‡ **How many places in West Lothian do you know have achieved Fair Trade status? (use Google to find out)**

# YOUR TASKS

📌 Log onto **Website 4 - Fairtrade Foundation**

👉 **Answer** the **questions** on the **Fairtrade Foundation** found on **page 12**

📌 Log onto **Website 5 - West Lothian**

👉 **Answer** the **questions** on **Fairtrade in West Lothian** found on **page 13**

📌 **Start** to answer the tasks **Fairtrade in the UK** tasks 1 and 2 pages 14 & 15

**Complete Extension 2 page 16**

An illustration of two men in suits, one in a green suit and one in a pink suit, holding a large globe. The globe is rendered in a dotted, stippled style. The man in the green suit is on the left, and the man in the pink suit is on the right. They are both looking towards the globe. The background is white with a faint, dotted outline of the globe.

# FAIR TRADE IN THE UK



# Es & Os

- ↳ **SOC 2-20a** - exploring ethical trading
- ↳ **SOC 3-19a** - describing interdependence
- ↳ **LIT 2-15a** - making notes, organise and use them
- ↳ **LIT 2-25a** - use writing to help understand information and create text

## A SUCCESSFUL LEARNER CAN:

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# OTHER INITIATIVES

↳ Other not-for-profit organisations have been set up to **manage the world's forests** and **protect the communities** that live and work in them:

↳ **Rainforest Alliance** aims to **protect the environment** and look after workers and communities.

↳ The **Forest Stewardship Council** gives **certificates** to products that come from managed forests.

# YOUR TASKS

- ✦ **Complete** the **tasks** on **page 17**. You will need to use the **Trading Fairly Resource Sheet 1**.
- ✦ **Complete** the **Extension Task** -  
Create a leaflet on Fairtrade or The Fairtrade Foundation. You should use both text and images and carry out research to identify further information.