

# Future Deserves FairDays

Join the Fairtrade Week  
15th November to 21st November

Get ready to take back the future  
with Fairtrade FairDays!  
Use this guide to get your tribe involved.

## For Schools

#FairDays

# What is Fairtrade?

Fairtrade is about better prices, decent working conditions, local sustainability; and fair terms of trade for farmers and workers (producers) in the developing world.

Fairtrade aims to build a responsible consumption movement by promoting sustainable consumption and production. Fairtrade works across supply chains to get decision makers in the food and fashion industry to commit to greater environmental sustainability and fair working conditions for farmers and workers.

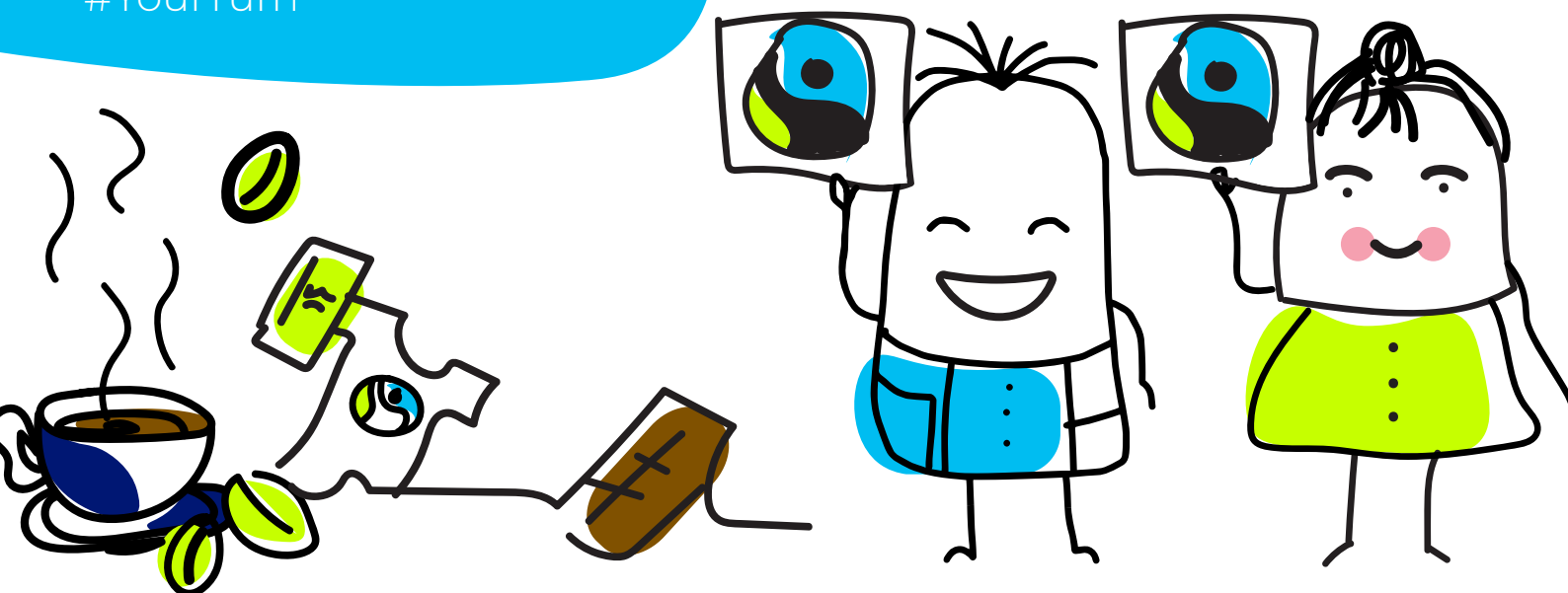
## What is the Fairtrade Week Campaign?

A Fairtrade Week is made of #FairDays. Fairtrade Week is a week long celebration of all things fair that we come across in our daily lives and recognising that the future deserves fair days. Our daily fairer choices make fairer futures. This Fairtrade Week you have the opportunity to take back the future with Fairtrade. We need to understand that every trade/purchase decision of today impacts the planet's future and every time you choose Fairtrade can take back the future and reclaim our planet.

The theme for this year is

**Take Back The Future**

#YourTurn



# The Future Is a joint Venture.

It's too late, they said. What can we do, they ask. Well, it turns out those two statements are connected. The good news is, it's not too late. The better news is, this handbook does have some fun things we can do to take back the future. As partners, let's join hands and take back our future. One activity at a time.

## Fridays are the new #FairDays

If we are to take the future back, we need to start today. So, where does it begin? How about this Fair-Day? FairDays are the new Fridays. At the end of every week, celebrate the future, take it back, do your bit and what's more, tag your friends, share it with your communities and invite everyone to take the future back. One FairDay at a time.

Schools are where the future is nourished. We are not just the custodians, we are its guardians and champions too. Let's get our kids involved in taking back what's rightfully theirs.

Celebrate FairDays in your school by asking the children to let their imaginations run wild. Let's glimpse into their minds. Let's take back the future.



# Future's Like That

## The What

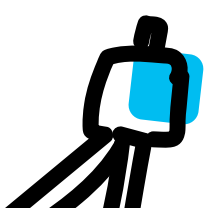
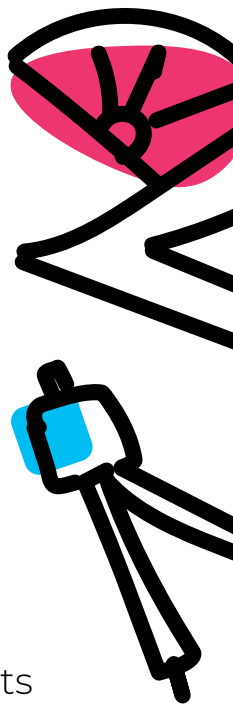
FairDays are simple. Make groups in the classroom with 4-5 students in each of them and give them a topic from the five themes which are based on the areas that Fairtrade Movement works on, like climate change, ending child labour, decent livelihoods etc. They will then be asked to create a presentation in an innovative way, be it through costumes or poster or poetry, to talk about that topic: what does it mean in real life, how it impacts the future and what should be done to take back the future.

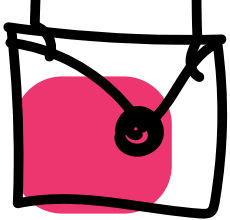
## The How

The five themes from which the teams will be given their topics will be:

- Climate Change
- End Child Labour
- Gender Equality
- Decent Livelihoods
- Saving The Environment

It is also important to share the presentations created by the students with the wider school community. It can be done by sharing a video recording on social media platforms. Don't forget to tag Fairtrade India.





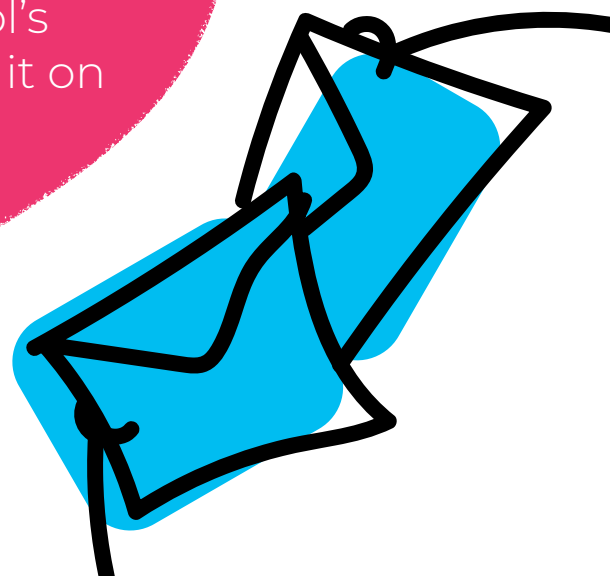
# Letter from the Future

## The What

Have your students imagine a scenario from the year 2050 and ask them to write a letter as their future selves to their present selves with lessons on how they should lead their present lives in order to redo the future which is unjust and unsustainable. They are to take help from their teachers and parents to research about how the future might be.

## The How

Let imagination be the only barrier! Draw, paint, write a poem, a story, anything. You can post your favourite ones on your school's page; the parents, of course, celebrate it on theirs.



# Twisted

## The What

We've all tried our tongues at good ol' tongue twisters. Let's see if we can do one for the future now. Record a video of yourself saying the following tongue twister: Care for fair coz it's fair to care for future that's there.

### The Twister:

**Care for fair coz it's fair to care for the future that's there.**

## The How

Like any good tongue twister deserves, repeat this thrice. Say it as quickly as you can. Don't worry if you goof it up, that's what tongue twisters are for. Upload it as a reel on Instagram. Tag Fairtrade and most importantly, tag a friend who you'd want to nominate to twist their tongue. All for the future, of course.

Get your students, staff-members, and who knows, even the Principal, if you think they are up for it - to take the Fair Tongue Twister Challenge. If your students are at home, get them to do it on Zoom. If they are in class, use your phone and shoot it with them! If you are a student, submit your video to the class group! As a teacher, all you had to do is collect the videos of all the students who take up the challenge and post it on your school's page. Of course, you can post your own video on your own page!



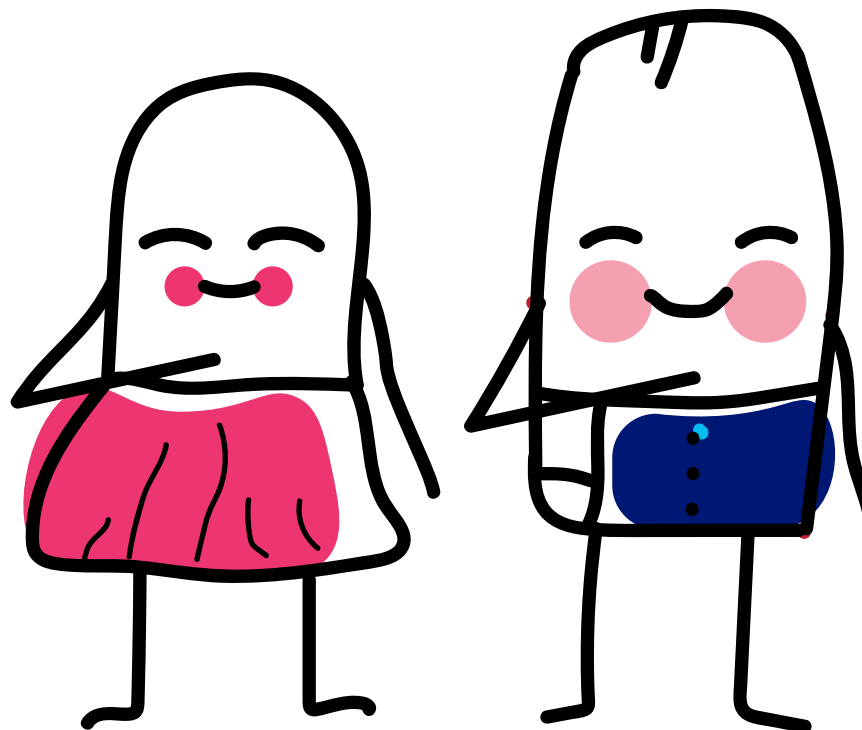
# The Fairtrade Pledge

I pledge to be more mindful and conscious of the social and environmental impact of my choices. I support the Fairtrade movement.

To take the pledge, you can also scan the QR code, get to our site and take the pledge!



Join the Fairtrade Week  
[week.fairtradeindia.org](http://week.fairtradeindia.org)



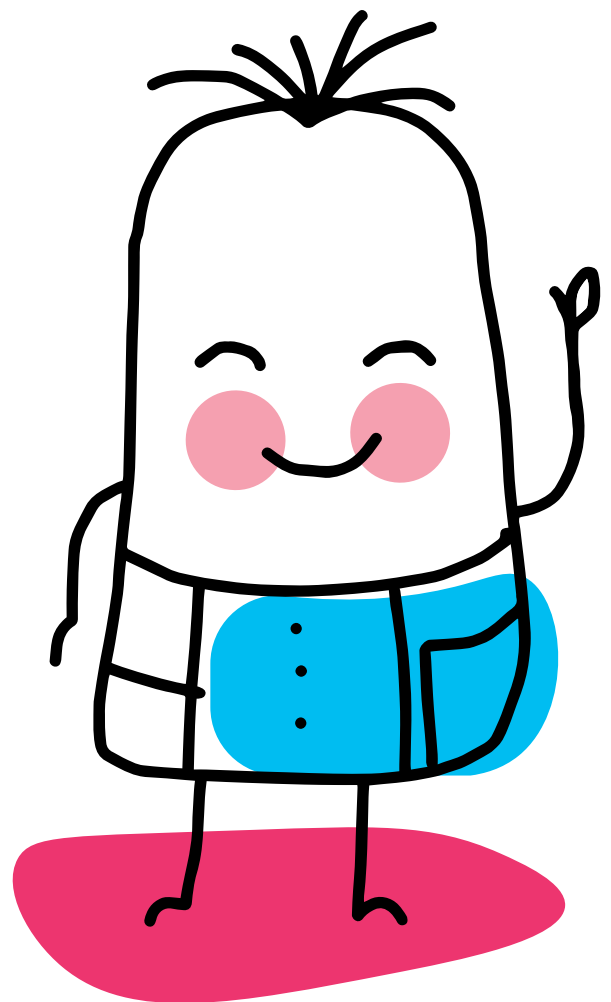
# See you this Coming FairDay

Post your activities on your Schools Social Media pages. Tag us, share it, spread it.

Be in touch with us at [schools@fairtradeindia.org](mailto:schools@fairtradeindia.org) if you need any help and we'll do everything we can to help you out.

Join the Fairtrade Movement and become a Fairtrade School. To register your school for Fairtrade India Schools Programme visit [schools.fairtradeindia.org](http://schools.fairtradeindia.org)

Register your Schools Event for the Fairtrade Week Campaign at [week.fairtradeindia.org/events/](http://week.fairtradeindia.org/events/)



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