25 GOOD PRACTICES
EMPOWERING YOUNG PEOPLE IN THE FIELD OF SUSTAINABLE CONSUMPTION AND FAIR TRADE
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Conclusion
EU-WISE Young Citizens Consumers Project

The EU-WISE Young Citizens - Consumers project is an Erasmus+ K2 project that has started in December 2020 - and will last two years. This pan-European project is led by 5 organisations from Belgium, Italy, Poland and Romania.

The main aim of the project is to build civic awareness, involve and empower 120 young people, from Belgium, Italy, Poland and Romania in promoting responsible consumption and the Sustainable Development Goals, focusing mainly on Fair Trade and the slow food movement.

Another aim is to increase the acquisition of social and civic competences, understanding of values and fundamental rights by young people.

To achieve this, during the implementation of the project, youth will take part in debates, activities, as well as in the promotion of new consumption patterns.

As initiators of changes, they will also be involved as organizers of diverse activities that are primarily intended for local communities.

The EU-WISE project also strives to collect and disseminate good practices supporting the role of young people as agents of change and active partners in the implementation of SDG4, which supports quality education and SDG12 on sustainable production and consumption.
The good practices are based on the answers given to a questionnaire which was submitted to different organisers of events, with the aim of collecting as many and diverse answers as possible. Our final selection includes 25 good practices, collected from February 2021 to April 2021.

Some good practices are identified as desk research methods using existing research literature, media, etc. The majority of good practices that have been identified by Partners were collected through interviews with event organisers’ and some of the participants.

The good practices presented below are grouped per partner. They include different types of activities aimed at raising awareness and mobilizing young people on the topic of sustainable consumption. We have also included a few good practices that were not only targeted at young people, but still have the potential to serve as valuable inspiration. The general aim of this publication is to create a common database that will help prepare local pilot actions to train and empower Youth.

Our objective is to show the dynamism and the creativity of multiple networks, NGOs, and institutions to attract, inspire and empower young people. Common topics of the selected good practices include sustainable consumption, slow food, climate change and fair trade.

For us, a good practice can be defined as follows:

"A good practice is not only a practice that is good, but a practice that has been proven to work well and produce good results and is therefore recommended as a model. It is a successful experience, which has been tested and validated in the broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it.”

Source: FAO Definition
We would like to underline the great diversity of good practices that have been selected:

The Asociația De Tineri Din Ardeal is presenting different projects from Romania: an enthusiastic European project which serves to heighten citizens' awareness on development issues as well as promote their active engagement; a project related to gardening with youth conducted by the Rural Development Association of Harghita County Council; a gardening and a cooking TV show program with Harghita Népe Publisher; an inspiring project linked to the preservation of local fruits varieties by Slow Food Turda; and a food education program, to promote food and taste education for kids and students in Romania.

Equo Garantito describes a huge project of workshops involving around 300 students in 3 different Italian cities that aims to raise awareness among the participants about global citizenship and peace through responsible consumption and sustainability; the Saturdays for Future, a Fair Trade flash mob, inspired by the Fridays for future mobilization, incentivizing young people to transform their shopping; a yearly Fashion Revolution show event in Vicenza, aiming to enhance the slow fashion movement; a participative quiz on social economic and environmental sustainability; and finally, a Fair and Sustainable Pride in Treviso, covering Fair Trade related topics such as migrations and refugees or Women’s empowerment.

The Polish Fair Trade Association describes an online Fair Trade “Café”, a series of exciting webinars; the sportive activity of a Fair Trade Football Challenge, a unique tournament taking place as part of the Fair Trade School Campaign in Poland; a Fair Train City Game, an activity that can help to disseminate the Sustainable Development Goals among young people of Silesia; PFTA is also presenting the “One minute film” competition, an activity that encourages young people to be creative; and the Fair Trade Breakfasts on the grass in Poland, a tasty opportunity to discover the diversity of Fair Trade foods.

Project School describes a Municipal Fair Trade Forum in Madrid; the concept of the Disco Soup Parties, a brilliant Worldwide initiative led by the Slow Food Movement; the Green Youth Summit of Bristol, a youth art and culture activity in Spain; and the Backpack Initiative, from Norwegian primary and secondary education, aimed at integrating education for sustainable development (ESD) into mainstream education.

The Fair Trade Advocacy Office is presenting activities such as: a training weekend carried out by Oxfam Magasins du Monde in Belgium; the Fair Pride in France by Artisans du Monde; a European project to empower young people on the environment with Young Friends of Earth; a strong action in the European Parliament carried out by the NGO ONE which fights against extreme poverty; and the amazing project named “Young Fair Trade ambassadors” carried out by a consortium of Fair Trade NGOs which allowed some young people to meet members of the European Parliament.

We are grateful to all the respondents and to all the people interviewed during this 2-month phase. We hope this publication will make you discover a new world of possibilities.
Presentation of the partners

EQUO GARANTITO

Equo Garantito is the National Assembly of Italian Fair Trade organizations - a non-profit organization that promotes the values of Fair Trade and fair economy in Italy through:
- awareness raising activities for citizens, students, consumers,
- training for our members, fair trade professionals, teachers, companies, lobbying and advocacy at local, national and international level,
- the monitoring of its members according to the Italian Charter of Fair Trade and WFTO principles. Equo Garantito network is composed by 69 member organisations around Italy, counting on the support of more than 4000 committed volunteers and working with 200 Producer Organizations in Asia, Africa and Latin America. We provide spaces for producers, exporters, importers, retailers, and consumers to connect and work together, exchange best practices, forge synergies and speak out for Fair Trade – all working towards a sustainable and fair global economy.

ATA, the Youth Association from Transylvania is an organization set up in the end of 2011. Its founders all have extensive experience in the NGO field, by writing, managing and organizing local and regional projects, Youth in Action Exchanges, Initiatives, Voluntary projects and Trainings, and Leonardo da Vinci Mobilities. The objective of the association is to enable youth from the Romanian region of Transylvania to take part as hosts and sending organization and be involved in European projects.

PROJECT SCHOOL

Project School aims to increase the quality of initiatives and projects with a social impact by working on everyone’s skills. From young people in schools to associations, from aspiring designers and social entrepreneurs to public bodies that want to invest their resources in effective projects. Classroom training, online training, individual and organizational consultancy, workshops and events: all our services can be customized according to the needs of the users. Using the most innovative design techniques in the social field, Project School intends to create a generation of professionals capable of designing ambitious and sustainable initiatives, able to solve some of the most difficult challenges of our society: education, work, environment, migration, etc.
The Fair Trade Advocacy Office (FTAO) speaks out on behalf of the Fair Trade Movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The FTAO is a joint initiative of Fairtrade International, the World Fair Trade Organization and the World Fair Trade Organization-Europe. The FTAO was born in 2004 when the Fair Trade networks set up an informal advocacy cooperation mechanism. In December 2010, the Fair Trade networks formalised their commitment and set up the FTAO as a legally-independent foundation ‘Fair Trade Advocacy Office’.

The Polish Fair Trade Association (PFTA) was founded in 2003 by a group of enthusiasts of Fair Trade who wanted to help poor in the Global South. Fight against poverty in the Global South; Assisting in the sustainable development of marginalized producers of Global South; Promoting of gender equality; Advocacy for Fair Trade and trade justice. As a pioneer of the FT movement in Poland the organization since its beginnings has been involved in global education, campaigning for Fair Trade and sustainable development. Since 2010 has been a member of the World Fair Trade Organization id:678. For the last ten years in coalition with two other CSO PFTA holds the responsibility for Fair Trade Towns (FTT) campaign in the country. Launched in 2010 in the UK, the International FTT campaign has spread on 34 countries on six continents, includes more than 2000 towns and thousands of schools and universities. The organization is a member of the European Fair Trade Advocacy network organized by FTAO.
01. YOUTH ASSOCIATION FROM TRANSYLVANIA

European Year for Development (EYD) / Focus Eco Center / Romania 2015-2017

Local Authorities, Sustainable Development Regions around Targu Mures, Romania. Reached 10,000 people, with many activities in multiple locations.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
EYD2015: The future we want

Official Contact
Focus Eco Center, Crinului street nr 22, Targu Mures, 540343, Romania focusecocenter@gmail.com

Website of the practice
www.en.focuseco.ro/2015-european-year-for-development/
www.change-the-future.eu/en

Language(s) of the practice
English, Romanian

DESCRIPTION OF THE PRACTICE

The project focused on the European Year for Development 2015 (EYD2015). It has reached approximately 10,000 citizens in Romania (children, youth and adults) and serves now to heighten citizens’ awareness on development issues as well as promote their active engagement through major development debates. The project was launched initially in 2015-17 focusing on the EYD. Since then, it is still running, but focusing on the organisation of debates around development issues. As project partner, the Focus Eco Center from Targu Mures, Romania, gave citizens and politicians a deeper understanding of global interdependencies by calling into question the European overconsumption of natural resources and showing the way towards more responsible and fairer consumption habits.

The project involved 10 countries in the European region. The Focus Eco Center promoted the program in rural and urban regions. The budget of the project was 110,000 Euros. An online platform was created where participants could read more information about the different campaigns and take part in an EU-level competition. This platform is still active. www.change-the-future.eu/en
Focus Eco Center is an environmental non-governmental organization promoting sustainable development. The organization was founded in 1994 by an enthusiastic group (consisting of teachers, engineers and lawyers) interested in the question of environmental protection in Targu Mures. The organization has gained professional recognition over the years, becoming a member of international networks such as the European Eco-Counselors Association, the European Environmental Bureau (EEB) and the European Centre for Agrotourism (ECEAT).

The project serves to heighten citizens' awareness on development issues as well as to promote their active engagement. Via the project, the 16 project partners coming from 10 European countries gave citizens and politicians a deeper understanding of global interdependencies by calling into question European overconsumption of natural resources and showing the way toward more responsible and globally fair consumption habits.

It was a project with many different activities including 34 information roll-ups occurring at different places as well as film screenings. An information platform called “Change the future” was created, where school groups and individuals can register, join an activity and take part in a gamified point collection campaign. This platform is still functioning.

The project had an international and local extension, consisting of several smaller parts and activities. Some of the local activities did not take place online, therefore at the end of the program it was more difficult to include the activities that took place offline into the entire project, but they can be adapted if needed.
###Methodology documentation/tools and teaching resources

During this 3 year project, Focus Eco Center organised the following activities in order to raise awareness on sustainable development and environmental issues:

- photo contest on the following theme: “What do you think about development?”
- Workshops
- School competitions
- Open forums at universities
- Film screenings.

###Monitoring, evaluation

Monitoring was executed at international level through semi-annual reports. Overall, the program had a positive impact on local communities and a large number of citizens were reached directly or indirectly. Furthermore, the various activities and campaigns contributed to offering new and different points of view to citizens which encouraged sustainable development in the region.

###Did the activity require a certain amount of knowledge to participate?

It was free to join for anyone, no matter the existing knowledge or skillset on the topic. Motivation and interest were the key requirements.

###Communication and Impact

The project was popular and has been related in the media. Participants had the possibility to give feedback about the program through a questionnaire. Some of the activities are still ongoing, therefore new participants are constantly registering on the “Change the Future” platform.

###Lessons learned and success factors

A success factor that is worth mentioning is that it is important to involve the participants already in the first phase of the project, and it’s also important to continuously keep in touch with them and create interactive methods, which in this case proved to be extremely successful.
Remarkable aspect of the practice

The program educated young people, starting from an early age on, about environmental awareness in a playful, interactive way. In the Târgu Mureș area, pupils are still actively involved.

Inclusiveness

The program did not contain a selection procedure, everyone could join.

How could this activity be improved or up-scaled?

Talking about improvements, the organisers would like to extend the film screenings to cinemas for free with the aim to reach even more people.
02. ASOCIAŢIA DE TINERI DIN ARDEAL

Little Gardener / Rural Development Association of Harghita / Romania / 2012-2021

Slow food, sustainable consumption, home gardening. Conducted on the whole territory of Harghita county (in school gardens and/or private gardens) Included 150 pupils in 2012 when the project started and now, in 2021, it includes 1350 pupils. It is a regular activity, starting in February every year.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Little Gardener/Kiskertész program/
Micul gradinar

Official Contact
Hargita Megye Tanácsának Vidékfejlesztési Egyesülete/Rural Development Association of Harghita County Council – Miercurea Ciuc Address: Miercurea Ciuc, Szabadság square, nr. 5, postal code: 530140 info@hargitamegye.ro

Website of the practice
www.facebook.com/kiskerteszprogram

Language(s) of the practice
English, Romanian

DESCRIPTION OF THE PRACTICE

The program educates 8-14 years old pupils of Hungarian and Romanian nationality in Harghita County on health awareness by teaching them gardening and showing the value of homemade and garden products. At the beginning of each year, the organizers send an informative e-mail about the program to primary schools in Harghita County. The contact person from each school will then inform pupils about the Little Gardener program. Pupils can apply individually or as a team for the activity. Following those applications, the organizing association distributes the seeds to the schools. The children can come and collect them, plant and take care of them either in their own gardens or in the garden created by the school. The process has to be documented with photos as well as a written material, that should afterwards be returned to the organizers. There is no rule for growing these plants, participants get only one documentation which describes the planting process. At the end of the year, the Association awards 20 little gardeners whose plantations were the most successful. The program started in 2012 with only 150 participants, but is now followed by more and more students, with 1,350 applications for this year. The budget of the action this year is 60,000 RON (12,000 EURO).

www.change-the-future.eu/en
<table>
<thead>
<tr>
<th>Category of actors who organised the activity</th>
<th>Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the organiser</td>
<td>The main objectives of the association include the promotion of the economic development of rural people, the use of local conditions, the establishment of association and cooperative milk collection centers, as well as the establishment of small milk processing workshops. It also aims to organize the sale of live animals, to set up small slaughterhouses, to organize the processing of forest products, cultivated fruit and mushrooms that can be used in regional kitchens, to organize the sale and processing of potatoes, and to set up shops for traditional products. Through this, they want to encourage the consumption of traditional products, making them easily accessible to both the local population and tourists. They also aim to establish sales cooperatives to sell local products through domestic and foreign stores.</td>
</tr>
<tr>
<td>What were the aims of the activity?</td>
<td>Primary objective: Health awareness education starting from an early age on, promoting sustainability, motivating children to start gardening for a sustainable future.</td>
</tr>
<tr>
<td>Was it possible to easily repeat/adapt the activity?</td>
<td>The project started in 2012 as a pilot project with only 150 participants, many of the pupils enroll now every year. This year 1350 applicants joined the program.</td>
</tr>
</tbody>
</table>
### DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

<table>
<thead>
<tr>
<th>Methodology, documentation/tools and teaching resources</th>
<th>Documentation which includes the steps of planting seeds. There aren’t many other resources.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring, evaluation</td>
<td>The gardening process is documented by photos. Besides those photos, participants should also write a documentation. Those two materials are sent to the organisers for evaluation. At the end of the program the organizers award 20 little gardeners (they get a medal, a T-shirt, bicycle / smartwatch / tablet). Once the program is closed, the association prepares a report on the annual result and publishes the latest in the media.</td>
</tr>
<tr>
<td>Did the activity require a certain amount of knowledge to participate?</td>
<td>No, any interested pupil, team or class can join.</td>
</tr>
<tr>
<td>Testimony of a participant</td>
<td>In general, participants gave a positive feedback after the program, and many of the children continue gardening in high school as well.</td>
</tr>
<tr>
<td>Communication and Impact</td>
<td>The organizing association prepares an evaluating documentation at the end of each program, the winners have the possibility to share their experiences in a TV show. The direct impact of the program is that approx. 1350 pupils start growing plants in their gardens, and people in the county have to buy less imported vegetables each year.</td>
</tr>
</tbody>
</table>
The program promotes sustainability from an early age on, it teaches children the value of home and garden products, therefore it is a good example of a sustainable economy.

The organizing association would improve the logistics process, they would like to distribute seeds a bit faster. They would like to expand the activity on an international level and include other organizations in order to provide participants not only with seeds but also higher budget equipment (ex. foil tent).

The program includes all pupils in the schools of Harghita county regardless of social or cultural background.

The project proves that students continue the activity even after they have reached the age of 14. Therefore, there are plans to expand the project to students high school. It is also an option to collaborate with organizations engaged in similar activities in order to expand the program and toolkit used in the program.

How could this activity be improved or up-scaled?

Lessons learned and success factors

Remarkable aspect of the practice

Inclusiveness

How could this activity be improved or up-scaled?
03 ASOCIAȚIA DE TINERI DIN ARDEAL

Kitchen and Garden TV SHOW / Harghita Népe Publisher / Romania / 2011-2021

Urban and rural areas of Transylvania (mainly Szeklerland region) Sustainable consumption, preparation and consumption of food made from home-made/grown ingredients. The program reaches around 5000-6000 people/month. It is a regular activity, there are new TV episodes every second week and a new monthly food magazine.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Székely Konyha és Kert/Szekler Kitchen and Garden

Official Contact
Csíkszereda, Temesvári boulevard nr 4 II. Floor. Telephone: 0266–372633
office@hargitanepo.ro

Language(s) of the practice
English, Romanian

Website of the practice
www.facebook.com/szekely.konyha
www.hargitanepo.ro/category/szekely-konyha-2/

DESCRIPTION OF THE PRACTICE

The Szekler Kitchen and Garden is a Hungarian language TV show which has a written material as well thanks to a food magazine. The program addresses Transylvanian people by encouraging them to cook and prepare food from local, traditional products. New episodes are produced every second week, those interested can watch the series on Transylvania TV (Erdély TV). The program is also promoted on Facebook and Instagram, and people can also buy and read the magazine. The program reaches around 5000-6000 people/month, it is open for everyone and the average age of guests is slightly above 40. The Szekler Kitchen and Garden is the press product of Harghita Népe Publisher, which is subordinated to Harghita County Council. The cost of the program is financed by Harghita County Council, unfortunately we don’t have information regarding the total cost. Since the Council finances all the products of the Harghita Népe Newspaper Publisher, those products are financed in one amount.

www.change-the-future.eu/en
| Category of actors who organised the activity | Hargita Népe Newspaper Publisher, subordinated to Harghita County Council. |
| Description of the organiser | Harghita Népe Lapkiadó addresses the local community and farmers, promotes the Székely Product trademark, the local culture, local products and seasonal ingredients. |
| What were the aims of the activity | The program stands on 3 main pillars: local products, seasonal ingredients, local citizen. The primary goal of the program is to promote local products. In addition, it aims to highlight the importance of organic farming, and also the fact that contrary to what people may think, gardening and farming can be profitable and economically viable. Many young citizens from Szeklerland have tried their hand at a variety of jobs abroad, and after returning home, many of them chose a traditional way of life. This is an exciting boost to the gastronomy of Szeklerland. Many of them became cooks and chefs using the recipes of their mothers and grandmothers. One of the goals of the program is to demonstrate and encourage this way of living. Motto: “When we cook in Szeklerland, we do not settle for less than the real one! Our grandmothers' recipes, locally grown ingredients, seasonal dishes - this is the renewed Székely Kitchen and Garden.” |
| Was it possible to easily repeat/adapt the activity? | Since the participants of the tv show’ formed a very positive opinion about this initiative and the feedback from the readers were also convincing, they are planning to improve the activity and extend the content of it. |
**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

<table>
<thead>
<tr>
<th>Methodology documentation/tools and teaching resources</th>
<th>The program leaders are using moviemaking and monthly magazine publishing in order to show a different way of using home made products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring, evaluation</td>
<td>The organizers rely on the feedback of viewers and readers. Adam</td>
</tr>
<tr>
<td>Did the activity require a certain amount of knowledge to participate?</td>
<td>Those who are guests have specific knowledge regarding local production recipes and sustainability. Those watching the show and reading the magazine do not need any specific skills or knowledge.</td>
</tr>
<tr>
<td>Testimony of a participant</td>
<td>The magazine includes a column where readers can share their traditional recipes, this keeps them involved and motivates them to come up with ideas. The visited chefs believe that it was time to think differently about Transylvanian cuisine.</td>
</tr>
<tr>
<td>Communication and Impact</td>
<td>Followers really enjoy the short films. Using different social platforms for communication, the program encourages the community to look around in their gardens, use bio products to cook and learn the old traditional recipes.</td>
</tr>
<tr>
<td>Lessons learned and success factors</td>
<td>Since the corporate image of the program has been renewed, they have reached more people. It is also a success factor that during this series, they met many people who joined a traditional way of living which proves that it is worth to return to the roots.</td>
</tr>
</tbody>
</table>
During the program, they visited not only professional chefs, but also people living in rural areas, who make traditional dishes in their own backyards and kitchens. These are also evidences of sustainable consumption.

Inclusiveness

There aren't any discriminative aspects of the program, everyone could join.

How could this activity be improved or up-scaled?

The program needs to be expanded not only in terms of content, but financially as well. Among the future plans we can mention involving other County Councils in Szeklerland in order to get more financial support and show more from this colourful region. The organisers are planning activities for children as well in order to show and support a different way of thinking about Transylvanian traditional dishes from an early age on.

TO GO FURTHER

https://www.facebook.com/242636449267180/videos/366770467883229
04. ASOCIAȚIA DE TINERI DIN ARDEAL

The fruits of tradition / Civitas Foundation for Civil Society / Romania / 2009-2011

Sustainable consumption, Fair Trade, Economic Support - Rural areas around Odorheiu Secuiesc, Romania – Conducted for 200 families and 300 farmers living in rural areas.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
The fruits of tradition in Odorheiu Secuiesc

Official Contact
Civitas Foundation for Civil Society – Odorheiu Secuiesc
Address: Odorheiu Secuiesc, Bethlen Gabor street, nr. 43, 535600
e-mail: office.udv@civitas.ro, www.civitas.ro

Website of the practice
because it is an older (but valuable) project, the website is archived, but still available.

DESCRIPTION OF THE PRACTICE

The activity lasted 3 years (2009-2011). Conducted activities included:

- Collecting local information and knowledge of traditional cultivation and use of local natural values.
- Collecting farmers’ perception on the most important characteristics of local varieties, territorial spread of the relevant varieties within the region.
- Encouraging the community to actively participate and spread the information.
- Trainings for farmers.
- Exchange knowledge and experiences.
- Communicating with citizens in printed and electronic format.
- Periodical meetings with local people.
- Applying the farmer’s knowledge to educate children.
- Supporting the local economic initiatives of SMEs.
- Providing permanent consultancy.
- Establishing a Rural Assistance and Demonstrative Centre (RADC).
- Professional marketing assistance for local economic initiatives.
- Promotion of local products at the local markets.
- Organising community events to raise awareness.
- Providing information about the current status of the market for potential farmers who wish to prepare fruit products.
- Permanent access to RADC facilities and assistance in order to improve skills on suitable product development and management.
As a complementary result, the project contributed to three other objectives: raising awareness of local communities and educating them to evaluate the genetic and economic values of orchards and the forest wildlife species found in and around their region. At the same time, it has increased the level of processing local products in the region by supporting the transfer of know-how and technology and has supported the development and application of specific marketing procedures to help local traditional products enter the sales market.

The project directly affected 17 rural communities that have already shown in the past that they would like to do more for their happiness; however, this had an impact on the entire Odorhei region.

Regarding participants, at least 200 families within the targeted communities and at least 300 community members were reached directly and 30,000 people indirectly. Besides that, at least 150 local students were directly involved. Farmers who have joined the program participated to a 1 year training.
**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Was it possible to easily repeat/adapt the activity?</strong></td>
<td>The project has been evolving since then. Three fruit processing units have been set up in three villages, and a social enterprise has been established, they started the branding of products that have appeared on the shelves of local shops.</td>
</tr>
<tr>
<td><strong>Methodology documentation/tools and teaching resources</strong></td>
<td>During the program, the organisers applied the following elements:</td>
</tr>
</tbody>
</table>
|                                                                          | - Collecting information from local farmers.  
- Informational events.  
- Trainings for farmers.  
- Marketing advice for farmers who wished to process fruit  
- Educating students.                                                                                                                                                                                                                      |
| **Monitoring, evaluation**                                               | Evaluation activities showed that during the program:                                                                                                                                                                                                                   |
|                                                                          | - the number of traditional fruit varieties increased with approx. 1,500 trees.  
- approx. 15 new local products entered onto the market  
- the amount of collected and processed wild forest species has increased by 20%.  
- the land size managed under organic conditions increased to 40 hectares.  
- 20 new fruit processing manufactures (small facilities for fruit processing employing a few workers or co-owned by the community) were established.                                                                 |
| **Did the activity require a certain amount of knowledge to participate?** | Everyone interested could join.                                                                                                                                                                                                                                           |
| **Testimony of a participant**                                          | All the people who took part were satisfied and the follow up results greatly developed the region.                                                                                                                                                                           |
| **Communication and Impact**                                            | During the program, new fruit products have entered the market, the economic revenues of rural enterprises have been increased, there are fruit processing manufactures which are still working and processing fruit.                                                                 |
This project had a strong impact on the rural economic area. It encouraged citizens to clean their orchards, plant new ones and also prepared them to process and sell traditional fruit and local fruit products.

The activity can be improved by involving more farmers and developing the infrastructure. The success of the program can be exploited by demonstrating to people working in similar fields and integrate them into the education and distribution system.

At the end of the project, we can state that it has a special impact on Odorhei region. A good example is that citizens, understanding the real value of the heritage embodied in orchards, have started to clean these lands and renovate the aging orchards. The Fruit Processing Manufactury of Farkaslaka processes now several tons of fruit every year.

The program was open for everyone, especially for citizens living in rural areas.

The activity can be improved by involving more farmers and developing the infrastructure. The success of the program can be exploited by demonstrating to people working in similar fields and integrate them into the education and distribution system.

TO GO FURTHER
https://www.facebook.com/242636449267180/videos/366770467883229
05. SOCIĂȚIA DE TINERI DIN ARDEAL

EduKitchen Program / Slowfood Turda /Romania / 2017

Responsible Consumption, Food, Health, Sustainable Development, Workshops and food education programs were organised during a 9 month period ( Romanian).

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
EduKitchen Turda: Taste Education in Romania by Slowfood Turda

Official Contact
office@slowfoodturda.ro

Website of the practice
www.slowfoodturda.ro
www.facebook.com/EduKitchen-198309507321612/

DESCRIPTION OF THE PRACTICE

EduKitchen was a 9 month program in 2017, that addressed mainly pupils and students, their parents and teachers. The Slow Food Turda Association has planted a school garden at a local pre-school and developed the food education program to help youth people understand local foods: their history and origins, how they are produced and by whom.

The program took place in 6 cities/regions in Romania, where Slow Food Turda and their partner NGOs and volunteers organised different workshops, educational events, food tasting for participants.

The program addressed mainly students aged 12-18, parents and teachers aged 20-40 in Cluj county. 1600 citizens (mainly students, parents and teachers) were reached directly during the 9 months and the cost of the activity was financed by Lidl Community Grant. www.change-the-future.eu/en
### Category of actors who organised the activity

Association

### Description of the organiser

Slow Food’s work in Turda focuses primarily on supporting and promoting small-scale producers who are struggling to find a market for their production. They are continuously organising events for adults and students where they are sharing their ideas and good practices regarding local food consumption.

### What were the aims of the activity

The main goal of the activity was to promote food and taste education to kids and students throughout Romania. This initiative was the latest in over 10 years of actions aiming to raise awareness of the importance of sustainable food consumption among the youth and the general public.

### Was it possible to easily repeat/adapt the activity?

In Romania there is more attention being paid to what we eat, though at the same time there is a complete lack of food education in schools. Multiple entities are doing these activities across the globe and in Romania, it is repeatable and adaptable.

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**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

### Methodology documentation/tools and teaching resources

In order to achieve the objectives, specific workshops and activities were carried out through non-formal methods, organizing gastronomic activities in schools, as well as public events in 6 cities. Young people have acquired practical and theoretical knowledge; therefore they are now able to make their own decisions regarding the correct and healthy food consumption.

### Was there a support or/and some kind of pedagogical material?

The activity included cooking with pupils and students, preparing some traditional products like jam or pies, or even cheese. A wide team of experts helped the process, including university professors.
### Monitoring, evaluation
Evaluations were done at the end of the events.

### Did the activity require a certain amount of knowledge to participate?
No, students joined on voluntary basis and regarding their interest to participate.

### Communication and Impact
The program was promoted mainly in Cluj county, in total in 6 cities in Romania. The 9 months activities have affected 1600 students and pupils directly, however the knowledge can be applied only with the help of parents, changing their attitudes to everyday groceries.

### Lessons learned and success factors
If only 10 of the the participants spread the information and knowledge among their surroundings and community, it could lead to strengthen the Slow Food mentality in Romania.

### Remarkable aspect of the practice
Through this program, the Association involved young citizens and children in different cooking and food tasting activities. In this way the participants could familiarize with the meaning of local and traditional food materials and traditional cooking methods. If we start food education on a national level from an early age on, it could affect not only the national, but the international economy and consumption as well.

Another remarkable aspect is that by the end of the project, the kids they trained started helping them in training other kids, showing great interest towards the preservation of traditions at a young age.

### Inclusiveness
The program involved 1600 students and teachers regardless of their social or cultural background.

### How could this activity be improved or up-scaled?
As an output of the project, a manual on food and taste education was created. It targets teachers; with the help of the manual they are able to organise classroom workshops on their own.
06. EQUO GARANTITO

Sustainable consumption -
Lumen Festival in Vicenza Italian -
one time activity ~30 participants

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Start The Change -
Con la sostenibilità vinciamo tutti

Official Contact
Aldo Sorarù - aldosrr@gmail.com
Association name: Cittadini Per Costituzione (ex-member) - age 25
ex-Local Coordinator, ex-Project Manager in Cittadini Per Costituzione

Website of the practice
https://www.startthechange.eu/

DESCRIPTION OF THE PRACTICE

A quiz on social, economic and environmental sustainability was carried out around the festival. Every participant won a gift certificate to spend in local sustainable businesses. Volunteers were all young students. Participants who answered the quiz were mainly young people.

The activity costed about 400 euros and it was free for the participants. The local event was done in Italian and took place on 21st June 2019.

It was part of a bigger project in many countries: Austria, Croatia, Czech Republic, France, Germany, Italy, Malta, Poland, Slovakia, Slovenia, Spain and United Kingdom. Organizers can’t be integrated as local partners because they all left the association.

www.change-the-future.eu/en
<table>
<thead>
<tr>
<th><strong>Category of actors who organised the activity</strong></th>
<th>Volunteers from <em>Cittadini Per Costituzione</em> (supported by NGO <em>Progettomondo.mlal</em>)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description of the organiser</strong></td>
<td>Progettomondo Mlal has initiated the project by involving <em>Cittadini Per Costituzione</em> volunteers. Volunteers, led by Local Coordinator Aldo Sorarù, planned and managed the local event.</td>
</tr>
<tr>
<td><strong>What were the aims of the activity</strong></td>
<td>To promote sustainable consumption, to involve young citizens, to improve soft skills.</td>
</tr>
<tr>
<td><strong>Was it possible to easily repeat/adapt the activity?</strong></td>
<td>Partly yes. In order to repeat the event, you have to sign more agreements with local businesses.</td>
</tr>
</tbody>
</table>

**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

| **Did the activity require a certain amount of knowledge to participate?** | No (even if the results of the quiz were negative, they gave the gift certificate anyway). |
| **Communication and Impact** | An after- movie was made. Facebook and Instagram have been used. A Facebook event was made. |
| **Lessons learned and success factors** | Volunteers improved their skills in event management and social media management. |
| **Remarkable aspect of the practice** | The event involved casual citizens in the festival. They learned something about sustainability and got a stimulus to improve their consumption practices in a fun way. This event can also be considered as an effective way to promote local sustainable businesses |
Inclusiveness

The results of the quiz were not relevant: volunteers tried to spread knowledge to every participant and the gift certificate was given to everyone. The festival and the quiz were accessible to everyone.

How could this activity be improved or up-scaled?

The activity could be up-scaled by hiring Project Manager(s), PR manager(s), Social Media Manager(s) etc.; also investing in more volunteers/workers and funds is necessary.
07. EQUO GARANTITO
7- FASHION REVOLUTION / UNICOMONDO SCS / Italy / 2019

Ethical Fashion: Piazza delle Erbe, Vicenza Yearly activity related to the international campaign “Fashion Revolution” (in Italian)
Around 50 17/18-year-old students + 6 teachers + 3 activists of Unicomondo + around 200 citizens and consumers attending the fashion show.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
FASHION REVOLUTION

Official Contact
comunicazione@unicomondo.org
Unicomondo – Communication and Education

Website of the practice
www.unicomondo.org
fb event: https://lnx.montagna.edu.it/

DESCRIPTION OF THE PRACTICE

Every year (except for 2020), the cooperative Unicomondo and the Centre for Professional Training “Montagna” in Vicenza involve two classes of the Fashion and Audiovisual Departments.

First, the cooperative’s trainers meet the students at school and together explore the world of ethic and sustainable fashion as an alternative to the fast fashion industry. Secondly, the trainers organises a workshop to help students in the organisation of a public event: an ethic and sustainable fashion runaway. The students are the main actors of the event: they choose the music, the outfits, the hairstyles, and the makeup; they create the graphic and visual communication to promote the event both online and offline; they present and run the event and its shooting and filming. Costs: Free for the participants / printing costs and 40 hours for Unicomondo’s staff.
Unicomondo is a Fair Trade Organisation based in Vicenza and neighboring towns. The organisation promotes Fair Trade through many awareness raising and educational activities and by running 10 shops. Unicomondo’s educators are involved in the Fashion Revolution event the Fashion and Audiovisual Departments of a local school. The teachers identified two classes and the activities are presented to these classes through 6 hours of training per class and a day of work to plan the event and divide the tasks and roles.

The activity aimed to raise awareness among students about social and environmental sustainability issues of fast-fashion and present the alternative of ethical fashion. The expected outcome was to make young people act towards sustainable fashion.

It is possible to duplicate the activity, it has been repeated every year. The key point is the school' involvement: if the school includes the activity in the students' curricula, it is easy to make it possible.

Unicomondo' trainer took inspiration for the classroom activity from the pedagogical materials made available by the Fashion Revolution campaign.
https://www.fashionrevolution.org/about/get_involved/educator/education/resources/

In addition, the trainer used her own materials created over the years about critical consumption and fair trade.
**Monitoring, evaluation**

A structured evaluation has been envisaged, but students have been monitored in order to make them organise a proper event.

**Did the activity require a certain amount of knowledge to participate?**

On the students’ side: training hours were important. On the public side: no previous knowledge required.

**Communication and Impact**

Unfortunately, the video edited by the students was not usable. The photos were great though and were used in the social channels of the cooperative.

**Lessons learned and success factors**

It is important that the teachers of the classes involved believes in the activity, its methodology and its goals, otherwise the workshop and the event do not work.

**Remarkable aspect of the practice**

This activity has the merit of directly involving the young people to whom it is addressed: not only is it important to make them actively participate in the training phase, but it is important to make them the protagonists of the planning phase. The fashion show was an opportunity to bring in different skills, to be a team player. All students had a role and all their ideas have somehow found space.

**Inclusiveness**

This activity was accessible for all the students. The fashion show was accessible to everyone.

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**TO GO FURTHER**

- [https://www.fashionrevolution.org/](https://www.fashionrevolution.org/)
- [https://cleanclothes.org/](https://cleanclothes.org/)
- [https://www.payyourworkers.org/](https://www.payyourworkers.org/)

A recent report about sustainable and Fair Trade Fashion is available (in Italian) by following this link:

- [https://www.equogarantito.org/documenti/i-quaderni-di-equo-garantito/](https://www.equogarantito.org/documenti/i-quaderni-di-equo-garantito/)
08. EQUO GARANTITO
GLOBAL CITIZENS / ExAequo / Italia / 2020

Sustainable consumption, Fair Trade, SDGs, climate change: Schools in Bologna, Parma, Forlì, Fair trade shops, charity shops (Italian) ONE TIME ACTIVITY - 350 PARTICIPANTS

**GENERAL INFORMATION AND KEY ELEMENTS**

**Name of the practice**
Global citizens

**Official Contact**
educazione@exaequo.bo.it, ExAequo scs

**Website of the practice**
https://www.exaequo.bo.it/cittadin-del-mondo/

**DESCRIPTION OF THE PRACTICE**

The project consisted in 27 workshops (50 hours) about the SDGs and the 4P (people, prosperity, planet, peace, partnerships) with 295 secondary school students from 27 classes in Bologna, Forlì and Parma being involved. It also included a programme of meetings dedicated to Fair Trade projects as concrete examples of sustainable production that were open for the general public too. Afterwards the teachers and the students involved in the trainings implemented some local activities in their area including:

- The collection of second hands clothes in the school for local charity;
- The collection of non-perishable food for the local “emporio solidale”, marketplaces where the food is donated (not sold) to people with fewer opportunities;
- The creation of postcards illustrating fair trade products and their sustainability.

The activities took place in November-December 2020. The workshop at school consisted in 2 sessions per class for 2 months. The online program of webinars lasted the whole month of November, with a weekly meeting every Wednesday.
The workshops at school had a learning by doing approach. Educators used videos, cartoons, and games. Some pedagogical material is available by following this link: https://www.exaequo.bo.it/laboratorio-cittadin-del-mondo (password: cittadinssdg).

ExAequo got inspired by the national and international campaigns promoting SDGs and by the e-learning platform Fairsharetraining.eu where you can find courses on Fair Trade and SDGs (in Italian).

The programme of webinars consisted of interviews of stakeholders involved in fair trade projects. A visual facilitator participated to the meeting, creating visuals while speakers were narrating the projects. (see video of the meetings here) The visuals created were then used in the Fair Trade shop. They are still available by following this link.

The project has been selected and partially funded by Emilia Romagna Region using European Union funds. It costed about 8,000€, 5,000€ of which were funded by the local authority. It was free for the participants.

**Category of actors who organised the activity**

Civil Society Organisations (Fair Trade Organisations)

**Description of the organiser**

The FTOs had longstanding relationships with some teachers of the local area because of previous collaborations. The interest about sustainability and the need to teach civics in a modern way (school subject recently updated in Italy) favored the schools’ involvement.

**What were the aims of the activity**

The aim was to raise awareness among young people towards global citizenship and peace trough responsible consumption and sustainability.

**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

**Did the activity require a certain amount of knowledge to participate?**

The objective was actually to go deeper on the sustainability topic, beyond the generic information disseminated by the media and companies greenwashing.

**Communication and Impact**

Communication around the activity was conducted through the Eaequo website, newsletter, social media, flyers, ads on the local online press.
**Lessons learned and success factors**

Digital divide: Some workshops took place online and not at school because of Covid 19 restrictions. A school couldn’t participate because of internet connection issues. Teachers’ motivation and the presence of a visual facilitator were two success factors, the first for the implementation of the activities after the workshops, the second for the appreciation of the webinars.

**Remarkable aspect of the practice**

3 aspects that are useful for EU-WISE objectives:

- Local actions: after the workshops, students implemented concrete local activities towards SDGs in their local area.
- Social inclusion: some workshops took place in a School of Italian for foreigners attended by migrants.
- Innovative tools: the visual facilitator is an interesting stakeholder to involve in virtual meetings, its art makes the contents more vivid and keep the participants attention.

**Inclusiveness**

3 workshops took place in a School for foreigners attended by migrants.

**How could this activity be improved or up-scaled?**

The activity can be duplicated with other students using the same pedagogical materials. It can be integrated by an analysis of CSOs operating in the local area towards sustainability and SDGs in order to make students help them with little actions.
TO GO FURTHER

Some pedagogical material of the workshops is available at this link: https://www.exaequo.bo.it/laboratorio-cittadin-del-mondo (password: cittadinssdg).

The video of the meetings with visual facilitation are available at this link: https://www.exaequo.bo.it/2020/10/23/storie-di-commercio-equo-da-un-presente-sostenibile/

Flyers made by the visuals are available at this link: https://drive.google.com/drive/folders/1fwT1j9gBq5nwSQJ45X1n_A8-thc34V3?usp=sharing

www.fairsharetraining.eu
**09. EQUO GARANTITO**

**SATURDAYS FOR FUTURE / Pangea Niente Troppo / Italia / 2019**

Sustainable consumption, Fair Trade, Sustainable Development Goals: School, University, Fair Trade Shop in Rome (Italian)

ONE TIME ACTIVITY – 65 PARTICIPANTS

**GENERAL INFORMATION AND KEY ELEMENTS**

**Name of the practice**
Saturdays for future

**Official Contact**
pangea@commercioequo.org
Pangea-Niente Troppo soc. coop. sociale – Roma

**Website of the practice**
https://saturdaysforfuture.it/

**DESCRIPTION OF THE PRACTICE**

The activities consisted in two national days of mobilization on the themes of responsible production and consumption: as Friday is the day for mobilizations against climate change, Saturday is the day for acting on sustainable consumption.

This is the “Saturdays for future” national campaign: it was first launched on June 5th by Enrico Giovannini (ASviS - The Italian Alliance for Sustainable Development) and Leonardo Becchetti (NeXt – National Association for civil economy), aiming to mobilize consumers, businesses and civil society organizations to change production methods and purchasing habits in favour of sustainable development. Consumers, businesses and civil society organizations were engaged in initiatives that aimed to change the production methods and the shopping habits in favor of sustainable development. The following local activities were organised in Rome:

- 28/12/2019: ethical cash mob: workshop at high school + students involved in the activities of a Fair Trade Shop in Rome city centre, as young ambassadors of Fair Trade. 60 high school students were involved.
- 30/11/2019: ethical cash mob:
- same activity with 5 university students
Equo Garantito is a member of ASviS (The Italian Alliance for Sustainable Development) and cooperates also with NeXt - National Association for civil economy). In this framework, the activity was planned and AsviS and NeXt proposed to involve World Shops, as they have a direct connection with the public/consumers. Pangea-Niente Troppo, as a member of Equo Garantito, decided to participate and host the activity in the central World Shop in Roma.

Equo Garantito suggested to the members how to manage the activity and each local organiser (World Shops/Fair Trade organisations) decided about practical elements (i.e. Fair Trade projects to be promoted during the event).

Asvis and NeXt worked together with the involved teachers who trained students before the activity in the World Shop.

Students first made a kind of research at school, dividing them in 4 groups according to the different products sold in the World Shop (food, fashion, cosmetics, handicrafts) and focusing on some specific products. The idea was to help customers when entering the World Shop, telling them about the products and the projects behind.

Moreover, they prepared some leaflets explaining briefly what Fair Trade is and why it is important to act after the mobilisation. No certification or award was foreseen for this activity. They would have liked to continue as a periodic event, but everything stopped because of the pandemic.

Inspired by the global mobilization of the Fridays for Future, the objective of the initiative was to make young people transform their families’ Saturdays (during which most people do their weekly shopping) into days of commitment for responsible production and consumption.

Category of actors who organised the activity

Civil Society Organisations

Description of the organiser

Equo Garantito is a member of ASviS (The Italian Alliance for Sustainable Development) and cooperates also with NeXt - National Association for civil economy). In this framework, the activity was planned and AsviS and NeXt proposed to involve World Shops, as they have a direct connection with the public/consumers. Pangea-Niente Troppo, as a member of Equo Garantito, decided to participate and host the activity in the central World Shop in Roma.

Equo Garantito suggested to the members how to manage the activity and each local organiser (World Shops/Fair Trade organisations) decided about practical elements (i.e. Fair Trade projects to be promoted during the event).

Asvis and NeXt worked together with the involved teachers who trained students before the activity in the World Shop.

What were the aims of the activity

Inspired by the global mobilization of the Fridays for Future, the objective of the initiative was to make young people transform their families’ Saturdays (during which most people do their weekly shopping) into days of commitment for responsible production and consumption.

No costs for the organiser (they just gave a Fair Trade chocolate snack to the students and some leaflets). It was free for the participants. Organised by Civil Society’s organisation.
**Communication and Impact**

The event has been promoted through Pangea-Niente Troppo social media accounts (mainly Facebook). ASviS, NeXt and Equo Garantito also published it on their website and socials.

**Lessons learned and success factors**

Simple activity, easy to organise and almost no costs. Good if planned as a periodical event, to better involve students and customers. Unfortunately, they stopped the activity because of Covid-19 emergency. They cannot organise those kind of events in the World Shops at the moment.

**Inclusiveness**

The activity was open to all the students of the involved classes, with no discrimination.
10. EQUO GARANTITO

EQUO PRIDE / Pace e Sviluppo / Italia / 2020

Sustainable consumption, Fair Trade: "4 PASSI" Fair Trade and Sustainable Economy Fair in Treviso, Italy. (Italian)
ONE TIME ACTIVITY – 70 PARTICIPANTS

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
FAIR PRIDE / EQUO PRIDE

Official Contact
comunicazione@unicomondo.org,
Pace e Sviluppo

Website of the practice
https://www.4passi.org/

DESCRIPTION OF THE PRACTICE

EQUO PRIDE – translated as FAIR PRIDE was a daylong event held in May 2019, as part of the annual "4 PASSI" Fair Trade and Sustainable Economy Fair in Treviso, Italy. This day, open to all Fair Trade volunteers and in particular to young volunteers doing their Civil Service, has provided moments of discussion and practical workshops. 70 persons participated: 20 volunteers doing a Civil Service (1 man and 19 women aged between 20/28 years) and 50 other volunteers.

The workshops took place in the tasting area, a space where the public could experience various Fair Trade products supported by expert operators. Focus has been put on coffee and argan, by also discovering their ethical supply chain. The workshop focused on a learning by doing approach, encouraging people do follow the Do it yourself/self-production approach.

The program included 4 thematic meetings with experts and journalists on issues closely related to Fair Trade and activism:

- migrations and refugees
- youth participation
  (Civic Service in Fair Trade movement)
- the relationship with fair trade producers
- Women's empowerment and Fair Trade
The experts presented some publications:
- [https://altreconomia.it/prodotto/alla-deriva/](https://altreconomia.it/prodotto/alla-deriva/)

<table>
<thead>
<tr>
<th>Category of actors who organised the activity</th>
<th>CSO (Fair Trade organisation). The Fair Trade and Sustainable Economy Fair is organized by Pace e Sviluppo, which has entrusted Unicomondo with the organization of the FAIR PRIDE day.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What were the aims of the activity</td>
<td>The aims were to raise the awareness of young Fair Trade volunteers about social and environmental sustainability and allow them to get a deeper knowledge about fair trade while enjoying themselves.</td>
</tr>
</tbody>
</table>
### Communication and Impact

"4 PASSI" Fair Trade and Sustainable Economy Fair has a good media and social coverage.

### Lessons learned and success factors

A success factor was the richness and variety of the day's program, which alternated between face-to-face moments and more practical activities like the workshops. Being hosted within the Fair was another positive aspect because the participants were able to enjoy the other events in the program, music and good food.

### Remarkable aspect of the practice

This activity has the merit of directly involving the young people to whom it is addressed in a learning by doing approach. Another interesting aspect is the richness of the topics covered that provides a comprehensive look at activism beyond fair trade.

### Inclusiveness

The activity was open to all the students of the involved classes, with no discrimination.

### How could this activity be improved or up-scaled?

It is possible to duplicate it and there is the intention to reiterate the experience as soon as it is possible to schedule a new fair (when the health emergency will be improved). It could be improved by involving young activists in the design of the event.
11. POLISH FAIR TRADE ASSOCIATION

CAFÉ FAIR TRADE -/ online meetings/ webinars / Poland / 2019-2020

Sustainable development, Fair Trade, responsible consumption, global education / 15-30 PARTICIPANTS
Partners: PSSH, VI High School in Gdańsk, Youth Center Piekary Śl., CDN Sosnowiec

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
CAFÉ FAIR TRADE – online meetings

Official Contact
Hanna Szulman-Kudrin
hanna-szulman-kudrin@vilogdansk.pl
Tadeusz Makulski

Website of the practice

DESCRIPTION OF THE PRACTICE

The idea came due to the pandemic and the lack of live meetings. They wanted to create the opportunity to meet and give a space to share information, good practices, knowledge to people involved in Fair Trade and activists.

It was free for the participants.
<table>
<thead>
<tr>
<th>Category of actors who organised the activity</th>
<th>Activists, experts on Fair Trade and the Sustainable Development Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the organiser(s)</td>
<td>Trainers, educators, activists.</td>
</tr>
<tr>
<td>What were the aims of the activity</td>
<td>Integration of the community involved in the theme, development of the participants competences, inspiration, encouragement, networking.</td>
</tr>
<tr>
<td>Was it possible to easily repeat/adapt the activity?</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

<table>
<thead>
<tr>
<th>Monitoring, evaluation</th>
<th>Yes, participants completed an evaluation in the form of questionnaires. They prepared the next meetings on the basis of this evaluation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testimony of a participant</td>
<td>Oral only, declarations of participation in subsequent meetings and declarations of willingness to speak and share their good practices, ideas by participants in subsequent online meetings.</td>
</tr>
<tr>
<td>Communication and Impact</td>
<td>Communication takes place via an email group and a remote communication platform (in our case &quot;Live webinar&quot;. We invite interested persons to participate and exchange information and experiences, which we recruit through the available information channels of our partners. Impact: Participants in our meetings benefit from the exchange of information and inspiration during the online meetings, they become spokespersons for the topics discussed in their communities.</td>
</tr>
</tbody>
</table>

Participants completed an evaluation in the form of questionnaires. They prepared the next meetings on the basis of this evaluation.
Lessons learned and success factors

Conclusions: the opportunity to work remotely needed reinforcement, additional motivation, meetings in groups of committed people to enable further action to be taken; meetings in groups of committed people for sustainable development on a regular basis enable the creation of a permanent initiative group involving more people and creating greater reach.

Success factors: the opportunity to meet online during the pandemic helped to sustain commitment to sustainability activism, including fair trade, and was enthusiastically received by participants.

Remarkable aspect of the practice

Space for thematic meetings in times of pandemics, access to expert knowledge free of charge for participants, networking

Inclusiveness

The activities were accessible to people with disabilities

How could this activity be improved or up-scaled?

It should become more visible and gather more and more audiences/larger network. Develop volunteer-based activities.

TO GO FURTHER

All reports, videos from various editions and links to photo reports can be found on the following website:
12. POLISH FAIR TRADE ASSOCIATION

Fair Trade Football Challenge / Poland / 2020-2021

Sustainable development, Fair Trade, responsible consumption, global education - FREE
15-30 PARTICIPANTS
Partner: PSSH, COGITO – High School, Siemianowice Śląskie

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
The challenges - Fair Trade Football Challenge

Official Contact
Helena Kruszecka cogito@zs-cogito.pl

Website of the practice

DESCRIPTION OF THE PRACTICE

National conquest football tournament for schools, as part of the Fair Trade Friendly School campaign.
| **Category of actors who organised the activity** | School pupils, teachers, parents, local community. |
| **Description of the organiser(s)** | Polish Fair Trade Association (PSSH) experts, committed teachers - leaders in their communities, youth volunteers. |
| **What were the aims of the activity** | Promote sustainable development and Fair Trade as a tool to support marginalised small producers and wage earners in the global South.  
Introduce students to Fair Trade standards and the labels which confirm their compliance.  
Popularize playing football among children and youth according to FAIR PLAY rules.  
Promote active forms of spending leisure time in the era of COVID19 pandemic. |
| **Was it possible to easily repeat/adapt the activity?** | Challenges such as a football tournament are easy to reiterate anywhere, based on the use of activity-based methods, friendly competition and fun. These can be tournaments of any kind of sport, including volleyball, badminton and others. They are usually well received and subject to high interest because of their free form. |

**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

| **Monitoring, evaluation** | Results are collected by PSSH, participants receive prizes in the form of Fair Trade balls |
| **Testimony of a participant** | The organisers had multiple good feedback, because physical activities are always well received by young people. |
| **Communication and Impact** | Subsequent actions were passed on by word of mouth, so it required contact between successive schools. |
| **Lessons learned and success factors** | The action requires monitoring by the Polish Fair Trade Association so that the chain of transmission of the challenge is not broken. |
Remarkable aspect of the practice

Engaging new schools in Responsible Consumption and Fair trade by communicating the challenge and inviting them to play.

Inclusiveness

Yes, activities are possible for people with disabilities, but sometimes require adaptations.
13. POLISH FAIR TRADE ASSOCIATION

FAIR TRAIN CITY GAME -/ Katowice / Poland / 2011 – 2020

Sustainable Development Goals, Fair Trade, responsible consumption, global education
300 PARTICIPANTS every year

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
FAIR TRAIN CITY GAME

Official Contact
Dobroslawa Egner – niemarudni.pl NGO
niemarudni@gmail.com

Website of the practice
www.fairtrain.org.pl

DESCRIPTION OF THE PRACTICE

The city game Fair Train has been organised for 10 years, including once in the space of the
Silesian Park in Chorzów (one of the largest city parks in Europe) and once online in 2020
due to the pandemic. The realization of the online game was a big challenge for those
who enjoy playing in the field, but the effect surprised everyone, both the organizers and
the participants. The game's website has all the information in English, and shows exactly
what the event is about:

- 15 partners – schools, educational institutions and NGOs, annually approx. 20-30 external partners providing venues, sponsors and patrons.
- Preparation: every year from June to November.
- Game and final: 3rd week of November - Global Education Week. All volunteers and participants receive certificates and project gadgets, and the winners receive prizes.
- 2011-2019: https://sites.google.com/view/city-game-fair-train/strona-g%C5%82%C3%B3wna
- 2020: http://fairtrain.org.pl/

(in Polish only)
The organiser initiated the practice after participating in a global education pilot project run by the Polish Humanitarian Action (PAH). The first game took place in 2011 and was organised by teachers from the Commercial Schools Complex in Katowice, who in 2015 established the Association which now looks after the event.

In the meantime, 15 educational institutions, teachers and their pupils - youth leaders - have been invited to join the organisers. Grants were also obtained for the implementation of the project.

Since 2018, the game has also been accompanied by interns - students. It was free for the participants.

- Disseminate among young people, teachers and inhabitants of Silesia the content of global education with particular emphasis on the Sustainable Development Goals
- Draw participants' attention to global challenges and problems and encourage them to search for solutions and plan concrete actions
- Encourage young people to be active in making the world a more just and friendly place
- Develop young people’s key competences, with a focus on critical thinking, cooperation and responsibility.

There have been twin games implemented in Piekary Slaskie, Krakow and other cities as part of the Centre for Education Developments' "Education Leaders for Development" dissemination project in 2018-2020.
### Monitoring, evaluation

Some of the editions of the project have been funded in recent years by the Ministry of Foreign Affairs and the DEAR programme and monitored and evaluated by experts of these funders on the basis of monitoring, evaluation visits and reports.

### Did the activity require a certain amount of knowledge to participate?

This was not required, the events had an educational dimension, but preparing for them in advance gave a greater opportunity to become a winner and ambassador for the SDGs.

### Testimony of a participant

Helena Kruszecka: I learned a lot, I met wonderful people and I was inspired to take action in the field of global education. Thanks to the game I became fascinated with Fair Trade, which after a few years resulted in winning the title of a Fair Trade Friendly School. After a few years, our school co-organises the game, they have created a group of young people who work together and put their ideas into practice.

Małgorzata Glenc, a psychologist from Middle School no. 15 in Katowice: (...) the event has been prepared on a grand scale - schools from the entire voivodeship are participating, many institutions are involved, and the organisers have managed to button everything up. The stations were located in interesting and varied places, which are worth remembering and visiting in the future. For the students of the first year of middle school the tasks were not easy. Trying to face them was an exciting challenge, and at the same time a way to raise awareness for young people to issues related to ecology, environmental protection, helping others, obeying the law, i.e. ideas important for people of contemporary civilisation. At the end of the competition, prizes and a substantial meal (well-deserved after the competition) awaited the participants. Dear Organisers, On behalf of my group and myself, of course, thank you very much for the opportunity to take part in your game. We enjoyed it very much! I am full of admiration for the task creators - top shelf!!! I hope that next year we will be able to board your train again. Warm greetings to all - Joanna Miszczyszyn
They establish partnerships every year. They form a network of schools involved in global education. They recommend various projects to each other and invite each other to various activities initiated by network members.

Currently, there are about 200 teachers from different schools all over Poland in the network. They communicate by e-mail and through their Facebook page.

**Communication and impact**

General comment: SUPER COMPETITION !!!! A real ecological marathon !!!!! 7 hours of intensive work, but it was worth it - each of us gained new knowledge from this meeting. For example, that bones from broth do not belong in BIO waste, and the production of cotton is not as cute as a new blouse made of it. .... And we start ....3...2...1... NOW !!! Join us !!!

**Lessons learned and success factors**

Every year they evaluate their activities and draw new conclusions. They always adapt the game themes and tasks to the current situation in the world. They make people understand better and want to solve the worlds’ problems to make it a better place - they have a mission and want to cooperate with us.

**Remarkable aspect of the practice**

- The method was chosen by young people based on their experiences
- It is based on scouting methodology, involves and is implemented in the field
- Includes elements of gamification and teamwork
**Inclusiveness**

Activities were accessible to people with disabilities and were also prepared and led by children with disabilities. They did not study the participation of people with obstacles, there were certainly some. The game was open to everyone.

**How could this activity be improved or up-scaled?**

They do not know at the moment, their idea/dream is to spread the game in Poland and other countries - to create a network of playing establishments/cities.

**TO GO FURTHER**

https://sites.google.com/view/city-game-fair-train/strona-g%C5%82%C3%B3wna
https://www.facebook.com/fairtrain/
14. POLISH FAIR TRADE ASSOCIATION

One-Minute Films Festival / Jednominutowka / Poland / 2020

The theme of the competition in the last edition was broad "Something ends, something begins", with the aim that the subject could be adapted as desired - FREE - every year.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
One-Minute Films "Jednominutowka"

Official Contact
Joanna Waszkowska – High School No. 2 in Sosnowiec - loplater@wp.pl

Website of the practice
https://www.facebook.com/Jednominutowka

DESCRIPTION OF THE PRACTICE

The task of the participants in the competition was to send a one-minute film to the organisers made by using any technique and on the following theme "Something ends, something begins". The work can be created by an individual participant or by a directing group as a team. It does not require expertise, rather creativity and commitment.
Category of actors who organised the activity

Teachers, youth leaders, jury - experts invited to the project.

Description of the organiser(s)

The school Emilia Plater High School No. 2 in Sosnowiec founded in 1908. In 1956 it was transformed into a co-educational institution. Since 1934 the school has been located in the building at 1 Parkowa Street. The Emilia Plater High School in Sosnowiec, guided by universal values and the good of its students, in conditions that respect human dignity, the applicable law and tradition, prepares its graduates for academic education by imposing educational and ethical requirements that enable them to meet the challenges of the changing reality and supports their efforts in the pursuit of comprehensive personal development.

What were the aims of the activity

- Encourage young people to use multimedia devices and innovative technical solutions.
- Encourage participants to be creative, attentive and to try to interpret everyday life in their own way.
- Promote young talents.
- Shape media culture, ethical behaviour on the Internet and respect for intellectual property.

Was it possible to easily repeat/adapt the activity?

It is possible. Similar competitions are held elsewhere and are popular.
DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

Monitoring, evaluation

Evaluation of activities during their implementation - change management and crisis management (e.g., variables regarding the form of film presentation and the organization of the final, or a possible extension of the duration of the task). Evaluation after completion of activities - obtaining feedback from participants, verification of responses, introducing modifications when planning the next edition based on participants' suggestions.

Communication and impact

Due to COVID-19, communication took place online and through the contest fan page. Since the jury consists of experts in acting and journalistic art, they plan to record their evaluations of competition entries, including the so-called good pacts for participants.

TO GO FURTHER

https://wakelet.com/wake/LPe5Ia5a6HXbO7SZYg1f
15. POLISH FAIR TRADE ASSOCIATION

PICNICS/BREAKFAST ON THE GRASS/ POLAND/ 2015-2020

Fair Trade, Slow Food, Sustainable consumption, education on sustainable and responsible leisure, integration -25 PARTICIPANTS - Partners: Silesian Park and Complex of Trade Schools in Katowice

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
PICNICS - BREAKFAST ON THE GRASS

Official Contact
Agnieszka Bożek - President of the Silesian Park - park@parksłaski.pl and
Iwona Muller – school headmaster (ZSH Katowice) - sekretariat@zshkatowice.pl

Website of the practice
https://www.facebook.com/sniadaniewparku
http://kmsupport.blogspot.com/2016/05/piknik-fair-trade-za-nami-uda-sie.html

DESCRIPTION OF THE PRACTICE

In 2013, students from the Trade School did an internship in Spain, where they learned about “Fair Trade breakfasts on the grass” at the University of Cordoba. They decided to organise such an action in cooperation with the Silesian Park and partner schools. Since then, Breakfast on the Grass has become a regular event in the Silesian Park, and Slow Food and Fair Trade are a permanent element of it. It was free for the participants.
<table>
<thead>
<tr>
<th>Category of actors who organised the activity</th>
<th>Silesian Park employees, volunteers, invited NGOs, companies selling slow food, animators of yoga, and similar activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the organiser(s)</td>
<td>Students of ZSH in Katowice have been actively involved in global education since 2007 and are committed to the Sustainable Development Goals and volunteering for them. The Silesian Park has permanently inscribed this idea in its activities.</td>
</tr>
<tr>
<td>What were the aims of the activity</td>
<td>Everything is connected to the concept of SLOW LIFE. Idea is to do something for the body and soul.</td>
</tr>
<tr>
<td>Was it possible to easily repeat/adapt the activity?</td>
<td>It is possible to adjust the scale of the action to the organiser’ possibilities or to treat the event not as cyclical but rather as a single event.</td>
</tr>
</tbody>
</table>

**DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT**

<table>
<thead>
<tr>
<th>Monitoring, evaluation</th>
<th>The organiser does not conduct a typical evaluation, the continuous participation of a large group of participants in successive events is considered as an indirect evaluation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testimony of a participant</td>
<td>Feedback from participants can be found in the &quot;reviews&quot; section of the Facebook page: <a href="https://www.facebook.com/sniadaniewparku/reviews/?ref=page_internal">https://www.facebook.com/sniadaniewparku/reviews/?ref=page_internal</a></td>
</tr>
<tr>
<td>Communication and impact</td>
<td>Because of the cyclical nature of the activities, the organiser has established numerous partnerships and attracted regular participants. The event has become part of the summer calendar in Silesia.</td>
</tr>
</tbody>
</table>
Lessons learned and success factors
The event has been very popular for several years with local residents joining in crowds to spend time here, enjoy the slow food offer (food trucks) and the animation for adults and children - it is clear that such an initiative was needed, it also helps to promote slow life and slow food.
Success factors: Good organisation, variety of themes and activities (food, animation for children and adults, workshops), friendly atmosphere.

Remarkable aspect of the practice
Community integration around important goals of responsible consumption and healthy living.

Inclusiveness
Activities were accessible to people with disabilities.

How could this activity be improved or up-scaled?
The practice is good as it is and there is no need to enlarge it, instead it is an excellent practice to replicate.

TO GO FURTHER
https://www.facebook.com/sniadaniewparku/photos/3004497986286233

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16. PROJECT SCHOOL

Municipal Fair Trade Forum / Spain / Since 2008

Fair Trade, Sustainable consumption/production. Madrid, Spain. Various activities at multiple locations across the city, reaching around 50,000 people yearly.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
City Program for Fair Trade

Official Contact
dgimconsumo@madrid.es

Website of the practice

DESCRIPTION OF THE PRACTICE

The Madrid City Council has been developing the City Program for Fair Trade since 2008, which is part of the International Campaign of Fair Trade Towns. More than 40 Spanish cities participate in this campaign, and there are currently around 2,000 Fair Trade Cities around the world. The city of Madrid obtained this accreditation on October 26, 2011.

The actions carried out by the Madrid City Council are supported by the Fair Trade Municipal Forum (FMCJ), a local collegiate institution where both the municipal administration and the economic and social organizations are represented. With its advice, mentoring and coordination, they establish the necessary synergies for the execution of activities. They also set the formulation of sectoral policies for the promotion of Fair Trade in the city of Madrid, which are shaped in biennial work programs.

In the implementation of the successive work programs from the FMCJ, the City of Madrid, (through the Municipal Consumer Institute), has made a large set of actions that are framed in three strategic lines: sensitization and awareness, promotion of the consumption of Fair Trade products, and monitoring and evaluation.
The Fair Trade Municipal Forum (FMCJ), is a local collegiate institution where both the municipal administration and the economic and social organizations are represented. With its advice, mentoring and coordination, they establish the necessary synergies for the execution of activities. They also set the formulation of sectoral policies for the promotion of Fair Trade in the city of Madrid, which are shaped in biennial work programs.

The GD of Commerce of the European Union convened the first edition of the award for cities that promote Fair and Ethical Trade (“EU Cities for Fair and Ethical Trade Award”), which Madrid attended by submitting its candidacy in April 2018.

The city of Madrid was the winner of an honorable mention of the award for "Global Partnerships" This award reveals the inclusive vision of Fair Trade within the strategic planning of the city developed by the City Council and the great network of associated cities in Latin America. This award, which was received in Brussels on June 27, 2018, is an official recognition for the work developed by the City of Madrid after 10 years of work for the promotion of Fair Trade in the city. Importance of Fair Trade was integrated in recent years within the promotion of a model of consumption that is economically, socially and environmentally sustainable.

The objectives of the Fair Trade City Municipal Strategy are: -To inform and raise Madrid’s citizens, companies and social organizations awareness about Fair Trade. -To facilitate access and increase the supply of Fair Trade products in shops, catering establishments and companies in Madrid, as well as in educational centers and other public and private cultural facilities. -To incorporate Fair Trade and responsible consumption in the municipal administration within the framework of public procurement and patrimony regulations. -To maintain the accreditation as a Fair Trade City and achieve new challenges.
The activity occurs yearly since 2008, yet in 2019 and in 2020 additional difficulties were faced because of the Covid-19 pandemic and therefore most of the activities took place online.

### DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

| Was it possible to easily repeat/adapt the activity? | The activity occurs yearly since 2008, yet in 2019 and in 2020 additional difficulties were faced because of the Covid-19 pandemic and therefore most of the activities took place online. |
| Monitoring, evaluation | An evaluation is done yearly by the Fair Trade Municipal Forum. |
| Did the activity require a certain amount of knowledge to participate? | Various activities were carried out, most of them with raising awareness and information goals. Depending on the events attended, prior knowledge was required or not. |
| Communication and impact | In collaboration with consumer associations, information and dissemination programs on consumption are carried out in street markets and commercial areas, in which an extensive set of informative materials is distributed in order to cover various topics such as Fair Trade. The dissemination is complemented by special information on the corporate website, which includes among its contents, a list of establishments where these products can be purchased ([www.madrid.es/comerciojusto](http://www.madrid.es/comerciojusto)). |
| Lessons learned and success factors | The lesson learnt included: the importance of multi-stakeholders’ platforms which led to the involvement in different networks and a variety of funding streams to sustain the process. |
| Remarkable aspect of the practice | Because of its characteristics, Fair Trade has a direct impact on many of the Sustainable Development Goals (SDGs) established by the United Nations, particularly with SDG 12 on "responsible production and consumption". A Fair Trade City is a city model that brings Fair Trade products to the citizenship through administrations, businesses, companies and the associative networks, therefore a correct strategy is essential to make it thrive. |
| Inclusiveness | Depending on the type of activities, this practice was accessible to people with disability and to people with fewer opportunities. |
| How could this activity be improved or up-scaled? | The activity could be upscaled by trying to reach more and more young people. |
17.PROJECT SCHOOL

DISCOSUP / Slow Food Youth Network (SFYN) / Worldwide / Since 2012

Sustainable development, slow food, global education - FREE – one-day event worldwide with a variable number of participants

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
DiscoSup

Official Contact
valentina@slowfoodyouthnetwork.org

Website of the practice
https://www.slowfood.com/what-we-do/international-events/world-disco-soup-day/

DESCRIPTION OF THE PRACTICE

Slow Food Youth Network’s (SFYN) trademark event – the Disco Soup – combines cooking a giant soup from vegetables destined for the dump with music and socializing, and makes a bold statement about food waste. The Food Film Festival Amsterdam, an annual three-day festival looks at food from different angles, presenting documentaries and featuring films as well as debates and workshops. Throughout the year, SFYN events are held across the world, from markets and conferences to festivals.

Students from the University of Gastronomic Sciences and other universities together with young farmers, fishers, artisans, chefs and activists launched the SFYN in 2007. Today the network is represented in many countries – from South Korea to France, the USA and Mexico.
**Category of actors who organised the activity**

Network of young people involved in the slow food movement.

**Description of the organiser(s)**

The SFYN unites groups of active young Slow Food members from all over the globe into one international network. The local groups independently create original and engaging events aimed at raising awareness about food issues and providing means to act.

SFYN promotes cooperation between the local groups, facilitates the exchange of knowledge and ideas, and campaigns internationally. In the fight against food waste, SFYN partners with the organization Damn Food Waste and is part of the EU Platform of Food Losses & Waste.

**What were the aims of the activity**

Today, one third of the food produced for our consumption is wasted. It is being fed to bins. Saving 25% of this, would be enough to feed 870 million hungry people in the world, according to the Food and Agriculture Organization of the United Nations (FAO).

The idea is to feed people instead of wasting food, and besides raising awareness, also celebrate when food is saved.

**Was it possible to easily repeat/adapt the activity?**

It is fully replicable: to get involved young people all over the world can get involved, by connecting to their local SFYN or Slow Food chapter or can also follow a toolkit to start their own Disco Soup in their area.
### DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

<table>
<thead>
<tr>
<th>Monitoring, evaluation</th>
<th>An evaluation of the event is done yearly by each local chapter, findings are then gathered at a centralized level in Italy and an annual report is published.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testimony of a participant</td>
<td>As Tristram Stuart, the founder of the environmental organization Feedback, once said: “In order to save the planet, you have to throw a better party than the people who are ruining it.”</td>
</tr>
<tr>
<td>Communication and impact</td>
<td>People are invited to share their events and local disco-soup by using: @worlddiscosoupday @slowfoodyouthnetwork #worlddiscosoupday #discosoup #slowfoodyouthnetwork #sfyn.</td>
</tr>
<tr>
<td>Lessons learned and success factors</td>
<td>Young people empowerment has been a relevant success factor, together with the ease of replicability. As a lesson learned, doing it online as required by the pandemic, needs a lot more preparation.</td>
</tr>
<tr>
<td>Remarkable aspect of the practice</td>
<td>In previous editions, Disco Soup activists transformed 50,000 kilograms of food into thousands of delicious meals, involving thousands of volunteers on all five continents.</td>
</tr>
<tr>
<td>Inclusiveness</td>
<td>Was the activity accessible to people with a disability? To illiterate people? People with cultural, social, educational, geographic and economic obstacles? YES, anyone can take part.</td>
</tr>
<tr>
<td>How could this activity be improved or up-scaled?</td>
<td>The activity could be upscaled by stimulating the creation of more Slow Food Movement chapters all over the world.</td>
</tr>
</tbody>
</table>

### TO GO FURTHER

https://drive.google.com/drive/u/0/folders/1Yx4y_5HiGD6AXoxKH4aUAMCg3zngenj2
https://slowfoodyouthnetwork.org/actions/
18.PROJECT SCHOOL

Green Youth Summit – Bristol, UK - 2015

Sustainable development, Environnement, Youth Summit, 75 participants

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Green Youth Summit

Official Contact
hello@bristol2015.co.uk

Website of the practice

DESCRIPTION OF THE PRACTICE

The City of Bristol won the European Green Capital award in 2015, a prestigious annual award designed to promote and reward the efforts of cities to improve the environment. On this occasion, many activities were organised, including a Green Youth Forum.

The Creative Youth Network (CYN) staff invited 75 young people from across Bristol to an event to hear the Mayor give his vision for the youth summit. Afterwards, the young people split into groups to translate the vision into reality starting with ideas for speakers and workshops at the event. The ideas fell broadly into four categories: technology, fashion, transport, and energy. These topics were chosen as areas that best reflected their concerns and lifestyles. Four smaller groups were then formed which met weekly to take the ideas forward. The groups were tasked with finding speakers and workshops to inspire, educate and entertain the audience – everyone agreed it was vital to inject a sense of fun to make the messages memorable and engaging. The sessions were facilitated by two members of staff from CYN who had experience of supporting young people to turn ideas into reality. Training on project planning was given and the staff offered support in sourcing ideas through online and practical research. The group visited the venue to discuss layout with the conference liaison officer, and also met with the Bristol 2015 marketing team.
### Category of actors who organised the activity

Two already active organisations in the field of youth engagement and events’ management, Creative Youth Network and Festival of Idea respectively. Both are active all over UK but based in Bristol. They led the activities with the support of Bristol City Council.

### Description of the organiser(s)

Festival of Ideas (FOI) was commissioned by Bristol 2015 to create and deliver the Green Youth Summit. They partnered with the Creative Youth Network because of their proven track record of effectively communicating and engaging with young people. FOI led on organising the event and was able to attract international and nationally renowned speakers, while CYN led the youth engagement aspect. Together, FOI and CYN organised consultation meetings to learn directly from young people what the day should look like. The Creative Youth Network works with young people from across the city, both directly and in partnership with a number of organisations.

### What were the aims of the activity

The Green Youth Summit took place in April 2015. The aim of the conference was to inspire, educate and entertain 1,000 young people from across Bristol, highlighting green issues and showing creative ways to make a difference. It was conceived as a way to ensure that the voice of young people was heard across the city and represented at the United Nations Climate Change Conference in Paris (COP 21) in December 2015.

### Was it possible to easily repeat/adapt the activity?

Yes, through the Bristol Method. The Bristol Method is a knowledge-transfer programme aimed at helping people in other cities understand and apply the lessons that Bristol has learned in becoming a more sustainable city in the last decade.

Each module of the Bristol Method is presented as an easy-to-digest ‘how to’ guide on a particular topic, with Bristol’s experiences being used as a case study. The modules contain generic advice and recommendations that each reader can tailor to their own circumstances. The Bristol Method modules are published on the Bristol 2015 website at [www.bristol2015.co.uk/method](http://www.bristol2015.co.uk/method)
**Monitoring, evaluation**

Several evaluations of the Bristol Green Capital 2015 were carried out after the activities. No prior knowledge was required from the young people.

**Did the activity require a certain amount of knowledge to participate?**

The activity was held as part of the programme of Bristol Green Capital. A whole-city and national communication campaign was held prior, during and after the events.

**Lessons learned and success factors**

Such a meeting needs lots of preparation. The FTAO helped by reaching out to MEPs and to find an appropriate date. It also takes some days of preparation to ensure that the students will get the best of it. It is important to have a prior understanding of how European Institutions work, what are the main concerns of the Fair Trade working groups, etc.

**Remarkable aspect of the practice**

Having the right partners on board is crucial. A significant part of the workload involved promoting the event, speaking to schools about bringing groups to the day, and managing bookings. It worked well to let Festival of Ideas lead on the event logistics and planning as they have ample experience of running large, high profile events. On the other hand, Creative Youth Network had precisely the right experience to run the small consultation sessions to ensure that the day was the end product of young people’s thinking.

Bristol’s event was planned in seven months. This meant some of the decisions on who should speak were made quickly and without full consultation of the young people. It would have been preferable to let the workshops select all of the speakers. This time pressure also made it hard to get schools involved. A longer lead in would have meant more groups from a wider range of Bristol schools could have been part of the consultation process which would have ensured that more young people could participate. Forming a group of young people from very disparate backgrounds and geography has proven to be challenging with some drop-off in attendance. With more time and a stronger focus on team-building, the group bond would likely have been stronger.
| Remarkable aspect of the practice | The team worked hard to ensure that the structure of the day was a balance between inspirational talks and chances for participation, increasingly the level of engagement. Speakers don’t need to be famous. Speakers were selected because they had pertinent experience, including a local youth activist and a recent graduate of the University of Bristol. The speakers were available throughout the day to meet and talk to the young people at the event and the young people were able to contact them afterwards too. These more informal encounters were of real value to the young people and led to excellent feedback. The foyer of the building was turned into a marketplace with numerous stands, representing organisations throughout the city. Again, this led to valuable interactions, and gave attendees a chance to think about what was going on in the city and what they could get involved in or contribute to. |
| Inclusiveness | Although inclusion was not specifically adopted as a distinct objective, but it was an underlying requirement. The 'active striving' element was missing, and a more passive encouragement approach was used instead. |
| How could this activity be improved or up-scaled? | The activity could be improved by having more time preparation and a stronger focus on team building. |
19.PROJECT SCHOOL

The Sustainable Backpack / Norwegian Centre for Science Education / Norway / since 2009

Sustainable development, education, 600 primary and secondary schools involved.

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
The Sustainable backpack

Official Contact
eldri.scheie@naturfagsenteret.no

Website of the practice
https://www.oneplanetnetwork.org/initiative/sustainable-backpack

DESCRIPTION OF THE PRACTICE

The Sustainable Backpack is a national initiative for Norwegian primary and secondary education, aimed at integrating education for sustainable development (ESD) into mainstream education.

The goals of the Sustainable Backpack are to influence attitudes toward and improve proficiency in issues related to sustainable development among teachers and students.

Education for sustainable development is supported by enabling networking between teachers, schools and teacher education experts, organizing teacher professional development (TPD) courses and by providing economic support to school projects.

About 600 primary and secondary schools in Norway have participated in the program since the start in 2009. Annually, the initiative reaches some 150 schools’ participants.
### Category of actors who organised the activity
Norwegian Centre for Science Education supported by the Norwegian government.

### Description of the organiser(s)
The Norwegian Centre for Science Education aims to make contributions towards the implementation and execution of national educational policy so that children, young people and adults are provided with equal and adapted education of a high quality and as part of an inclusive community.

With its function as a national resource centre, the Norwegian Centre for Science Education contributes towards improvements in the quality of science education and helps to increase motivation and interest for the sciences at kindergarten and at all compulsory school levels.

### What were the aims of the activity
The aim of the program is to promote students’ understanding and awareness of sustainable development and global environmental challenges and to give them competencies, which can help them find solutions to current and future environmental problems both locally and globally through increased understanding of the impact of local actions. The program also develops teachers’ awareness, understanding and competence in sustainable development education for primary and secondary schools.

### Was it possible to easily repeat/adapt the activity?
The activity has been repeated yearly with constant adjustments to the context.
DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

Monitoring, evaluation

Monitoring and evaluation were carried out internally.

Did the activity require a certain amount of knowledge to participate?

No, prior knowledge was required.

Testimony of a participant

“I have gained a lot from my participation in the Sustainable Backpack. It has been hectic at times, but these types of projects give a boost and increase engagement. Not at least because my students have been engaged in the project” says a teacher involved in the project last year.

Communication and Impact

The initiative is part of the Strategy plans for Education for SustainableDevelopment and therefore part of a wider communication campaign. In terms of impact, 600 primary and secondary schools in Norway have participated in the program.

The program has enhanced teachers' engagement and understanding of sustainable development as well as increased teachers' use of the local environment for education related to sustainable development. The program has also increased the use of practical, varied, multidisciplinary and exploratory teaching in new learning contexts. The collaboration with external actors has increased the teachers’ competencies and has had a positive impact on the motivation of both teachers and students. The program has resulted in more environmentally conscious students.

Lessons learned and success factors

Important for the success of the implementation at school level is a committed school-leader with a clear vision and ideas on how to integrate sustainable development in ordinary teaching. Competent teachers who support and implement this shared vision into their curriculum and teaching are also required. It is also essential to create local relevance. The courses and conferences are the most important part of the program in terms of capacity building.
Evaluation skills could be improved, e.g., for evaluating the projects. Essential for the success of the concept is building commitment in school leaders. The leaders should ideally gain a clear vision and ideas on how to integrate sustainable development in ordinary teaching. Building teacher competence is also important to be able to support and integrate the concept into the curriculum and ordinary teaching. It is also key to create local relevance.

**Remarkable aspect of the practice**

Teachers participating in the Sustainable Backpack report that:

- It enhances their engagement and understanding of sustainable development to some or large extent.
- They have increased their use of the local environment and focus on Education for Sustainable Development in their teaching.
- They find regional seminars useful, but request more training in Education for Sustainable Development, Inquiry Based Science Teaching and assessment.
- Collaboration with external actors had a positive influence on teacher competencies and motivation for teachers and students.

**Inclusiveness**

The practice involved all types of students.

**How could this activity be improved or up-scaled?**

The concept could easily be adapted to other countries if there was willingness at a national and governmental level.

**TO GO FURTHER**

[https://www.oneplanetnetwork.org/sites/default/files/evaluering_av_den_naturlige_skolesekken.pdf](https://www.oneplanetnetwork.org/sites/default/files/evaluering_av_den_naturlige_skolesekken.pdf) (Norwegian)
[https://www.oneplanetnetwork.org/sites/default/files/the_sustainable_backpack_implementation.pdf](https://www.oneplanetnetwork.org/sites/default/files/the_sustainable_backpack_implementation.pdf)
20.PROJECT SCHOOL

#Peripheral Encounters / rural networks for art, culture & youth / Spain / 2020

Arts, Culture and Heritage, Sustainable Development, rural areas, training

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
#Peripheral Encounters: rural networks for art, culture and youth in Alto Palancia territory, Spain

Official Contact
info@europimpulse.com

Website of the practice

DESCRIPTION OF THE PRACTICE

The “Peripheral Encounters” project supports Arts, Culture and Heritage as tools to fight youth depopulation and promote sustainable lifestyles in rural areas. The project offers safe and collaborative spaces for local based projects fostering attractiveness of rural territories among young people. EncuentrosPeriféricos has been implemented in the Alto Palancia region as a pilot project: its main objective was to define a methodology of intervention in the peripheral territories in order to turn them into more attractive spaces for the youth. The stages of this process have been:

1. Creation of a steering committee - It was set up in the summer of 2019.
2. Setting up a local working group - In September 2019 this steering committee launched a call to select four local initiatives and build a working group to assess the cultural potential and needs of the territory. Next steps was to suggest a series of meetings to design collective solutions together.
3. Study visit to Corsica - The group’s visit to Corsica (France) in November 2019, was co-financed by the European Union’s Erasmus+ programme. The objective was to learn from experiences and good cultural and sustainable practices in rural areas of the French island.
4. #Peripheral meetings in villages of Alto Palancia - After this inspiring experience, the project partners worked together and planned four meetings to be organised in different villages of Alto Palancia. During these meetings, the following activities have been developed: public presentation of local initiatives; training related to common needs identified by the group; debates and round tables on « peripheral issues »; cultural events or artistic creations; spaces to build links and create networks; informal moments such as picnics, heritage workshops, etc; any activity proposed by the members of the network that promotes local networks.

5. From physical to virtual meetings: “Creativity and resilience in rural areas” - The lockdown of Spain since March 13th - sets out a radical change in the paradigm of rural peripheries. In a few hours, they went from being forgotten territories to becoming refuge areas to get away from the epicentres of the health crisis.

As meetings (although virtual) are the best weapon to fight isolation, they decided to continue organising these peripheral meetings adapted to the rules imposed by the situation: developing mechanisms and using technological tools that allowed us to communicate, to learn about local initiatives and to follow networking between people and agents of change. Since then, four peripheral meetings have been held virtually where local initiatives were presented and training sessions were offered.

The Steering Committee included: EUROIMPULSE NETWORK association, CANOPIA cooperative and Extension Programme of the University Jaume I of Castellón The Associations part of the Working Groups were:

- “Almedijar Vive” association: a space for meetings, exchange and organisation for Almedijar inhabitants to fight the village depopulation and to propose concrete solutions to its challenges.
- Alto Palancia feminist group: it claims the recognition of rural women through awareness and prevention projects, socio-labour insertion and the creation of support networks;
- Libelula Negra group: it works on the organisation of «InTeresa », a performing arts festival.
- The artist Ángela Teruel: she works on the organisation of a sound happening, «Deja que te cuente», based on soundscapes of Almedijar.

Category of actors who organised the activity

- “Almedijar Vive” association: a space for meetings, exchange and organisation for Almedijar inhabitants to fight the village depopulation and to propose concrete solutions to its challenges.
- Alto Palancia feminist group: it claims the recognition of rural women through awareness and prevention projects, socio-labour insertion and the creation of support networks;
- Libelula Negra group: it works on the organisation of «InTeresa », a performing arts festival.
- The artist Ángela Teruel: she works on the organisation of a sound happening, «Deja que te cuente», based on soundscapes of Almedijar.
The EUROPIMPULSE project was born from the need to empower Civil Society on issues of European cooperation and funding on such fundamental topics as Education, Social Innovation, Culture and Sustainable Development. It relies on 2 complementary pillars:

- **EUROPIMPULSE TRAINING**: development of methodologies, resources and tools for both online and face-to-face training on European project engineering.
- **EUROPIMPULSE NETWORK**: promotion of spaces (physical and online) for the exchange of experiences, collaboration and incubation of innovative projects.

The Europimpulse association is testing the methodology and support of "peripheral encounters" in the rural territory of Alto Palancia.

The aim of #EncuentrosPeriféricos is to break the isolation of cultural, social and/or educational agents who work in rural areas. It generates spaces and moments of gathering between these actors so that they can get to know each other, exchange ideas, inspire and support each other. EncuentrosPeriféricos puts the focus on the collaboration between these agents of change as a fundamental element for potential local initiatives. It implements mechanisms and collective intelligence tools that promote mutual learning, as well as the design of collective solutions for shared problems.

### DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

**Was it possible to easily repeat/adapt the activity?**

The activity was adapted to the changing Covid-19 situation promptly and it is in constant evolution, responding to the context and the needs of the participants.

**Monitoring, evaluation, Communication and Impact, Knowledge**

They are currently carrying out an evaluation. All the activities were actively shared online and offline by all partners. Willingness to get involved was the only criteria to participate.
Lessons learned and success factors

Following Covid-19 pandemic, after talking with people already in the project and others related to local development in different territories, they learnt that not only physical meetings are necessary (although fundamental for direct contact between peers and to share informal moments): they could broaden their scope of activity through the on-line meetings.

These 2-hours virtual meetings have allowed the attendance of interested people from the territory who were not available a whole Saturday. They have also allowed to meet other people and projects, cover more territory and thus support networking around shared interests. They were also a way of maintaining the initial objectives of the meetings such as presentation of local initiatives or training sessions that have been useful not only for the local projects but also may have inspired other participants.

Remarkable aspect of the practice

#Peripheral Meetings are based on the realities of the people and territories involved. They propose a new narrative about these spaces considered as peripherals and take advantage of the benefits of being organised far from the epicentres (urban, cultural, economic…) to think about new paradigms and to experiment with creative and sustainable solutions to face the great challenges of our time.

Inclusiveness

Inclusiveness was taken into account and measures were implemented depending on the activity.

How could this activity be improved or up-scaled?

The virtual meetings also opened complementary perspectives to the strategies implemented locally: like organising meetings and generating collaborations between initiatives and groups that may be physically distant in Spain or in the rest of the world or even in the same rural territory when travelling may be difficult.
21. FAIR TRADE ADVOCACY OFFICE

Training Week-end / Oxfam Magasins du Monde / Belgium / Since 2013

Fair Trade, social and environmental transition (French/Dutch) / REGULAR TIME ACTIVITY – 60 PARTICIPANTS (18-25 years) – due to COVID 2020 edition was online

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
OXFAM EN ACTION

Official Contact
Julie Vandenhouten - info@mdmoxfam.be

Website of the practice
https://www.oxfamenaction.be

DESCRIPTION OF THE PRACTICE

The set of activities is proposed to 60 students (18-25 years) who want to engage with OXFAM and learn about the issue.

Activities carried out: Week-end Trainings, animation, actions, events. Each year in February, in Brussels, Oxfam organizes a weekend, (Friday evening until Sunday afternoon) for young people to train them, to get to know each other, to increase collective intelligence. To set-up the practice, the organization uses some games, theater, conference, debate, workshop etc. Oxfam Magasins du Monde uses its own pedagogical tools, such as the Waking Dream Tool. The costs of the week-end are around 8000 euros for the organisers. Since 2013, the training week-end is organized. They delivered 25 hours of activity during the week-end (5 to 7 sessions thanks to different training tools in relation with the Global Citizenship Education practise).

The participants were already committed students who know well Oxfam. They knew the activity thanks to newsletters, social network, shops. The activity is not free, it has a cost up 20 to 30 euros per participant, but it can be free upon request.
Oxfam employees + volunteers + experts. They build the theme together with the volunteers, divide the responsibilities between organizations, especially regarding the budget, communication etc. Volunteers fit in wherever they want.

Category of actors who organised the activity
CSOs: Oxfam Belgique, Oxfam Mdm and Broederlijk Delen

Description of the organiser(s)
Oxfam employees + volunteers + experts. They build the theme together with the volunteers, divide the responsibilities between organizations, especially regarding the budget, communication etc. Volunteers fit in wherever they want.

Was the activity related to a national or an international campaign?
Link to their annual campaign

General Thematic, Category
Fair Trade, Sustainable Consumption, SDGs

What were the aims of the activity
- Raise awareness of young people.
- Recruit new young people.
- Remotivate young people who are already active with Oxfam.
- Create loyalty, that they become active and get involved in concrete actions.

Monitoring, evaluation
The activity is self-evaluated thanks to a self-assessment grid. The participants also received an information booklet, and it is accessible with or without knowledge of Fair Trade.

Testimony of a participant
“Seeing that our actions are part of a bigger picture has strengthened my commitment. It gives a feeling that we are not isolated “yukus” (=alternative activists) and it gives meaning to our actions. The fact that we meet a lot of other young people who have the same values as us, it strengthens and motivates us because we feel less alone. We are also able to discuss our values and their application because we are not all necessarily at the same level of involvement on a daily basis”. (Florine D.) 2016
**Communication and Impact**

Activity Report, communication on the website, social networks, newsletter.

The activity empowers young people, remotivates them, gives them additional knowledge and a solid background having in mind that, afterwards, further actions can be organized on the basis of this training.

**Lessons learned and success factors**

To reach the participants it was needed to contact them directly. The clearer the program is thought through and the sooner it is done, the easier it is to organize and plan activities. Sometimes, in this kind of training sessions, young people can be frustrated because they have to choose between multiple interesting activities and themes.

**Remarkable aspect of the practice**

This weekend is a very good opportunity to empower young people on different topics. It helps them also to connect and to get inspired.

**Inclusiveness**

Depends on the location of the weekend.
22. FAIR TRADE ADVOCACY OFFICE

FAIRPRIDE/Fédération Artisans du Monde/France/2011-2014

Fair Trade, Fair Trade Fortnight, Sustainable Consumption: Carnival in Paris, Dunkerque, Lyon, Nice, 4 editions – totally FREE for the participants 4000/5000 People (average age 35/40 years)

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Fairpride, carnaval éthique & solidaire /Ethical and Solidarity Carnival

Official Contact
Sanaâ Nadir – sanita.nadir@gmail.com
Artisans du Monde, communication manager

Website of the practice
https://www.fairpride.fr/

DESCRIPTION OF THE PRACTICE

Carnaval in Paris to promote Fair Trade products and sustainable consumption with batucadas, Fair Trade products, sustainable products stand, artistic & cultural animations.

The event relied on two complementary parts: on the one side a parade in the streets of Paris (from the place Gambetta – district 20 to Place baudoyer – district 4) and on the other side an entire day dedicated to the sensibilization of the public, educational & pedagogical workshops, products sale, music & a sustainable fashion show. The event was also an opportunity for the Fair Trade organisations to highlight their activities/products and to showcase their successes.

Partnerships with many Fair Trade actors such as AlterEco, Ethiquable, ATES, Max Havelaar.

4 Fairpride have been organized between 2011 and 2014. The participants were students, citizens, activists, consumers, NGOs, companies, CSOs, Fair Trade organisations, etc.
<table>
<thead>
<tr>
<th><strong>Where did the activity take place?</strong></th>
<th>In Paris for the first editions (and in the north/South of France for the other editions – Dunkerque/Lyon/Nice).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category of actors who organised the activity</strong></td>
<td>CSOs / private sector, local authorities.</td>
</tr>
<tr>
<td><strong>Description of the organiser(s)</strong></td>
<td>The event has been organized by Artisans du Monde. Artisans du monde is a French network of local fair trade associations, currently the most important non-profit fair trade movement in France. The first associations were founded in 1974, and their number then increased to reach 170 today. Most of them manage local fair trade shops (also called worldshops), but their tasks include also awareness raising activities, and educational interventions in schools. Commerce Equitable France (at that time the Plateforme Française du Commerce equitable) also supported the idea. A Copil (Pilot Committee) has been implemented to organize the event and share responsibilities.</td>
</tr>
<tr>
<td><strong>General Thematic,Category</strong></td>
<td>Fair Trade, Sustainable Consumption, SDGs</td>
</tr>
<tr>
<td><strong>Was the activity related to a national or an international campaign?</strong></td>
<td>Linked to 2 national campaigns: Fair Trade Town campaign (Territoires de commerce équitable) and International Week of International Solidarity (la Semaine de la solidarité internationale / CRID).</td>
</tr>
<tr>
<td><strong>What were the aims of the activity</strong></td>
<td>Recruit younger volunteers, gather all the Fair trade organisations around a same event to create impact, raise awareness among the general public.</td>
</tr>
<tr>
<td><strong>Costs of the activity</strong></td>
<td>Mainly partnerships but a small in-house cost of 5000 euros</td>
</tr>
<tr>
<td><strong>Was this a one-time or a regular activity?</strong></td>
<td>Every year during the French Fair Trade Fortnight Quinzaine (in May). 4 editions of the Fairpride were already conducted.</td>
</tr>
</tbody>
</table>
DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

Was it possible to easily repeat/adapt the activity? This activity has been duplicated at local level Paris and other French regions (see above) thanks to more financial support (from the government), as well as more volunteers.

Methodology documentation/tools and teaching resources Was there a simple methodology of the practice available? Not a methodology but some documents about the event were available. They had a communication plan, to reach the media & to produce communication material (flyer, program, press release). A dedicated logo “Fairpride” has been produced as well.

Was there a support or/and some kind of pedagogical material? Pedagogical leaflets, educational materials

Testimony of a participant “Literally, the Fair Trade Pride is a festive and committed event in which I had the pleasure to participate during all its editions. The pride of walking in the streets of Paris with other committed Fair Trade actors as well as with the general public with the common denominator of being consumer actors! Promoting responsible consumption being an emergency in a hyper-consumerist society, the Fair Pride marked the minds of those who participated in it by a form of jubilant militancy where pride participants? want to change the world rhymes with joy, sharing and openness!”

Communication and Impact The activity brought a huge positive impact on Artisan du Monde’s image. They created an innovative event and succeeded to gather the main Fair Trade actors to join the Fairpride. The activity has allowed to raise awareness around the French Fair Trade Fortnight (Quinzaine du commerce equitable), thanks to a very broad communication. They hired a press agency to promote the event. They succeeded in concluding a partnership with “A nous Paris” and “Liberation” (2 famous newspapers in Paris). They reached more than 8000 people during the event. They communicate about the activities in their website, PR articles (clippings), pro-bono partnerships and in-kind contributions.
Lessons learned and success factors

The more we are, the greater is the impact as people can all converge towards the same goal: make Fair Trade products more visible. The main success was to gather so many the Fair Trade actors during one same event to avoid working in silos.

Remarkable aspect of the practice

Raise awareness in a funny way, promote Fair Trade products and have fun at the same time, speak about the producers, the cultural dimension of Fair Trade and the fact that they reached much more people through the event than through press releases or other communication strategies.

Inclusiveness

Through the activities, they have tried to include an ethical fashion show with designers from Burkina, dancers from discriminated areas in Paris and they offered activities for the kids as well. So a broad range of people were concerned by the event, from the young people to the older ones.

How could this activity be improved or up-scaled?

More financial support, PR, strategic partnerships.

TO GO FURTHER

https://www.youtube.com/watch?v=73CkfW9Dy9w
https://www.youtube.com/watch?v=D3N0LVKEx4o
https://www.youtube.com/watch?v=489_VJQ3My8
https://www.youtube.com/watch?v=9fJuGB7Qjo
GENERAL INFORMATION AND KEY ELEMENTS

Young Friends of the Earth Europe coordinated the pan-European ‘Growing Together’ project, which provided a voice for young people, particularly those from rural areas, to engage with crucial debates on the future of food production, and the wider debates on the future of Europe.

‘Growing Together’ was led by Friends of the Earth groups in Ireland, Malta, Denmark, Estonia and Cyprus, with over 150 activities planned by 2020 with the aim to empower and include at least 3,000 young people from rural communities into active political debate on the future of our food system and Europe more generally. Different activities were developed (in English), including training, eco-farms visits, online activities, training on vegan cooking, workshop in Malta, Weekend in Cyprus, online events such as on food sovereignty, writing of a manifesto, cinema debate, etc. Due to Covid19, many activities were postponed or adapted to the context. This sheet describes in particular the final online training on Food Sovereignty, delivered in June 2020. Some of the pedagogical tools used were adapted from Training for change (here: https://www.trainingforchange.org/tools/?topic%5B2%5D=2&amp;searchbox=) and from Popular Education methods.

23. FAIR TRADE ADVOCACY OFFICE

GROWING TOGETHER / YOUNG FRIENDS OF EARTH / Online / 2018-2020

Food Sovereignty, Environment, Advocacy, Training, Food Production, Agriculture: Online activities, Mobilization, Meeting with Members of European Parliament (Erasmus + project – 2018-2020) (English)
Program activity - 50 PARTICIPANTS

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Growing Together - 2018-2020

Official Contact
Thomas Mourey, Young Friends of Earth / youngfoe@foeeurope.org

Website of the practice
https://youngfoee.eu/growing-together/
Due to Covid 19, many activities were postponed or adapted. The program also allowed the youth that was involved to receive a European certificate Youth Pass (https://www.youthpass.eu/en/)

After an online selection with 80 applications, 50 young people were involved in the training. The participants (18-30 years old) followed 12 hours of training. The program of the online training was the following:

- Introduction to Growing Together, Food Sovereignty and presentation of the manifesto
- CAP: EU Common Agricultural Policy, the history, decision-making and the reform
- Addressing MEPS on CAP, agriculture and food sovereignty. Strategies and practical advice
- Meet with MEPS! (Members of the European Parliament)
- Mobilisation, examples, testimonies and organising next steps!
- Cinema-debate session: Agriculture and Food Sovereignty in the Global South.

**Description of the organiser**

Young Friends of the Earth Europe is a grassroots network of young people and youth organisations working for social and environmental justice on a local, national and European level. They are active in over 20 countries across Europe and bring together powerful local Young Friends of the Earth groups. They work in cooperation with both Friends of the Earth Europe and Friends of the Earth International and share a common vision and mission.

They have a common understanding of the world and a common vision of a just system for everyone that unites the different groups. They take action on climate justice, food and agriculture, and sustainability education. They are an inclusive network committed to organising, working together and campaigning in an intersectional way.

They are proud to be a grassroots network that is owned and led by its young members. They work in a horizontal and democratic way, where all members count equally, and all voices are heard.

**What were the aims of the activity**

- To train participants in advocacy.
- After the drafting of a Manifesto on Food Sovereignty, the participants were trained in order to help them to defend it and to be more empowered.
- To learn the rhetoric skills, to understand European Union institutions.
- To meet other young people, to be motivated, to get mobilized.
The participants have received the Manifesto, a list of MEPs, Contact Information and tools on how to contact them. https://www.trainingforchange.org/tools/topic%5B2%5D=2&amp;searchbox=

Here are the descriptions of three sessions:
http://virtual.foei.org/trainings/tools/online-advocacy-training-session/
http://virtual.foei.org/trainings/tools/building-a-group-online/

“It was the best 3 days program I have ever attended online, but the super short time didn’t allowed a proper interaction between the participants. But the time we were given was super well organized by the coordinators, to maximize the interaction. I love the passion that you put into doing something concrete for this planet. I really appreciate the content of the program. It would have been great to talk with someone from a Conservative party.”

Communication on social networks, report of online activities. The impact was important because 40 young people knew after how to get in contact with politics and they have acquired arguments to do it. The aim is totally reached. Some students are now part of Young Friends of Earth Europe.

The experts invited to discuss about the CAP or Advocacy were not paid but Young Friends or Earth would have preferred them to be paid. They didn’t used the webinars recorded videos for further utilisation. Also, the on/line evaluation was lacking. Finally, interactions were limited because of COVID impacts.
Remarkable aspect of the practice

The relationship with the MEPS, the training and the focus on Food Sovereignty can inspire us. This project is a mix between politics, advocacy and activism.

The impact of the COVID on a similar Erasmus+ project is interesting to study as the Crisis is not yet finished. Also, this example can show us how flexible any organization should be and could help us to be more prepared to adapt our plans if needed.

Inclusiveness

Thanks to the principles of the Popular Education (community education) and the methodology, everyone felt free to talk, consequently the activities were accessible to everyone.

TO GO FURTHER

Useful tools: [http://virtual.foei.org/trainings/](http://virtual.foei.org/trainings/)
[https://www.trainingforchange.org/tools/?topic%5B%5D=2&searchbox=](https://www.trainingforchange.org/tools/?topic%5B%5D=2&searchbox=)
Summary: [https://youngfoee.eu/news/bringing-food-sovereignty-online/](https://youngfoee.eu/news/bringing-food-sovereignty-online/)
24. FAIR TRADE ADVOCACY OFFICE

Youth Ambassadors / Week of Action / ONE / Belgium / 2019

Advocacy, Extreme Poverty, Sustainable consumption: European Parliament / Bruxelles (English, French)
55 PARTICIPANTS (17-34 years old, average age 20/25 years old)

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Belgium Youth Ambassador Programme

Official Contact
Emily Wigens, EU Director/Martina Baroncelli
Campaigns Coordinator
https://www.one.org/international/about/contact/

Website of the practice
https://www.one.org/international/take-action/one-global-activists/

DESCRIPTION OF THE PRACTICE

ONE Youth Ambassadors, also known within ONE as their **secret weapon**, are a group of over 50 young and motivated activists in Belgium – and more than 300 across Europe. They act along ONE’s side to end extreme poverty, in particular in Africa. They are their most active, informed and committed supporters who are willing to go the extra mile, speak out on their issues, and apply political pressure to policy makers through direct meetings, letters and phone calls, media stunts, or lobby days.

In recent years, Youth Ambassadors have campaigned for the increase of the external EU budget, gender equality, the Global Fund for fight AIDS, Tuberculosis and Malaria, education and global health. In 2019, Youth Ambassadors in France, Germany, Belgium, Netherlands, Italy and Ireland ran-the ONE Vote 2019 Campaign securing the support of over 200 Members of the European Parliament (MEPs) who committed using their mandate to help end extreme poverty and preventable disease.
Since the outbreak of the COVID-19 pandemic, Youth Ambassadors have been advocating for a strong, global response to the crisis – including global access to COVID-19 vaccines, tools and treatments as well as an economic response to support low-income countries to recover from COVID-19. In this context, last November they organized a « Virtual Week of Action in the EP », during which their activists participated in over 35 meetings with Members of the European Parliament in many different languages. These included negotiators, rapporteurs and two Vice-Presidents of the Parliament, just few days before crucial negotiations on the long-term budget. The Youth Ambassadors are mostly students and young professionals. In Brussels, Youth Ambassadors are a key connection to the rest of Europe, usually from more than 15 different countries, speaking even more than 15 different languages.

This year in Brussels, ONE selected 55 Youth Ambassadors. They are part of a group of 300 activists across Europe, and more than 1000 Global Activists in Africa (the ONE Champions), the United States and Canada (The ONE grassroots volunteers). The Youth Ambassadors is 1 year-programme that has recently entered its eight year of existence in Belgium. The recruitment process starts between December-February and the programme is launched in March with a 2- day event. The programme closes in December with an end of the year celebration. It is free for the participants.

Where did the activity take place?

They usually have regular in person meetings with the activists, but since the pandemic started, they adapted and moved their meetings, policy and campaigns actions from offline to online. This also applied to the « Week of Action in the European Parliament », a series of online lobby meetings with Members of the European Parliament.

Category of actors who organised the activity

ONE's Campaigns team run the Belgium Youth Ambassadors programme. The Campaigns Coordinator is responsible for developing the programme, recruiting and training the Youth Ambassadors, and for launching and running the programme.
ONE (Co-founded by Bono and other activists) is a global movement campaigning to end extreme poverty and preventable disease by 2030, so that everyone, everywhere can lead a life of dignity and opportunity. ONE believes the fight against poverty isn’t about charity, but about justice and equality. Whether lobbying political leaders in world capitals or running cutting-edge grassroots campaigns, ONE pressures governments to do more to fight extreme poverty and preventable disease, particularly in Africa, and empowers citizens to hold their governments to account. ONE teams worldwide educate and lobby governments to shape policy solutions that save and improve millions of lives.

**Description of the organiser**

To engage young people with decision-makers. They are a different interlocutor to what often decision makers are used to speak with. Their knowledge, confidence and passion with which they advocate for, have impressed decision makers on numerous occasions like the Week of Action last year or the ONE Summit in the past. From 2015-2017, hundreds of Youth Ambassadors from across Europe came together for the ONE Summit. In 2017, for example, more than 200 activists gathered in Brussels to make sure their representatives turn their promises into action through the 2018 EU aid budget. They participated in more than 100 lobby meetings, including a meeting with Development Commissioner Mimica’s cabinet and a successful panel event with MEPs including the 2018 EU Budget Rapporteur Mureșan.

To raise awareness within their communities and beyond. Their actions - be it on social media, with the press, or in events that they attend or organise - have an impact in raising the attention on ONE’s mission and campaigns. Last year for example, they got more than 25 mentions in media outlets and run more than 35 Global Twitter Actions.

**What were the aims of the activity**

To engage young people with decision-makers. They are a different interlocutor to what often decision makers are used to speak with. Their knowledge, confidence and passion with which they advocate for, have impressed decision makers on numerous occasions like the Week of Action last year or the ONE Summit in the past. From 2015-2017, hundreds of Youth Ambassadors from across Europe came together for the ONE Summit. In 2017, for example, more than 200 activists gathered in Brussels to make sure their representatives turn their promises into action through the 2018 EU aid budget. They participated in more than 100 lobby meetings, including a meeting with Development Commissioner Mimica’s cabinet and a successful panel event with MEPs including the 2018 EU Budget Rapporteur Mureșan.

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**Testimony of a participant**

“I felt part of a movement towards a more equal world - together with other incredibly inspiring and engaged people! The YA program is all about raising our voices and using our privilege to protect the most vulnerable people on the planet, all while learning the ins and outs of policy making and meeting inspiring and amazing people.”

The YA program is one of the most powerful ways to be an activist and really see achievements and changes driven by yourself and your team. It’s super motivating and empowering to see that you can make the difference by raising your voice.”

**Lessons learned and success factors**

Visibility & High impact

The original action was a real “Storm” in the Parliament and people remember the action.

**Remarkable aspect of the practice**

TDuring the program, they visited not only professional chefs, but also people living in rural areas, who make traditional dishes in their own backyards and kitchens. These are also evidences of sustainable consumption.
25. FAIR TRADE ADVOCACY OFFICE

25-YOUNG FAIR TRADE AMBASSADORS / Oxfam Magasins du Monde & Artisans du Monde - BELGIUM / 2018


ONE TIME ACTIVITY / 25 PARTICIPANTS

GENERAL INFORMATION AND KEY ELEMENTS

Name of the practice
Meeting between young citizens (Young Fair Trade Ambassadors) with MEPS at the European Parliament in Brussels.

Official Contact
simon.laffineur@mdmoxfam.be Oxfam-Magasins du Monde – Simon Laffineur (Trainer). Artisans du Monde - Lisa Serrero l.serero@artisansdumonde.org / (Education officer).

Website of the practice

DESCRIPTION OF THE PRACTICE

The activity took place in January 2018. The activity was part of a much larger Erasmus + program with several travels, trainings, meetings, visits all revolving around Fair Trade and global education.

Around 25 teenagers (average age of 16-18 years) from three schools involved in the Erasmus project (France, Portugal, Belgium) met in Brussels for a week full of activities such as the visit of European Parliament’s visitor centre Parlementarium and its role game, a lobby tour in the city, a theatre play about fast fashion, training and reflection activities about activism, and as the highlight of the week a meeting with MEPS. The Students (teenagers) mostly came from technical and professionnal schools (vocational schools). Some MEPS were involved in the Fair Trade Working Group, an informal cross-party group at the European Parliament.

To get prepared for the meeting, the students discovered previously the European institutions at school. They also played a role game during a previous week in Bordeaux with the European Youth Parliament Organisation. During the week, they learnt more about lobbies and the specific role of the Fair Trade Advocacy Office.
They took the time to write a speech and questions for the MEPs in little groups. The high school prepared the meeting of the parliamentarians with Artisans du Monde and Sergi Corbalán from the FTAO. The students wrote speeches, prepared digital media content to present the project, the film that was made in Peru with Fair Trade partners and they also prepared questions to the MEPS in English and French.

The group was received by Linda Mc Avan (United Kingdom) and Arne Lietz (Germany), both of them were already committed to the advocacy of Fair Trade. The students needed to know about Fair Trade and basics about the EU. Some students were from a less privileged social and educational background. The total cost of the activity was 14 000 euros. It was free for the participants. At the end of the Erasmus + program, all the students received a “Young Fair Trade Ambassadors Certificate” in Bordeaux.

Category of actors who organised the activity

The 3 NGOs involved in the Erasmus + project were Oxfam-Magasins du Monde of Belgium (leader for the organisation of the week in Brussels), Artisans du Monde (France) and CIDAC (Portugal).

The three schools were Lycée Bel-Orme in Bordeaux - France (Project leader), Agrupamento Escolas de Benfica in Lisbon - Portugal and St-Roch in Theux – Belgium.

The Fair Trade Advocacy Office led the organisation of the meeting with MEPs.

Description of the organiser

Lycée Bel-Orme is at the initiative of the whole project. Erasmus + projects imply at least three schools from three different European countries. But the idea was also to find NGOs specialized in Fair Trade in these countries. The « European week » was one of the « Mobility week » of the project. The content of that week was mostly built with the opportunities and ideas of all the partners of the project. The first idea was for the students to write a European resolution about Fair Trade. It turned into a meeting with MEPS as they saw more potential and interest for the students.
DOCUMENTATION, METHODOLOGY, EVALUATION AND IMPACT

Monitoring, evaluation
An evaluation of the whole week was done with the participants and between teachers and NGO members. It wasn’t easy at all to fit with the MEPs agenda. The date changed several times. One of the MEP never arrived at the meeting. They didn’t have the possibility to be very flexible as most of the students were coming from abroad. The time needed to enter inside the parliament with the authorizations required left us little time to meet the MEPs.

Testimony of a participant
According to the evaluation at the end of the week, most of the teenagers enjoyed a lot the meeting. They learnt more about the work of MEPs and the difficulty to work for the cause of Fair Trade amongst agro-industrial lobbies. This mobility was rich in lessons for the young ambassadors who shared with their feeling of “being European”.

Communication and Impact
The meeting was part of the week and of the overall idea to slowly built-up global competence of the youth. They did communicate about it in their schools. A summary of the skills acquired by students was created. Complementary activities took place such as a lobby tour in Brussels, (walking tour in the European district in order to locate the main lobbies that influence the European political decisions), a role-playing game organized and animated by OXFAM, participating in a "partner commission" and putting themselves in the shoes of an NGO having to choose new Fair Trade products.
Lessons learned and success factors
Such a meeting needs lots of preparation. The FTAO has helped to reach the MEPs and find a suitable date. It also takes some days of preparation to ensure that the students will get the best of it. It is important to have a prior basic understanding of how European Institutions work, what are the main concerns of the Fair Trade working groups, etc. It is important to take into consideration that MEPs last minute cancellations are frequent.

Remarkable aspect of the practice
That practice is interesting if part of a larger education program (which was the case). If so, a meeting with MEPs helps students to focus on a goal and creates questions and discussions. It helps them to reflect about what they learned so far as the MEPs ask them. It helps them to feel what it means to be a citizen when confronted with their elected political representatives. They understand it is a privilege to meet MEPs at the European Parliament. The meeting with parliamentarians was the highlight of this activity which also included different activities that allowed the students to discover the different aspects of advocacy.

The personality of the MEPs plays an important role. The interview of Linda Mc Avan was of high quality as she had a lot to say about Fair Trade and more generally about her work.

TO GO FURTHER
https://www.belorme.com/lycee/identite-europeenne/jace.html (french)
https://education.commerceequitable.org/ressources/kit-de-mobilisation-jeunes-ambassadeurs-de-commerce-equitable/
https://ec.europa.eu/programmes/erasmus-plus/project-result-content/c1e62c01-c33a-4bf3-bcbe-0e044fd7909d/
Conclusion

This review would not have been possible without the excellent work and support of the project partners:

The Youth Association from Transylvania (ATA) enabled us to present various interesting initiatives taking place in Romania. The good practices presented in this report underline the need to promote sustainable development, slow food and other type of alternatives, with and for people with fewer opportunities. They also show that the preservation of local fruit and vegetable varieties as well as the education to the pleasure of cooking can be concrete sustainable drivers of change. Moreover, the highlighted initiatives bring new ideas and solutions on how to give youth a chance to continue to live in a healthy and collective way.

Equo Garantito (EG) gave us the opportunity to show that Fair Trade is always an innovative movement connected to the issues of our time. To raise awareness of the youth, Italians are not lacking in ideas! They created Saturdays for Future, demonstrated that the Climate Movement needs to be more connected to the Social Movement and linked to the Economic system. In one of the most Fashion oriented country of the World, the impact of a slow fashion event is truly relevant as well as needed and it seems like the success is already there.

The Polish Fair Trade Association (PFTA) showed us they are willing to encourage young people to be both creative, thanks to the film contest practice, and united thanks to events such as the Fair Trade Breakfasts and Picnic lunches. They deeply support the youth generation to debate and make their voices heard. Going one step further, they demonstrate that we can even connect Fair Trade with sport. PFTA works together with teachers who, after participating in training sessions in a virtual Café Fair Trade, are playing the role of multiplicators of the campaign. They showed us that there is another way to be a game-changer. What an inspiration for all the Fair Trade Movement!

Project School (PS) helped us bring in a pan-European dimension. Through their good practices, they conveyed inspiration from the Municipal Fair Trade Forum in Spain, bringing together multiple stakeholders and the Peripheral Encounters in Alto Palencia region. They underlined the fact that education is key as showed in the Sustainable backpack project, and that the solidarity movement can be both sustainable and festive (e.g., Discosoup). They connect art and culture through youth activities, and they made us feel confident in the future with the Green Youth Summit in Bristol, a true hope for an increased youth engagement!

The Fair Trade Advocacy Office (FTAO) coordinated this publication by providing guidance to partners and compiling the good practices. The five good practices presented by the FTAO focus on building the capacities of young people to engage with policy-makers. Nothing would be possible without the dynamism, persistence, confidence and ideas of young people. Giving to the youth the possibility to discuss with policy-makers and politicians is not only valuable, but arguably a key path to envision a future where sustainable consumption becomes the norm rather than the exception.

We would like to thank all the Partners and organisations involved in this project as well as the people who helped us in the realization of this activity. We hope that this selection of good practices will inspire professionals working with Youth as well as young people interested in sustainability issues, and more specifically in sustainable consumption and production.
This document presents good practices in the field of responsible consumption, sustainable development and fair trade. Across Europe, many initiatives exist to empower young people, and this report presents 25 of them.

This report is produced in the framework of the EU-WISE citizens project and aims to stimulate our imagination in order to help build citizenship awareness and encourage 120 young people to become the actors of their future.

This 2 years, pan-European project is managed by the Youth Association from Transylvania in Romania, the Fair Trade Advocacy Office in Belgium, Equo Garantito and Project School in Italy and the Polish Fair Trade Association in Poland.

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