

**USE OF ENGLISH AS-LEVEL SECTION E
DATA FILE**

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Not to be taken away before the
end of the examination session

Minutes of a meeting

Sammy, thanks so much for taking this on. I really wanted to write this article, but this flu is really doing me in! Anyway, here's all the stuff you need - minutes, case studies, etc. Good luck! All the best, Yvonne

Minutes of the fifth meeting of the HKFTA Committee on Mon. 9th March '09

Present: Rosa Salvador (Chairperson)
Yvonne Cheung
Sammy Chu
Eric McBride (Secretary)

1. Apologies

Absent with apologies: Mak Hon Kit

2. Confirmation of minutes

Following the correction of a minor typographical error, the minutes of the last meeting were confirmed.

3. Survey

Eric reported that he had received responses from 1,208 HK secondary students. He said he was in the process of analysing the data.

Action: Eric to post the results on the HKFTA webpage in the coming week.

4. Article for Young HK Post Magazine

The following was agreed:

4.1 The purpose should be to get secondary school students more involved in supporting fair trade.

4.2 It would need to be about 500 words to get our message across clearly.

Action: Yvonne to complete the article by 30th March.

5. FAQs for Young HK Post Magazine

The following was agreed:

5.1 The purpose of the FAQs is to accompany and supplement the article. Any information given in the FAQs should not be repeated in detail in the article.

5.2 The questions should cover the following:

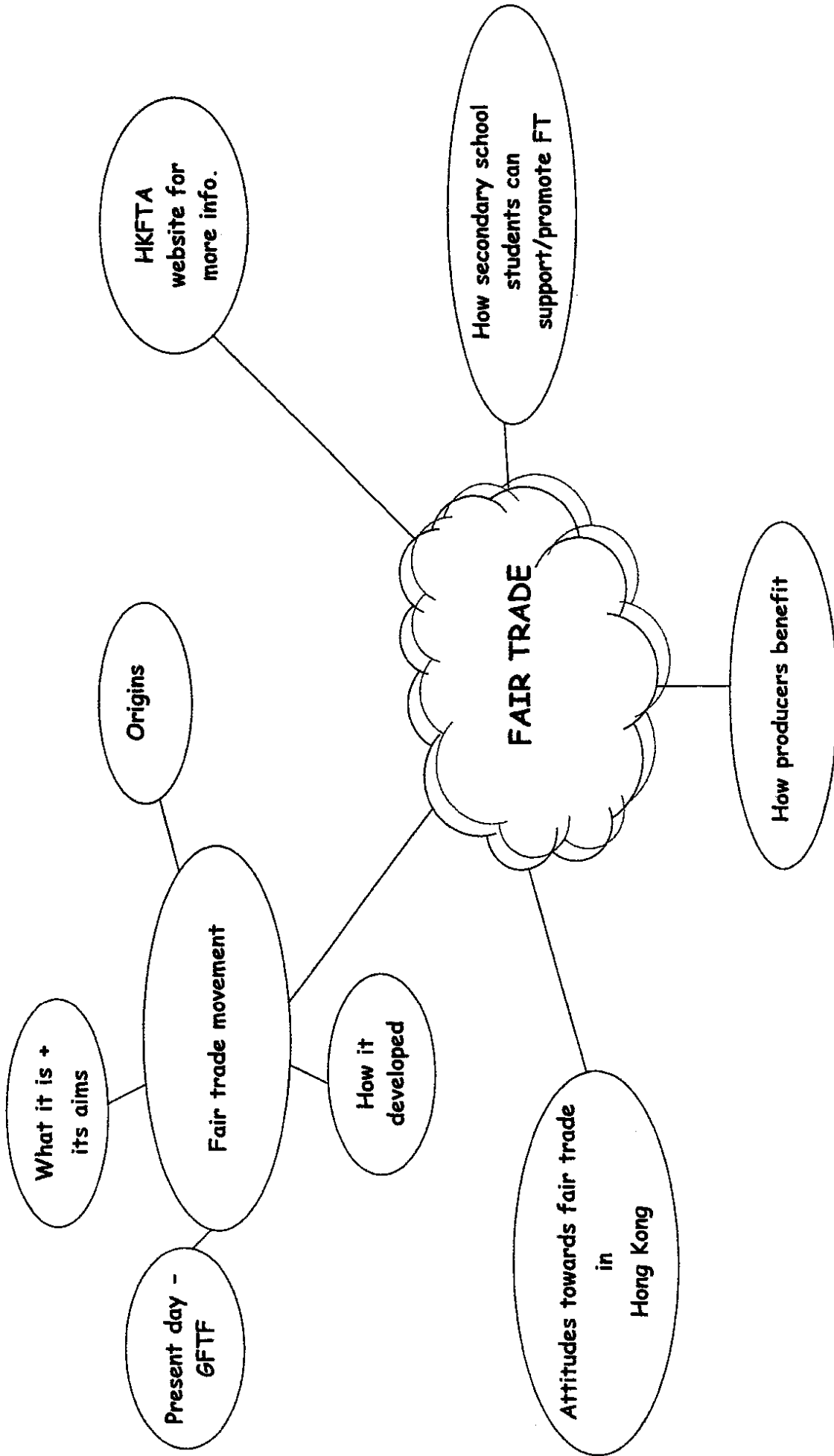
- When the HKFTA began
- Why fair trade products are more expensive
- Differences between fair trade and organic produce
- Examples of fair trade producers in China
- How to identify fair trade products

Action: Yvonne to formulate questions and answers.

Other business

There being no other business, the meeting was closed at 4.10 pm.

Ideas for Young HK Post article



Transcript of HK Radio interview

Transcript of HK Radio 3 interview with an Australian teenage activist who's in Hong Kong while on his way to the International Fair Trade Conference in Brussels. Ada Ma interviews.

Ada Ma: This week in Youth Action we are interviewing Rick Leone, a 17 year-old school student from Brisbane, Australia, who is on his way to an international fair trade conference in Brussels in Belgium. Hi, Rick, thanks for coming along to talk to us. Now, first of all, for our listeners who've never heard of fair trade, can you tell us something about it and when it all started?

Rick Leone: Yeah, sure. Fair trade is basically like trying to make sure the people who make or grow stuff get a fair deal. I'm not sure exactly when it got going, but it was a good few years ago. Some people, they tried to organise sales of handicrafts from poorer countries and that's where it all started.

Ada Ma: Right.

Rick Leone: I mean, in those days it was mostly charities and church groups. And they tried to 'trade fairly', as they said, with the handicraft makers.

Ada Ma: So what did they mean exactly by 'trading fairly'?

Rick Leone: Well, they thought, you know, that a lot of the money that should have been going to the producers - like small farmers - was going into the pockets of middle-men and multi-nationals.

Ada Ma: Which is what you'd call unfair trade.

Rick Leone: Well yeah, that's my take on it, anyway. So people interested in fair trade started to get themselves organised. It's kind of complicated, but basically people set up all kinds of organisations to try and promote fair trade.

Ada Ma: And you're going to some kind of fair trade conference now, Rick?

Rick Leone: Yeah, I'm on my way to a big international conference in Brussels, I'm really excited about it.

Ada Ma: Why Brussels?

Rick Leone: That's where the headquarters of the Global Fair Trade Federation - the GFTF - are. Basically all the different organisations - like, there were over 300 of them in something like 70 different countries - decided to come together and set up a kind of organisation, which became the GFTF. In the early 80s I think this was. Basically the GFTF tries to educate people about fair trade and raise its profile.

Ada Ma: So where do you buy fair trade stuff?

Rick Leone: Well, it's moved on from the days when you could only get fair trade products in 'Fairshare shops'. You can get them in lots of places, even supermarkets. And it's not just coffee and handicrafts nowadays. You get all sorts of stuff: coffee - obviously the most high profile one - tropical fruits, tea, cotton, rice, cocoa, fruit juices, footballs - you name it.

Ada Ma: Really? Don't think I've seen much in Hong Kong. How do you tell if something is fair trade?

Rick Leone: It'll have a logo on the packet, you know, some kind of picture on it ... certification marks, that's what they are. I've got the two main ones here to show you. Actually, that's another thing the GFTF does. It does all the stuff related to giving certification - like they check the producers are following fair trade standards and stuff before they let them use the fair trade mark.

Ada Ma: I've seen this first one around; the red and yellow one. But I've never been able to figure out what it is.

Rick Leone: Actually, it's a cheering person. That's the international certification mark that's used by most of the GFTF organisations. Sometimes in Hong Kong you might see the Asian fair trade mark around too.

Ada Ma: I see, so that's the other mark you have here. OK, it's pretty easy to see what this one is.

Rick Leone: Yeah, it's all about ... balance and equality I guess. Two people on a see-saw.

Ada Ma: OK. I'll know what to look out for now when I'm going round Wellcome. So, tell me, how did you first become interested in fair trade?

- Rick Leone: Well, two years ago I was doing this project on developing countries for my Social Studies course at school and saw a couple of things about fair trade and just got interested in it. Seemed a good thing, you know.
- Ada Ma: And then you decided to tell others more about fair trade too?
- Rick Leone: Yeah, like I said, I got really interested. I did a load of research online and that. You know, it's not just about giving farmers more money. Fair trade aims to improve their living conditions. A lot of social projects and stuff. Your listeners might want to go to the AFTA - the Australian Fair Trade Association - website. There's lots of case studies there. Anyway, getting back to what was going on in Australia, I found something kids could do was to try and make their schools more sort of fair trade friendly. I mean, what I found out was you can get...erm....fair trade accreditation for your school from the AFTA. So I thought, why not? So I emailed them and they got back with some ideas to get the ball rolling.
- Ada Ma: So what happened?
- Rick Leone: Well, they were really helpful. At first, I was like, 'How on earth do I do this?' but they sent me loads of information. This fair trade schools accreditation thing is happening all over the place.
- Ada Ma: Do you think that's something we could do in Hong Kong too?
- Rick Leone: Sure, I'm pretty sure the Hong Kong Fair Trade Association does the same accreditation thing. All we had to do in Australia was, like, meet these two goals. First, I had to get my school to use fair trade certified products and then after that we had to display posters and other educational stuff to promote fair trade in our school.
- Ada Ma: Did you have any problems to start with?
- Rick Leone: Yeah, a few, but nothing too bad. I had to convince the Principal, and then he needed to look at the costs and stuff to make sure the school wouldn't be paying a load more money. But finally he agreed to use fair trade tea and coffee for the teachers' staffroom and to have fair trade fruit in the canteen.
- Ada Ma: What was the response like from the other students?
- Rick Leone: They were pretty cool about it all. Of course at first some of the kids were onto me a bit about being a hippy and that. But the AFTA paid us a visit and now we've got our fair trade accreditation.
- Ada Ma: Are there any other things young people in Hong Kong could do?
- Rick Leone: I've been thinking about this and as well as what I've already talked about, I reckon students here could start fair trade clubs in their schools. Setting them up after lessons, that might work. They should be pretty easy to get started.
- Ada Ma: What kind of fair trade producers are there in China?
- Rick Leone: Well, I'm sure there's a lot. In Brisbane I've seen fair trade handicrafts from Wuhan in China - handmade clothes, table cloths that sort of thing. They're amazing. Amazing colours and really popular.
- Ada Ma: Just one more thing, Rick. You've talked about getting a fair deal for producers and social projects which benefit them. What about the environment. Does fair trade have anything to do with that?
- Rick Leone: To be honest, I'm not sure. I mean, it's not like organic. But, like I said, I'm not really sure, so you'll have to check it out. Maybe try the AFTA website or there's a great new book by Anti de Ruijter on fair trade that's full of good information.
- Ada Ma: Thanks, Rick, it's been great having you on the show and good luck at the conference!
- Rick Leone: Thanks.

Screenshot of Australian Fair Trade
Association web page

Address http://www.fairtrade.org.au/resources/case_studies.aspx

Good stuff here. Each case study illustrates one way fair trade helps. Please don't just copy all the detail!

**CASE
STUDIES**

Luis Miralles lives with his family on a small farm in Ecuador, South America. The family has been growing cocoa for generations and joined the local fair trade co-operative in 1992.

A cocoa producer's story - Luis

Our farm is a long way from the nearest market town. In the past, I had to walk for a whole day to sell our cocoa. Often the traders in town said, "The price has dropped, I'll pay you half. Take it or leave it." What choice did I have? Sometimes I couldn't even afford to buy basic things for my family.

Then I heard about a fair trade co-operative being organised by our church community. I joined the co-operative, hoping that it would make life better.

At first I was worried because we had to make a lot of changes. The good thing was that they set a minimum price. I wasn't sure about it at all. I wondered if the traders would just go to another buyer. But it worked because of us being in the co-operative. Now at least I have enough money to buy cooking oil, yuca, pork and sometimes clothes for my children – you know, the basics.

*A villager's
story - Marie*

Before the farmers in this area were part of the fair trade scheme we often had to use water from the village pond, even for cooking.

Our local sugar factory became fair trade certified in 2003. The factory gets more money than before because people who buy the sugar in the UK have to pay a little bit more. With that extra money, the factory has dug a well for our village!

I hope we will see more wells in the other villages soon so that the whole community can have clean water nearby.

Marie Chinangwa lives in a village in Malawi, Africa. Her family is benefiting from a fair trade sugar factory in her area.

A banana farmer's story - Fu

The Fair Trade Organisation encouraged us to form a co-operative and in return for becoming a member of the co-operative we had to agree to use less chemical fertilisers. I'd been using fertilisers to grow my bananas for years and really wasn't keen to go back to not using them. But in the end, we changed to natural fertilisers and found that after a while the water in the local stream got much cleaner so my kids can swim in it! They couldn't do that before.

Wang Fu is a banana grower in Hainan, the People's Republic of China. She has been a fair trade grower since 2001.

Azwar Anas is a jeweller in Indonesia. He has become the face of fair trade jewellery, appearing on posters and leaflets across the world.

*A jeweller's story -
AZWAR*

I first heard about the Indonesian Fair Trade Organisation from a representative of Islamic Relief who came to speak at our mosque. They helped us set up the co-operative. They've also been very helpful by sending people to come and give us ideas for improving safety for those workers cutting the stones as well as those working in the mines.

Post-War Philanthropy: From Church Halls to Multinationals (2008)

- Anti de Ruijter (Gallowgate Press, Edinburgh)

WHAT IT IS

Fair trade = trading partnership between buyers and small scale producers

Aim: ↑ fairness in international trade

Focus: exports - developing → developed countries

Why began? - attempt to create positive reaction to Malawi famine 1950 - thru providing means to trade rather than famine relief - 1st 'Developing World Handicraft Fair' - year after

Long-term aim: help create econ. prospects in countryside → ↓ migration to cities

PRICING STRUCTURE

fair trade price = fair trade minimum price + fair trade premium

minimum price = guaranteed price covering cost of sustainable production

premium: extra for social / economic development - (producers decide how spent)

WORLD TRADE ORGANISATION (WTO)

Purpose to stimulate econ. growth thru liberating international trade-

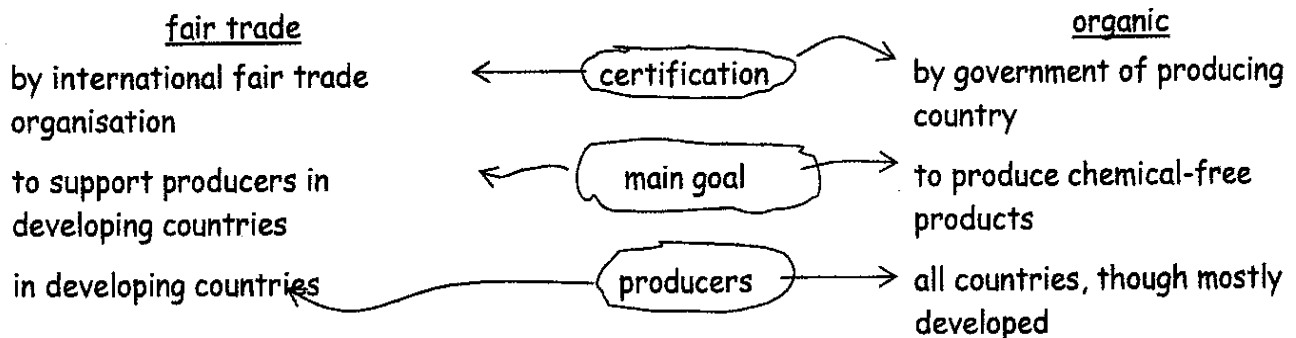
Founded Jan 1, 1995. - role to implement new trade agreements at global level-

153 member countries - conference every 2 years-

Headquarters in Geneva, Switzerland

Critics - systematic bias in favour of multinational companies- smaller countries suffer - environmental concerns ignored

FAIR TRADE v. ORGANIC



Screenshot of English Fair Trade

Association web page

http://www.fairtradekent.org.uk/get_involved/events_calendar.aspx

DIARY DATES for FEBRUARY 2009

Monday 16 th – Friday 20 th Canterbury	Supermarket special fair trade week in Canterbury Wholefood and Lansbury supermarkets in Canterbury have agreed to have a fair trade promotion. If you want to promote fair trade, buy fair trade!
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DIARY DATES for MARCH 2009

Saturday 21 st 14.00 to 16.00 Venue: School Hall, Bankhead Secondary School, Maidstone.	Fair Trade Fashion Show Handmade fair trade clothes from around the world are what's being modelled on the catwalk at Bankhead Secondary School. Attendees will see the wonders of fair trade clothes from the five continents, all made by local artisans. And the models? The students from the school, who have organised the whole event themselves.
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DIARY DATES for APRIL 2009

Every Tuesday 19.00 to 20.30 Channel: BBC 2	Around the world: the Fair Trade Way Actors Rick Cash and Anthony Silvester star in this 4-part documentary in which they visit different continents of the world and interview four producers to find out how fair trade has changed their lives: Episode 1: S. America – Susana Aita - a worker in a football factory in La Paz, Bolivia Episode 2: Africa – Aouta Keita - a cotton producer in Mali Episode 3: Australasia – James Yali - a mango producer in Papua New Guinea Episode 4: Asia – Jiang Qing - a tea producer from Wuyuan, China
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DIARY DATES for MAY 2009

Friday 22 nd 19.00 Venue: Dyce Secondary School, Rochester.	Talks on ethical shopping Students at Dyce Secondary School have shown everybody else what can be done if you're willing to organise fair trade events. They've managed to invite two international speakers to give talks at their school. The guest speakers are Jesús Ferrer from the University of Habana and Uraclua Torninbeni from Islamic Relief. All are welcome.
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Hong Kong Fair Trade Association

Home News **History** Products Research Getting Involved Forum

The Foundation of the HKFTA

Although the Fair Trade movement has been on the go for some time it wasn't until December 16, 2002 that Hong Kong eventually managed to get its own fair trade association. Representatives from the following bodies met at the Hong Kong Conference Centre:

- Beautiful Mountain Café, Hong Kong
- New Age Handicrafts, Hong Kong
- Gillhaus Textiles, Amsterdam, Holland
- Famine Relief Now, Indonesia
- Tsar Coffee, USA
- Costo Coffee Cafés, UK
- South East Asia Children Aid, Philippines
- Sustainable Development Council, Hong Kong

Fair Trade and World Events Time Line

1949	People's Republic of China founded
1950	Malawi famine in W. Africa kills tens of thousands
1951	First "Developing World Handicraft Fair" at Oude Kirk Church, Amsterdam, Holland
1955	McDonald's Foundation founded
1961	Soviet Union sends first man into space
1966	Mao announces Cultural Revolution in China
1968	"The Fairshare Shop" - first fair trade retail outlet opens - Hamburg, W. Germany
1969	Neil Armstrong first man on the moon
1973	End of the Vietnam War
1982	Global Fair Trade Federation formed
1985	Worldwide effort to help famine victims in Ethiopia
1991	Collapse of the Soviet Union signals end of the Cold War
1996	Dolly the sheep cloned
1997	Establishment of Hong Kong SAR
2001	Al-Qaeda terrorist attacks on New York and Washington, DC
2002	Hong Kong Fair Trade Association founded
2004	Tsunami leaves 230,000 dead around the rim of the Indian Ocean
2008	This website launched!

<http://www.fairtrade.org.hk/history.html>

Hong Kong Fair Trade Association

Home News History Products **Research** Getting Involved Forum

Results of Fair Trade Awareness Survey

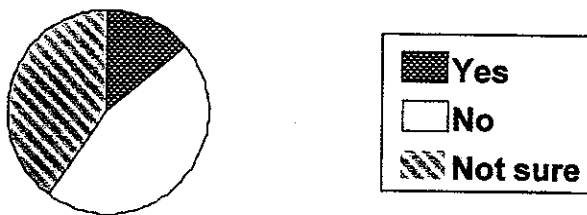
Survey dates: Jan to Feb 2009 Interviewed: 1208 students

49 schools: HK Island, Kowloon, N. Territories

SURVEY

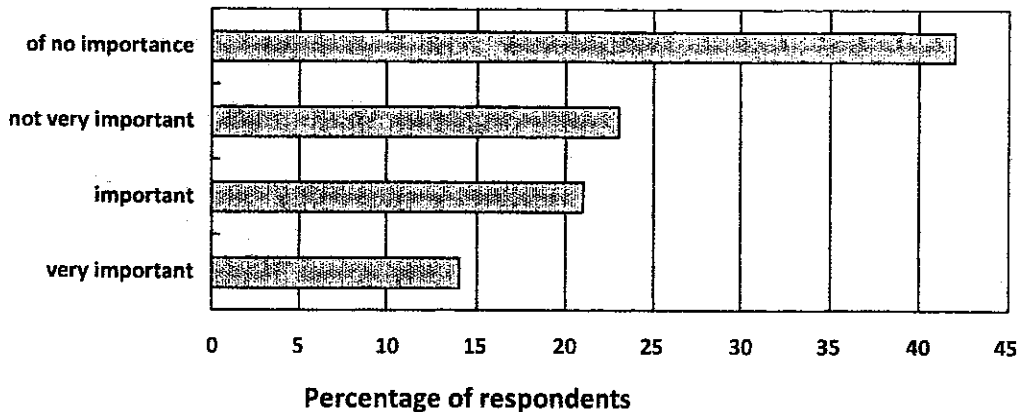
Readers won't be interested in loads of figures - just the main points.

Question 1: Do you know what fair trade is?



Question 2: How important is it to buy fair trade products?

N.B. Only answered by students who answered 'Yes' for Question 1



Question 3: Can you describe either of the Fair Trade certification marks which are seen on packets of Fair Trade products? Yes: 18.6%

Question 4: Which of these statements do you most agree with?

People in Hong Kong should do their best to help people in developing countries.	17%
It's a nice idea to help people in developing countries but it's not realistic.	28%
Trying to help people in developing countries is a waste of time.	55%

http://www.fairtrade.org.hk/research/survey_results/survey_display.jsp

THIS IS THE LAST PAGE OF THE DATA FILE

**USE OF ENGLISH AS-LEVEL SECTION E
PRACTICAL SKILLS FOR WORK AND STUDY
Question-Answer Book**

1.30 pm – 3.15 pm (1½ hours)
(28% of the subject mark)

INSTRUCTIONS

1. Write your Candidate Number in the space provided on page 1.
2. Stick barcode labels in the spaces provided on pages 1, 3 and 5.
3. Write your answers in the spaces provided in this Question-Answer Book. Do not write in the margins. Answers written in the margins will not be marked.
4. Supplementary answer sheets will be supplied on request. Write your Candidate Number, fill in the question number and stick a barcode label on each sheet, and fasten them with string **INSIDE** this book.
5. Answer **ALL** questions.
6. The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.

Please stick the barcode label here.

Candidate Number									
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	Marker No.	Marker No.
Task		
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Checker's Use Only	
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INSTRUCTIONS

As you complete the following tasks, remember that all your comments must be based on information from the Data File. Your comments must be understood by readers who do not have copies of the Data File to refer to.

Situation and Role

You are Sammy Chu, a recent school leaver. Before going to university, you are gaining work experience with the Hong Kong Fair Trade Association (HKFTA). Yvonne Cheung, one of the writers for the association, has been taken ill and cannot continue her work. You have volunteered to take over her tasks.

Rosa Salvador, the chairperson of HKFTA, has sent you the following email:

Dear Sammy,

Thank you so much for stepping in to take over Yvonne's jobs at the last minute.

Yvonne was working on a couple of different writing tasks. She had agreed to write an article for the Young HK Post Magazine and the accompanying FAQs. Remember, we discussed it at our last meeting? Probably best if you take a look at the attached meeting minutes and her notes.

I'm sure everything's there that you need.

Thanks again Sammy; you really are a life-saver.

All the best,

Rosa

Task 1: Frequently Asked Questions (24 marks)

Using information from pages 2 and 4 – 9 of the Data File, complete the Frequently Asked Questions (FAQs) section to accompany the *Young HK Post Magazine* article.

Task 2: Article about fair trade for a magazine (56 marks)

Using information from pages 2 – 10 of the Data File, write an article of around 500 words, which will be published in the *Young HK Post Magazine*.

Please stick the barcode label here.

Task 1: Frequently Asked Questions (24 marks)

Using information from pages 2 and 4 – 9 of the Data File, complete the Frequently Asked Questions (FAQs) section to accompany the *Young HK Post Magazine* article.

Frequently Asked Questions

Below is a list of answers to frequently asked questions about fair trade. If you want to ask more, feel free to email your question to mail@hkfairtrade.org.hk.

Q1 **When did the Hong Kong Fair Trade Association begin?**

A1 The HKFTA is a relatively new organisation. It was founded in 2002 when some local business people, representatives from some large multinational companies and people involved in charity work in Hong Kong and South East Asia launched the association. Our website is even newer; it was launched last year.

Q2

A2

Answers written in the margins will not be marked.

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Please stick the barcode label here.

Answers written in the margins will not be marked.	Q5		Q5
	A5		A5

Answers written in the margins will not be marked.

Marks will be awarded for:
Content
Language Accuracy
Readability

Task 2: Article about fair trade for a magazine (56 marks)

Using information from pages 2 – 10 of the Data File, write an article of around 500 words, which will be published in the *Young HK Post Magazine*.

Fair Trade for a Fairer World

by Sammy Chu from the Hong Kong Fair Trade Association

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Answers written in the margins will not be marked.

- Marks will be awarded for:**
Content
Purpose and Impact
Conciseness
Relevance
Paraphrasing
Tone
Readability and Organisation
Language

END OF PAPER