



# Fair Trade? Let's Make It Trendy!

## — Comparing Fair trade Education in Japan and Germany —

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### Introduction

- Do you know what Fairtrade is?  
→ Fairtrade is a system that ensures producers in developing countries receive stable and fair prices for their products.
- The world is facing unfairness in international trade.
- We explored Fairtrade awareness through interviews with foreigners at Nakano Broadway.

### Research Objectives

- To understand the importance of Fair trade education for young people.
- To examine the current state of Fair trade education.
- To compare Fair trade education between Japan and Germany.

### Research Question

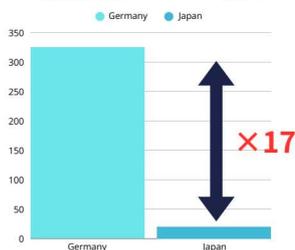
What educational differences between Japan and Germany explain the gap in Fairtrade awareness and participation among students?

### Why Germany?

A German couple we interviewed mentioned that they even buy Fairtrade skincare, not just common items like chocolate or bananas. Their detailed answers made us wonder why Fairtrade seems more developed in Germany.

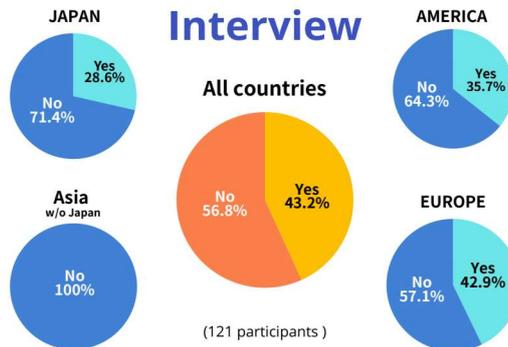
In fact, Germany hosts the Fairtrade headquarters, has a long history of sustainability and social activism, and is known as a global leader in fair-trade education. Fairtrade is widely supported, integrated into school curricula, and backed by a much larger market size than Japan's, which helps make Fairtrade more visible and accessible in everyday life.

Market size (Billion Yen) [2021]



### Do you know about Fairtrade?

### Interview



### Key Differences Between Japan and Germany

Aspect	Germany	Japan
Culture	Views support for developing countries as a moral duty	Sense of responsibility is weaker
Education	Students learn Fairtrade and SDGs from an early age	SDGs are taught, but Fairtrade is rarely covered
Policies	Schools and local governments easily adopt Fairtrade	Cost and bureaucracy create barriers
Availability	Fairtrade products are common in supermarkets and cafés	Mostly limited to specialty shops

### Deep Dive into EDUCATION

#### Curriculum & Consumer Education



- "Consumer education" and ESD (Education for Sustainable Development) are integrated. Teaching fair trade in classes is a requirement for school accreditation.
- Teaching materials and lessons are standardized through a national network, with moves toward making it compulsory.



- SDGs education is increasing, but the institutional framework for continuously teaching fair trade is limited.
- Teaching materials and lessons depend on NGOs and individual schools.

#### Youth Participation and School Campaigns



- 1,000 certified Fairtrade Schools
- Large-scale school networks & activities
- Collaboration between schools + local communities + global civic organizations
- Many opportunities for youth such as campaigns, sales, hands-on etc.



- No certification system like Germany's.
- Most initiatives are NGO or citizen-led, fragmented.
- Activities are active at universities and civic groups.
- Opportunities for youth participation are limited. Collaboration with businesses is progressing, but educational programs are still developing.

### Conclusion

- Germany has advanced Fair trade education.
- Japan is still developing in this area.
- Fair trade education is essential for young people.

### Our Action

- We made a new Instagram account and posted about Fairtrade to make it trendy.
- We would like to organize a small campaign at our school festival in the future.

How can Fairtrade spread more widely in the world?

### References

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