

Personality Profile

NIKOS ZANIDIS

You are 23 years old, and you are well on your way to being a successful, young entrepreneur: you have owned an organic food truck for a year now. You are quite impulsive, have a thousand ideas and do not shy away from putting them into action.

You've been friends with Kevin for several years. He has always been the opposite of you: an ambitious, straightforward, perfectly organised guy. What you have in common is the urge to change things and to make the world a better place. After completing his training in retailing, Kevin began an environmental management degree course at the same time as you. That was where you first met.

After three terms, you dropped out of the course because it was too theoretical for you. You went abroad for a year and worked for various charities. Then you muddled through with a number of jobs for a while, while Kevin had already got his bachelor's degree with honours, rounding it off with a master's degree.

When on the spur of the moment you bought a food truck a year ago to sell mostly vegan, but also other organic dishes, Kevin supported you although he had his concerns. He was worried that maybe in Chocville there might not be the right audience for such a business. Nevertheless, he supported you with an interest-free loan of £ 25,000. You would not have asked him if you hadn't known that he had been properly endowed by a rich aunt.

Kevin himself founded 'Fair Craze', a store that is a shining example of sustainability both in terms of its focus and product range. Basically, this is a kind of mom and pop shop that offers things for daily use, but only with Fair Trade products and regional goods. On sourcing his products, he also seeks to ensure that unnecessary waste is avoided and that renewable energy is used in the production of the goods as far as possible.

Kev just has what it takes! He is an absolute high flyer who also has a beautiful wife by his side, whom you have unfortunately fallen in love with. Jane is just awesome.

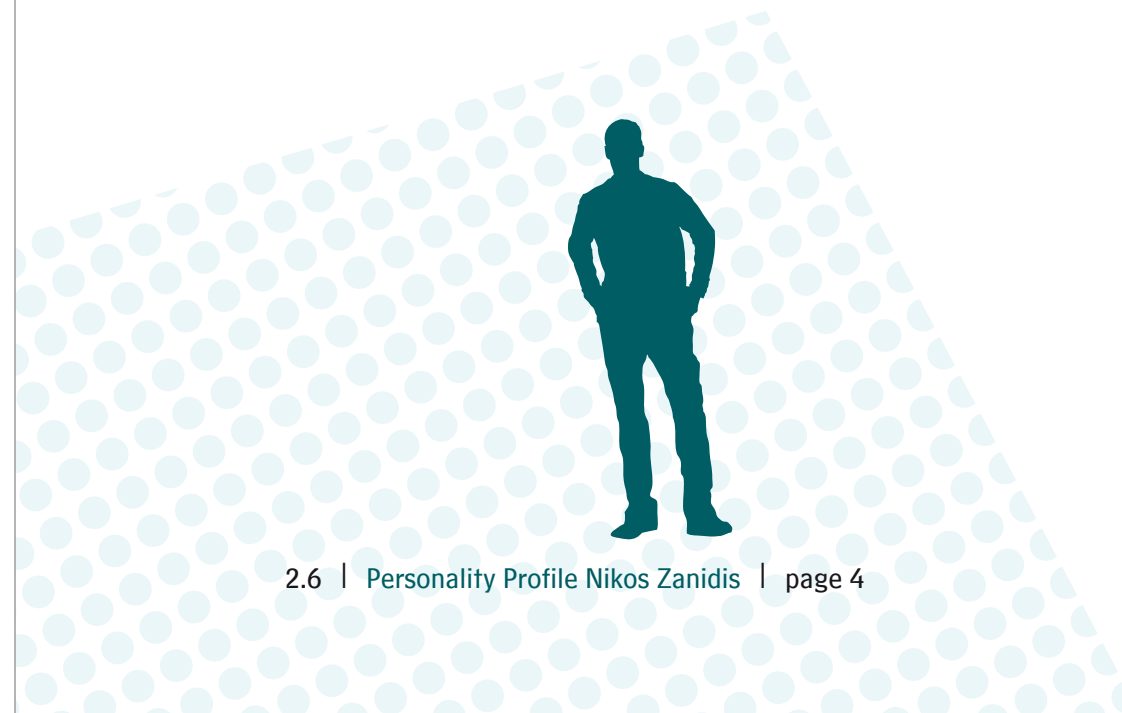
Not only does she look great, she also has a cool job as a private investigator and is super nice. If you weren't friends with Kevin, you would probably begrudge him his luck. But you do not want to destroy your friendship, which is why you naturally have not told Kevin about your love for Jane. You are not sure if the two of them are going to be alright forever, because they are very different characters. Should they break up at some point, you could still be there as a dear friend and comforter for Jane...

Tonight, the town has invited to the big reception to receive the "Fairtrade Town" honour. Kevin was invited as a keynote speaker and is to speak about his business idea, experiences and visions. The usually confident Kevin has been excited for days. You feel like he's hiding something from you. So you are anticipating the evening with mixed feelings.

You arrive much too late, the usual. Nevertheless, before you throw yourself into the mêlée, you stop by the venue's kitchen at about 7.50 pm to greet your old friend Natalia. Although she's your competitor with her catering business, you just like her. However, today she has no patience for small talk with you and kicks you out of the kitchen quickly enough.

Just as you then enter the huge hall and wonder how to find Kevin in this throng, to quickly wish him good luck for his speech, you notice a hubbub in the front part of the room. From the murmuring you understand that someone has broken down there. The emergency service has apparently been alarmed already. You do not want to stand around like a curious onlooker and leave the hall.

Only a good while later do you learn that the person who collapsed died on the spot. And it is Kevin.



The Suspects

John Rock, 58 years

Farmer and president of the Chocville Heritage Society, father of Jane Doogood, divorced for 10 years. You know him from stories you heard about him. Must be an unpleasant fellow.

Frank Bellows, 45 years

Boss of the wholesale company "Fair Space", lives and works in Bristol, single. You've heard Kevin mention this name.

Andrew Mason, 52 years

Entrepreneur and manager of a natural stone distribution company, lives in Chocville and works in Bristol. Kevin has some problem with him.

Jane Doogood, 25 years

Private investigator, widow of the victim Kevin Doogood. Your secret love. You have a total crush on her.



Natalia Petroviczka, 34 years

Owner of the catering business 'Delibites', partner of Yusuf. A nice colleague. You have occasional contact with her.

Yusuf Karaca, 40 years

Owner of the ShopHere supermarket, partner of Natalia. You know him from marketing sessions on the Fairtrade Town.

Rebecca Roller, 27 years

Town manager of Chocville, single. You know her from marketing sessions on the Fairtrade Town.



Fair Trade: Background Information

Even though the plot and characters of the crime dinner are fictitious, the backdrop is in many places inspired by reality. Fair Trade and Fairtrade Towns really exist. To shed some light on the subject, we would like to clarify some terms and background aspects. Of course, many topics can only be touched upon. Therefore, you will find even more detailed information in the Host's Manual.

What is Fair Trade?

Fair Trade aims to improve the situation of small producers. For this purpose, direct and long-term trade relations are sought. To enable producers to make a living, minimum prices are paid that are above world market prices. In addition, there are premiums for organic farming. Also, exploitative child labour is prohibited, as is discrimination against women, migrant workers and trade unions.

For further information on Fair Trade go to:

wfto-europe.org.

What is a Fairtrade Town?

Towns can apply to the 'Fairtrade Towns Campaign' to be certified as a Fairtrade Town. To qualify, they have to fulfil certain conditions. For example, only Fair Trade coffee may be served in the town hall and a certain number of shops (depending on the size of the municipality) must offer Fair Trade products. After certification, these criteria are regularly checked so that Fair Trade is upheld.

For further information on the 'Fairtrade Towns Campaign' go to:

www.fairtradetowns.org.

What about seals and labels?

Nearly all products come with colourful seals and labels. Fair Trade also uses such seals and labels. For consumers, it is not always easy to see which of the many seals are verified and trustworthy. This is why we have compiled a list of trustworthy Fair Trade seals for food. We present these in the Host's Manual in the chapter 'Shopping Tips'.

What about child labour in the quarries?

All over the world children work for money – to support their family or, as in Germany, to supplement their pocket money. This work becomes problematic when it is physically exhausting or dangerous, but also when it makes it impossible for the children to go to school, or just be a child. ILO Convention 182 bans this exploitative kind of child labour worldwide.

Nevertheless, especially in India and other Asian countries, children work in quarries under such conditions. However, some quarries do not use child labour and also pay attention to labour rights generally. You can have your products independently certified by Xertifix.

For further information on exploitative child labour – not only in quarries – and measures against it go to www.aktiv-gegen-kinderarbeit.de (in German).

Information in English can be found at www.un.org/en/events/childlabourday.