

FAIRTRADE ENVIRONMENTAL POSTER GUIDELINE

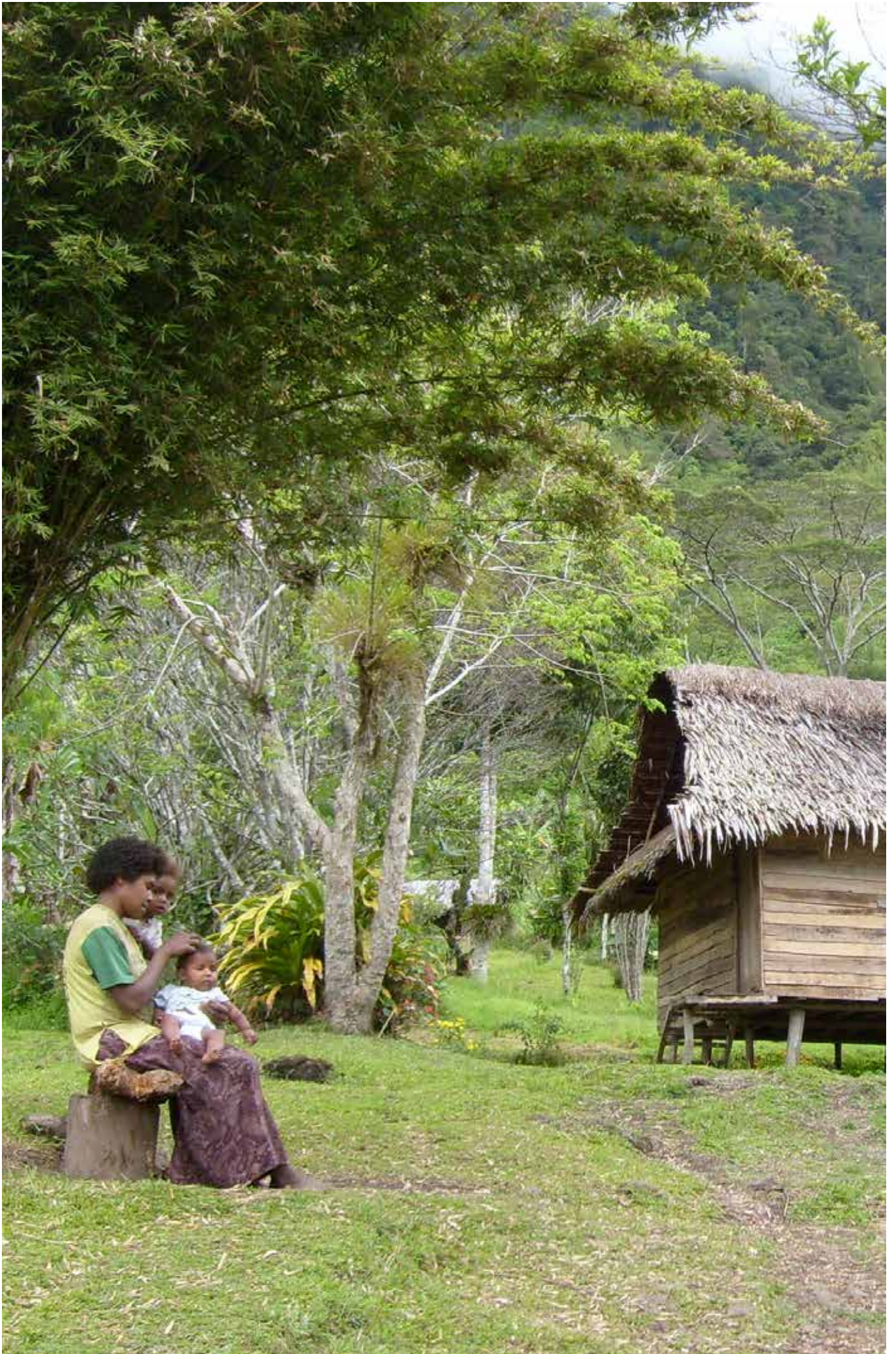
This tool is an A3 size poster which features a comic strip-based story divided into three sections: The Environmental Officer, Management of Production Practices, and Environmental Protection.

HOW TO PLAY

Up to 10 people can play. Players must interpret each strip and narrate the story they see in each illustration. Stories can be based on the players' daily lives or can be entirely fictional.

USE

This tool can be used to help small producers to understand and raise awareness on the environmental standards included in the Fairtrade Standards for Small Producer Organisations and Contract Production. Its aim is to support small producers to comply with Core Year 0, Year 1, Year 3 and Year 6 standards.



GUIDANCE

The first strip is divided into two illustrations; the first one represents the election of the environmental officer, whose duty is to offer support to members of the organisation in order to comply with the Fairtrade environmental standards for Small Producer Organisations and Contract Production.



FAIRTRADE STANDARD

YEAR 0 CORE

One person in your organisation **must be given** responsibility to lead the operational steps required for your organisation to comply with the requirements in the section related to environmental protection.

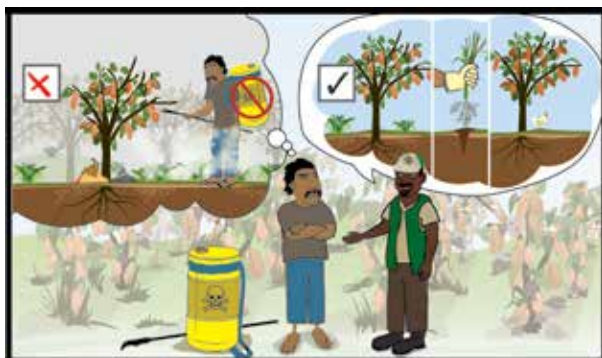
GUIDANCE

The second illustration emphasizes the duties of the environmental officer, who has the responsibility to give guidance to producer members so they can understand and follow the Fairtrade environmental standards. The illustration demonstrates that all producer members must be informed of these requirements.

Fairtrade environmental standards focus mainly on building producers' capacity and promoting sustainable production practices suitable for producers' realities, while enabling them to meet the expectations of traders and the demand of consumers.

The illustration also highlights specific standards such as the compulsory use of protective gear when using agrochemicals, organic alternatives for de-weeding, and the potential side effects of using dangerous chemicals.

NOTE: In this illustration, the representation of a domestic animal has been used to demonstrate that chemicals used on crops can affect other organisms important to producers' wellbeing; however producers should be encouraged to keep domestic animals out of their gardens whenever possible.



FAIRTRADE STANDARD

YEAR 0 CORE

You **must inform** and **explain** to your members the environmental and labour requirements in the Production chapter.

YEAR 3 DEV

You must provide training to your members on the subject of integrated pest management. Training must include:

- The monitoring of pests and diseases
- Alternative ways to control pests and diseases
- Preventive measures against pests and diseases measures to avoid that pests and diseases build up resistance to pesticides

STRIP
02

GUIDANCE

The second strip represents a community meeting where all attendees are members of a small producer organisation and are able to recognise the risks of non-compliance with the Fairtrade environmental standards. In the illustration, each member is highlighting different environmental issues such as erosion, polluted water, scattered waste (empty pesticide containers, plastic containers, etc.), deforestation, caged endangered animals, and pollution. All of these problems are documented in the community map and are being solved with the participation of members.

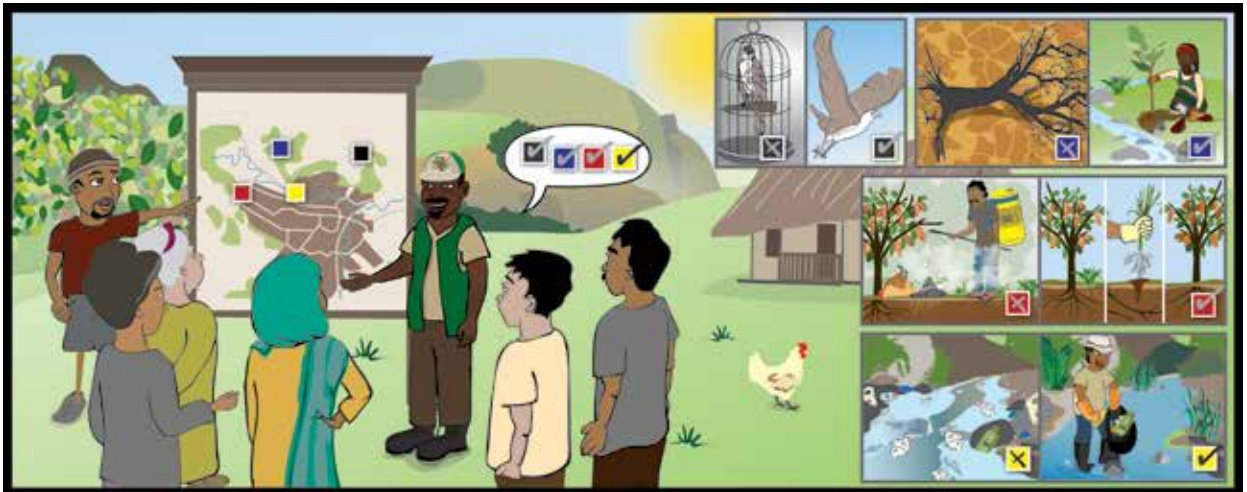
This short story demonstrates the role that each member can play in monitoring their environment as well as the function that the environmental officer has when finding solutions to environmental problems or when addressing non-compliances with the Fairtrade Standards.

Fairtrade certified producer organisations are required to raise awareness of the environmental standards among their members and to promote community-based monitoring systems, which allows producers to choose how they reach their own targets towards compliance with the environmental standards.

FAIRTRADE STANDARD

YEAR 1 CORE

You must identify which requirements in the Production chapter your members may be at risk of not complying with.



STRIP
03

GUIDANCE

The last strip refers to the role that Fairtrade certified producer organisations play in the conservation of biodiversity within their communities through the implementation of the Fairtrade environmental standards. It also highlights the role that consumers and supporters play in encouraging producers' commitment to sustainable production practices.

FAIRTRADE STANDARD



ACTIVITY GUIDELINE

METHOD: Group discussion, brainstorming, feedback, presentation

MEDIA: Fairtrade Environmental Poster, Environmental Checklist, PowerPoint Presentation, Individual Handout

DURATION: 120 mins

PROCEEDING:

Ask participants to break into groups of up to 6 people and then distribute one poster per group.

Ask participants to analyse each of the strips on the poster and discuss the situations presented in each illustration. Participants will be given 10 minutes for group discussion per strip.

Groups will choose a spokesperson to present their thoughts and conclusions to the rest of the participants.

Ask participants to present one strip at a time. Introduce the corresponding Fairtrade environmental concept addressed in every strip at the end of each group presentation. Further develop every topic based on the corresponding PowerPoint slides and the Environmental Checklist.

Close the activity by reading and distributing the Fairtrade Environmental Standards Poster Summary

SUPPORT DOCUMENTS AND WORKSHEETS

- Environmental checklist
- Environmental training recordkeeping template
- Fairtrade environmental standards poster summary
- Fairtrade environmental standards poster powerpoint

