

GREENEST

60 POINTS

**Greenest due on October 27 @ 6am PT.
Up to 60 additional points will be awarded for outstanding work.**

THINK

Behind every product is the story of a *real* person whose life is directly tied to its production. The Fair Trade movement seeks to reveal the impacts of our purchases and choices upon one another. Let's connect with the people who grow and make our goods!

CHALLENGE

Browse [Fair World Project articles](#) to learn about *who* is behind Fair Trade products.

- Which article resonated with you most and why? Probably the one of child labor. Because it really explains the necessity that families have, that kids lost the opportunity to be kids, working in the most dangerous industry. Working in companies like Hershey, Nestle, of fast fashion, and the multimillionario company Starbucks. And it doesn't even benefit them a little, they work 40 hours a week (without lunch, going to the bathroom, and low conditions), because legislators exclude them from many protections including the minimum wage laws, that makes them have food insecure. These actions show that ethical purchasing is weak, the CSR does not fulfill its function, vulnerable groups are again black, brown, and Indigenous peoples. In conclusion we need to end poverty (because child jobs are caused by it) and have a fair food system. This is a government priorities issue, because we can end poverty given the money destined to the military by the government.

Watch [Journey to Serendipol](#), which documents the development of Dr. Bronner's Fair Trade sister company in Sri Lanka, Serendipol.

Now choose one person to focus on and share a profile with their story. This can be from the video or articles above *or* from your own research!

- What does that individual produce?
- How have Fair Trade practices affected their life?

- What about their specific story resonated with you?

Salvador Hernandez is a worker from Dr. Bronners, since a long, long time. In an interview with Michael Bronner, he told his history. Starting with his childhood which was development in México, specifically in a farm with his father where he worked since he was a 5-year-old kid, saying that was his legacy, a typical synonym of unfair trade. Then when he was older, get out of his house looking for a better life, and for one day came back to his country. After a lot of situations, he ends in EEUU, meets grandfather Dr. Bronners, start working for him, and see the different trade between street and the company. Every time he was more requested and in charge of some things like driving a truck, translator, paperwork, opening the gate, etc. And with time he developed a close friendship with grandfather Dr. Bronners, who told him that he passed some difficult situations, poverty, hungry, homeless, and that he completely understood the discrimination, racism and injustices too. So he really wants to help people and dedicate his life to that.

This is a story that I consider special, because like mexican I understand that you get out of your country looking for better chances, and it is hard to deal with stereotypes ideas, most in a racist and capitals country. But when you get blessed, you need to be that blessing for other people who pass the same things as you. Especially because they have been traded unfairly all their lives.

Share a response of 200-250 words.

Next, prepare a short presentation about Fair Trade to share with family or friends, using the material you've learned throughout today's challenges. Be sure to include an overview of Fair Trade, how to spot Fair Trade labels, and the profile of the individual you chose to highlight.

After presenting, have a conversation with your audience and pose thought-provoking questions, like:

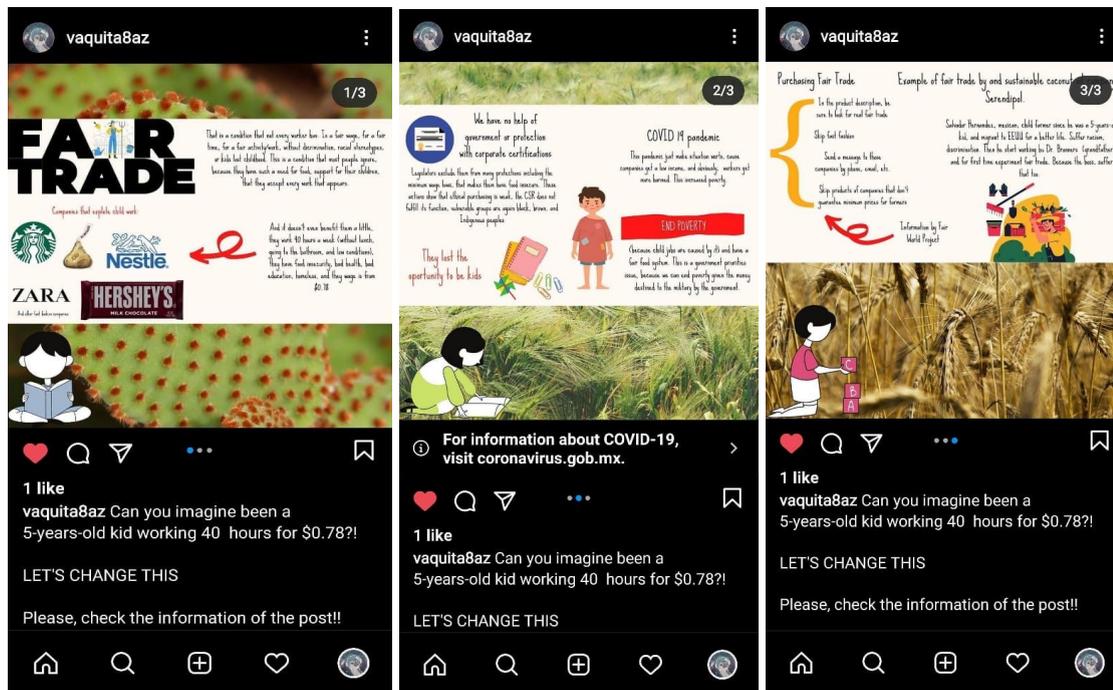
- What did they learn about Fair Trade? "Is the correct conditions, and money that you receive for determinate work. In this case specifically in farmers (kids, and families), the certificate that shows that employment has good conditions works ."
- What did they know on the topic prior? "I actually know most of the things, but the companies, wage, and specific corruption sistem acts, were shocking."
- Is purchasing Fair Trade something that could be a part of your lifestyle? "Of course! The recommendations that you put were great. I mean I always see a label product describing the process, and trade to

employment, say Great thing!, but never really things that the other companies in fact exploit their workers. Kinds of 5 years working 40 hours?! It is really exploitation.”

- How can one support fair working conditions, even if not always able to afford or find Fair Trade products all the time? “Maybe use the contacts that companies provide, call, and say that they need to add priority to the lives and conditions of their workers, also ban child work. Or just stop consuming their products. Because like you said, families just keep \$0.78 anyway.”

Personal reflection:

I had heard about child work before, but never reflected totally about what carries that. I mean if your family and you, as a child, work is because you have necessities. But those companies don't have ethical values, commitments. And that actions really affect families, more than given them a benefit, it is a reality that we never want to see. But it is there. My teacher of perspective of the world, teaches us about poverty and the different types of levels and kinds, and that we can solve it with extra money that is used in the military area, or alcohol (in the UK), makes me so angry. Why doesn't the government protect vulnerable people? What use are the institutions that certify companies if they give conditions not suitable for any human being? They spend money on things that are not emergencies, are not priorities. This. End poverty, benefits everyone. And is understanding that you accept every work that appeared because you are hungry, you don't have a roof over your head, you can't have any education that could facilitate find a work (that is a lie, because a lot of graduate people can't find work), and worst, you have babies to feed. And you only get \$0.78? For a breakingback work? 40 hours a week? Without going to the bathroom or eating all that time?! Let 's change this!



Post a highlight from your Fair Trade presentation on Instagram with a brief caption explaining its impact. Tag [@TurningGreenOrg](#), [@FTCampaigns](#) and [@FairWorldPrj](#), using hashtags [#PGC2020](#) and [#FairTrade](#).

DELIVERABLES

Upload a PDF Document with your responses including the profile, the presentation, and a brief reflection of the conversation. Please also include a screenshot of your social media post. Include your name (or team name), username, email address, and school.