



# UPGRADE TO FAIR TRADE

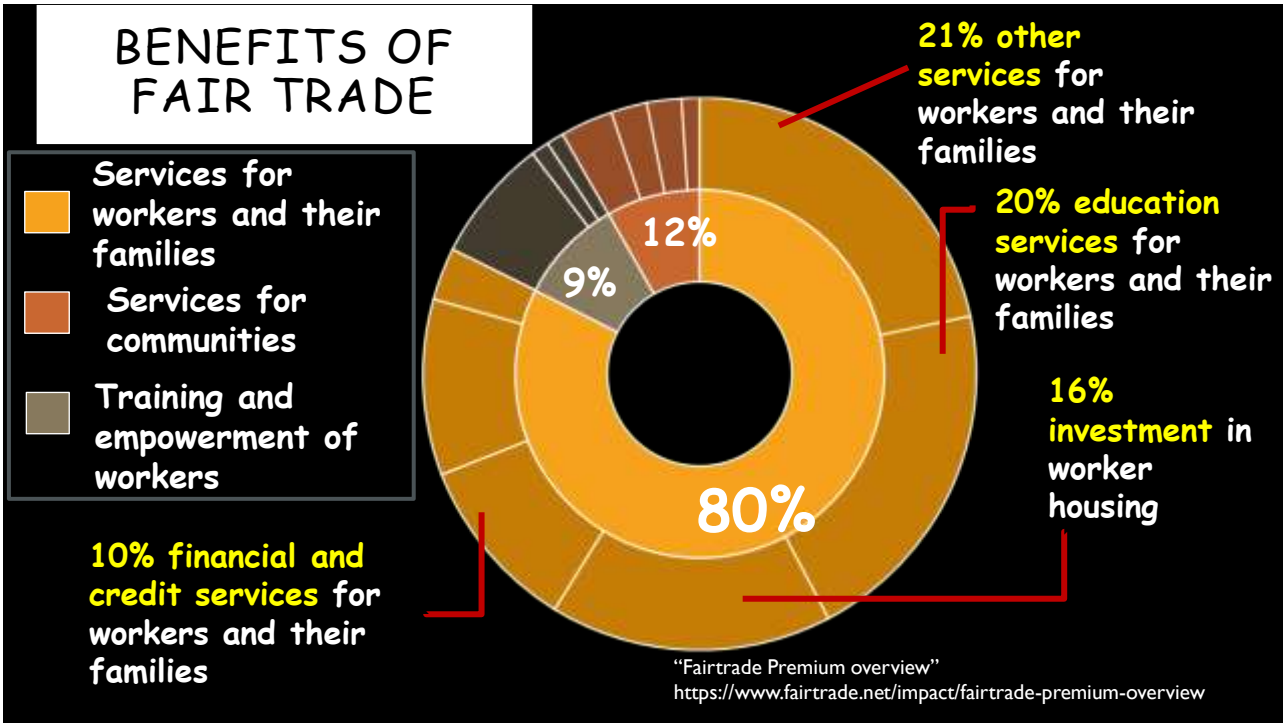
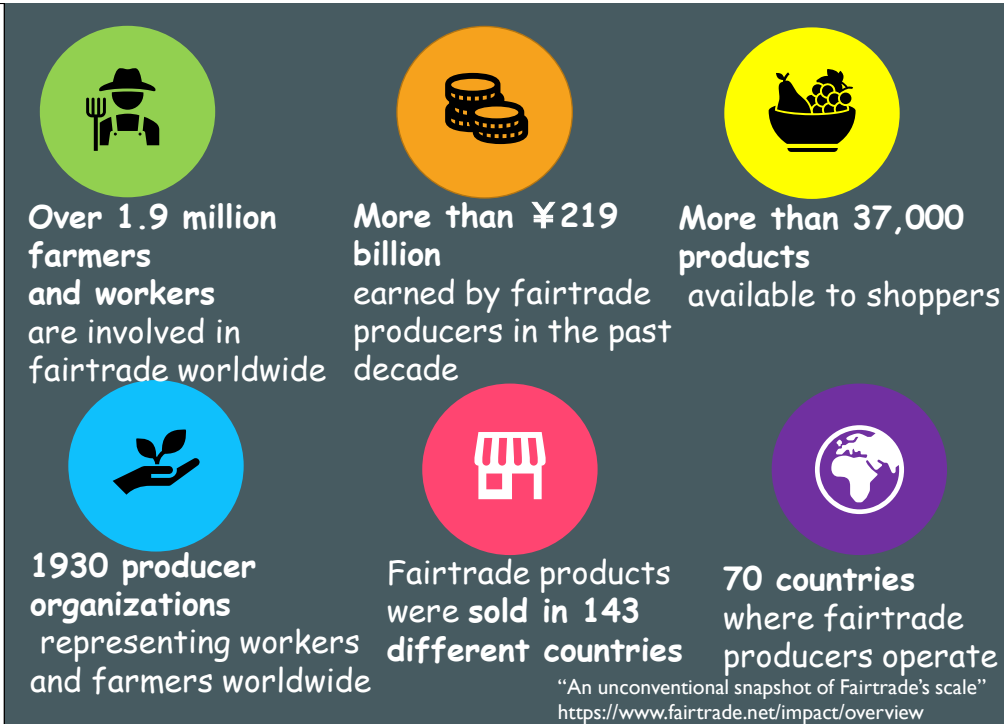
Okayama Prefectural  
Okayama Joto High School  
SGHN103



## Purpose of fairtrade

- Provide opportunities for**
- **Negotiation**
  - **Reasonable prices**
  - **Appropriate wages**
  - **Safe working environments**
  - **Environmentally-friendly materials**

# BENEFITS OF FAIR TRADE





Current situation  
in Japan

Only 32.8% of a 1000  
person survey  
acknowledge the meaning  
of fair trade in Japan



We must  
spread awareness of  
fair trade.

Over 1,000 Fairtrade  
schools exist in the UK

The number continues to  
grow

About 84,000 students  
have learned about fair  
trade

## FAIR TRADE SCHOOL

©UCL Professor's Findings:

Young people were able to  
explain what fair trade meant  
for producers

Over 50 % of children saw  
buying Fairtrade products as an  
important activity related to  
global issues.

## FAIR TRADE SCHOOL

School Certification



Students will better understand fair trade



Teachers and students' parents can also learn about it.

## THE CONDITIONS

1. Doing fair-trade promotion activities /having a promotion event at least once a year
2. Selling or using fair trade products
3. Studying or researching about fair trade

### REQUIREMENT #1

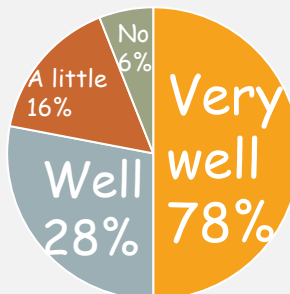
Before Workshop



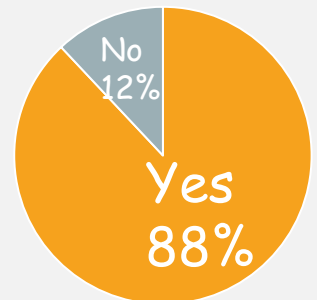
How well children understand fair trade

Fair Trade Out-Reach Activity

After Workshop



How well children understand fair trade



Whether children hope to buy fair trade products or not

## REQUIREMENT #2

Fair Trade Goods for Sale

Sell fair-trade products in our school this month

Distribute pamphlets about fair trade



## From now on

Establish a **new club**  
(sells fair trade products, and gives lectures)



We can **keep up** our activities

◎Our hope...

Many Japanese students **understand the importance of fair trade**



**Make better decisions** with fair trade

