

## Fairtrade Sale

Sale of Fairtrade products at high school Jean Dautet.

*On Thursday December 19th, 2024, students from the Higher National diploma in support to managerial action organized a sale of Fairtrade products. This event was set up in partnership with the association «Artisans du Monde» in La Rochelle.*

As part of the reinforcement program offered to students from vocational schools, these students successfully completed this project and they carried out different tasks to make it happen.

To ensure the communication of the event the students had to create posters in foreign languages (French and Spanish) to announce the sale. These boards were posted inside the high school. They also led some research on the theme of Fairtrade, mainly about the producing countries and the concerned products.



The day before the event, some students went to the shop «Artisans du Monde» to choose the products which could be selected for the sale.



Throughout the day they took turns to handle the cash point and the two stands of craftworks and food. The team work permitted each one to participate actively in this event which was a great success.

This initiative was the opportunity to put in practice some skills in written and oral comprehension, event-planning, while discovering the values of Fairtrade.

We were able to organize this sale thanks to the commitment and support of the personnel of the school, as well as the precious help of Mrs. Coisnot, the commercial manager at Artisans du Monde, whose presence we are grateful for.

Class of BTS SAM1

Abdel, Alexandre, Camille, Clara, Hanif, Rithej, Sacha, Tom

