



INFORMATION

USEFUL FOR

- Managers and volunteer trainers, organisations working with volunteers
- Volunteers and operators in the organisations

TYPE OF TOOL

Video

DURATION

06:50 minutes (coffee video)

11:53 minutes (sugar video)

MAIN FIELD OF ACTION

Fair Trade

Taking Action

RELATED SDG

8 - Decent Work and Economic Growth

CHOOSE YOUR SIDE

Raise awareness of the positive impact of fair trade starting from the lives of coffee and cane sugar producers.

DESCRIPTION

The two videos proposed arise from an Altromercato campaign entitled “Scegli da che parte stare” (*Choose your side*); *both can be captioned using YouTube's "Auto Translate" feature (accessible via settings).*

The videos are useful for storytelling because people can understand the history of the producers, highlighting the positive aspects of fair trade, but at the same time they allow people to understand their role as consumers.

A discussion should be added starting from these simple statements: “There are products that are not good for everyone. We hold them in our hands every day, thinking we know them, but really, we do not know anything. Coffee and sugar are two of them.”

ONLINE ACTIVITY

Video about coffee: https://www.youtube.com/watch?v=yySaTko7i_A

Video about sugar: <https://www.youtube.com/watch?v=z1x0HGW9T3c>

