



GUIDE BOOK

FAIR VILLAGE EVENTS

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Due to the own economic situation of rural settlement and the lack of formal global learning offers, municipalities are rather closed and distant to topics of global concern.

Unlike a traditional learning approach, Fair Village Events happen within the everyday life of the village inhabitants respectively participants / visitors of the events and can thus be easily introduced in rural communities. Parties can be organized by local groups who are actively engaged with all stakeholders and normally arrange events in the villages from time to time. It is essential that the Fair Village Events are made to happen by somebody who is rooted and positioned in the village: The local organizers are familiar with the concrete situation, people, habits and networks, ensuring ownership, commitment and active engagement and lowering the barriers for attending the events. This approach to root the events in the local community will thus both enforce the success of the party itself as well as maximize the impacts afterwards in the long run.

In addition to knowledge transfer, they enable emotional involvement of the participants that facilitates the learning experience. In fact the emotional involvement is the basis that makes knowledge transfer possible. Crucially, the modules can be easily adapted to the specific conditions and needs in the different countries.

In order to support local community leaders, the Fair Village project has prepared a series of modules that combine into a proposal of topics and activities from among which the local organisers can select items that suit their needs. The modules range from activities for children to the organisation of lectures. The modules set out the minimum requirements to tackle a topic and propose aids – speakers that will help make the event educational.

Selection of the most successful modules

Module 1 - Information

- Lectures / workshops on selected developmental aspects

Short Information:

The target groups gain insights into:

- a) The overall effects of climate change and the threats (loss of biodiversity, water issues, migration, deforestation etc.) caused to countries in Africa and other southern regions;
- b) the link between global and local problems and sustainability possibilities of the rural area;
- c) the importance of climate protection and solution and alternatives;
- d) food security, fair trade and global partnerships;
- e) the complex living space of rainforests and the important role of indigenous people in preserving the environment;
- f) the reasons for climate change and the destruction of the rainforests and
- g) measures taken in Senegal, Brazil as well as in Central and Eastern Europe.



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Module 2 – Fair Play



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Short Information:

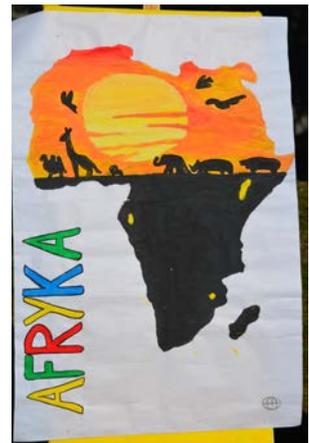
Football is a language that is understood by almost each and every one. During this game participants personally experience aspects of global injustices that people e.g. in Sub-Saharan Africa are frequently exposed to. For showing the imbalance between rich and poor countries, e.g. the number of players is variable. The script and rules of the game can easily be adapted to local needs. 2 teams of at least 8 players are necessary.

Playing time: approx. 45 minutes

Module 3 – Cooking

Bringing both exotic issues (the development challenges in countries of the Global South) and complex – contentious topics (climate change) to the attention of village communities requires the use of an initial incentive to attract attention.

One of the most popular is the presentation of tropical / unusual fruit through one of the culinary modules. Once the attention of the participants in the event is attracted by making unusual fruit available for tasting and informing about its origins, the more complex issues related to topics such as fair trade, food miles, working conditions and/or international trade can be addressed. It is an effective incentive to start a conversation, and the cost is limited, allowing organisers to apply the module without notable financial constraints.



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Module 4 – Puppet Theater



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- About climate justice and sharing. Target groups are mainly kindergarten and elementary school children.

Kasperl asks the climate fairy Lila for help: The climate crystal, which stands for justice and friendship, has disappeared and everything in the world is messed up. People do not share, and always want more. Together with Lila and the children, Kasperl visits Africa, South America and finds out the reason.



Module 6 – Films



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In this module films related to rainforest, climate justice and global learning are offered.

The organisers provide a film and discussion evening focusing on climate change, to their community citizens, employees or the local schools.

Module 8 – Children’s corner

At the children's corner, different activities such as board games related to global developmental issues and suitable for young children, fair play soccer, pottering or basket work are offered. Local craftsmen can be invited to present their crafts and to make easy samples with the children. Crafts with the use of recycling paper and textile can be done with the goal to teach children the spirit of zero waste philosophy.

For smaller children there are wooden toys, and they also learn how to collect waste, separate it for recycling. They also learn how to compost kitchen and garden waste. The children’s corner is not only popular among children, but also among adults.

During children’s corner examples from crafts produced in countries of the southern hemisphere can be shown. Furthermore it can be explained how people and children live and work in those countries. This helps the participants to get an insight in other cultures and other ways of living and consuming.



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Further offers

Fact Sheets



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Topic	Languages available
Climate change	Polish
Deforestation	Hungarian
Paper consumption	German
Local products	Polish
Water	Hungarian
Fair trade	German
Energy	Hungarian
Schools	Polish
Agro fuels	German
Forest	Hungarian
Meat consumption	German
Local products	Hungarian

Background information, links and book tips

Background information, links and book tips to climate justice, MDGs, SDGs, Senegal or Rio Negro partnership, list of local bio and fair markets etc. can be found in the different languages by clicking on the links below.

...in [Polish](#)

...in [German](#)

...in [Hungarian](#)



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Checklist for organizers

1. For the planning of the event:

- Connect the event with an occasion. Some suggestions for possible uses:
 - ✓ as a public event in your community / municipality / city etc.
 - ✓ on the occasion of an accession ceremony
 - ✓ on the occasion of a special anniversary / international day
 - ✓ for schools
 - ✓ for companies
 - ✓ for climate and energy model regions
 - ✓ in Agenda-21 events
 - ✓ as a speaker at seminars / cultural weeks etc.
 - ✓ for ecclesiastical and environmental organizations, and other local initiatives
 - ✓ for the council in interest of a membership in the Soil Alliance

- Invite as a possible target audience:
 - ✓ mayors from the district
 - ✓ councilors from the district
 - ✓ Fair Trade groups
 - ✓ e5-Teams
 - ✓ Media representatives
 - ✓ Local (environmental) initiatives
 - ✓ school principals and teachers of all school levels and types
 - ✓ Kindergarten teachers
 - ✓ parishes
 - ✓ local movements (Catholic Women's Movement, rural youth, Lions Club, Rotary, Zara, ...)
 - ✓ farmers
 - ✓ Employees from Fair trade shops, etc.
 - ✓ Hunters
 - ✓ Representatives from tourism
 - ✓ Social facilities
 - ✓ establishments with canteen: kindergartens, seniors home, catering provider
 - ✓ (voluntary) firefighters
 - ✓ alpine club

- Win affinity partners:
 - ✓ e5-municipalities
 - ✓ climate and energy model regions
 - ✓ Agenda 21 groups
 - ✓ Organic farmers
 - ✓ Pastor, parish council



- ✓ Local Initiatives (Teams! From sports, culture, etc.)
- ✓ Fair Trade shops (possibly also for catering)
- ✓ Fair Trade Groups

2. For the application of the event:

- Announce the event in the community newspaper
- Announce the event in regional media
- Invite your personal contacts
- Announce the event on the municipality website and via social media

3. Further hints and tips:

- Presentations are mostly with PowerPoint support. For that a room with a projection surface of at least 2x1.5 m is needed; Make sure the surface doesn't have disturbing spots, lines, etc.. The option of darkening the room is also recommended.
- For exhibitions, fair play, music or group workshops it's good to get in touch with the organizers for the purpose of location and technical requirements.
- If a buffet is being considered, please pay attention to biological, regional and fairly traded products. A bio-fair vegetarian buffet is highly recommended.



Event Data Sheet for e.g. lectures

We recommend sending the completed sheet around 10 days before the event to the speaker or organizers! Below you can find an example:

Name of the event / lecture:

Municipality or organizer and place of the event:

Date / Time:

Contact person in the municipality (name, email-address and telephone number):

Please briefly describe the program (if more than one program is provided):

For planning and application we would like to point out our checklist. We ask for the following technical requirements:

- A white projection surface of min. 2x1.5 m.
- A table for the projector.
- An extension cord.
- Microphone if required due to room size and audience.
- A powerful projector is available: yes no

Costs:

Billings address:

Closest train station / bus station:

- If required, a pick up from the station is possible? yes no

Please let us know your suggestions and expectations regarding the event:



Tips for a delegation visit

Delegation visits are a great opportunity to reach the main objective of raising awareness of the inhabitants of small villages about living in a globalised, interlinked world and the need to act together to ensure climate and soil protection, environmental sustainability, food security, fair trade and global partnership. Delegation exchanges are an extremely important approach for the participants of both hemispheres (northern and southern) to have a personal exchange of information. Furthermore they help to mobilise the support of the village inhabitants for global climate justice and equity and thus contribute to reach the UN MDGs / SDGs in rural municipalities.

TO DO:

- Start early with the planning. Preparation needs a lot of time.
- Discuss and define objectives of the delegation visit.
- Inform the delegates precisely about the trip, e.g. who are they going to meet, what kind of power point presentation they shall prepare, etc.
- At the beginning of the delegation trip organize a meeting between the delegates and the accompanying staff. That helps to get to know each other, discuss the program, issues etc.
- Organize personal visits with people / enterprise / organizations etc., where the delegates can visit projects that would be of interest for them, in this order knowledge exchanges can occur and both parties have a gain-gain situation.
- Provide enough opportunities where the delegation members can talk about their experiences / issues in front of a large audience and local decision makers.
- Try to cooperate with other organizations.
- Plan around one hour for the presentation of the delegates. The audience is receptive for that. Most of the time they are very engaged and also want to talk and discuss. Plan enough time for personal exchange with participants.
- Invite local media representatives.
- After an event an abstract and pictures should be send to the municipality and press.

CHECKLIST:

- Flights or train tickets
- Copies of passport
- Picture of delegates
- Short CV of the delegates
- Visa
- Travel insurance for delegates
- Official invitation for the delegates
- Interpreter



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- Delegation announcement
- Reservation of hotels (single rooms are preferred)
- Reservation of rental car
- Organization of program
- Presentation of the delegates
- Events datasheet
- Material for distribution during the trip
- Camera
- Laptop
- Beamer
- Map to show where the delegates come from
- Templates for posters for events



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FURTHER TIPS:

- Panel discussions are partly lengthy because of translation => Prepare questions before and inform the participants.
- A short film screening for support is good, but afterwards there have to be around 45 minutes for the delegation to talk. Otherwise there is no time for personal exchange.
- Presentation about work of the delegation is very interesting for the participants.
- Mostly delegates talk longer than planned and in more detail.
- Take care that it's always a dialogue and not a monologue. All sides have to be heard.
- Delegation visits are very demanding for all participants. Working up to 15 or more hours per day is frequent.
- If possible, two people should accompany a delegation, for e.g. translation, coordination, driving, taking pictures, writing texts / articles, etc..
- For each program an event sheet should be filled out, so the delegation has all important data.
- Plan enough time for the meals.
- If the hosts want to give gifts to the delegates, please inform them to give small, lightweight and practical things as solar lamps, pens, watches, pocket knives, T-Shirts, headlamps, rain ponchos, etc., and NO books, fragile or voluminous objects.
- For documentation and project reports it is important to keep the names of the interlocutors, number of participants, take photos, save media reports, etc.

DON'T:

- Organize a „busy”, all day / all week program without larger breaks.



Measures

How to become a fair trade municipality or town?

Fairtrade Towns is a unique peoples' movement worldwide.

Reasons for becoming a fair trade municipality or town:

- Creation of awareness and encourage local citizens to make sustainable and ethical choices.
- Improvement of the livelihoods of millions of farmers and workers in the Global South who benefit from fair trade.
- To distinguish your community as a leader and to confirm your commitment to supporting the principles of fair trade, including a fair price, respect for labor standards, environmental sustainability, and more direct and equitable trade.
- To unite your community in a common cause.

Below are some ideas, tips and suggestions on how to get started and how to get people involved.

- 1) [About](#)
- 2) [What is a Fair Trade Town?](#)
- 3) [The five goals](#)
- 4) [Take part](#)
- 5) [Resources](#)
- 6) [Frequently asked questions](#)
- 7) [Contact](#)



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How to become a member of the Soil Alliance?

Information from <http://www.bodenbuendnis.org/en/welcome/>:

The European Land and Soil Alliance (ELSA) e.V. is an association of cities, towns and rural districts together with comparable local authorities with the aim of making an active contribution to sustainable soil use.

The "Manifesto for the Soil & Land Alliance of European Cities and Towns" is the basis for agreement on joint objectives and cooperation between the partners. In acceptance of this, the members are committed to a determined approach in terms of soil protection and spatial development, particularly on a local and regional level, and promote awareness for soil issues in the local authorities.

Cooperation among the local authorities in the European countries and over and beyond their national frontiers with all partners in the alliance opens up new chances and is at the same time a challenge for responsible use of soil in Europe.

Further information about the organisation of ELSA e.V., like the Manifesto, the alliance's statute as well as information about the board of ELSA e.V. you can find [here](#).



Take action for climate change adaptation!

The sooner we deal with the consequences of climate change, the better we can prepare the community / town for it. We can reduce the negative impact, but at the same time also take any resulting opportunities.

For the implementation:

- Define persons who are main responsible and support them in the implementation
- Create a schedule and keep this in mind
- Communicate the successes

Tip: [Manual "Methods and tools for adaptation to climate change.](#) (in German)

Green Events

A green event is environmentally and socially friendly.

Green event categories:

- Mobility
- Food
- Waste management
- Energy and Resources
- Social responsibility

Example MOBILITY:

- How do I get there? (Accessibility, public transport, shuttle service, car pools, car sharing etc.)
- Incentives for an environmentally friendly arrival
- Infrastructure: for cyclists, pedestrians
- Information boards / signs (direction signs, time tables)
- Permissions - closing streets, places

Example FOOD:

- Regional (in line with culture)
- Seasonal
- Organic
- Fair Trade (coffee, chocolate.)
- Vegetarian / vegan
- Water for free
- Planning in time with catering, food supplier

Example WASTE MANAGEMENT:

- Reuse system (plates, bottles, cups, no cans)
Infrastructure: access for water and electricity (dish washers), places to return items, enough people
- Deposit system (enough change)



- Big units (sugar, water, mustard,...)
- Finger food, food without dishes
- Choose products with less packaging (buffet)
- Recycling (signs, bins)
- Send your invitation, press-material, etc. by e-mail

More information (in German) can be found here: <http://www.klimakultur.at/green-events/>

Tools for applications of events

- **Weblinks**
- **Own website and from partners**
- **Widget:**

Provide a widget on your own website. This software tool fetches the information from one page and distributes it over the “widget users” to third parties. The widget can be offered e.g. to schools or municipalities to be placed on their website, where it can reach a larger audience. With the use of this new tool it is easier for the municipality to communicate fair and local sustainable development issues. They can make use of prepared and ready-made information and channel it to the end consumer. It is a win-win situation since the municipality receives a ready-made package, which supports its own measures towards a fairer and more sustainable development. The information provided on the widget should be changed regularly so it remains an interesting place for the target groups to come back and check what’s new.



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Evaluation form

For organizers / co-organizers:

Thanks for booking our offer! Your opinion matters.
We therefore ask you to answer briefly the following points:

1) How did you hear about our services?

- Website
- Facebook page
- Sending out
- Colleagues; friends
- Invitation
- Others:

2) Did you use the accompanying material?

- Yes No

If No - what would you need or wish from us?

3) What would you have desired in the preparation of the event?

4) Please rate:

a) Information on the process and preparation has been helpful.

- strongly agree agree true enough does not apply don't know

b) The time constraints were appropriate (timing, duration, etc.).

- strongly agree agree true enough does not apply don't know

c) The contents of our offer (including priorities and examples) are useful for the professional / scholastic practice.

- strongly agree agree true enough does not apply don't know



5) At the event the following points I was particularly addressed:

6) What could be improved at the event?

7) I rate the event with school notes (1-5):

8) How can we continue to support your community to anchor global responsibility and climate justice?

Federal state

Date of the event:

Title of the event:

Number of participants:

Thank you for your time!