

Fairtrade in Solihull 2018

Fair Trade Day

Grace Academy hosted an annual [Fair Trade Day](#). This was a half day programme to for Year 7 students about Global Citizenship and learnt about life in a producer country and the impact of our purchasing decisions.



In 2017 the day was hosted by Xoserve volunteers (previously by [West Midlands Co-operative](#)) who lead the students through three activities including the spice bag game and the product development game. Throughout the day students developed their teamwork, communication and problem solving skills.

Fairtrade Workshop

Solihull Council offers Fairtrade workshops that are delivered by the Sustainability Engagement Officer.

Damson Wood Infant School is one such schools that has taken up this offer. The pupils were challenged to produce a toy from recycled materials which is then 'sold' to either a Fairtrade representative for a fair price or offered an unfair price by an unscrupulous businessman!



Schools

Introduction

Most schools in Solihull have embedded Fairtrade into the curriculum. Here are some examples of how schools are engaging with Fairtrade. They have support through the Council's Education for Sustainable Development Officer, but also have developed resources and made contacts independently.

Fairtrade is included as an element of the [Solihull Greener Schools Award](#), with involvement in Fairtrade Fortnight promoted (including bake off and art trail).

Fairtrade is part of the curriculum in the majority of schools, for example:

Yr 1—Geography— [St Alphege Infant School](#)

Yr 3— WOW Days— [St Annes Primary School](#)

Yr 7 —German assessment includes "understand a passage on Fairtrade Clothing" — [Tudor Grange School](#)

Guided tour of Tesco

A group of pupils had a guided tour of Tesco, Hodge Hill, learning about food, investigating labels and creating their own food world maps. They looked for Fairtrade and Rainforest Alliance and considered what it meant to be fair trade.



Fairtrade Colouring Competition

The schools curriculum included learning linked to the wider world, and as part of this pupils take part in activities linked to Fairtrade Fortnight. To support this the local Co-operative store donated a Fairtrade bar to every child in the school. A colouring competition took place, with winners from each class displayed at the Co-op store.



Fairtrade in Geography

Year 7 Pathways students spent the Spring Term studying Fairtrade as part of the Geography curriculum. They studied the history, growth, marketing and globalisation of chocolate.

A trip to Cadbury World and was a chance for Pathways students to consolidate what they had learned in school and discover even more.



Fairtrade Fortnight Events

Solihull's First Schools Bake Off

In 2018, Solihull Catering Service held a 'bake off' competition to run alongside the now well established Cake Off. There were heats in eight schools to find their best bakers, who then went on to the final held at The Gallery in The Core. With entries from all ages through the years, from cup cakes to amazing showstoppers, the competition was very successful and will return in 2019.



Fairtrade Art Trail

A number of schools over 2017 and 2018 have contributed to the Fairtrade Art Trails. The trail in 2017 celebrated Fairtrade Banana Superheros and in 2018 was themed around Fairtrade Chocolate Bars.

Some schools developed their contribution through an art competition, often involving a whole year group or the whole schools. For instance, [Marston Green Infant Academy](#) (see picture of Choc Croc in Oxfam window) and [Sharman's Cross Junior School](#)

Greswold Primary School's Eco team produced a [chocolate bar](#) for the trail.

Hasluck Green have completed both the Banana Superhero Trail [video](#) and Chocolate Bar Trail [video](#)



Events

Interclimate Conference

In October 2017 schools participated in Climate Conference and debated the issues around climate change, based on the United Nations Climate talks in Paris.

There were a number of actions to inspire the pupils, covering energy, waste and recycling, travel and Fairtrade.

All six schools pledged to take a Fairtrade action, such as entering the Divine Chocolate Poetry Competition, entering the schools' Bake Off, completing a Fairtrade survey, or becoming a Fairtrade School.



Global Goals Conference

The Global Goals Conference was held to raise awareness of United Nations' Global Goals. The 17 goals that world leaders agreed to in 2015 that have the power to end poverty, fight inequality and stop climate change.

Pupils from four schools, met in the chamber and discussed the Global Goals. They also displayed their Global Goals Superhero costumes.

The children took part in a Fairtrade exercise with a huge floor map, locating where products come from and how Fairtrade impacts on producers.



www.solihull.gov.uk/fairtrade



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Media Coverage

The 'cake off' has featured in the News Reports on **Big Centre TV** [2014](#) and [2015](#), and **Made in Birmingham** [2016](#) and 2017—including a 5 minute feature on the evening news.



The Solihull Observer both promotes and features the Cake Off, for instance in [2016](#) and [2018](#).



Churches

[St Phillips and St James](#) continue to be a Fairtrade Church in addition to being an Eco-congregation

[St Augustine Catholic Church](#)

serve Fairtrade and have a Traidcraft stall

Solihull Parish - St Helens, St Alphege and St Michaels Churches are committed to sourcing their tea, coffee etc. in the most ethical way.

[United Reform Church](#) On the last Sunday of each month there is a stall at the back of the church for fair trade goods. The Meeting Place is also supplied from Traidcraft.

Our Lady of the Wayside support a Fairtrade stall after Sunday masses, and have supported events including diocesan assembly.

[The Wayside Justice, Peace and Human Rights Group](#) have lobbied Sainsbury's following their recent changes in commitment to Fairtrade.



Solihull Positive Peers

Solihull Positive Peers is a self support group for people with mental health issues. They received a talk from the Sustainability Engagement Officer (SMBC) and the group discussed setting up a stall. The group then provided two volunteers for a Traidcraft stall at the Cake Off 2017. This went on to get coverage in the [Trust Talk magazine](#) (Birmingham and Solihull Mental Health Trust).



Solihull Photographic Society

Solihull Photographic Society has supported the Cake Off, taking photographs of the event in [2015](#) and [2016](#). The photographs they took on a [photo walk](#) of Solihull town centre in 2015 continue to be a useful resource for posters and materials, including photographs (see picture of John Lewis employees.)



Community

Member Support

Councillor Ken Hawkins has supported the campaign for many years.

Recently he got involved with the Fairtrade Art Trails dressing up as a [chocolate bar](#) having previously been seen in a [banana](#) costume. This was to promote the trail around the town where he gave out leaflets. Reception to both Ken and the trail have been great and he got to meet many children taking part in the trail while going around.



Solihull Soroptimists

The Soroptimists remain a key part of the campaign, in particular in developing and putting on the Cake Off. They initiated the Cake Off event and are now key to organising the event and staffing it on the day. The [Lobbying Group](#) was instrumental in supporting the initial Fairtrade application.

This is just one aspect of the groups work, and they also get involved in overseas aid and development work.



Solihull College

Fashion retail students invited the Sustainability Engagement Officer (SMBC) to speak on Sustainability and Fairtrade as part of their course. Following that, an idea developed to put on a Fairtrade fashion stall. They researched and investigated options to take it to the 'the cake off' and the events days at Birmingham Business Park.

Other students manned a stall in partnership with the local Traidcraft representative at the Fun in the Park, a community event, and also volunteered at the cake off.



Businesses

The Solihull Fairtrade Cake Off has been a great way of engaging business, supporters include:

[The Gastrocard](#), Hogarths Hotel, Boston Tea Party, Arthur Bretts, Touchwood, Divine, Hobbycraft, John Lewis Partnership, Hampton Manor Hotel, LUSH, Andy Waters Restaurant, Gentings Hotel, Sainsbury's, Le Crueset, Waterstones, Lakeland, The Core Theatre and Encore Café, Massarella (café), Moulton Brown, Body Shop at Home.

Some businesses incorporated the event into their own communications, for instance, [Claire's Quality Cakes](#)

As part of the promotions, posters were produced for the backdrop of the photographs..



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CMA Video

CMA Video supported the campaign by producing bespoke videos, which included report on the Cake Off for use on the [Solihull Today](#) news platform and one more specifically to be used to engage businesses—focusing on the business benefits.

They also made the pledge to be a Workplace for World Changer.



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