

Centre for Cultural Research and Development
Lingnan University

嶺南大學
文化研究及發展中心



Ling Fair Newsletter

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Hey there, fair trade enthusiasts! We hope you enjoyed the exciting journey we embarked on during **Fair Trade Month** in October 2023. The **Ling Fair team** at CCRD, Lingnan University, was thrilled to inspire and empower you to make a positive impact through Fair Trade!

NEWS

First Fair Trade Month at Lingnan University

CCRD was proud to launch our **first ever 'Fair Trade Month'** at Lingnan University in October. We hosted a talk, a festival, a bathbomb DIY workshop and a movie night for all students and staff. We believe that this **month-long celebration** was an **opportunity to introduce Fair Trade** to Lingnan and to foster a deeper understanding and appreciation of **Fair Trade principles and practices**.

More details below.

About Ling Fair

Who We Are

The Ling Fair team at CCRD, Lingnan University aims to inspire students to get involved in Fair Trade and think about how their actions impact others and the environment. We're working on some exciting projects, such as Fair Trade campaigns, cultural study tours, and promoting ethical consumption. Through these activities, we hope to bring people together and come up with creative solutions to help achieve the Sustainable Development Goals (SDGs).

Fair Trade and SDGs

Fair Trade is an example of the active and inclusive partnerships we need in our pursuit of the Sustainable Development Goals (SDGs). Fair Trade promotes sustainable and equitable production and consumption patterns that make our planet healthier and our societies more inclusive. And by supporting marginalised producers and workers in sustainable value chains, empowering women and strengthening partnerships with developing countries, Fair Trade does its fair share to reduce inequality and poverty.



The United Nations and the European Union have recognised Fair Trade as a key way to achieve the Sustainable Development Goals.

What is Ling Fair Trade Month

Have you heard of Fair Trade? Fair Trade is a trading partnership based on dialogue, transparency and respect that aims to achieve greater equity in international trade. It contributes to sustainable development by offering better trading conditions and securing the rights of marginalised producers and workers in the South.

Nowadays, even community organisations such as schools, universities, shops and libraries are getting involved through the Fair Trade Towns movement. Practicing Fair Trade in the community is relatively easy. For example, we can ask a café on campus to sell Fair Trade coffee, tea or chocolate. We can also ask different stakeholders in the neighbourhood to create exciting joint campaigns or activities. It is about working together and showing solidarity between different places and people around the world.

CCRD is also actively involved in the Fair Trade Towns movement, working to promote Fair Trade and the SDGs on campus. To raise awareness and encourage support for Fair Trade, the idea of creating a Ling Fair Trade Month in October was proposed. We have been organising exciting activities such as talks, festivals, workshops and Korean film nights with Fair Trade as the central theme. This letter will give you more details about Ling Fair Trade Month.

Latest Events

Fair Trade Month – Ling Fair Month

Fair Trade Talk (9 October 2023)

The Ling Fair team hosted the Fair Trade Day Talk. Dr Jeon, from South Korea, shared her story about the Fair Trade movement in Korea and how universities can work with the community to promote the Fair Trade movement. Ultimately, universities can contribute to the SDGs by raising awareness about global poverty, environmental issues and education for empowerment through the Fair Trade movement.

Joanne from CCRD also shared her story about the Fair Trade movement in Hong Kong and Fair Trade producers. She brought an inspiring story about cinnamon producers in Sri Lanka and how Fair Trade is impacting their livelihoods and communities, contributing to the achievement of the SDGs. Particularly as the climate crisis intensifies, Fair Trade, which represents practices such as organic farming that protect locally embedded production skills, is becoming increasingly important.

Around 80 students attended the talk and showed interest in Fair Trade. It is an encouraging moment for the young generation in Hong Kong to hear the story of Fair Trade and share their ideas about it. To make our planet sustainable, to alleviate poverty and to change the trading system in favour of marginalised producers, the support of the young generation is most important for Fair Trade!



Story about Fair Trade movement in Korea



Fair Trade producer's story in Sri Lanka



View of talk

Fair Trade Festival (10-11 October 2023)

The Ling Fair team opened the 1st Ling Fair Trade Festival on campus for two days. The core value of Fair Trade is practice. To stimulate students' imagination and creativity, we prepared various activities, including free Fair Trade coffee and tea tasting, Fair Trade coffee scrub DIY, handicraft workshop and jigsaw puzzle game.



Fair Trade coffee & tea tasting



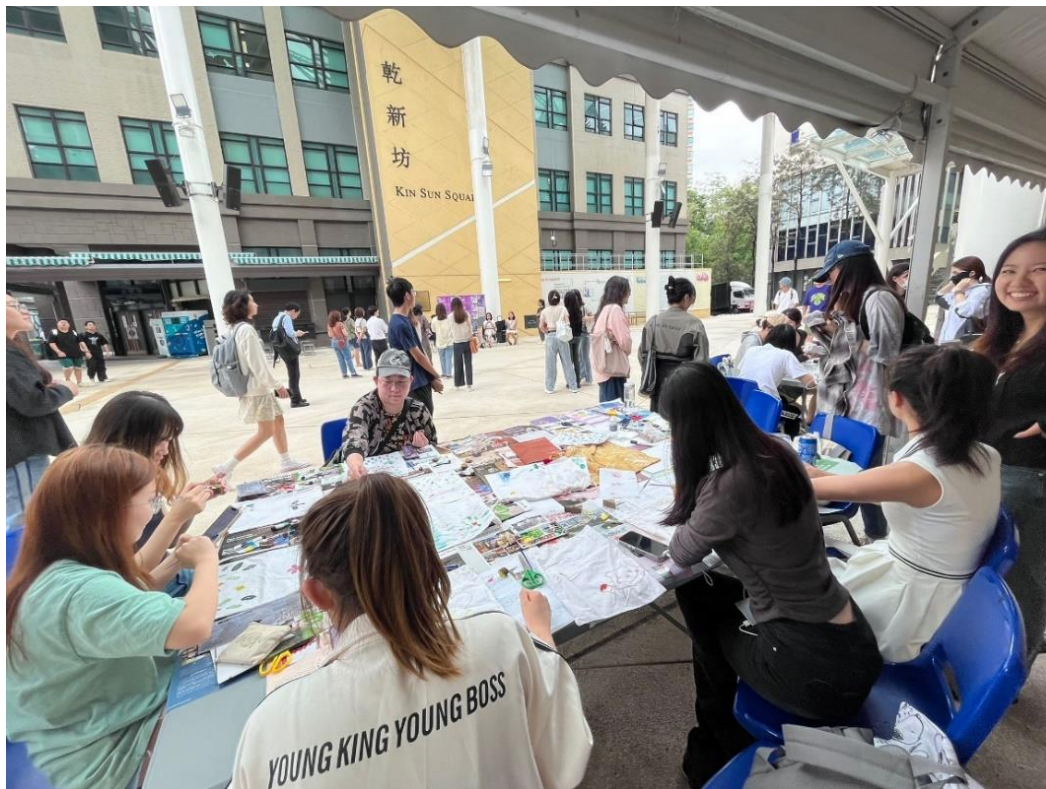
Scrub DIY



Handicraft workshop



Puzzle game



Fair Trade Festival



We also invited Fair Trade experts from Hong Kong and South Korea to open a mini forum. Under the skylight, speakers shared their experiences and strategies on how to expand the Fair Trade movement and contribute to the SDGs in their respective sectors. All participants agreed on the importance of educating the younger generation about Fair Trade and sustainability.

[Click here for media coverage of the festival](#)

Fair Trade Handmade Bath Bomb Workshop (17 October 2023)

Have you ever made your own Fair Trade bath bomb? It may be difficult to imagine making a Fair Trade bath bomb, but CCRD has brought this fun idea to life through a workshop. By touching and experiencing Fair Trade ingredients that may seem distant, we hope to create an opportunity to feel closer to Fair Trade in our daily lives. We had so much fun during the workshop and participants can also learn more about the stories of Fair Trade producers, help and network with each other. We are all looking forward to more Fair Trade workshops in the future!



Participants of Fair Trade bath bomb workshop



Fair Trade bath bomb



Fair Trade and natural ingredient

Movie night (26 October 2023)



Movie poster

We ended Ling Fair Month by watching the Korean film "Next Sohee" together. Sohee is a high school student at a vocational school. She is excited to land an internship at the call centre of a major internet provider, but the coveted office job turns out to be a workplace nightmare. The film effectively portrays the reality facing trainees in the Korean labour market, and how the logic of capital and the market can undermine human emotion and dignity. This theme resonates with Fair Trade, which was initiated to support the rights of exploited workers and small farmers worldwide, not only in Korea but also in Hong Kong, China and around the world.

After watching the film, the students shared their opinions and thoughts on what actions are needed to create a better reality. One of these will be the power of the consumer, by practising ethical consumption we can gradually improve the situation and be aware of how our daily practices can have an impact on society.



Sharing session

Fair Trade Month may be over, but our commitment to fair trade continues. Together we can make a difference and build a fairer and more sustainable world through fair trade!

[Click here to join our Whatsapp community and get the latest news!](#)

Stay connected, stay fair!