

Our Recommendations

Preparation

1. Publicise the competition widely
2. Have a clear brief.
3. Give a short time frame for the video, e.g. 1-2 minutes (there is a strong focus if there is a short amount of time to communicate in).
4. Try to fit in with any national awareness campaigns (both the themes of cotton and tracing the steps of a product were campaigns promoted by the national Fairtrade body, the Fairtrade Foundation. This meant there were plenty of good quality online resources for schools to refer to.) If there are no national campaigns, make sure you point schools to good quality background information.

Execution

5. Invite schools to send you their entries, and choose the best (top 5?) for the public to vote on. The chances are, there will be some films that you don't want to inflict on anyone else! Set a clear deadline for the end of the voting.
6. Keep it simple (anyone can make a sock puppet!)
7. Try to provide a prize and certificates for the best entries.
8. When you have a winner- tell the world! Publicise it through the local paper and your websites/ Facebook. This is a great story!

Websites

More examples can be seen on:

www.fairtradeleeds.org.uk/?s=sock+puppet
www.fairtradyorkshire.org.uk/category/schools



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Project "Awareness for Fairness"

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Sock Puppet Stories



Sock Puppet Competition



We wanted to create opportunities for students to creatively respond to their learning on Fairtrade - so we launched regional film competitions. Schools were invited to make 1-2 minute plays on different issues relating to Fairtrade and upload them onto Youtube.

Links to the best entries were posted on the Fairtrade Yorkshire and Fairtrade Leeds' websites and the public were asked to vote for their favourite film!

The first year we ran this, we used the idea of creating sock puppets (made from Fairtrade cotton or created out of odd socks you find at the bottom of your wardrobe) to engage children's creativity and inspire them to research and communicate a positive message about Fairtrade cotton. We guided teachers and students to the Fairtrade Foundation information sheets, for background information, case studies and films, but deliberately kept what message they wanted to communicate about Fairtrade open, as we wanted the children's ideas and perceptions to be presented.

In the children's films, we saw that most of the children had understood the benefits that Fairtrade brings to cotton farmers, which they communicated through a wide range of formats.

"(Some of) the children who took part in the Fairtrade animation competition are not always the easiest to motivate ... they are not the high flyers ... but they really got into it!"
 Headteacher at Otley All Saints Primary school, Leeds

The second year, we asked schools to trace the journey of a Fairtrade product and were amazed at the diversity of the props and presentation used! Pupils used everything from lego to stick puppets to show where the products came from and how they are transported to our shops. There was also a real creative use of background music and sound effects which added to the power (and humour!) of the films.

The value in running an online competition is that once you have publicised it, it runs itself. Lots of people get to see the films on the internet, which widens the awareness of the issues, particularly if they are short and fun to watch. Any NGO or teacher could run something similar either within a school, or within a city, a region or even countrywide!

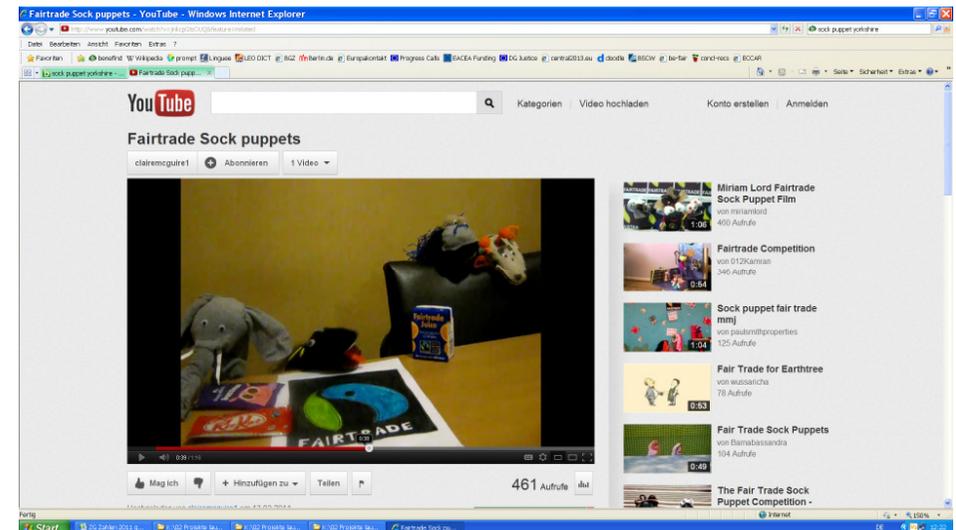
Here are some examples



www.youtube.com/watch?v=KeDY71riXIo&feature=player_embedded

Children used a range of mediums to communicate the journey of a Fairtrade product.

The film on the left side uses yellow pieces of lego to represent bananas!



www.youtube.com/watch?feature=player_embedded&v=jHkcpGtsOUQ

Children who made this film, mixed sock puppets with other puppet friends to explain what is different about Fairtrade cotton.