



## Worldshop Newsletter December 2006

Dear Fair Traders,

And so another Fair Trade year ends! NEWS can look back on a successful World Fair Trade Day which involved thousands of kids showing exploitative child labour the red card. Politicians at the European Union were falling over themselves to sign their red cards. The campaign website [www.kidz-at-work.net](http://www.kidz-at-work.net) was launched, the first kids multi-language fair trade website!! All great events to give us motivation and inspiration for 2007.

The activities presented in this NEWSletter by the German National Association are also inspiring and motivating – from cocktail parties to Worldshop discovery games, plenty of tried and tested methods that support Worldshops in their efforts to reach out to a younger audience.

2006 was also a great success for the Fair Trade Advocacy Office with publications, successful lobbying and recently issued: the Fair Trade movement's first joint book "Business Unusual" (see page four).

Thanks to everyone that contributed to NEWS work this year, we look forward to more of the same in 2007! Until then, wishing you great sales in the pre-Christmas rush and a joyful festive period!

## World Fair Trade Day 2007 is on its way – get prepared!



Like in 2006, World Fair Trade Day 2007 will be a World Fair Trade Day with a strong focus on children. We want them to have fun and enjoy a Fair Trade day. They can play games in or nearby your Worldshop or taste nice food. We would like to create a positive atmosphere for Fair Trade – especially if children are coming into contact with Fair Trade for their first time. World Fair Trade Day 2007 will be an activity for the children and their parents, their grand-parents, their uncles and aunts – simply for the whole family!

Apropos family: Tom and Anna have some new friends! Like Fair Trade in general, Anna and Tom were very active during the year. Quite a few kids were curious about Fair Trade and three of them joined their European friends in the "kidz@work"- gang: David from Africa, Maria from Latin America and Banhi from Asia. This goes to show that this year's World Fair Trade Day will be a truly global one.

In 2007 there will be not a common product for all countries: Denmark will focus on games and toys, Germany and Austria on mango, the Netherlands and Sweden on Streetwire, Italy, Spain and the UK have chosen cocoa once again. That means, this year we will have a basket of products. This in no way dilutes our clear message which remains the same: **Fair Trade Protects Children's Rights!**

World Fair Trade Day in 2007 is unique because it kicks off with a competition. It will start on February/March 2007 and aims to involve children more in World Fair Trade Day - their pictures will be the base of your World Fair Trade Day 2007. After "World Fair Trade Day" NEWS wants to collect a combination of contest entries and children's statements on children's rights (in the form of photos). These will then be presented to European politicians in June 2007.

### Content

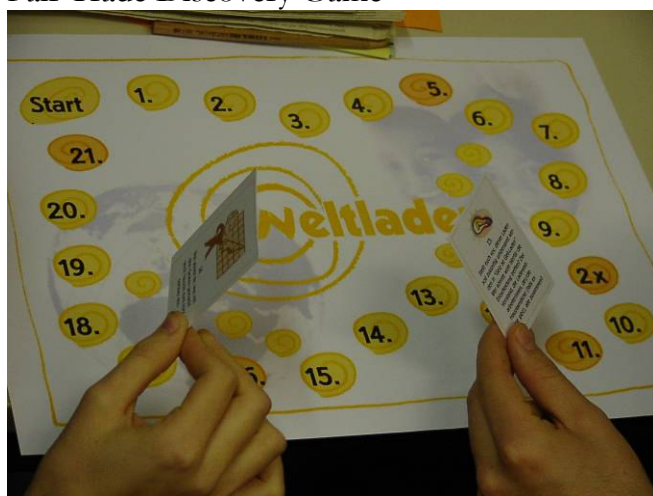
1. World Fair Trade Day 2007
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## Working with Young People in Germany

Youth activities all take place within an EU initiative in place since 2004 and in close cooperation with the Austrian Worldshop Association. The Austrian Association already reported on the joint youth-conference in its NEWSletter.

The youth project has influenced additional areas of work such as the Worldshop Day (World Fair Trade Day) or the so-called "Fair Trade Week" that presented more youth oriented activities to the public.

### Fair Trade Discovery Game



Students explore the Worldshop.

Worldshops are places that by their sheer presence in a town or village bring global (trade) contexts down to a local level and into daily life. In order to raise an interest in students and youth groups for aspects of Fair Trade, a tool box called "Discovery Circuit" was developed. Young people spend 90 minutes working through each of the five stations and discovering their Worldshop. Lino, the son of a Mango farmer, tells them about working conditions and fair trade. There's a boardgame focussing on volunteer work in a Worldshop for participants to play and they also get to interview people passing by the shop to find out their opinion on Worldshops.

#### The 5 stations:

1. The producers: What does Fair Trade mean for the producers?
2. The Worldshop: How does a world shop work?
3. Fair Trade: What does "fair" really mean? What kind of fair trade products exist?
4. Tracking: learning about the transfer of goods in Fair Trade.
5. Impacts: What do customers and passers-by think of Fair Trade?

The Discovery Circuit includes:

Instructions, tips and hints for playing the game and a guide on how to set up the different stations. A world map and a circuit record (for pupils). An original voice CD (a mango farmer's son talks to the pupils). There is a chocolate kit for the tracking station containing various props that help pupils to track the progress from bean to bar. A CD-Rom with various templates for each Worldshop to adapt to their need is also included in the box as well as a board game focussing on volunteer work in a Worldshop (with dices, play-stones, question-answer cards).

To prepare for the Fair Trade discovery game, the German Worldshop Association offers 1 day seminars about Worldshops as a centre for out of school education. The seminar is prepared by members of the association's "Worldshops and Schools" working group and during the seminar the discovery game is tried and tested. Participating shops also get input on global learning so that they may create their own concepts for global learning locally.

For information and orders contact: Julia Goebel, German World Shop Association.

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### ManGo Party

*Juicy, delicious, sweet and fresh and of course orange, green, red, yellow...*



...ManGo Parties already took place in a number of German cities – organized by Worldshops and young people. The concept is driven by the idea to inspire young people's enthusiasm for the Fair Trade of the Worldshops.

How does it work?

The "ManGo" Party is about more than mangos: The title includes an invitation "Man Go!" which also means "go get started". It's a party by young people, for young people – with a relaxed atmosphere where young people can have a cool time and get into contact with Fair Trade.



The idea was created by young people at the Gau-Algesheim worldshop (Germany) in order to get their peers interested in Fair Trade. Having fun is the most important thing: the product mango is supposed to be made palatable. There

are fair cocktails, juices, snacks, ice cream etc... Those interested are presented with more hard facts about the product. What's behind the product and who is selling it at all?! Each shop member can be addressed with questions on the issue. Conversations on the issues will come up very easily when consuming the cocktails.

#### Preparation:

To prepare the party a workshop should be conducted (Elements of the workshop recipes and organization-material can be downloaded under [www.fairewoche.de](http://www.fairewoche.de)) in which the working group should gather background information on the offered products, test the cocktails, snacks etc. and to organize the party.

#### Checklist:

Advertising (invitations, inform press and radio stations, posters and flyers)

Decoration (posters, displays, napkins...)

Bar (get snacks, beverages and ingredients for the cocktails (the worldshops offer a good variety), prepare recipes, assign bartender duties, clarify set-up and clearing away)

Drinks, (punch bowl, sufficient number of glasses/ mugs, straws, dipper, measuring jug, cocktail shaker, crushed ice etc.)

Technical stuff (get stereo-set with speakers, boosters, cables, etc., lighting, fridge)

Music (DJ)

Cost

The German Association would be thrilled to hear about ManGo Parties taking off all over Europe! For more information email us at [info@weltladen.de](mailto:info@weltladen.de)

#### Internships

In Germany, an internship is a basic part of job preparation of pupils, students and unemployed young people. By definition, an internship is unpaid work mostly done by students, either from their school or university in order to gain practical job experience. Many schools and universities treat an internship as mandatory.

Fair Trade and Worldshops offer a number of interesting opportunities for an internship and further qualifications. The goal is: interns are to be offered practical learning experiences in the area of sales and customer service, in education, campaigns and public relations work for example.

The teenagers or young adults have many different reasons to begin an internship in a Fair Trade. Some just like being active and would like to shape things, participate and want to gain certain skills. Others already have certain knowledge and have an interest in development politics.

Worldshops are seizing this opportunity and offering internships to young people in order to get them interested in Fair Trade. They offer young people the opportunity to combine an interest in development politics with the demands of their school or university curricula as well as getting prepared for their professional life.

First of all an internship is a learning experience. Interns gain expert knowledge on products, countries, as well as gaining insights into the complex interrelations between Fair Trade and conventional world trade. Depending on the length of the internship, they also gain experience in public relations, organizing events, working in a team, taking one's own initiative is integral part of world shop work.

How to present this to young people during the daily Worldshop work was the topic of the symposium "internship" during which members of Worldshops came together. The focus was on the chance of gaining practical qualifications as well as the difficulties presented by a learning environment in the Worldshops, characterized by volunteer work.

For the association's annual Worldshop conference this year asked the Worldshops to offer internship places. Some shops did this with real success (for themselves as well as the young people). Worldshops interns are for example

welcomed in Bietigheim. Three eight-graders from a secondary modern school came to the Worldshop in Bietigheim on a weekly basis for about 2 ½ months and took part in the activities for the Worldshop day. "In the pedestrian area drinks, snacks were on offer, accompanied by bongo players and a South American band. This drew the people's attention to the shops awareness raising campaign to secure children's rights", says Rita Hettich, one of the Bietigheim managers. Young people in particular were tremendously curious and interested. She surmised that this resulted from being addressed by their peers.

The "internship" seminar clearly brought to mind how the spectrum of learning experiences varies in a Worldshop:

- Taking part in Worldshop activities
- School visits-educational work regarding Fair Trade and fair trade soccer balls
- Shop window design
- Market research (by phone) - interviewing the Worldshops regular customers
- Internet research concerning product information etc...

We at the Dachverband are truly curious to see how far this development will go in the coming years. Young people that have gained so many impressions through their Worldshop learning experience benefit the Worldshop movement by introducing their own ideas by giving new fresh impulses.

#### Prospects for 2007

In cooperation with the Austrian Worldshop Association "ARGE", the German Association has applied for more EU funding for the youth project. We clearly hope that it will be granted in order to continue supporting for Worldshops youth activities (internships, school visits) and to try out new concepts. Ideas include workshops for "Opinion facilitators", expansion of volunteer work programmes, as well as a database for educational concepts that use Worldshops as a platform or extracurricular experiences.

But it is definitely clear that we in Germany will count on youth commitment during Worldshop Day 2007 (World Fair Trade Day) activities. Either as a Worldshop intern or by taking part in a photo competition "My fair trade world".

## Advocacy

Business Unusual – The Fair Trade Movement's First Book

The Fair Trade movement has launched its first joint publication: BUSINESS UNUSUAL - a reference book for everyone who wants to take an in-depth look behind the scenes of Fair Trade. FLO (Fairtrade Labeling Organizations International), IFAT (International Fair Trade Association), NEWS! (Network of European Worldshops) and EFTA (European Fair Trade Association).

"This publication comes at the right time: It shows that trading fairly is possible and economically viable. With steady growth rates of 20% to 30% per year, international Fair Trade sales of coffee, tea, gifts and other products are expected to reach €2 billion in 2006", said Marlike Kocken, manager of EFTA at the book's launch in Brussels last month.

"Fair Trade has shown the way and pioneered truly responsible business practices", added Linda McAvan, Member of the European Parliament. Rupert Schlegelmilch, Head of Unit for Sustainable Development in DG Trade, welcomed the publication of BUSINESS UNUSUAL and said that the new book is particularly valuable because it looks beyond Fair Trade. "Fair Trade has been the market driver in the area of sustainable trading. The European Commission wants to step up its support in this area."

BUSINESS UNUSUAL – Successes and Challenges of Fair Trade shows how Fair Trade works in practice, based on the examples of coffee, rice, handicrafts, cotton and textiles. Written by experts in their fields, the book goes into the pioneering work of Fair Trade Organisations in developing a truly responsible business model. It also discusses some lessons from Fair Trade for trade policy making, looking behind the reasons for the stalemate in world trade negotiations.

The book is available in English with German, Spanish, French and Italian versions to come shortly. For more information on how to get your copy, please contact the Fair Trade Advocacy Office. [info@fairtrade-advocacy.org](mailto:info@fairtrade-advocacy.org)