



History of the Now World Fair Trade Day & Fair Trade Shabbat

The year is 2118, and your community is planning a centennial celebration marking the occasion. The theme is "100 Years of Global Leadership". A local blogger wants to profile you and your community in their upcoming blog entitled *Gamechangers: From Local Grassroots to Global Impact*. They have asked to meet with both your current leadership and oldest participants to uncover the "secret sauce" in your community and some crowning achievements that changed the course of your community's history.

To prepare for the meeting, you ask for members of your community to share items, memories, photos and social media posts from the past. You are struck by the range of contents. There are some familiar and predictable, and yet others seem obscure but completely core to how your community has arrived at this momentous point in its history.

The blogger asks the following questions for the interview. You may discuss the answers in groups or in pairs:

1. Exactly 100 years ago, your leadership engaged in what seemed to be a somewhat ordinary but important program; Fair Trade Shabbat. Can you tell me more about how this particular Shabbat inspired your community members, and what your hopes had been for long-term impact?
2. What about embracing this initiative was key to your community's shift from the local to the global? How was this sustained?
3. It sounds like experimentation and iteration are key components to your community's design and efficacy. Can you describe how you foresee the Fair Trade Shabbat model further experimented with and renewed?
4. If you could leave readers with two big factors that led to your community's original commitment to what started as a small annual program that grew to become a key part of your community's mission and successful global impact, what would they be?

Regroup to share interesting ideas and thoughts. If this program is done on Shabbat, in a Shabbat-friendly environment, you can ask your participants to e-mail in their biggest take-aways or ideas following Shabbat. If your community can take advantage of recording these answers in real-time, including by using this activity either pre or post-Shabbat, then the ideas, answers and thoughts revealed through this group processing exercise can be extremely informative for dreaming big in ways that your community can interweave core elements of fair trade and sustainability practices into its mission, thereby truly achieving global impact.

Based on the exercise: "History of the Future" first referenced in: Weick, Karl E. The Social Psychology of Organizing. New York: Random House, 1979, pp. 196-204.

