



KA2 - Cooperation for Innovation and the Exchange of Good Practices  
Strategic Partnerships for school education

**“Fair Trade for a fair future: Global consumer conscience”.**

Project starts: 1 September 2015

Project ends: 1 September 2018

**Priorities:**

- Developing a programme of citizenship education, enhancing core curricula in Social Science, Humanities, Languages, Business and Personal Development
- Strengthening existing and building new community links
- Enhancing basic skills including literacy, numeracy, linguistic and digital competence
- Supporting young people to develop motivation and task commitment

**Partners:**

Thomas Deacon Academy, Peterborough, UK

Istituto Magistrale Isabella Gonzaga, Chieti, Italy

HTL Mössingerstraße, Klagenfurt, Austria

Gymnasium of Ivana Bella, Handlova, Slovakia

Europaschule Dortmund, Germany

Sønderborg Statsskole, Denmark

## **Project description:**

The project focuses on the ethical and financial issues associated with Fair Trade, the extent of marketing and the retailing of Fair Trade products in the home area. It will develop entrepreneurship, language and digital skills through engagement within and outside the classroom.

The key issues include:

- Young people's familiarity with Fair Trade
- Products and practice in the local area
- The promotion of Fair Trade products
- How different European communities interpret Fair Trade
- How relationships vary between producers and consumers in Fair Trade and non Fair Trade commerce
- The impact of Fair Trade in producer countries
- How education can change business practice

## **Meetings cycle:**

Teachers meet annually in the first two years and then twice in the final year. Students will meet twice a year for short term learning in order to experience the culture and language of another country. Groups of 5 students and 2 teachers from each partner school will visit one of the partner schools over the 3 years. TDA students will stay with host families from the partner schools when they take part in the week's transnational meeting for students and will therefore be required to host a student from one of the partner schools when it is our turn to host in January 2017.

## **Project activity:**

### **YEAR 1:**

Project web page /site is launched to provide a learning platform for the project results and an ongoing blog to stimulate discussion and engage with students in all the partner schools. This will develop throughout the life of the project and there will be a link to it from the EU dissemination platform. The Austrian school has agreed to take the lead with this and have this ready by December 2015. Teaching resources including schemes of work and lesson plans and ideas for future work can be uploaded onto the website and it is anticipated that all teachers in each partner school will use the opportunity to network with their peers as part of their own ongoing professional development. Access to five partner schools in Europe is a rich source for improving teaching competencies and for exploring alternative methodologies for teaching languages and IT.

A consumer behaviour survey will be designed by the students for use in all the schools to gather baseline data. It is predicted that consumer behaviour will change.

Multi lingual press releases will be produced annually by students and staff and distributed to local and regional press and to educational journals to provide a summary of the work undertaken. The Italian and German schools will co-ordinate this.

Monitoring questionnaires to evaluate the progress of the project and establish student and staff engagement will be created using online survey software and the results will be collated analysed and reviewed in each school. Recommendations for amendments can then be made if appropriate. Ongoing e- journals will be used by participants to enable the students to record their involvement and progress in school based learning and in transnational learning activities. These will be produced by every participant as a record of their skills development, cultural experiences, access to additional languages and action taken to promote the work of the project at home, in school and the wider community. These can be used as part of the validation process for the Europass Award. The Slovak and Danish school will collaborate and create a template for this.

## **YEAR 2:**

The publication of the project monitoring questionnaire data will commence as an ongoing quality assurance and evaluation tool to assess the progress of the project. Following the field work undertaken by each school, digital maps and graphs will display the extent of Fair Trade products and ethical trading in each home city. These will be shared and uploaded to the project website. The UK school will support partners in geographical data collection techniques with support from the geography staff and advanced level students and links with the Royal Geographical Society.

Using the field work data each school will contribute to multilingual consumer guides which will be designed in digital and brochure format for each home community. These will offer residents, businesses and visitors a simple tool for identifying good fair trade practice and may assist in the application for or renewal of Fair Trade City status. All schools will assist in the production process and will liaise with local businesses to explore branding and marketing policy and dissemination.

All schools will produce cultural guides about their own country for visiting partners taking part in transnational visits. These will provide additional resources for classroom packs and the wider education community in each country.

Data from the questionnaires will be uploaded to the website to show the emerging attitudes of young people to Fair Trade policy and practice ( all).

### **YEAR 3:**

A Fair Trade Symposium will be planned and delivered during one of the two transnational learning and training activities in year three and will be an opportunity for students to showcase the digital, marketing and presentation skills they have acquired to produce a high quality exhibition of Fair Trade and products they have designed and made in transnational teams from inception to sale and their high level of digital skills.

Digital diary room films will be made by students to talk informally about their work, the aims of the project, their impressions of other schools and other countries. They may also evaluate their own performance and their attitude to learning through doing.

Resources will be produced for other schools accessing the EU dissemination platform or the project website. These will be made available for local schools via local education authority shared learning platforms.

Final evaluation of the project will be in brochure format and available as a download on the project website. This will take the form of a project rationale, project outline, learning map, additional resources, contact details and project conclusion and recommendations. Each partner school undertakes to disseminate and publicise the project via an educational journal.

### **Budget:**

The project is funded by the European Commission.

€ 63,000.00 project management

€ 23,000.00 transnational meetings ( 4 staff meetings)

€ 60,000.00 travel

€ 76,200.00 Transnational student meetings

Total: €222,750.00 (£165,000.00).

Students taking part will have flights, transfers and subsistence 100% funded. They will be expected to provide accommodation for a visiting student. Staff will also be 100% funded for travel, accommodation and resources

Thomas Deacon Academy is the co-ordinating school and has the responsibility for leading the project, managing the budget on behalf of the partnership, ensuring the project is on target and the financial reports and final reports to the European Commission are completed effectively and within the expected deadline.

HFa 19/10/15

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| SUNDAY<br>NOVEMBER                 | 1 <sup>ST</sup> | TRANSFER TO UK AIRPORTS.<br><br>Pick up Anka from PBO station for lunch ( Hilary Faulkner )<br><br>Pick up Finn, Suzanne, Melanie & Heidrun at LTN ( Hilary Beal and Stewart Lawrence<br><br>Pick up Annalisa& Grazia at STN ( Pip Hall and Hilary Faulkner | TRANSFER TO Great Northern Hotel Peterborough<br><a href="http://www.gnhotel.co.uk/">http://www.gnhotel.co.uk/</a><br><br>Dinner at Gt Northern Hotel   |
| Monday 2 <sup>nd</sup> November    |                 | 0815 depart hotel for Thomas Deacon Academy<br>A2B Eurocars ( HFa)<br><br>Pick up Elisabeth & Elke from PBO station ( Pip Hall) for TDA   | Meeting in MR3<br>1045-1145 Tour of school with student guides<br>1145-1215 lunch<br>1215-1345 meeting<br>1345 reflection/ lesson observations<br>1500- 1630 TBC<br>Evening – dinner in Pbro restaurant |
| Tuesday 3 <sup>rd</sup> November   |                 | 0830 depart hotel ( taxi)   | Meeting in MR3 ( all day)<br><br>Finish 1500<br>Free time<br>Evening- dinner  |
| Wednesday 4 <sup>th</sup> November |                 | 0830 depart hotel<br>0900 meet  | 0900 MR3 budget meeting with David Brooks<br>0945 Meet with Hilary Beal re bookings for Dortmund Lunch<br>Tour of Peterborough Cathedral<br>Free time<br>Dinner   |
| Thursday 5 <sup>th</sup> November  |                 | 0830 depart hotel   | 0900- 1345 in school<br>1130-1430 Peterborough Fair Trade stall in atrium<br>Meet TDA staff & students involved in Erasmus+ project<br>Free time  |

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|                                   |  | Farewell dinner ( incl HFa, HBe, SLa & PHa)   |
| Friday 6 <sup>th</sup> November   | Friday departures check out and bring luggage to TDA | Meet CEO. Photos. Departures at 1030& 1200. Visit to Thomas Deacon Academy Juniors and Sixth form centre. Dinner pm Venue to be confirmed |
| Saturday 7 <sup>th</sup> November | Taxis from Gt Northern Hotel to STN                  |   |

### Agenda for meetings:

#### Monday 2<sup>nd</sup> Nov

- Welcome. Tour of host school
- Project overview. Timeline. First year of project objectives & expected outcomes

#### Tuesday 3<sup>rd</sup> Nov

- Create project programme including monitoring, evaluation and quality assurance
- Confirm roles and responsibilities
- Prepare SWOT analysis ( strengths, weaknesses, opportunities, threats)- risk assessment

#### Wednesday 4<sup>th</sup> Nov

- Clarify budget control
- Safeguarding guidelines for student transnational meetings
- Book travel for first student transnational meeting in Dortmund

#### Thursday 5<sup>th</sup> Nov

- Map out dissemination methodology
- Explore Europass validation process

#### Friday 6<sup>th</sup> Nov

- AOB
- Meet CEO. Photos

HFa 24/10/15