INTRODUCTION

Africa in Images is a series of graphic novels created by Development and Peace and its partners in Africa to educate Canadian youth and young adults about some of the most pressing injustices and challenges in Africa.

This graphic novel depicts the lives of Burundian coffee growers and their efforts towards the kind of sustainable agriculture that benefits all of us. Even Burundian small-scale coffee growers who own the coffee that they grow face a number of challenges, especially when it comes to the meager amount of income they earn from the sale of their coffee.

This is why Development and Peace supports organizations in Burundi that enable local communities to overcome unjust economic and social challenges.

We invite you to use, Africa in Images: Burundi as a resource to create awareness among youth and to offer them an opportunity to demonstrate their solidarity in support of small-scale farmers everywhere.
HOW TO USE THIS ANIMATION GUIDE

This animation guide suggests a variety of activities, discussion questions and possible actions designed to accompany the graphic novel. Please feel free to adapt any of the material to better suit your group, your time allowance, or your specific needs.

CONTENTS OF THIS ANIMATION GUIDE

✓ Introduction to Development and Peace
✓ Ground Coffee Activity
✓ Discussion Guide
✓ Suggested Actions
✓ Petition Letter Sample
✓ Information about cooperatives
✓ Information about Fair Trade
✓ Other activities and resources available from Development and Peace

GETTING STARTED!

1. Participants can be given Africa in Images: Burundi to read in advance or you may choose to break up into groups and read it together during the session.

2. The Ground Coffee activity introduces readers to the themes they will encounter in the graphic novel. It presents the coffee supply chain and how the price of coffee is split between all the key stakeholders within the supply chain.

3. After reading the graphic novel and completing the activity ‘Ground Coffee’ now is a good time to invite your group to discuss the situation. To get you started, we have suggested some questions in the ‘Discussion Guide’ section in the following pages. Please refer to the additional information on Cooperatives and on Fair Trade.

4. After the group has discussed the novel, together you can reflect on ways you feel inspired to take action in support of the rights of small-scale coffee growers. We have offered some suggestions for you, including a sample petition calling for an increase of the local fair trade coffee available in your community. You will also find some group fundraising ideas as well as individual actions.

KEEP IN TOUCH!

Let us know about your activities by connecting with us on social media! You can find Development and Peace on Facebook, Tweet @devpeace, and visit our website at devp.org.
Development and Peace is a democratic movement for international solidarity that supports partners in the Global South in their pursuit of alternatives to unjust social, political and economic structures.

It also seeks to educate the Canadian population about the causes of impoverishment of peoples and mobilizes actions for change.

THREE AREAS OF PROGRAMMING:

SUSTAINABLE DEVELOPMENT

Development and Peace programs in the Global South are driven by the need to create greater social justice in the world by addressing the root causes of poverty and injustice.

We believe that for development to be sustainable, local people must be the major stakeholders in the development projects that affect them. For this reason, we favor an approach whereby we partner with local grassroots organizations and social movements that have shown energy, creativity and a proven ability to address the needs of their community. We provide them with financial and technical support so that they can carry out their important work.

EDUCATION IN CANADA

Development and Peace works in Canada to raise awareness about the root causes of poverty and injustice in the Global South. We invite Canadians to act in solidarity with our sisters and brothers who are profoundly affected by these issues. Education campaigns are promoted in parishes, schools and communities across the country. The resources for these campaigns are available free of charge.

HUMANITARIAN AID

Development and Peace responds to humanitarian crises caused by natural disasters and conflict. This is done mainly through the Caritas Internationalis network, a confederation of 165 Catholic aid and development organizations, and the second largest humanitarian aid network in the world. Our humanitarian aid work aims to link relief with development so that communities can become less vulnerable to future crises.
GROUND COFFEE

OBJECTIVE // To introduce the coffee supply chain and how profits from the sale of coffee are divided among all stakeholders involved in this chain.

TIME // 20 to 40 minutes

GROUP SIZE // 6 to 36 participants

PREPARATION // Print and cut out the role cards

HOW TO PLAY THE GAME // Tell the group that you are about to play a game that tracks the path of the coffee cherry from its beginnings on a small scale farm in Burundi all the way to the 500g bag of coffee you have at home. This journey from land to table demonstrates a standard commercial, or ‘conventional’ coffee supply chain, which is not fair trade.

FIRST ROUND //

1. Divide the participants into six groups to represent each of the different roles in the coffee supply chain. Distribute the role cards. Make sure everyone has a role to play!
   - Coffee Grower
   - Local Intermediary
   - Coffee Exporter/Shipper
   - Coffee Importer
   - Commercial Coffee Roaster
   - Merchant/Retailer (Large Supermarket Chain)

2. Give each group some time to read the information on their role card and discuss what their roles might involve.

3. Tell the groups that each 500g bag of coffee costs on average $13.25 at the supermarket.

4. Ask each group to decide how much of the $13.25 they should be entitled to for the jobs/work that they carry out in the coffee chain. Give them a few minutes to discuss their share of the profit, and to prepare their arguments for deserving that share.

5. Have each group share what is the amount they think their group deserves and present their reasons. Beginning with the merchants/retailers and work your way backward through the chain to the commercial coffee roasters, importers, exporters/shippers, local intermediaries, and lastly, the coffee growers. Give the Supermarket (the Merchant/Retailer group) $13.25 in 25 cent pieces (use the sheet of coins at the end of these instructions), and have them take their share when they explain their reasons and pass the remaining coins to the next group. Keep track of the total on a chart for everyone to see. Even when no coins remain to be passed, allow the other groups to state their share and their reasons.
SECOND ROUND //

Inevitably, the total from all the groups will be more than $13.25. The groups will need to renegotiate.

1. Ask each group to designate a spokesperson who will negotiate a price with the other groups spokespersons, until the amount comes to $13.25. The facilitator of this activity will have to mediate the negotiation and ensure each spokesperson has a chance to speak. The rest of the groups should watch and listen this negotiation happens to learn the perspectives presented by the other members of the production chain.

2. After negotiations, once they have agreed on the division of profits, reveal what is the actual breakdown of financial profit each group receives from the final sale price of a 500g bag of coffee in the supermarket.

ANSWERS //

Coffee grower ...............................................…….............$0.07
Local Intermediary................................................. $0.14
Coffee Exporter/Shipper..............................................$0.27
Coffee Importer.......................................................$0.83
Commercial Coffee Roaster .....................................$8.90
Merchant/Retailer (Large Supermarket Chain)...........$3.04
TOTAL : ...................................………..............…………..$13.25

3. Open up the discussion with participants:

Despite the fluctuating prices of the global market, the conventional coffee chain favours the consumer country. As a result, almost 90% of the coffee trade profits benefit the Global North. This means that within the existing coffee chain system it is the coffee growers who are the ones that profit the least. What are the causes of this unfair situation? What are the solutions to this problem? What can we do as consumers of coffee in Canada?

Note: The above breakdown is fairly accurate, but is simplified for the game. Along its journey through the chain, coffee changes hands many times. Each coffee exporting and importing country will have a different number of ‘Intermediaries’ as well as a slightly different breakdown of dollar amounts.

SOURCES //

LOCAL INTERMEDIARY

**Role:** You deal with the coffee producers in a given area. Often the local (public or private) coffee mill is the local intermediary, it serves as the link between the growers and the exporters.

**Responsibilities:** Storing and processing coffee beans, i.e. grading, washing, pulping and hulling (for a reminder of the meaning of these terms refer to page 29 in the *Africa in Images: Burundi* graphic novel). For this to happen, you need to manage the coffee mill as best you can (by maintaining your equipment, managing plant and staff, etc.) The tasks of washing, pulping and hulling coffee beans is vitally important as it ultimately dictates the quality of bean for sale.

**Concerns:** You receive a portion of the profit from the sale of the coffee to the exporters. You try to recover the money you need to cover your expenses and to make a small profit. The balance goes to the coffee grower. If the quality after processing is poor, the price you get for a kilo of coffee will not be enough, it might not even cover the production costs.

**Mechanisms for coping with difficulties:** The only thing you can do is to keep a bigger portion of the sale price in selling the coffee to the exporter, which means paying the coffee growers less. The coffee growers do not know the sale price anyway.
**COFFEE EXPORTER**

**Role:** The last person to handle the raw coffee in producing countries (in the South). You are the person with the links to the importers of the coffee consuming countries (largely in the North).

**Responsibilities:** You need to stock the raw coffee in containers at ocean ports for shipping. It’s your responsibility to make sure that the importer receives the correct amount of coffee ordered. You need to manage your business (plant, employees, etc.).

**Concerns:** Your profit depends on the volume of coffee sold. Anything from changes in the economy to social or political unrest could delay shipments. Changes in the weather can affect the growth of coffee beans in the short and long term, changing how much coffee you have to sell.

**Mechanisms for coping with difficulties:** Sign contracts with the importers and buy risk insurance.

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**COFFEE IMPORTER**

**Role:** Directly related to the exporter, you channel the unroasted coffee beans from your base in the consuming country.

**Responsibilities:** You receive the containers of raw coffee purchased from the exporter and then you must deliver it to the commercial roasting plants as agreed. To operate legally, you need to respect the country’s regulations, particularly by holding an importers’ licence and dealing with the customs duties. You need to manage your business (plant, employees, etc.).

**Concerns:** If your exporters fail to deliver the amount of coffee promised, you are accountable to the major roasting firms. The importer must fulfill the agreement with the roaster to avoid penalties for breach of contract, which might vary from financial penalty to the termination of the contract.

**Mechanisms for coping with difficulties:** Sign contracts with the exporters and buy risk insurance.

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**COMMERCIAL COFFEE ROASTER**

**Role:** Your job is to process the raw or “green” coffee thus transforming it into a consumable product. You do this by firing the beans at very high temperatures in a process called roasting. As a large commercial roaster, you not only process the coffee but you also market and distribute it to retailers.

**Responsibilities:** Supply the retailers with a competitive product. Develop roasting plants and a viable distribution network that can supply a quality product that meets the importing country’s standards. Manage your business (processing plant, employees, etc.).

**Concerns:** Any problems in the chain of production will hurt your business. You risk bankruptcy if you are unable to provide retailers with a competitive product.

**Mechanisms for coping with difficulties:** You need to build up trust with the retailers through original and innovative marketing strategies. Increasing volume and selling other imported products will help you cover your costs.
Role: You sell coffee to consumers.

Responsibilities: Ensure that you have the stock and variety of coffee needed to meet to your customers’ wishes. Manage your business (warehouses, store, staff, etc.).

Concerns: The available supply of coffee on the market is but one concern among others. Competition with other retailers is increasingly ferocious, so you always have to be more competitive. You need to manage many suppliers at the same time. You need to carefully calculate how much stock to have available so that you can keep your coffee fresh, and not end up with a surplus nor too little supply to satisfy your customer’s needs.

Mechanisms for coping with difficulties: You need to have new ideas, perhaps to expand the restaurant, or to buy new machines that are more profitable than those of your competitors to stay in business. You need to continue to grow, and might even reduce your profit margin to do so.
SHEET OF COINS

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DISCUSSION GUIDE

OBJECTIVE // To develop an understanding of how cooperatives can improve the lives of small-scale coffee growers.

TIME // 60 minutes

GROUP SIZE // Any

PREPARATION // The leader should read through the graphic novel, the Animation guide, and the additional information pages included about cooperatives and fair trade prior to gathering the group.

Gather your group to begin sharing! Here are a few questions to get you started:

- What role does small-scale farming play in the lives of the villagers?
- Name two challenges that coffee growers may face when producing and trading coffee.
- In the conversation between Ndahoze and Kaneza on page 10, what is implied in regards to who has control over the trading of coffee?
- Why is it important to know the entire process from when coffee is grown to when it is sold as a roasted bean or brewed latte?
- How do small-scale coffee growers benefit by working as associations or co-operatives?
- Do you know of any cooperatives that exist in your area? Are you a member? Do you think it’s important that we have cooperatives here as well?
- How does receiving a fair price for the sale of crops benefit small-scale coffee growers in other aspects of life?
- Should the collection centers be operated by the coffee growers? What are the reasons for this?
- Do you think similar issues might be occurring in other food production industries concerning foods products that you use regularly? What is our responsibility as consumers?
- For those participants who have held jobs: Have you ever had an experience where your work was undervalued? Briefly describe the situation and your reaction to it.
- Solidarity is defined as groups of people joining together in unity for a common interest, cause, or action. Are there any examples of solidarity in this graphic novel? If so, please explain.
- Why is international solidarity important? Can you think of a local example and a global example of when solidarity has affected your life?
- What can we do to support small-scale coffee growers so that they receive fair prices for the coffee they produce?

Complete this portion of the workshop with a discussion on how you can take action to help support small-scale coffee growers. The suggested actions and activities in the following pages can serve as a guide for this discussion.
SUGGESTED ACTIONS

There are many ways to take action in support of small-scale coffee growers.
Here are some ideas for you:

1 COMMIT TO FAIR TRADE: We invite young people to make a commitment to consume fair trade products and talk about it with others. Even if someone does not drink coffee, they can still raise awareness with family and friends!

   - Where do you get your morning coffee from? Are they offering a fair trade coffee alternative? When possible, choose the fair trade options at local coffee shops and for your personal coffee supply.
   - What’s in your lunch bag? Did you know that coffee is not the only product that can be supported through fair trade? Encourage youth to look in their lunch and see where their food is coming from. Use the Seed Map on the D&P website to test your knowledge! [devp.org/foodmap]
   - Want to explore what other fair trade and sustainable food options are available to you? Check out our Grocery Challenge, available in our Activity Database at [devp.org/activities].
   - Challenge your family and friends to go fair trade!
   - The *Africa in Images* series is also available online! Visit the [Development and Peace](https://www.devp.org) website to share it with friends, family, and in your community. You can post the graphic novel on your Facebook and invite your friends to join in on the conversation!
   - Do you have an upcoming event? Consider providing and selling fair trade coffee at your event!
   - World Fair Trade Day is recognized annually on the 2nd Saturday of May. Celebrate this day by promoting Fair Trade products in your community and raising awareness of the issues.

2 MOBILIZE YOUR COMMUNITY: we invite young people to become aware of the products around them. Does the shop around the corner offer fair trade coffee? If this is not the case, why not take the opportunity to educate those around you and mobilize for change! Collectively, ask that these businesses make fair trade coffee available to its consumers.

   The petition provided for you below is a direct way to make a request by making your voices heard. It is part of our right to freedom of expression, let’s make good use of it!
   
   Petitioning for change is a way for youth to engage in action and to help them raise the awareness in their community and in local coffee shops. It is part of a broader goal: to become aware of the impacts that our actions and consumer choices have on others in the world around us.

   The petition template on page 13 can be adapted to address the specific needs of your community. An electronic version is available online at [devp.org/fair-trade-coffee].
SUGGESTED ACTIONS (CONTINUED)

Considerations for using this petition

1. Does the targeted shop already offer at least one fair trade coffee option? If this is the case, the request should be amended accordingly.

2. Number of signatories. Twenty signatures may not have much weight for the coffee sold by a large chain in the downtown area of a major city. However, this number could be enough for a shop located far from a major urban center.

3. It must be obvious to all that the signatories are making the same demand. It would be a good idea to number the signatures to make them easier to count. The demand of the petition (the text in bold) must be printed on all signature pages in order for the petition to be valid.

4. Since this petition is a citizens’ initiative aimed at a business, there is no minimum age to sign, as long as the person understands why he/she is signing!

SUPPORT COOPERATIVES & SMALL-SCALE FARMERS THROUGH Development and Peace:

Want to help support Cooperatives such as the one featured in this graphic novel? Here are some ideas to help raise money to contribute to the partners of Development and Peace in the Global South:

- Coffee Cup Hide and Seek:
  - At home, count and donate $0.25 for every coffee cup in your house. How many cups did you find? How many did your friends find in their homes?
  - At school, together with your classmates or friends, launch a Coffee Cup Treasure Hunt! Search your school and donate 50 cents for every coffee cup found!
  - At your office, your community center, your parish – make a donation per coffee cup, and discuss together switching to fair trade!

- World Fair Trade Day is recognized annually on the 2nd Saturday of May. For every cup of coffee that you drink over the course of the week leading up to World Fair Trade Day, place 0.50$ in a coffee can.

Money that is raised can be donated to help support Development and Peace programs and partners including small-scale farmers in Burundi and elsewhere.

Donate online at devp.org/give or send a cheque payable to Development and Peace to:

Development and Peace – Africa in Images
1425 René-Lévesque Blvd West, 3rd Floor
Montréal, Québec, Canada, H3G 1T7

Wishing you success in your community mobilization!
PETITION FOR THE SALE OF FAIR TRADE COFFEE IN YOUR COMMUNITY

An electronic version of the petition is also available online at devp.org/fair-trade-coffee. You can download and adapt it according to your community needs and local situation.

Name of facility:  
Address:  
Province, Postal Code:  

[Ms. X or Mr. X - give to the manager or owner],

As members and supporters of Development and Peace, an international solidarity movement, we have become aware of the challenges and issues faced by small-scale coffee farmers in Burundi after our study of the situation presented in the graphic novel Africa in Images: Burundi. It has come to our attention that the work of coffee growers is not always easy and that they struggle daily to have their labour recognized. Fortunately, steps are being taken to change this situation. Small-scale coffee farmers are taking initiative by forming co-operatives and associations. In this way, Burundian coffee farmers are uniting to develop projects and to demand a fair income for their part in the coffee industry. This is a source of hope for their families and a step to building a more just world.

Even from thousands of miles away, we realize that it is thanks to the hard work of these coffee growers, both in Burundi and in the rest of the world, that we are able to enjoy good coffee every morning, provided from your establishment. However, we noticed that the coffee you have available for purchase is not Fair Trade certified. We are concerned that the work and the rights of small-scale coffee farmers are not being recognized and that they may not receive a fair share of the profit generated from the sale of the coffee they grow.

We insist on the importance of paying a fair price for the coffee we drink, that is to say, that ALL stakeholders in the coffee sector receive a fair share for their work; coffee growers should be recognized for the work they do and from which we benefit every day.

For all these reasons, we, the undersigned and customers of your shop, ask you, [Company Name], to offer your customers fair trade coffee options.

Thank you for taking the time to consider our request, and we hope you will join the movement to create a world of justice and dignity for all.

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CO-OPERATIVES

For growers, the best way to improve an imbalanced coffee chain was to form cooperatives in a progressive approach that permitted them to take control of their destiny by transforming their agriculture into profitable business.1

Co-operatives are business models that bring together members with common needs who become its owners. As the members are also the owners, the co-operative is intrinsically linked to the environment in which the members live.

Another feature of the co-operative model is the fact that each member has equal democratic power. Each member has the right to one vote, therefore ensuring that all members have the same weight for decision making. In addition, co-operative members pool their resources so that all may benefit; both risks and benefits are shared.

An agricultural co-operative like the one that Kaneza and Kagabo belong to, unites coffee growers and allows them, as members, to improve their economic and social fate. Indeed, as mentioned in the graphic novel on page 3: “Together, small-scale farmers can better develop demands on agricultural policies in Burundi, and find support at the international level to address the problem of coffee prices.” By getting a fair price for their produce and deciding for themselves how to market it, coffee growers like Kaneza and Kagabo have the means to improve their work equipment, feed their families, pay for their healthcare, send their children to school, etc. We can say that they have more independence and greater control over their own lives.

We generally divide co-operatives into five categories:2

1. Consumer co-operatives
2. Financial co-operatives
3. Producer co-operatives
4. Worker co-operatives
5. Multi-stakeholder co-operatives

Co-operatives are important in all sectors of society, as they allow their members to be involved in decision-making processes that affect one or more aspects of their lives, to help each other in difficult times and celebrate together the positive moments. Co-operatives contribute to improving the living conditions of their members by giving them more power and control over their lives and allowing them to directly reap the fruits of their labor.

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1 Burundi: Towards a fair trade certification of coffee co-operatives in Burundi” Inades-Formation available online at the following address: inadesfo.net/Burundi-Vers-le-progres-des.html?lang?&lang=en

2 The power of co-operation: Co-operatives and credit unions in Canada Canadian Co-operative Association. Brochure available on the website of Cooperatives and Mutuals Canada at the following address: canada.coop/en/co-operatives-and-mutuals/what-co-op-what-mutual
FAIR TRADE

Fair trade is a way of doing business (of making, buying or selling goods or services) which is based on fairness and respect. It seeks to ensure every person in the supply chain (those who grow or make the products, who transport them, who sell them, etc) all earn a fair wage and have safe working conditions. Fair Trade creates opportunities for those who are disadvantaged by unjust economic models. This is done by responsible purchasing, and by creating direct, cooperative and sustainable relationships between buyers and sellers.

From the World Fair Trade Organization:

"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.

Fair Trade organizations have a clear commitment to Fair Trade as the principal core of their mission. They, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade." (wfto.com/about-us)

Fair trade is more than just trading:

1. It proves that greater justice in world trade is possible.
2. It highlights the need for change in the rules and practice of conventional trade and shows how a successful business can also put people first.
3. It is a tangible contribution to the fight against poverty, climate change and economic crisis.

FOR MORE INFORMATION:
- World Fair Trade Organization: wfto.com
- Fair Trade Federation: fairtradefederation.org
- Fair Trade Canada: fairtrade.ca
- Canadian Fair Trade Network: cftn.ca
- Fairtrade International: fairtrade.net
PRINCIPLES OF FAIR TRADE

These principles are common to each Fair Trade network, though each organization may define them slightly differently. Take a moment to review these principles with the participants and discuss what is different and similar to non-fair trade economic practices and to the values of your community.

CREATING JOBS FOR PEOPLE WHO ARE MARGINALIZED: Fair Trade organizations are able to hire those who have disabilities, hire those who have skills without formal education, and those who need flexible schedules (like mothers). Fair Trade seeks to enable individuals, communities and cooperatives to move from insecurity and poverty to economic self-sufficiency.

STEWARDSHIP OF CREATION: Fair Trade products are often made with natural or recycled materials, and are shipped and sold with minimal packaging. Fair trade crops are grown with sustainable methods, allowing the farmer not only a good price now but the ability to also care for the land for the future.

CAPACITY BUILDING: Fair Trade seeks to develop producer’s independence, by having fair and reliable trade, support for sharing best practices and learning new skills, increasing access to markets and power to negotiate, and by developing supportive communities.

PAYING A FAIR PRICE, ON TIME: Setting prices according to the true costs of labour, time, materials, sustainable growth and other such factors, rather than by market fluctuations, allows the artisans and farmers to gain a fair wage for their work. Members of fair trade federations also ensure payment to the artisans and farmers is completed promptly.

ENSURING CHILDREN’S RIGHTS AND PROMOTING WOMEN’S ACCESS: Fair Trade networks ensure that women and girls are given the same opportunities as men are, and ensure that children are not exploited.

BUILDING SUSTAINABLE, LONG-TERM RELATIONSHIPS: Building stable, consistent, open and accountable relationships with artisans and farmers ensures that they can plan their business, communicate honestly and positively, and address problems collaboratively.

SUPPORTING SAFE & EMPOWERING WORKING CONDITIONS: “Fair Trade means a safe and healthy working environment free of forced labour.”[^3] By ensuring fair wages, safe conditions, the choice to work and of the job, an environment free of discrimination and abuse, and opportunities for skills development, people are treated with respect and dignity.

EDUCATION & PROMOTION OF FAIR TRADE: By educating people at all stages of the supply chain – from producers to consumers – and raising awareness of both the issues and the process of fair trade, people are empowered to make informed decisions that support a more just world.

[^3]: Fair Trade Federation - fairtradefederation.org/fair-trade-federation-principles/
CHECK OUT OUR OTHER TOOLS:

Africa in Images: Democratic Republic of the Congo

The first in the Africa in Images Series, this edition shares the story of Roza and of her community. In the Democratic Republic of the Congo (DRC), violence has become a way of life. Violence against women is particularly rampant and rape has become a weapon of war in the country. In many instances, armed men will overrun a village, attack the inhabitants, rape the women, destroy crops and leave in their wake a path of terror and destruction.

For those who manage to escape, they must return to their villages in the aftermath and try to heal the wounds left behind and re-build their communities with a culture of peace.

*Note - because of the content in this edition, it is recommended for ages 14+

If you like the Africa in Images: Burundi, order copies of Roza’s story too! Email us at youth@devp.org.

Online Activity Data Base!

Would you like to organize other activities related to the international solidarity and social justice?

Visit our online activities data base at devp.org/activities to find a variety of social justice games, ideas and activities for young people.

Or check out some of the other ways you can get involved at devp.org/get-involved.