



# **DESI 222**

(Communication Design Project)

## **Fair Trade & Trade Aid**

24 August 2009

**Dave Butler-Peck** (Assistant Manager and  
Education Coordinator, Trade Aid Dunedin)



## **Project #2 (individual): Retail graphics (Trade Aid shop)**

Due date: Friday 18 September 4:00 PM

Assessment: 25% of total mark for the course

Client: Dave Butler-Peck (Assistant Manager and Education Co-ordinator, Trade Aid Dunedin) and Louise McInnis (Manager, Trade Aid Dunedin)



**Brief:** Create a piece of retail graphic design for the Trade Aid shop, 133 George Street, Dunedin. Possibilities include: shelf talker, shelf strips, pricing labels, coffee bar menu, producer info cards, sale sign, window signage or display, gift wrapping notice, sandwich board designs, “did you know . . . signs”, product display, Xmas or winter gala night flyers and posters, coffee tasting night promo, Fair Trade products map, Orientation stall design, OUSA and Otago Uni Fair Trade promo, etc. Mark or Tracey must approve your project choice.

**OR:** Complete an individual project (approved by Mark or Tracey) that continues your work from Project #1.

**Free Trade is the  
same as Fair Trade**

Yeah right.®



 **trade aid**  
MAKING A WORLD OF DIFFERENCE

GL  
Artworks Studio

新汉威公司

MONEY EXCHANGE

Per parcel from 200  
person parcel from  
1750

**Dave Butler-Peck**

**133 George Street**

# In what country was Trade Aid founded and where does it operate now?



- a. Created in the UK, brought to NZ
- b. Created in Australia, brought to NZ
- c. Created in NZ, only in NZ
- d. Created in NZ, taken worldwide

# In what country and in what product does Trade Aid have its beginnings?

- a. India and carpets
- b. Africa and baskets
- c. The Pacific and weavings
- d. Ethiopia and coffee



**In what year did Trade  
Aid open its first shop?**

- a. 1973
- b. 1983
- c. 1993
- d. 2003

A large, semi-transparent pink globe is positioned in the upper right quadrant of the slide, showing the continents of North and South America.

**In 2009, Trade Aid has  
how many shops?**

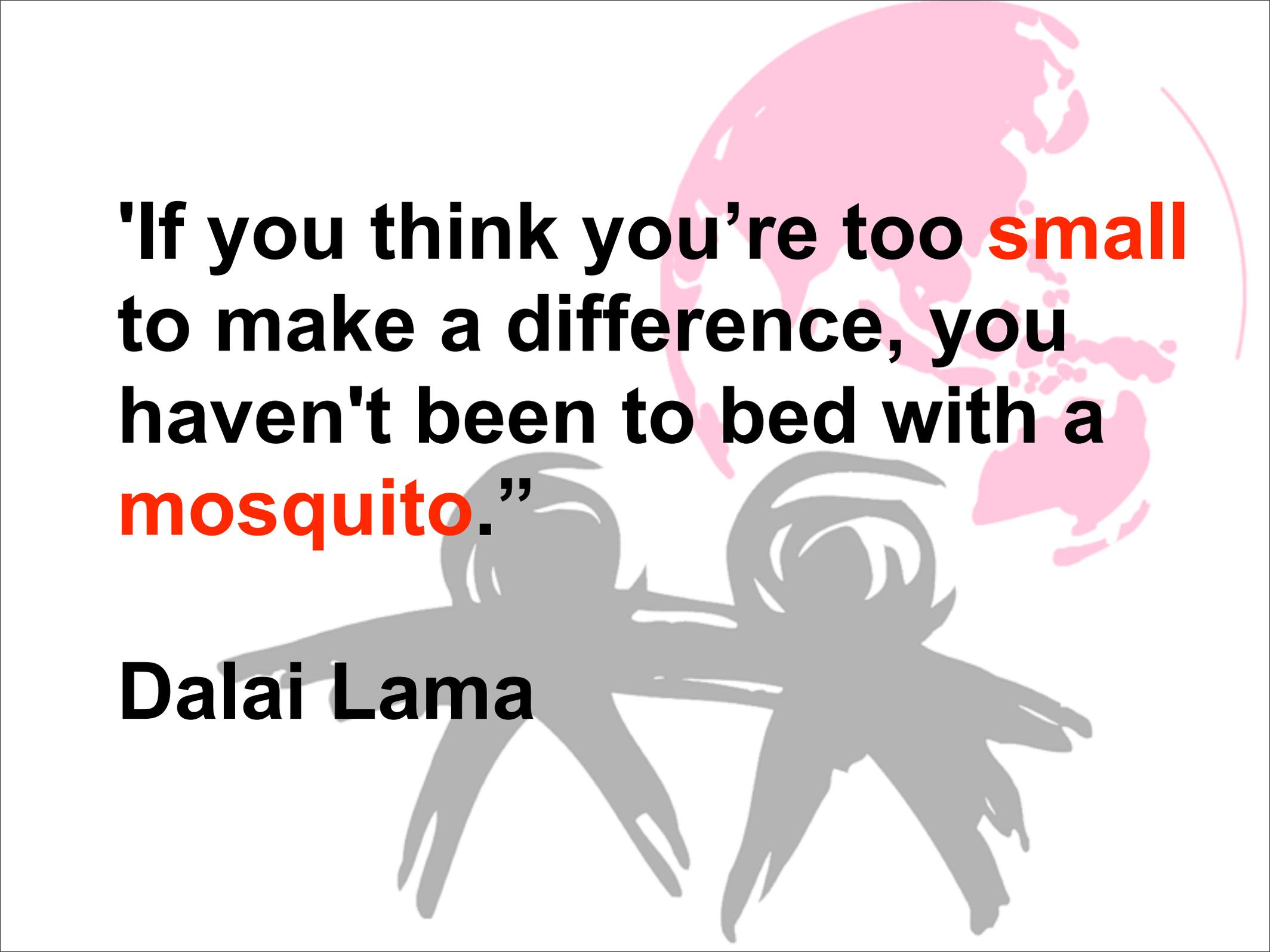
- a. 10
- b. 15
- c. 25
- d. 30





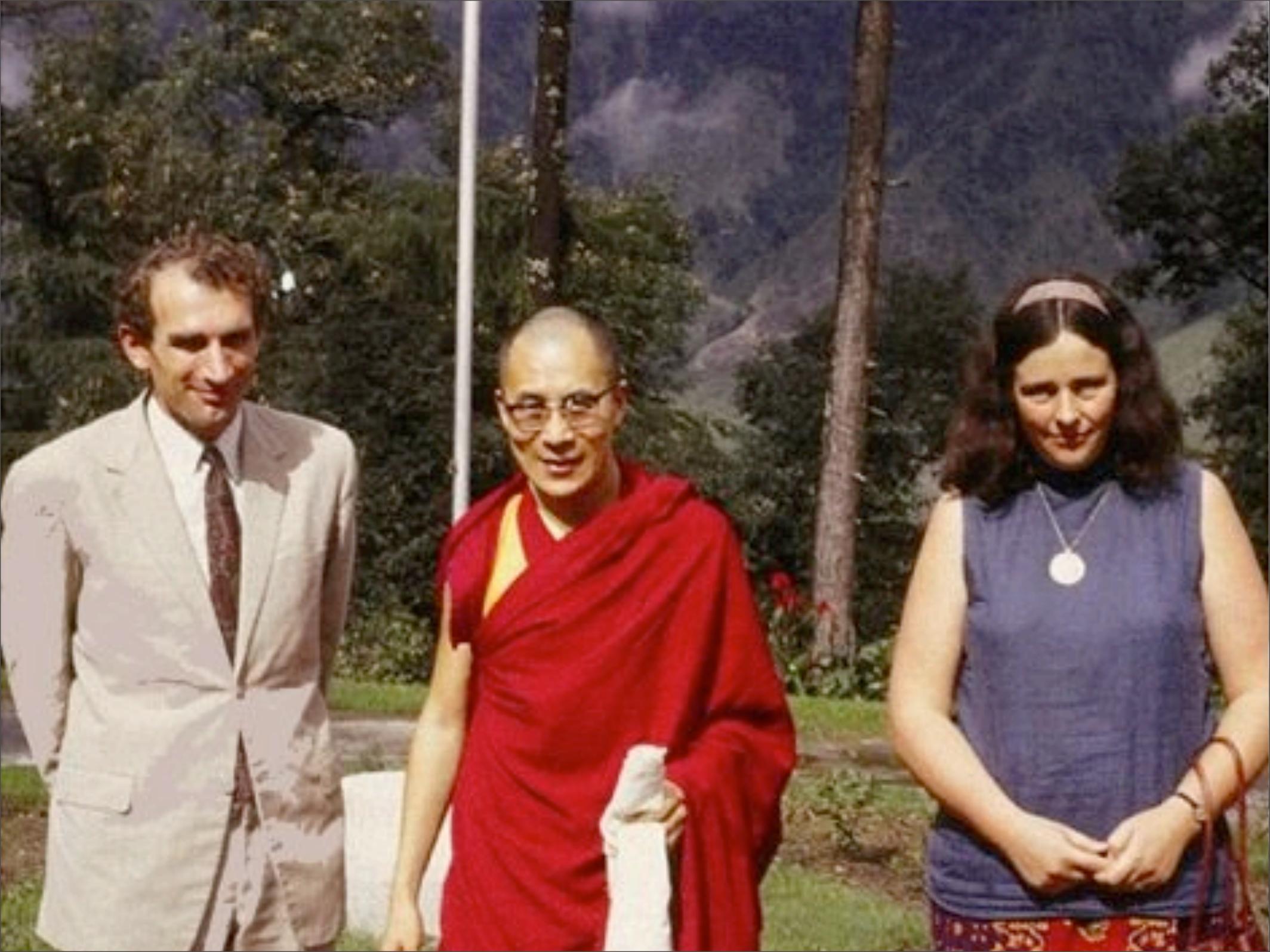
# In 2008, what was Trade Aid's turnover?

- a. \$1 million
- b. \$2 million
- c. \$9 million
- d. \$17 million

A pink globe is positioned in the upper right background. In the lower half, there are two grey silhouettes of people standing with their arms outstretched. The text is overlaid on the left side of the image.

**'If you think you're too **small** to make a difference, you haven't been to bed with a **mosquito.**'**

**Dalai Lama**





\* Borrowed **\$1,000** for **20** carpets

\* Sold them all in **one** hour!

\* **Not-for-profit** organisation 😊



# THIRD WORLD SHOP



1973



**Income generation** is an essential part of breaking the poverty cycle.





\* **30** shops across NZ

\* **4,000** imported products

\* **75** partners in **30** countries



## asia & pacific

<b>Bangladesh</b>	<b>01</b>
CDW - The Jute Works	01.03
Shona Handicrafts	01.04
Action Bag Handicrafts	01.04
Aarong	01.05
Shakti Paper Project	01.06
Variety Handicrafts	01.07
Prokiba	01.08
Okha Handicrafts	01.09
Bagha Handicrafts	01.10
YBCA Craft Centre	01.11

<b>Cambodia</b>	<b>03</b>
Cambodian Handicraft Association (Kha Treas)	03.02

<b>India</b>	<b>09</b>
Tara Projects	09.01
Sasha Exports	09.02
Urmil Manufacturing	09.06
Himalaya Marketing Association	09.07
Shree	09.09
Dr. Mary's Mahila Shiksha Kendra	09.10
KOBI Handweaving	09.11
SFA	09.12
Aspiration International	09.14
Topasam	09.15
Shree Sans Mandir	09.17
Equitable Marketing Association	09.22
Besilwani Handicrafts Industrial Soc. Ltd	09.29
Goldstar Shree Women's Lacar Artisans Co-op	09.32
Zarema Craftfair Production Market	09.38
Artur Kala	09.41
Crafts Enterprises	09.44
Shri Mahila Shree Udyog Lijal	09.44
Palan Rural Centre	09.44

<b>Indonesia</b>	<b>10</b>
Pesant Nusanara	10.03
INCOG	10.05

<b>Pacific</b>	<b>06</b>
Pij, Kiribati, Niue, Solomon Islands	06.01

<b>Palestine</b>	<b>52</b>
Palestinian Agriculture Relief Committee	05.01

<b>Philippines</b>	<b>18</b>
Sally Handicrafts	18.01
Prosa-Fair Trade	18.02
Expert Support for Progressive Craft Makers (ESPC)	18.06
Community Crafts Assoc. of the Philippines (CCAP)	18.11

<b>Sri Lanka</b>	<b>20</b>
Golden Palm Crafts	20.03
Geopet House Handicrafts	20.05
Maduwanthi Sri Tea Garden	20.05
PODE	20.05

<b>Thailand</b>	<b>22</b>
Y Development Co-operation Co Ltd	22.05
The Tribal Crafts	22.04
The Purple Handicraft Group	22.07
Green Tail	22.07

<b>Timor Leste</b>	<b>53</b>
Cooperative Cafe Timor	53.05

<b>Nepal</b>	<b>27</b>
Phu Thong	27.01
Managathi Craft with a Conscience	27.03
Nepal Craft Trading Pty Ltd	27.08

<b>Vietnam</b>	<b>28</b>
Uttara	28.01
Craft Link	28.02

## central america

<b>Costa Rica</b>	<b>47</b>
Cooperatives	Super

<b>Dominican Republic</b>	<b>48</b>
Conacado	Cocoa

<b>Nicaragua</b>	<b>49</b>
PRODECOOP	Coffee

<b>Guatemala</b>	<b>05</b>
A' Guen	05.04
UPAYEM	05.05

<b>Mexico</b>	<b>14</b>
Unico Progresista Mexicano (UPM)	14.02
AUTOP	14.04
Tachapetral	14.05
COMAR (Indigenas de la Sierra Madre de Occidente)	14.05

## south america

<b>Paraguay</b>	<b>46</b>
Olas	Super

<b>Peru</b>	<b>17</b>
Minka	17.02

<b>Bolivia</b>	<b>32</b>
Centro Artesanal "Santa Apolonia"	32.01

<b>Chile</b>	<b>41</b>
Comparto	41.02
Fundacion Solidaridad	41.02

## africa

<b>Ethiopia</b>	<b>50</b>
Dromia Coffee Farmers Co-operative Union	Coffee

<b>Ghana</b>	<b>51</b>
Kuapa Kokoo	Cocoa

<b>Kenya</b>	<b>11</b>
Bambalela	11.02
Oringo Society of Kenya	11.05
Kauma (Kikuchi) Association	11.07
Maacraft Crafts	11.08

<b>Tanzania</b>	<b>21</b>
Shari Industries Ltd	21.06
Handicrafts Marketing (T) Ltd (HMKT)	21.07
Kawawa Collection Company Ltd	21.08
Kigoma Co-operative Union	21.08

<b>Uganda</b>	<b>25</b>
National Assoc. of Women Organisations in Uganda (NAWO)	25.02

<b>Zimbabwe</b>	<b>30</b>
Design Inc	30.04
National Handicraft Centre	30.05

our producer partners from around the world

HOW TO READ A TRADE AID BARCODE  
Each Trade Aid code is in the following format  
COUNTRY CODE, PRODUCER CODE, ITEM CODE,  
e.g. Trade Aid Code is 09.01.250  
09 is the Country (India)  
01 is the Producer (Tara Projects)

www.tradeaid.org.nz

A pink globe is positioned in the upper right quadrant of the slide. Below it, two grey silhouettes of people are shown from the waist up, holding hands. The background is white.

\* Turnover of over **\$17m**

\* New World, Fresh Choice,  
**and** other shops and cafes

\* **100** staff + **1,000** volunteers



Fair trade  
protecting the environment

If you think you're too small to make a difference, you're too small to matter.

Support and gift your local \$20

Support and gift your local \$20



Improve the **livelihoods** of  
disadvantaged producers.

Speak out for greater **justice**  
in world trade.







**20/80**



**\$2 a day**

- 
- 1. Guaranteed fair price**
  - 2. Additional income**
  - 3. Democratically self-managed**
  - 4. Environmental protection**
  - 5. Income security**



**trade aid**



**FAIRTRADE**

Guarantees  
a **better deal**  
for Third World  
Producers



NZ

75% **fairtrade** coffee!

800 **tonnes** per year!

UK

3 **million** bananas!

\$2.5 **billion** market!



A pink globe is positioned in the upper right background. Below it, two grey silhouettes of people are shown shaking hands. The text is overlaid on these graphics.

Free trade is about having as **FEW** rules as possible;

Fair trade is about having the **BEST** rules possible.



24 23:38





# Trade Aid – Retail Graphic Ideas

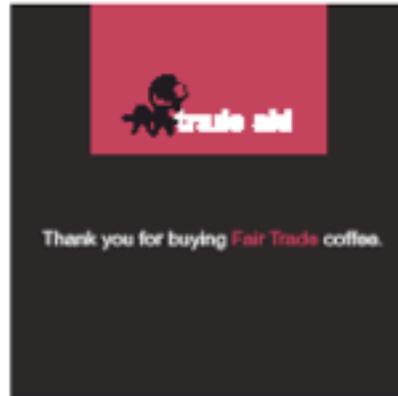
- \* **Letterhead**
- \* **Sale Signs – SALE, 30% Off, etc**
- \* **Ground Coffee Shelf Strips**
- \* **New from Tanzania**
- \* **Children are welcome to play with the toys**



Working to improve the livelihoods and wellbeing of disadvantaged producers and speaking out for greater justice in world trade.

*Trade Aid is a not-for-profit organisation founded in 1991*





# \* Takeaway Coffee Card



# \* Takeaway Coffee Menu



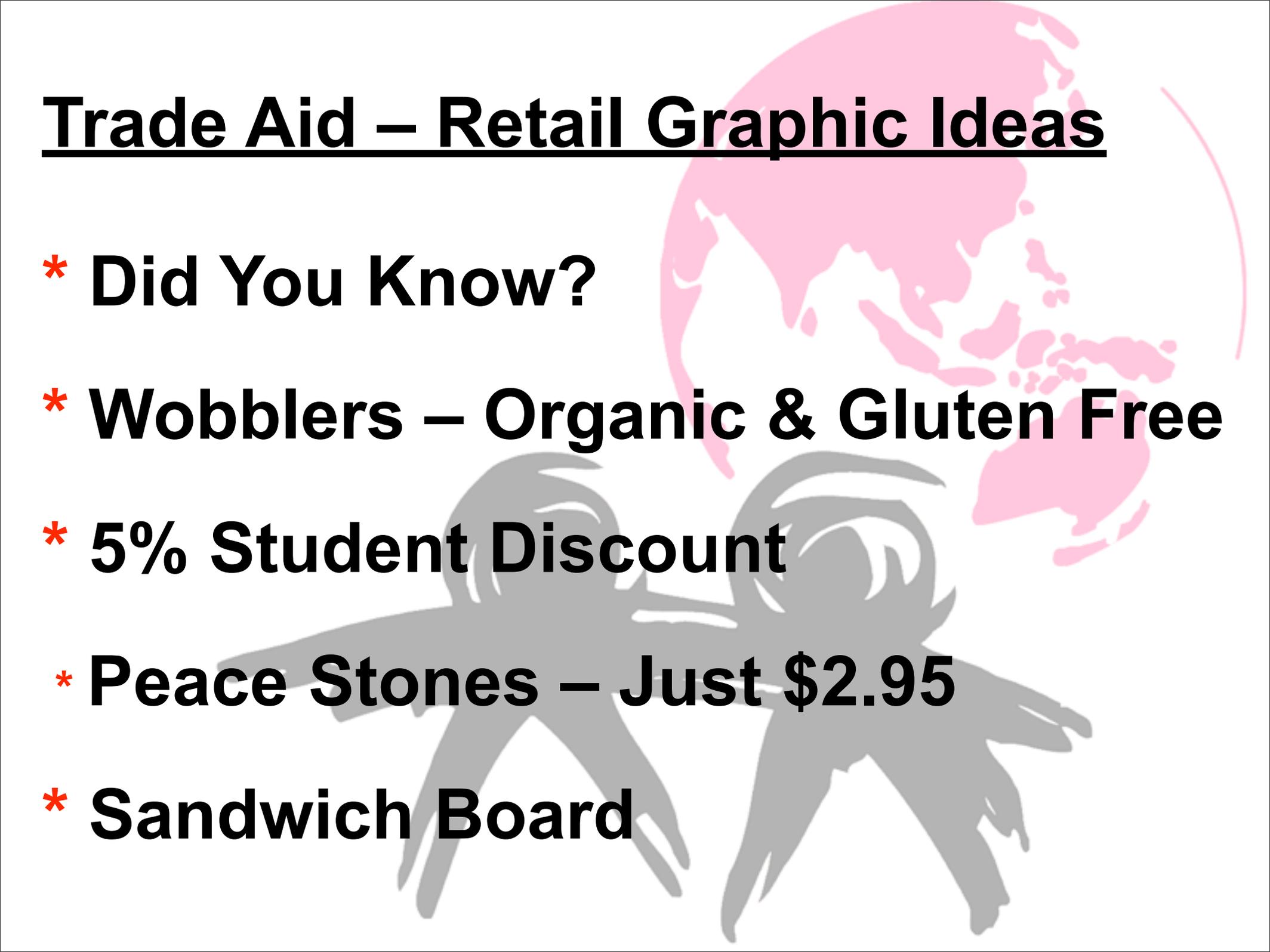
 **trade aid**

Come and enjoy a FREE  
takeaway coffee on us

Trade Aid  
133 George Street  
Dunedin  
9015  
P. 03 477 0315  
[www.tradeaid.org.nz](http://www.tradeaid.org.nz)

**\* Free Coffee Card**

# Trade Aid – Retail Graphic Ideas

- \* **Did You Know?**
  - \* **Wobblers – Organic & Gluten Free**
  - \* **5% Student Discount**
  - \* **Peace Stones – Just \$2.95**
  - \* **Sandwich Board**
- 
- The background features a large, semi-transparent pink globe in the upper right quadrant. In the lower half, there are two grey silhouettes of people carrying a sandwich board, with their arms extended outwards. The overall design is clean and modern, with a focus on global and community themes.



**\* Refit Flyer**



# *Christmas Gala*

**Come indulge yourself...  
Wine, food, coffee, and Music!**

**Everyone welcome, so head down to enjoy our  
storewide discounts, spot prizes and more!**

**Thursday 27th November  
5 pm**

**Trade Aid Store,  
133 George St**



*For the Gift that gives twice*

**\* Christmas Gala Flyer**

FAIR TRADE AND ENVIRONMENTAL

# FILM FESTIVAL

TICKETS \$5 WITH FREE COFFEE AND CHOCOLATE

AVAILABLE IN ADVANCE FROM TRADE AID, 133 GEORGE STREET, OR AT THE DOOR

ALL SCREENINGS AT THE ACADEMY CINEMA, 53 DUNDAS STREET



TRADE  
Saturday 2<sup>nd</sup>

Plus bonus short  
**Equated - The Real Cost of Free Trade in the Asia-Pacific**  
(Australia, 2007, 40 mins, [www.fairtrade.org.nz](http://www.fairtrade.org.nz))  
A story of the changes free trade agreements and globalisation brought to millions in the Asia-Pacific region. Interviews of workers, slum-dwellers, and all in-between.  
**Adventures Trade** (NZ, 2006, 25 mins, [www.tradefair.org.nz](http://www.tradefair.org.nz))  
An enjoyable look at the history of Trade Aid, a Kiwi success story long before fair trade became today's household term.

MUSIC  
Saturday 2<sup>nd</sup>

Plus live music!  
**What About Me?** (UK, 2008, 120 mins, [www.whataboutme.tv](http://www.whataboutme.tv))  
Explores human nature through music to reveal our connection: mostly through madness. Features Maxi Jazz to Tim Robbins, Billy Connolly to Michael Stipe, and many more.  
**Cheat Neutral** (UK, 2007, 13 mins, [www.cheatneutral.com/](http://www.cheatneutral.com/))  
Two young men launch a parody of carbon trading as a solution to climate change. Best Short Film; Reel Earth 2008

NEW ZEALAND  
Sunday 3<sup>rd</sup>

Directorial introduction and bonus short!  
**Lessons from a Melting Icecap** (NZ, 2006, 30 mins)  
Addresses often intangible issues of climate change, sustainability and reliance on oil. It also gives them a human face - a young, hopeful, very Kiwi one.  
**No History in Good History** (NZ, 2006, 60 mins, [www.nohistory.org.nz/](http://www.nohistory.org.nz/))  
A lively documentary about the colourful, but deadly serious New Zealand grassroots nuclear-free movement.  
**Outsourcing Diving** (NZ, 2006, 7 mins)

ENERGY  
Sunday 3<sup>rd</sup>

Plus bonus award winning short!  
**The Nuclear Countdown** (NZ, 2007, 75 mins, [www.nuclearcountdown.org.nz/](http://www.nuclearcountdown.org.nz/))  
Do we risk jumping out of the carbon frying pan into the plutonium fire? Best Feature Film; Reel Earth 2008.  
**Right Moves** (NZ, 2007, 4 mins)  
Students at Nelson College reduce the college's energy bill with an enthusiastic school wide campaign to motivate change. Best Youth NZ Film; Reel Earth 2008.

SHOWING:  
WEEK ONE  
MAY 2<sup>ND</sup> - 3<sup>RD</sup>



FAIR TRADE AND ENVIRONMENTAL

# FILM FESTIVAL

TICKETS \$5 WITH FREE COFFEE AND CHOCOLATE

AVAILABLE IN ADVANCE FROM TRADE AID, 133 GEORGE STREET, OR AT THE DOOR

ALL SCREENINGS AT THE ACADEMY CINEMA, 53 DUNDAS STREET



NATURAL  
Saturday 16<sup>th</sup>

Double bill plus bonus short!  
**Catic - A Rural Conspiracy** (NZ, 2007, 24 mins)  
A thought-provoking look at the 'legal and controversial' release of the cold rabbit virus in the South Island 10 years ago.  
2<sup>nd</sup> Best NZ Film; Reel Earth 2008  
**Death on the Beach** (NZ, 2006, 46 mins)  
A moving portrait of the relationship mankind has with whales. This film captures the response to crises in the lives of one of our favourite, mysterious animals.

RESOURCE  
Saturday 16<sup>th</sup>

Award winning feature!  
**Flow: For Love of Water** (USA, 2008, 24 mins, [www.flowthefilm.com](http://www.flowthefilm.com))  
An investigation into what experts label the most important political and environmental issue of the 21<sup>st</sup> Century - The World Water Crisis.  
Official Selection 2008 Sundance Film Festival.  
**Cheat Neutral** (UK, 2007, 13 mins)  
Two young men launch a parody of carbon trading as a solution to climate change. Best Short Film Reel Earth 2008

ECO  
Sunday 17<sup>th</sup>

Award winning feature!  
**The Greening of Southie** (US, 85 mins, 2007, [www.greeningofsouthie.com](http://www.greeningofsouthie.com))  
An entertaining, down-to-earth, funny and optimistic film about Boston's first residential green building.  
Hon Mention Feature Film; Reel Earth 2008  
**Xtreme Waste** (NZ, 2007, 8 mins)  
The delightful, upbeat and inspirational story of how the Raglan community took control of their waste issues.

GLOBAL  
Sunday 17<sup>th</sup>

Double bill!  
**Occupation 101: Voices of the Silent Majority** (US, 2007, 90 mins, [www.occupation101.com](http://www.occupation101.com))  
A thought-provoking documentary on the root causes of the Israel-Palestinian conflict. Presents hidden truths and dispels many misconceptions.  
**The Iron Wall** (Palestine, 2006, 52 mins, [www.theironwall.ps](http://www.theironwall.ps))  
Exposes the impact on peace processes of 200 Palestinian settlements throughout the West Bank. Touches on the impact of the wall built by Israel on Palestinians.

SHOWING:  
WEEK TWO  
MAY 16<sup>TH</sup> - 17<sup>TH</sup>



\* Film Festival & Other Flyers

**[www.fairtradedunedin.org.nz](http://www.fairtradedunedin.org.nz) – To be designed???**

**[www.tradeaid.org.nz](http://www.tradeaid.org.nz)**

**[www.fairtrade.org.nz](http://www.fairtrade.org.nz)**

**[www.fairtrade.org.uk](http://www.fairtrade.org.uk)**

**[www.tenthousandvillages.com](http://www.tenthousandvillages.com)**

**[www.oxfamshop.org.au](http://www.oxfamshop.org.au)**

**<http://fairtradeindunedin.wordpress.com>**

**<http://communicationdesignproject.wordpress.com>**



**Dave Butler-Peck**

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**021 922 122**

**03 477 0315**

***Please book in a group visit!***





**Many thanks!**

**Any questions?**