

City, University of London Fairtrade Fortnight initiatives

Fairtrade lift-the-flap game

The aim of this activity is to introduce staff and students to the different types of items which can be bought Fairtrade.

We asked staff and students to guess if items could or could not be bought Fairtrade. We included some broad categories of products (e.g. sugar, footballs) and also some branded products (e.g. Ben and Jerry's, Vaseline). Staff and students were asked to guess if the items could be bought Fairtrade, and we gave out some mini Divine taster bars if they correctly guessed 5 products.

Staff and students revealed the answers for themselves by lifting up the flaps. Inside the answer states "yes!" for items which can be bought Fairtrade, or it lists an alternative Fairtrade product which could be bought instead.

We included a mixture of well-known and unusual Fairtrade products so that it catered for everyone. Staff/students who knew very little about Fairtrade were still able to pick out some of the well-known products, and our Fairtrade 'experts' were also able to enjoy the challenge by trying to correctly guess them all!

The game can be pinned to a noticeboard or blue-tacked to a table. We found that it works really well on a Fairtrade stall, or as a self-led activity as it's a quick and fun challenge. The pictures usually create a bit of intrigue for people walking past too!



Fairtrade Fred

As a bonus challenge in our staff engagement programme, we ask our teams to find “Fairtrade Fred” (an inflatable banana) during Fairtrade Fortnight and to take him back to their office. Staff upload a photo of Fairtrade Fred on to Yammer (Microsoft Office’s internal “Facebook”) so that others can find him. At the end of the two weeks, we award points to every team who has found Fairtrade Fred, points for the most creative photo and points for the team who find him the most amount of times.

The challenge is great fun, and staff have really engaged with it here at City. Staff enjoy taking creative photos or just using it as an opportunity to promote their work/services. The challenge has been a good way to take-over Yammer during Fairtrade Fortnight, and requires very little input/management from the Sustainability team. It also encourages staff to visit other departments and areas of the university that they don’t usually work with. Below are a selection of photos of Fred!




FAIRTRADE FORTNIGHT BONUS CHALLENGE

SUSTAINABLE CITY CHALLENGE

I'm Fairtrade Fred. I want to explore City in search of all things Fairtrade but I need your help to get around. Hunt me down, take me to your office and get Sustainable City Challenge points for uploading a photo of my visit to Yammer. When you spot me on Yammer you can steal me yourself. Be quick, someone else might spot me first.

RULES

- He must stay at Northampton Square (off-site teams can take a photo with Fred to earn points)
- Fred must stay visible
- Fred must be accessible to staff.

POINTS WILL BE AWARDED TO:

- Every team who finds or steals Fred and uploads a photo to Yammer
- The team that finds Fred the most times
- The best photo of the fortnight.

Part of Sustainable City Challenge

www.city.ac.uk/staff-hub/sustainable-city

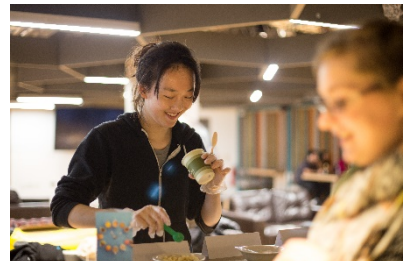
Fairtrade make-your-own activities

We designed these activities to compliment a wider Fairtrade Break event that we run for our staff. The idea of the Fairtrade Break is that staff can enjoy some refreshments, take part in some Fairtrade games and learn a bit more about Fairtrade in general. We include a hands-on activity which is usually fun, quick and tasty – these particularly draw in the crowds!

We have led activities for staff to make their own Fairtrade rocky road or Fairtrade chocolate truffles. Both activities are very simple and can be adapted for a student event as well.

For the Fairtrade truffles, we pre-melted chocolate and mixed it with cream, letting it to set in advance. (If you're making it in large quantities we recommend letting the mixture set in the fridge overnight). We put the set chocolate mixture into bowls, alongside bowls of Fairtrade icing sugar, Fairtrade cocoa powder and Fairtrade desiccated coconut. The participants put a spoonful of truffle mixture onto a square of greaseproof paper, rolled/pressed it into a ball, and then using a cocktail stick dipped it into a coating of their choice.

For the Fairtrade rocky road, we pre-melted butter, chocolate and golden syrup together and put it in a bowl. Along the table there were also bowls of mini marshmallows, crushed Fairtrade biscuits, Fairtrade dried fruit (apricots, sultanas), Fairtrade white chocolate chips and Fairtrade desiccated coconut. We poured the chocolate mixture into a cup for each participant, and then they walked down the table adding whatever ingredients they chose. Once they'd given it a mix, they piled it onto a square of greaseproof paper, folded it up and secured the parcel with an elastic band. The instructions were then to refrigerate it for 1 hour so that it would set, but most of them enjoyed it on the spot!



Fairtrade 'Guess the price of the hamper' competition

This is an activity we've seen elsewhere, but has been very popular at our staff events. The aim of the activity is to demonstrate that Fairtrade doesn't necessarily mean that products are more expensive for the consumer.

We make up two identical hampers, except that one contains Fairtrade products and the other doesn't. We try to get products that are as close equivalents as possible – this is quite easy to do with Sainsbury's products, but we like to include some branded products as well, just as long as the Fairtrade hamper is cheaper or equivalent in price to the non-Fairtrade hamper!

We tell the participants the total price of the non-Fairtrade hamper, and they have to guess the price of the Fairtrade hamper. The closest winner at the end of the event/Fairtrade Fortnight wins the hamper.

We have run this game twice in a row, using different products each time. The first time we purchased the non-Fairtrade products, the second time we just printed paper pictures of them and the staff/students seemed to engage in it equally as much.



Fairtrade skittles game

The aim of the game is to encourage staff to think about how unfair trade can be for cocoa farmers. We set up a game of skittles, where one team were farmers and the other team was the 'Choco Company' (representing the rest of the supply chain in the process of manufacturing/selling chocolate). Each team had a set of skittles, either marked with cocoa pods or chocolate bars. The idea was that the more skittles they knocked down, the more cocoa pods or chocolate bars they sold.

Each team bowled once, and then we introduced event cards for the subsequent rounds. For each round, an event card was drawn at random which would affect the results of the

round. We played a total of five rounds before calculating the results and awarding the winners with Fairtrade chocolate.

Example event cards:

- Flooding! Heavy rain in Cote d'Ivoire's main cocoa growing areas has caused flooding and damage to the crop. Farmers: You lose a third of your crop – take away 3 skittles. Choco Company: You find a supplier from another country – you are not affected
- Choco Company merger! Choco Company merges with another large retailer, increasing their negotiating power to reduce costs in their supply chain. Farmers: You sell your cocoa for a lower price – earn half a point per skittle. Choco Company: you are not affected
- More chocolate! Consumer demand for chocolate goes up, Choco Company buys and sells more. Farmers: It's easier to sell your cocoa – Get a bigger ball. Choco Company: It's easier to sell your chocolate bars – Get a bigger ball
- Fertiliser prices rocket! The price of fertiliser goes up. Farmers: It's harder for you to generate the same yield – put an obstacle in your path. Choco Company: you are not affected.
- Crisis in the community! Young adults don't see a future in cocoa farming and leave the area. Farmers: The workforce has to work harder - Take two steps back from the start line. Choco Company: you are not affected.

The game was completely rigged in favour of the Choco Company team, although we did re-set the skittles after each round so that it wasn't impossible for the farming team to score. At the end of the five rounds we asked the teams if they thought the game was fair, at which point we explained that Fairtrade can help mitigate a lot of the problems that farmers suffer. We had information posters which participants could read after the game, demonstrating how Fairtrade can help farmers in each of the events that came up in the game.

We found that even though we had rigged the game, the results still depended on the ability of the players! But staff thought it was unfair nevertheless and the message got through. It was a great game to play and can easily be adapted for a student event.



Fairtrade chocolate tastings

As an engaging way to talk to staff and students about Fairtrade and in particular cocoa farming, we have run led chocolate tastings. The workshop usually lasts 30 minutes, and starts with a multiple choice quiz about Fairtrade and chocolate. We then give an overview of how and where cocoa is grown, the process of producing chocolate and what varies the flavour. We then discuss Fairtrade, what it does and how it benefits cocoa farmers before doing a led chocolate tasting.

To lead students and staff through a chocolate tasting, we introduce the proper way to taste chocolate (see, hear, smell, touch, taste) and give them two different varieties to do a blind taste test (usually a cheaper Fairtrade chocolate like Sainsbury's own brand, and a more expensive Fairtrade brand like Green and Blacks). We then ask them to vote on which chocolate they think is the most expensive, and which one they prefer. After revealing the answers, we usually have some flavoured Divine chocolates for the participants to taste and guess what the flavours are.

The chocolate tastings have been popular and are also a great activity to do with a team of staff as a prize (for a staff engagement programme for example).



We are happy to share our resources for all the above initiatives. Get in touch with us at sustainable_city@city.ac.uk