

Solihull Fairtrade Trail 2025: Guide for schools

The Solihull Fairtrade Trail is returning in April – and we want **you** to take part!

The trail will take place over the Easter holidays and will showcase sculptures submitted by schools in Solihull, centred on the theme of Fairtrade Easter eggs.

For this year's theme, children can create a fun chocolate Easter egg superhero who promotes the superpowers of Fairtrade to demonstrate how Fairtrade helps.

We will place these in town centre shop windows, alongside a poster informing of the superhero's name, their superpowers, and their creator (school/year group), for all in Solihull to enjoy and help to inspire them to buy Fairtrade Easter eggs!

Please let me know by **Wednesday 12 February** if your school would like to join the trail to help give me an indication of how many schools wish to take part.

We hope to include all sculptures in the trail, but this may not be possible due to limited space on the trail. Please see this guide for more information or reply to me directly with any questions.

Key dates - TBC

The trail is likely to begin on **Saturday 12 April** and the last day will be **Monday 21 April**. Ahead of those dates, I will collect sculptures from schools **w/c Monday 24 March**.

What can schools submit to the trail?



Sculptures could either be made of paper mâché (you may wish to use a balloon to create the 'egg' shape), or your school may prefer a cardboard cutout.

The maximum height of both is around one metre, but please note that they need to be big enough to be seen in a shop window.

The egg would ideally be freestanding (with feet/arms so it stands up in the windows) or can be propped up (perhaps with cardboard at the back, hidden by a cape).

The eggs can be in chocolate colour, or they could have a colourful superhero outfit! It is up to children to get creative!

All eggs must include the Fairtrade logo.

What else do schools need to submit?

Alongside the sculpture, schools should provide the superhero's name and its three superhero powers, which can be emailed to me at slardner@solihull.gov.uk, by **w/c Monday 24 March**, or a handwritten copy can be collected. This will be included in a poster which will feature in the shop window, alongside the sculpture.

The superpowers will be examples of [what Fairtrade does](#) and [how it helps the cocoa industry](#). Please follow the example format below, keeping each superpower to a maximum of 30 words:

My name: Coco

Superpower 1: I have set a Fairtrade Minimum Price, helping Fairtrade chocolate farmers receive a minimum price for their cocoa.

Superpower 2: I provide training and support to organisations to help them become successful businesses.

Superpower 3: I help farmers adapt to climate change and become more resilient to extreme weather which is making cocoa farming harder.

Why is this year's trail on chocolate Easter eggs?

Chocolate is one of children's (and ours!) favourite foods. However, farmers growing cocoa do not reap the rewards of its popularity, and often work extremely hard, under gruelling conditions, without earning living income. Around 60% of the world's cocoa comes from West Africa, but many cocoa producing countries have been impacted by climate change, crop diseases and poor investment.

Fairtrade is working to change that. It sets working and environmental standards for both companies and farmers/workers, which includes paying a fair price for their work, workers' rights, and protection of the environment. [With cocoa prices around the world hitting record highs](#), in part due to poor harvests and extreme weather impacted by climate change, buying Fairtrade Easter eggs will help support cocoa farming communities – and the future of chocolate!

Useful resources to build into lesson plans

Fairtrade UK has resources which may be useful to teach children about Fairtrade chocolate, before they take part in the Fairtrade Easter egg superhero activity.

- For teachers, Fairtrade UK's website includes information and a video unwrapping the story of Fairtrade chocolate. [Click here to find out more.](#)
- For teaching and learning resources for schools, [Click here for their list of resources](#), which includes [this film and lesson plan for primary schools](#).