

Lesson Plan 4: Design a Fairtrade leaflet

Pupils investigate the sorts of products for which there are Fairtrade schemes. Why should consumers be encouraged to purchase these goods? Pupils consider how to get their message across to others, including other consumers and other producers. Pupils work in groups to develop and produce a leaflet that educates consumers and producers about fair trade issues. Each group presents its ideas to the class for discussion. Pupils reflect on each other's work and use what they have learnt in homework.

STARTER

Which products are covered by Fairtrade schemes? Look at either a range of products with labels removed or a whiteboard/ photocopied sheet of pictures of products. Ask pupils to guess which might be covered by the Fairtrade mark. Reveal which have Fairtrade labels. Were pupils unaware of the range available? If so, why might this be? [10 mins]

Extension: If time and access to the web is available, allow pupils to search the Fairtrade Foundation site at www.fairtrade.org.uk for these products and other Fairtrade products. [20 mins]

MAIN ACTIVITIES

Explain that the class is now an advertising marketing company that has been commissioned to design a new leaflet for the Fairtrade Foundation. The company's brief is to design an engaging and informative leaflet that explains why people should buy Fairtrade and why producers should sell it, and encourages both to do so.

Activity One Ask pupils in groups to summarise the main reasons that people should be encouraged to choose Fairtrade. Stop at a couple of points and ask for one or two ideas. Allow groups to refine their reasons. [15 mins]

Activity Two On a large sheet of paper each group jots down ideas of what the leaflet should contain that would encourage customers/producers to choose Fairtrade, (eg. explanations of how the Fairtrade system works; benefits to the producers; why consumers should help; engaging images; quotes; which products are available and where; how much they might cost; contact details for finding out more). [5 mins]

Activity Three Provide scrap paper. Provide a range of sample leaflets for inspiration. Each group produces mock-ups of its leaflet, trying out at least three different layouts, showing where pictures would be, main headings and text blocks.

IT link: If computers are available, this exercise could be done on computers using a programme such as Publisher. [15 mins]

PLENARY

Groups swap leaflets and have two minutes to discuss and choose three things they like about the other group's drafts and one thing they would improve. Share with the class. [10 mins]

Set Homework – Each pupil is to produce a leaflet, using what s/he has learnt in the lesson plus information and images collected from newspapers, magazines, food labels or from the internet. Encourage pupils to visit the Fairtrade section on the homework pages of CAFOD's website, where they will find useful information and links to other helpful sites. [5 mins]

Follow up: At a subsequent lesson, pupils could present their work and reflect on their learning.

Objectives

Pupils should learn:

- about consumer responsibilities and that information can help consumers make informed choices
- that consumers and suppliers have a duty to behave responsibly, on an individual and a community level
- that consumers' choices and actions can influence the manufacture and supply of goods and services
- about the interdependence of different countries and places.

Learning outcomes

Pupils will:

- know about sources of information that allow consumers to identify where and how products are made
- know examples of Fairtrade products from their research
- know the advantages and disadvantages of being a supplier or consumer of Fairtrade products
- reflect on their contribution to the group activity and identify what went well and what did not go so well.

You will need:

- EITHER a range of Fairtrade products OR pictures of Fairtrade products.
- Scrap paper
- A selection of promotional leaflets