



THE FAIR TRADE COCOA JOURNEY

Increase practical knowledge on fair trade starting from cocoa's journey to becoming chocolate.

INFORMATION

USEFUL FOR

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

TYPE OF TOOL

Video

DURATION

04:11 minutes

MAIN FIELD OF ACTION

Fair Trade

RELATED SDG

8 - Decent Work and Economic Growth

DESCRIPTION

Chocolate is one of the products that brings people closer to fair trade. In this video, which combines drawings and footage, the entire journey from the plant to the chocolate bar is told with the aim of making all the steps known. *The video can be captioned using YouTube's "Auto Translate" feature (accessible via settings)*

It is useful for being able to explain to people how a fair trade product is created and also to help them understand all the steps related to harvesting, transport and processing.

The viewing of the video must be implemented with the explanation of the fact that fair trade products are also closely linked to international transport and that any price increases (as is happening in this period) are not passed on to the producers.

ONLINE ACTIVITY

www.youtube.com/watch?v=fZHx0L7HZk