

Fair Share project

The project aims to provide **EU** and national **VET** systems with an **ICT-integrated** learning path to train fair trade operators and create awareness on **Local Social and Solidarity Economy** at all levels, as a potential space of innovation for intelligent, inclusive and sustainable self-employment.

Who we are

- Monimbò bottega del mondo – Italy (Coordinator)
- CECE - Spain
- Laurea – Finland
- University of Liegi – Belgium
- Equo Garantito/Agices – Italy
- Tavistock Institute - UK

What is Fair Trade?

Fair Trade is a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. But Fair Trade is more than just trading: it demonstrates that greater justice in world trade is possible, it highlights the need for change in the rules and practice of conventional trade and it shows how a successful business can also put people first.

Fair trade

- Within the third sector (SE) a number of important movements exist.
- Beginning in 1946, Fair Trade (or ‘alternative trade’) focuses more upon matching the market and ethics:
 - Market access for marginalised producers
 - Sustainable and equitable trading relationships
 - Capacity building and empowerment
 - Consumer awareness raising and advocacy

The aims of Fair Share

- Promoting Fair Trade e provide training
- Increase professional skills, competences and knowledge within the fair trade sector
- Grow the fair trade sector by building on staff potential
- Link fair trade to the wider social economy
- Provide Fair Trade entrepreneurs with a tailor-made training programme

Training needs analysis

Desk research, questionnaire survey, interviews:

- Training is considered to be of crucial importance
- Half of the sample does not have a training strategy in place yet
- Social and sustainable entrepreneurial issues are relevant on 50% of the cases

Training needs analysis – Axis and topics

Axis	Topics
FT Industry	Structure and mapping the FT industry actors at international level
FT Identity	Partnership with FT producers Core values of FT
FT Business model	Trade Marketing and commercial approach FT best practices

Different profiles

- Business Fair Trader
- Fair Trade Ambassador
- Fair Trade auditor

Modules offered

Introduction to Fair Trading

FT certification and labelling

Teaching Fair Trade

Fair Trade among alternative economic initiatives

Social business plan and finance

Marketing and commercial strategy

Leadership for change

Cosolving workshops on management issues

Logistics

- All modules are **free** and open to all EU countries
- Targeting school pupils, teachers, students and 100 FTO staff.
- Most modules are open to all – go to <https://fairsharetraining.eu> and sign up for the module.
- Others (for example Co-solving Workshops and Leadership for Change) are reserved for managers

What is it useful for?

- Learn about Fair Trade
- Learn how to teach Fair Trade
- Train FTO staff
- Train volunteers
- Implement campaigns and/or awareness raising activities
- Share material and networking with other FTOs

How to use it

- Choose one of the proposed modules
- Upload your own courses

What it looks like

- <https://fairsharetraining.eu>