

# Fair Trade Education in Korea

- Fair Trade Youth Program 'Fair Trade Class' case workshop -

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Beautiful Coffee

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# Mission of Beautiful Coffee



**“Changing Trade to  
Change the World”**

# Origin of Beautiful Coffee



- **Make a Beautiful World of Sharing and Circulation Where Everyone Participates**



- **Used to be a brand name of the Fair Trade Division of BeautifulStore**
- **In 2014, Legally separated from BeautifulStore to grow**

# Introduction of Beautiful Coffee



- The first Fair Trade Organization in Korea (established in 2002)
- Trade and Support for 10 countries' farmers
- Products : Coffee, Chocolate, Nuts, etc.
- Overseas office: Nepal, Rwanda
- Total Sales: about 30 million dollars (sales in 2017)
- Fair Trade Membership: KFTO, WFTO

# Business Domain of Beautiful Coffee



# Major Products (Coffee & Chocolate)



# Beautiful Coffee Rwanda



**“For Better market and income for  
Rwanda coffee farmers”**

# Beautiful Coffee Nepal (1)



**“For sustainability of  
Nepali coffee farmers”**



# Beautiful Coffee Nepal (2)



# 2012~2018

# Fair Trade Class



# Fair Trade Class

## Contents

- What's the status of Fair Trade in Korea?
- What is 'Fair Trade Class'?
- What does 'Fair Trade Class' achieve?
- What are next steps for 'Fair Trade Class'?
- Q & A

# What's the status of Fair Trade in Korea?

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The important role of the  
Korean Social economy system

# Introduction of Fair Trade in Korea

- **Brief Introduction**

- ① 2002: Beautiful Store Starts Fair Trade with craft items
- ② 2014: Beautiful Coffee Hosted WFTO Asia Conference
- ③ 15 members in Korea council of Fair Trade organization (3 GS members)
- ④ Total Sales: about 300 million dollars (sales in 2017)
- ⑤ Products: Coffee, Chocolate, Sugar, Nuts, Banana, Craft Items, etc.

- **Recent Trends**

- ① Fair Trade community campaigns has been increasing since 2017
- ② Global and/or Local Fair Trade theme products appeared this October

# Fair Trade Campaigns in Korea

- **Fair Trade Community building with many stakeholders**

Fair Trade Seoul City, Fair Trade Church etc

- **Joint campaigns with KFTO, INGOs**

World Fair Trade Day, Change Your Chocolate etc

- **Public Campaigns with Volunteers**

Fair Trade Speakers, Traders, Local Activists etc

# Fair Trade in Schools

- **Fair Trade Studies in Schools**
  - ① Subject of Fair Trade included in regular curriculum
  - ② Exams about Fair Trade
- **Fair Trade Sales in Schools**
  - ① On-campus coop stores
  - ② Fair Trade farmer markets
- **Fair Trade Campaigns in Schools**
  - ① World Fair Trade Day special campaign
  - ② Fair Trade Yearly Campaign platform 'Fair Trade Class'

# What is 'Fair Trade Class'?

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## Global Citizenship Education through 'Take Action'





# Slogan of Fair Trade Class

## Youth makes Change

by learning, informing, Sharing Fair Trade together



# Definition of Fair Trade Class



Learning Class



Action Class



Competition &  
Award Event

**“Fair Trade Action Program**

**only for Youth”**

# Learning Class of Fair Trade Class



Learning Class



**“Studying session  
can learn information and knowledge”**

# Learning Class Contents of Fair Trade Class

- **Why is Fair Trade necessary?**

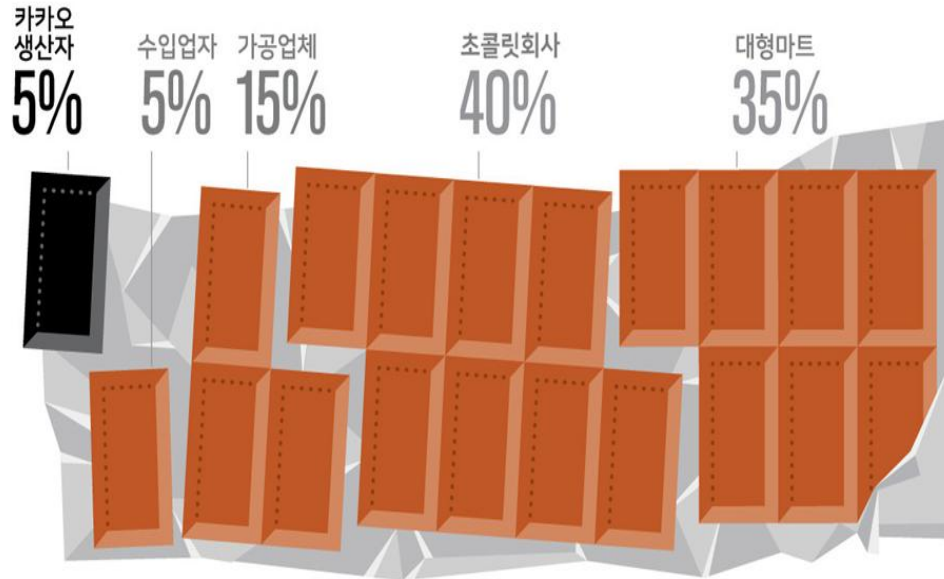
- ① Experience Unfair profit sharing (with Banana / Chocolate Game)
- ② Study social problem such as Child labor

- **What is Fair Trade Principle and Effect?**

- ① Fair Trade Definition, WFTO Fair Trade 10 principles
- ② Fair Trade real practices of Beautiful Coffee
  - BC's action after the earthquake in Nepal and long term partnership
  - Difference with monopolistic and oligopoly coffee company in Rwanda

- **How can Youth join Fair Trade?**

Suggest Study, Buying, Donation, Campaign methods with students best cases



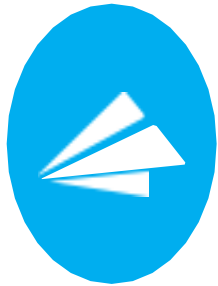
**공정무역 퀴즈퀴즈** 힘을 모아 함께 물어보자!

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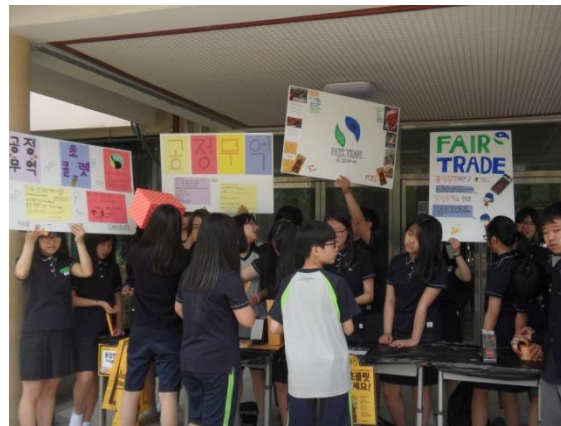
<p><i>이게 제일 중요해!</i></p> <p>친구와 가족들에게 공정무역에 대해 이야기하고 공정무역 제품 구매 추천하기</p>	<p><i>이게 제일 중요해!</i></p> <p>[공정무역 기획자] 공정무역 행사, 캠페인 개최하기</p> <p>공정무역 서명운동, 영화 상영회, 토론회, 시식축제, 전시회, 거리 캠페인 까지! 더 많은 사람들에게 알려요!</p>
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# Action Class of Fair Trade Class



Action Class



**“Students taking the lead on doing sessions, planning and holding Fair Trade events”**



**Fair Trade Enterpriser**



**Fair Trade Planner**





2018-11-23

# Competition & Award of Fair Trade Class



Competition &  
Best Award Event



**“Sharing sessions for  
explaining and exchanging their  
Fair Trade joint experiences”**

# Competition & Award of Fair Trade Class

**2<sup>nd</sup> Saturday of November per every year**

Participants total number: Over 1,000 students of 100 Schools(2012~2018)



# Participants number of Fair Trade Class

	2012	2013	2014	2015	2016	2017	Total
<b>School</b>	23	59	62	131	155	178	608
<b>Student</b>	216	4,921	4,383	4,502	6,411	6,749	27,182

**“6,408 students in 96 Schools (2018.10)”**

# Sessions times of Fair Trade Class



Learning Class

139times

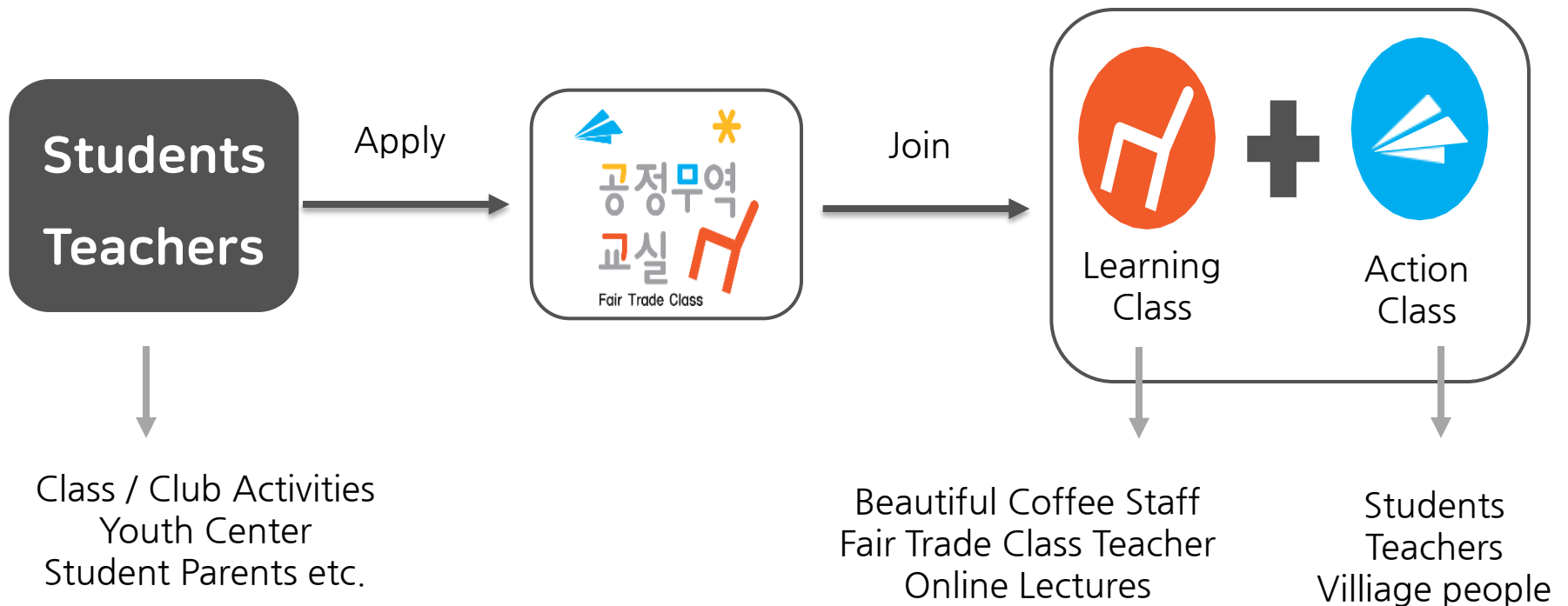


Action Class

146times



# How to apply for Fair Trade Class





**김수민**  
8월 29일

안녕하세요! 청담고등학교 경제사영어토론동아리 TSBE(The Story Behind Everything)입니다 😊 저희는 올해 처음으로 만들어진 동아리이기 때문에 1학기에는 공정무역 교육을 동아리 내에서 진행해서 본격적인 활동은 2학기부터 할 예정입니다!!

8/27일에는 첫 활동으로 캠페인을 진행했는데요, 교문 앞에서 아침 시간과 학교 후에 동아리 부원들이 직접 그린 포스터를 복사하여 나누어 주었습니다~!

9/5일에는 공정무역 강사 초청 교육이 계획되어있고, 10월 둘째 주에는 교외 캠페인이 그리고 학교 내 공정무역 물품 공동구매를 계획하고 있습니다 😊 앞으로 좋은 활동 계속 하도록 하겠습니다!!



**김태형**  
9월 7일

안녕하십니까! 저희는 청원고등학교 베리타스 입니다!  
저희는 9월 1일에 축제를 앞두고 축제 사전 마케팅을 위해 캠페인을 진행하였습니다! 계속 축제 때문에 제때에 활동 정리 못한점 죄송합니다ㅠㅠ저희는 그 다음 날도 캠페인을 진행하였습니다! 축제 때까지 열심히 홍보해보겠습니다!



# What does 'Fair Trade Class' achieve?

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## Global Citizenship & Mind, Sympathy for Society





**USD 128,000**

**USD 16,500**



**Campaign Sales**  
(2012 ~ 2018.10)

**USD 17,300**

**USD 2,400**



**Campaign Donation**  
(2012 ~ 2018.10)

# Effect of Fair Trade Class (1)

## Local market starts to distribute Fair Trade Products

Youth who told local market manager that she wants to sell Fair Trade Product here



# Effect of Fair Trade Class (2)

## Korean Youth's Fair Trade action started to spread out

Youth who introduced Taiwan Fair Trade organization what they did for Fair Trade globally and gave them soap as a gift.



# Effect of Fair Trade Class (3)

## Participants became to be Activists

Fair Trade Ambassador, Fair Trade activist, Fair Trade buyer etc



# Effect of Fair Trade Class (4)

**Participants' global interests became to be connected with their personal and family interests**

Nepal Earth Quake Recovery, Environment problem, Personal career plan



# Key Words for Fair Trade Class

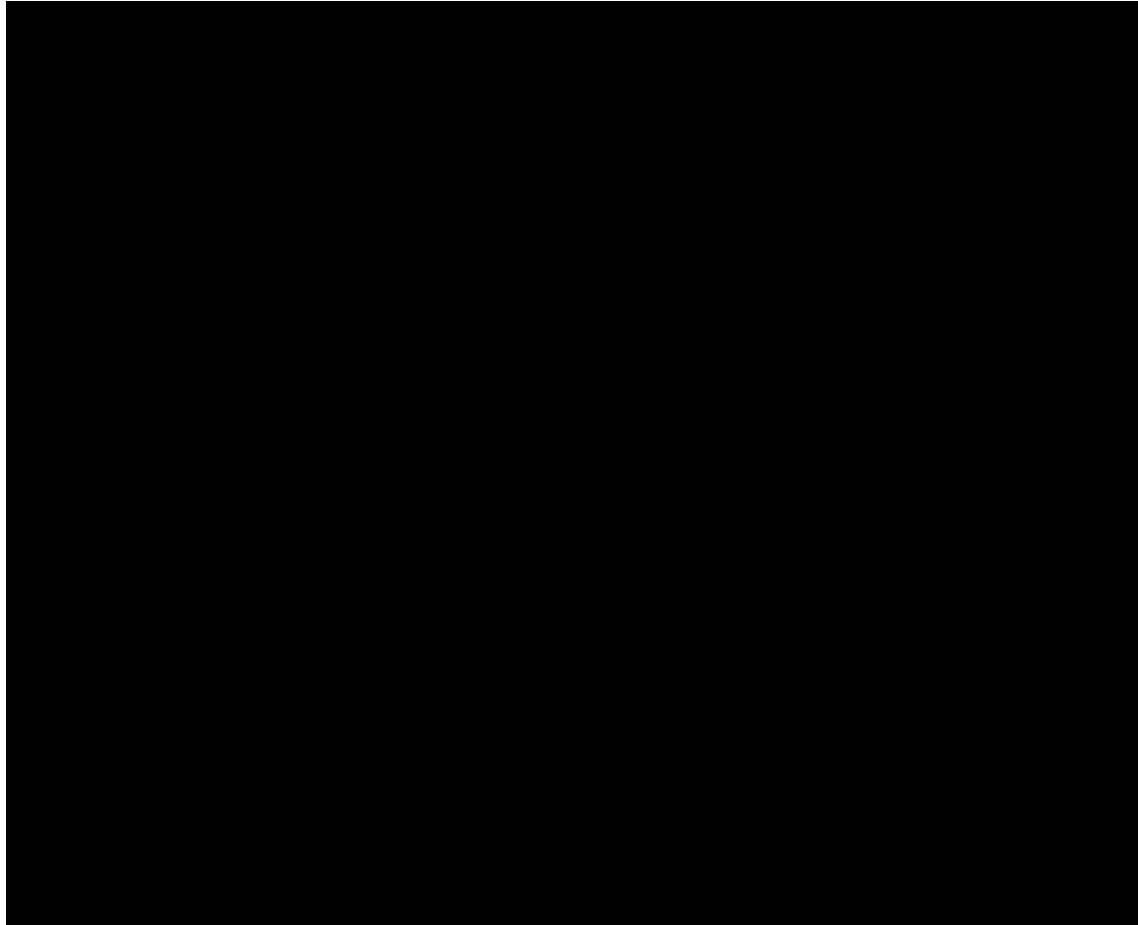


Fun? Fun!

Proud &  
Achievement

Sense of  
Belonging

# Fair Trade Class Short Flim



# What are next steps for 'Fair Trade Class'?

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## Launch Classes for Production field Experience







# Slogan of Fair Trade Class

## Youth makes Change

by learning, informing, Sharing Fair Trade together



Q & A

# Thank you very much



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