

# FAIRTRADE TOWNS

## EVENT ACTION GUIDE



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Welcome to the Fairtrade Towns Event Action Guide!

This is designed to give you loads of ideas for activities you can organise in your town, school, workplace, university, church, parish or anywhere in the community.

This guide is packed with ideas for Fairtrade Towns Events which can be used for Fairtrade Fortnight and the rest of the year. See how many of them you can use! Think about how you can adapt them for your audiences or combine them to create a buzz around Fairtrade in your community. There are also some tips for organising successful events, getting media coverage and a template press release.

Don't forget to check the website regularly for more actions and ideas and all the latest news on what is happening nationally.

Best of luck with your event!



# FAIRTRADE FUNFAIR

Why not brighten up a gloomy winter day by having a Fairtrade Funfair? There are loads of ideas throughout this guide you could include in a Fairtrade Fair and here are a few more...

## Action

- Hold an event in your town centre based around a funfair theme with stalls selling Fairtrade products, games and activities that passers by can get involved in – there are lots of activities in this guide which you could incorporate.
- Some funfair-themed activities you could organise include a Fairtrade coconut shy, a hook-a-banana stall where participants get a prize if they 'catch' a Fairtrade banana with a rod and hook, or a ball-in-the-basket game with Fairtrade sports balls. The possibilities are endless...
- Contact local companies that are supportive of Fairtrade like the Marks & Spencer or your local supermarket and get them to hold a stall, give away products or vouchers, or donate prizes for competitions.
- Invite a local musician, band or dance group to perform and provide some entertainment to draw people in. Even better, make it a participative activity – try getting everyone at your event doing a conga!
- Ask a local celebrity or the local mayor to speak – maybe to open the event or to introduce some of the activities.
- Showcase the wide range of Fairtrade products available now and help people to understand where they come from and how Fairtrade helps the producers.



## Who can do this?

### Individuals

Organise a mini-fair in your office one lunch time. Have some Fairtrade products to sample and a couple of activities – maybe a quiz – for colleagues to take part in.

### Fairtrade Town groups

Hold your Fairtrade Funfair in the town square or in the town hall. If there is a town nearby that is not a Fairtrade Town, invite along a delegation and show them how much fun it can be having Fairtrade status! If you are being awarded Fairtrade Town status during Fortnight, have a Fairtrade Funfair to celebrate and use it as an opportunity to have your certificate presented.

### Universities

Have a fancy dress fair where people have to dress up as Fairtrade products and Fairtrade wine, juices and snacks are served. You could give prizes for the best costumes.

### Schools

Hold a Fairtrade Fair on a Friday and call it Fairtrade Friday. Try to ensure that as many of the lessons that day have some kind of Fairtrade theme e.g. use Fairtrade sports balls in PE, look at where products come from and how they are grown in geography lessons. Check [www.fairtrade.ie](http://www.fairtrade.ie) for more ideas. Hold a fair at lunchtime and get different year groups to put on different activities to get the whole school involved.

## Resources

Most useful resources for this kind of event are bunting with alternate plain white flags and black flags with the FAIRTRADE Mark, poster sets, balloons and stickers.

You can order using our promotional materials order form, which is available on our website.

[www.fairtrade.ie](http://www.fairtrade.ie)

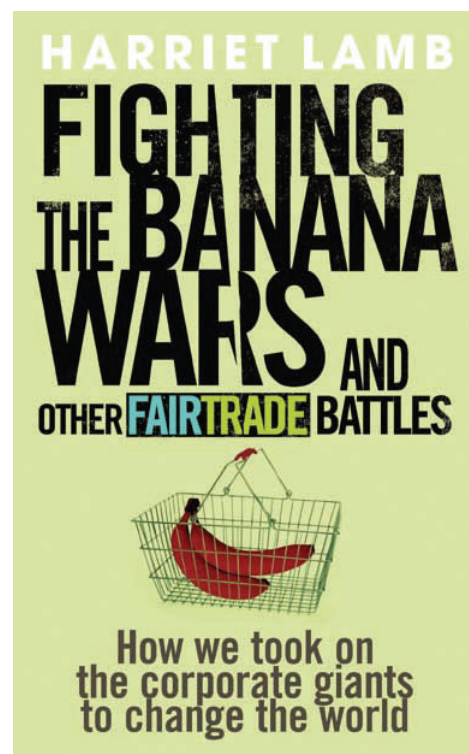


# READ IT! FAIRTRADE BOOK EVENT

Two exciting books were launched in the last few years which should provide a great springboard for a Fairtrade event. This is a great opportunity to engage people as they browse and for all of us to learn more about the ins and outs of trade!

Harriet Lamb, Executive Director of the Fairtrade Foundation, managed to find the time to write the story of how Fairtrade has got to where it is today. The result is *Fighting the Banana Wars and Other Fairtrade Battles*. The book charts the heroics that went on in the early years of Fairtrade getting products such as bananas onto supermarket shelves, it celebrates the Fairtrade Towns network and how it has raised awareness of Fairtrade, all against a background of farmers in the field and supermarket executives in the boardroom.

The Fairtrade Everyday Cookbook is the result of a recipe competition that the Fairtrade Foundation, in the UK, ran with publishers Dorling Kindersley in Fairtrade Fortnight 2007. Campaigners and members of the public were asked to submit their best recipes with Fairtrade ingredients. The panel of judges who taste-tested the recipes included award-winning cookery writer Sophie Grigson, and the book also includes recipes from celebrities and Fairtrade producers.



## Action

Ask local bookshops and libraries to promote Fairtrade Fortnight. Talk to local bookshop and library managers about having special displays of books during Fairtrade Fortnight. Use the list in this action guide to suggest titles they could include along with posters, leaflets and your local shopping directory.

Organise an event in your local bookshop or library. Make sure they have a selection of Fairtrade related books available to buy or borrow and have them prominently displayed.

Arrange to give a presentation on Fairtrade. You can download and use the Education DVD, Fair Comment.

You could offer Fairtrade refreshments – if you are promoting the recipe book you could make up some of the recipes for people to try. You could also have Fairtrade wine on offer, if appropriate. If your bookshop has a coffee shop, make sure they are serving Fairtrade and try and persuade them to do a promotional deal – a free Fairtrade coffee with every book purchased for example.

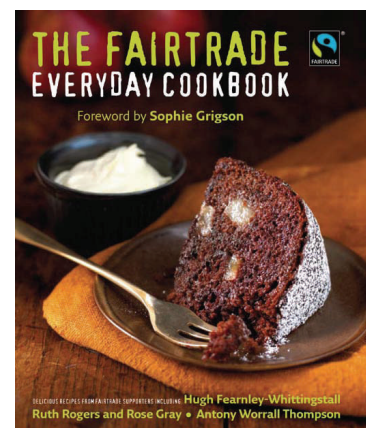
### Create your own book

One of the books on our reading list is *50 Reasons to Buy Fairtrade* by Miles Litvinoff and John Madeley. It's well worth a read. You could compose your own *50 Reasons to Buy Fairtrade* or *50 Ways to Support Fairtrade in Your Town* by collecting thoughts and ideas from people in the local community and putting them together in a book. This could be displayed in the local library or town hall.

### Book crossing

Have you heard of book crossing? It is the practice of leaving a book in a public place to be picked up and read by others, who then do likewise. There is a website dedicated to book crossing, where you can find out all you need to know, but basically you read a good book, register it on the website and get a unique code which you write in the book. You then release your book into the wild – you could do this in a Fairtrade café or at an event you are holding during Fortnight.

Check out [www.bookcrossing.com](http://www.bookcrossing.com) for more info. There are quite a few other books around Fairtrade available now – a search on the internet will find more, but see next page for a few suggestions.



# READ IT! .....CONTINUED

## Who can do this?

### Individuals

Read of one of these fabulous books about Fairtrade and pass it on to a friend.

### Fairtrade Town groups

- Get in touch with your local independent bookshop and get them involved in your campaign – make sure they have plenty of copies of *Fighting the Banana Wars and Other Fairtrade Battles* and *The Fairtrade Everyday Cookbook* in their window display during Fortnight. Give them the list of the suggested titles and see which other ones they can stock.
- Put up a display in your local library with information about your local campaign.

### Schools/Universities

- Hold an event in your library.



**Oxfam Shops!**  
Check out Oxfam shops for  
their  
selection of Fairtrade books

## Resources

### Recipe books:

- *The Fairtrade Everyday Cookbook* with a foreword by Sophie Grigson (Dorling Kindersley, 2008).
- *A Fair Feast: 70 Celebrity Recipes for a Fairer World* by Vicky Bhogal (Simon & Schuster Ltd, 2005).
- *Divine Heavenly Chocolate Recipes with a Heart* by Linda Collister (Absolute Press, 2007).
- *Cooking with Coffee: 60 Recipes Using Fair Trade Coffee* by Lucas Rosenblatt, Judith Meyer, Edith Beckmann, and Andreas Thumm (New Internationalist, 2003).
- *Just Desserts: 50 Sweet Surprises Using Fairtrade Ingredients* by Ralf Kabelitz (New Internationalist, 2003).
- *The Bittersweet World of Chocolate: Sumptuous Recipes Using Fair Trade Chocolate* by Nikki Van Der Gaag and Troth Wells (New Internationalist, 2007).

### Non-fiction books:

- *Fighting the Banana Wars and Other Fairtrade Battles* by Harriet Lamb (Ebury, 2007).
- *No-nonsense Guide to Fair Trade* by David Ransom (New Internationalist, 2006).
- *Fair Trade: Market-Driven Ethical Consumption* by Alex Nicholls and Charlotte Opal (Sage Publications, 2005).
- *50 Reasons to Buy Fair Trade* by Miles Litvinoff and John Madeley (Pluto Press, 2007).
- *Fair Trade: A Beginner's Guide* by Jacqueline DeCarlo (Oneworld Publications, 2007).

### And this novel:

- *Max Havelaar: Or the Coffee Auctions of a Dutch Trading Company* by "Multatuli" and R.P. Meijer (Penguin Books, 1987).

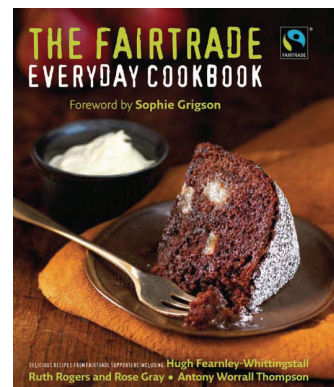
For more suggested books, the resources section of see [www.fairtrade.ie](http://www.fairtrade.ie)

# COOK FOR CHANGE

The Fairtrade Everyday Cookbook, is available to buy from all good bookshops, so make sure you get your copy and use it to cook up a storm.

## Action

- Host a Fairtrade breakfast, lunch or dinner.
- Bake a huge cake and decorate it with the FAIRTRADE Mark and messages about Fairtrade. Use this as the focus for an event – maybe your Fairtrade Town, School or University declaration – then give everyone a slice at the end.
- Create your own recipe with Fairtrade ingredients and try to get it published in the local paper.
- Have a Fairtrade Food day and only cook recipes with Fairtrade ingredients all day.



## Who can do this?

### Individuals

Hold a pot-luck dinner party at your house, where everyone has to bring a dish containing Fairtrade ingredients.

### Fairtrade Town groups

- Hold a bake-off competition.
- Have a dinner and invite along some of the groups you are trying to involve in your campaign (e.g. local businesses or members of the local Church).

### Schools/Universities

- Hold a good old-fashioned cake sale with cakes with Fairtrade ingredients.
- Use recipes with Fairtrade ingredients for Home Economics classes

## Resources

- *The Fairtrade Everyday Cookbook*
- See the resources section of [www.fairtrade.ie](http://www.fairtrade.ie) for other Fairtrade recipe books

## Remember

If you are struggling to find the full range of Fairtrade products for your recipes use the Stock it! postcards to get your local store to stock what you need and check what else is going on in your area.

[www.fairtrade.ie](http://www.fairtrade.ie)



# WOMEN IN FAIRTRADE

International Women's Day on 8 March usually falls in and around Fairtrade Fortnight. Why not use this as an opportunity to encourage people to think about women all over the world?

Fairtrade is helping to empower women across the developing world by giving them their own income and involving them in decision making. As Fode Dembele, a cotton farmer from Mali says: *'There are two main advantages I see in Fairtrade. One: from an organisation point of view it's better. Previously the women were not included, the groups did not operate democratically. Two: the price. The farmers get more money, it's simple.'*

## Action

- Create a Fairtrade display on Mothers Day or on International Women's Day. There are lots of case studies of women in Fairtrade and posters featuring female producers.
- Hold a ladies evening and offer Fairtrade wine and chocolate and pampering opportunities. You could show some short films about Fairtrade producers too.
- Encourage your local Brownie and Girl Guide groups to hold events in Fairtrade Fortnight.



## Resources

- Posters, bunting, stickers, balloons and leaflets are all available from Fairtrade Mark Ireland. You can order using our promotional materials order form, which is available on our website: [www.fairtrade.ie](http://www.fairtrade.ie)
- Download more producer case studies at [www.fairtrade.ie](http://www.fairtrade.ie)

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## Who can do this?

### Individuals

Use a notice board in your workplace to put up a display for International Women's Day.

### Fairtrade Towns

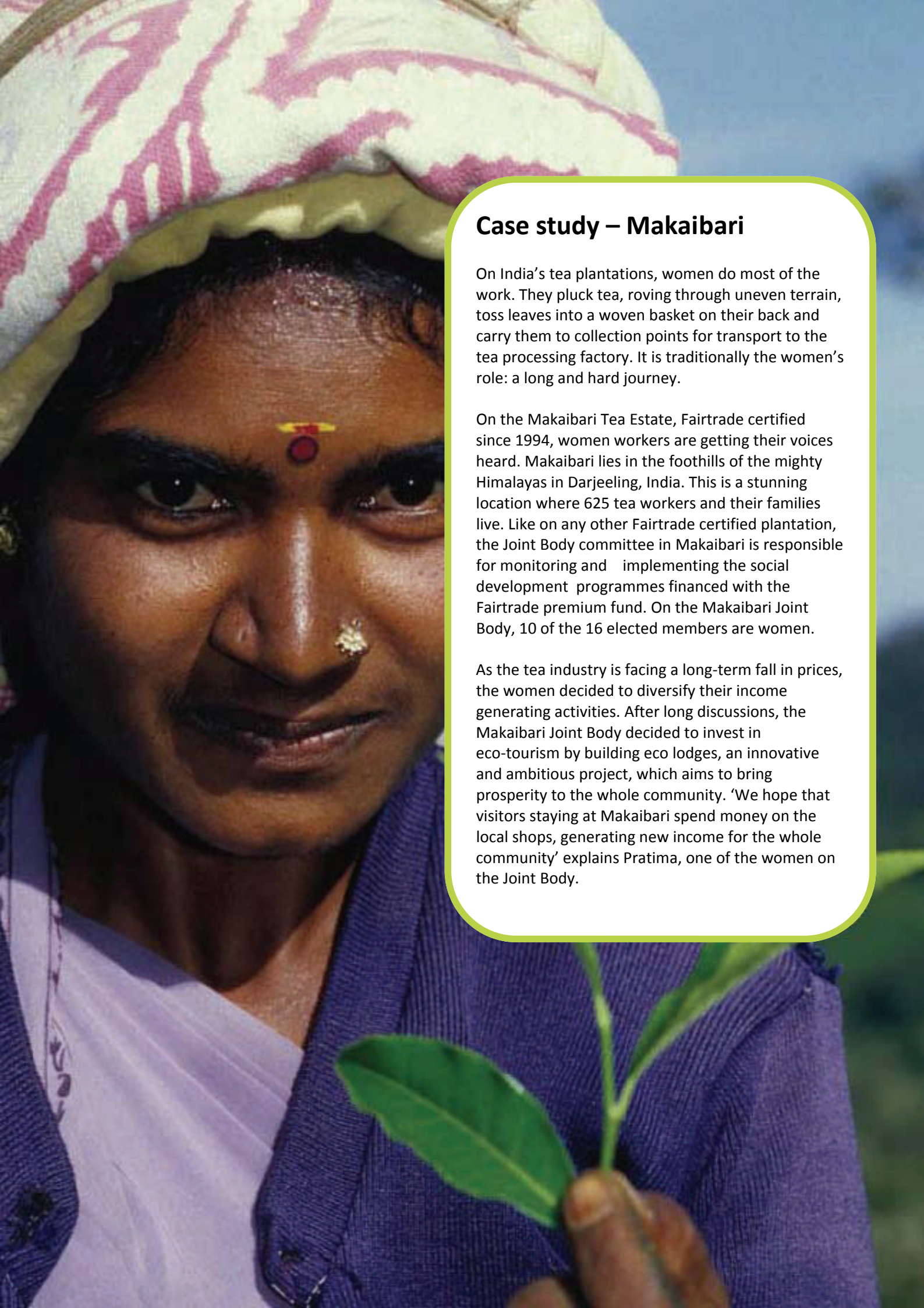
Link up with your local shop and encourage them or even help them to create an International Women's Day window display. You could also put information about your local campaign in the window to get more people involved.

### Schools/Universities

Link up with other societies in your school or university e.g. Amnesty International to raise awareness of International Women's Day and how Fairtrade is helping women workers worldwide.

### Church Groups

Use the stories of women in Fairtrade as part of services during Fairtrade Fortnight.

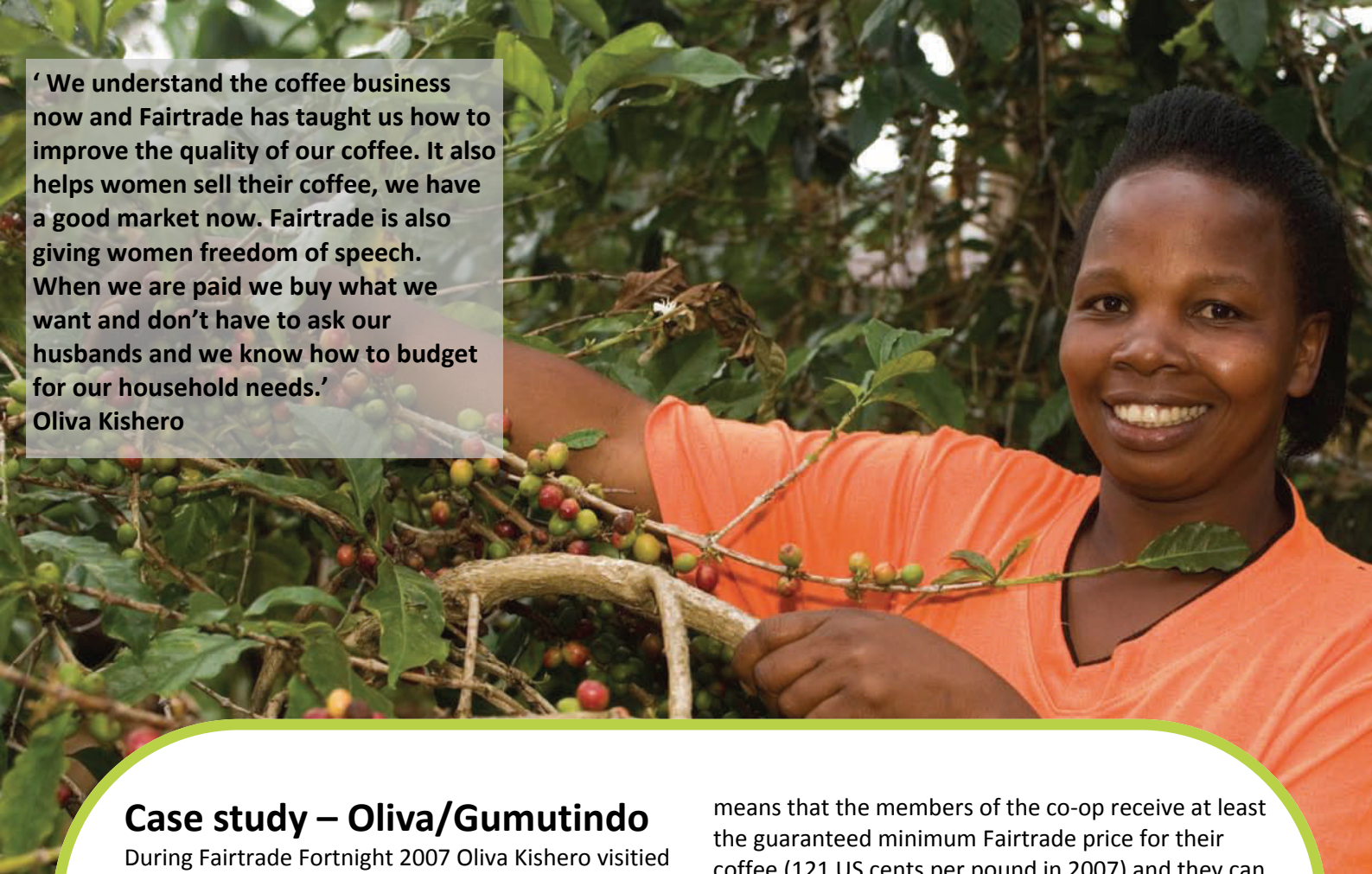


## Case study – Makaibari

On India's tea plantations, women do most of the work. They pluck tea, roving through uneven terrain, toss leaves into a woven basket on their back and carry them to collection points for transport to the tea processing factory. It is traditionally the women's role: a long and hard journey.

On the Makaibari Tea Estate, Fairtrade certified since 1994, women workers are getting their voices heard. Makaibari lies in the foothills of the mighty Himalayas in Darjeeling, India. This is a stunning location where 625 tea workers and their families live. Like on any other Fairtrade certified plantation, the Joint Body committee in Makaibari is responsible for monitoring and implementing the social development programmes financed with the Fairtrade premium fund. On the Makaibari Joint Body, 10 of the 16 elected members are women.

As the tea industry is facing a long-term fall in prices, the women decided to diversify their income generating activities. After long discussions, the Makaibari Joint Body decided to invest in eco-tourism by building eco lodges, an innovative and ambitious project, which aims to bring prosperity to the whole community. 'We hope that visitors staying at Makaibari spend money on the local shops, generating new income for the whole community' explains Pratima, one of the women on the Joint Body.



‘ We understand the coffee business now and Fairtrade has taught us how to improve the quality of our coffee. It also helps women sell their coffee, we have a good market now. Fairtrade is also giving women freedom of speech. When we are paid we buy what we want and don’t have to ask our husbands and we know how to budget for our household needs.’

Oliva Kishero

## Case study – Oliva/Gumutindo

During Fairtrade Fortnight 2007 Oliva Kishero visited Ireland. She travelled around the country sharing her Fairtrade story with Fairtrade Towns.

Oliva Kishero lives in the Mbale district of eastern Uganda, on the lower slopes of Mount Elgon, Uganda’s highest mountain and an extinct volcano. The rich volcanic soil, warm climate and plentiful rainfall make the area ideal for growing high quality arabica coffee. She is a member of the coffee co-operative called Gumutindo, which means ‘excellent quality’ in the local Lugisu language.

For Oliva, being part of a local coffee co-op has not only provided a better income but improved the standing of women in the local society. ‘It’s the women who do all the work in the coffee gardens while men ‘supervise’. Women prepare the food and look after the children; they do everything in the home as well. But now women are getting jobs and getting more respect from men. Women have seen me become a successful farmer and a voice in the co-op and many women farmers are interested in joining our co-op. Now they also want to earn their own money, to be independent and support their families financially. And now some of the men are realising that it is better for their home if they treat women more equally.’

The 3,000 members of the Gumutindo Cooperative sell 99 per cent of their coffee to Fairtrade buyers. This

means that the members of the co-op receive at least the guaranteed minimum Fairtrade price for their coffee (121 US cents per pound in 2007) and they can predict their income for the year and plan their finances accordingly. Oliva explains: ‘Fairtrade is a good idea and makes a big difference to us. It is marketing our coffee and giving us a fair price. And we know we are not being cheated. The fair price helps pay school fees for five of my children who attend boarding school.’<sup>1</sup>

As well as a stable price for their coffee, farmers also receive an additional Fairtrade premium (10 US cents per pound) to invest in projects in their local communities. Each year at the AGM the members discuss how they want to spend the money. These are some of the projects that Gumutindo has invested in:

- Building and renovating coffee warehouses and other co-op premises
- Contributions to community projects – building a secondary school; extending a clinic; protecting natural water sources; constructing and repairing feeder roads
- Providing working capital to reduce the need for expensive loans.

Being in control of the future is a big part of Oliva’s confidence in Fairtrade, as she says: ‘I was just a farmer but now I’m a businesswoman.’

<sup>1</sup> The best secondary schools are in Mbale, too far for daily commuting.



# FILM EVENT

With the successful nationwide cinema release of Black Gold in June 2007 and the DVD now available, Fairtrade Fortnight now offers a great opportunity to promote Fairtrade to film-lovers.

Black Gold is a film about the injustices of the global coffee trade which takes the audience on a journey from the birthplace of coffee – Ethiopia – to the coffee shops of Seattle, via World Trade Organisation talks in Cancun and the New York Coffee Exchange. It features Tadesse Meskela, the General Manager of Oromia Coffee Union, who represents 101 coffee co-operatives and the livelihoods of over 74,000 coffee farmers in south west Ethiopia. He spends much of his time flying around the world meeting coffee buyers who will pay his farmers a better price than that set by the New York Exchange.

Black Gold will help viewers to understand the inequalities of global trade, and the need for Fairtrade as a part of the solution.



‘Our hope is one day the consumer will understand what they are drinking. Consumers can bring a change if awareness is given to consumers. It is not only on coffee, all products are getting a very low price – and the producers are highly affected.’  
Tadesse Meskela

## Action

- Organise a film screening or a series of film screenings.
- Get a panel of speakers to do a Q&A session after the film.
- Set up a stall with information about your local campaign and encourage people to take action as they come out of the film.

## Other Films

Some other suggested films with a link to trade or fair trade (please check the websites for more details):

- Bamako [www.bamako-themovie.com](http://www.bamako-themovie.com)
- Black Gold [www.blackgoldmovie.com](http://www.blackgoldmovie.com)
- Pura Vida? [www.greengold.org.uk/film.htm](http://www.greengold.org.uk/film.htm)
- Bonita – Ugly Bananas [www.greengold.org.uk/film.htm](http://www.greengold.org.uk/film.htm)
- The Luckiest Nut in the World [www.fulcrumtv.com](http://www.fulcrumtv.com) and [www.emily-james.com](http://www.emily-james.com)
- Life & Debt [www.lifeanddebt.org](http://www.lifeanddebt.org)
- Blood Diamond [www.blooddiamondmovie.warnerbros.com](http://www.blooddiamondmovie.warnerbros.com)
- The Corporation [www.thecorporation.com](http://www.thecorporation.com)
- Dubble Take [www.papapaa.org/ks2/index\\_5.htm](http://www.papapaa.org/ks2/index_5.htm)

## Who can do this?

### Individuals

Have a film night in your home and invite friends round to watch one of the suggested films with some Fairtrade drinks and snacks.

### Fairtrade Town groups

Work with your local cinema to put on a series of film screenings during Fairtrade Fortnight. Make sure you start planning well in advance.

### Schools/Universities

Hold a series of lunchtime film screenings – some of the suggested films are quite short e.g. Pura Vida? and Bonita: Ugly Bananas.

## Resources

There are a selection of short films on Fairtrade Mark Ireland’s website about coffee in Uganda and bananas in the Dominican Republic. You can download them at [www.fairtrade.ie](http://www.fairtrade.ie).

You can also order a copy of our educational DVD using our promotional materials order form, which is available on our website. Updated: May 2010

# GET ARTY!

Over the years, campaigners have become more and more creative with spreading the message about Fairtrade. There are so many ways of doing this – you can use Fairtrade products or product packaging to create colourful displays and murals.



## Action

- Customise some FAIRTRADE Mark bunting – it has alternate black flags with the FAIRTRADE Mark and plain white flags for you to decorate. There have been some amazing examples of this – order some for your event and see what you can do.
- Competitions – hold a poster competition to promote your Fairtrade campaign.
- Get people to show their support for your Fairtrade campaign by making their mark (handprint!) on a sheet of Fairtrade certified cotton. You can take this round to all the events and stalls you hold during Fairtrade Fortnight and display it somewhere prominent afterwards.



## Resources

Most useful resources for this kind of event are bunting with alternate plain white flags and black flags with the FAIRTRADE Mark, T-shirts with the FAIRTRADE Mark to wear over clothing and identify you as an event organiser, poster sets, balloons and stickers.

You can order using our promotional materials order form, which is available on our website, [www.fairtrade.ie](http://www.fairtrade.ie)

Updated: May 2010

# GET COTTON ON THE CATWALK

The range of Fairtrade certified cotton clothing and home ware is increasing at a phenomenal rate. A great way of showcasing these products and having a social event – possibly a fundraiser – is to hold a fashion show.

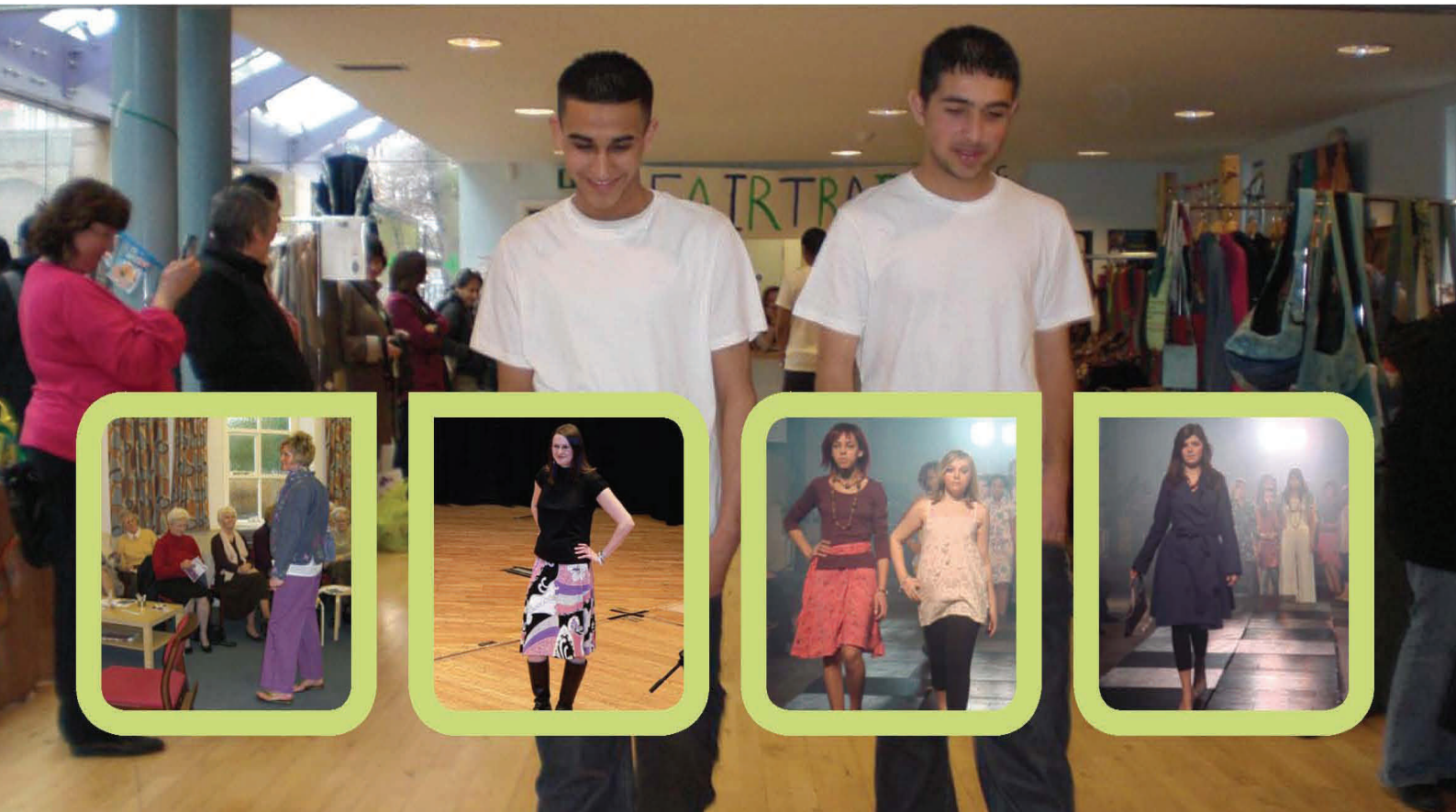


## Remember

Fairtrade certified cotton bag!  
We have a handy shoulder bag made from sturdy hard wearing Fairtrade certified cotton with reinforced handles to carry all those Fairtrade goodies back from the shops! The bag is available to buy from Fairtrade Mark Ireland  
....use our promotional materials order form which is available to download from our website, [www.fairtrade.ie](http://www.fairtrade.ie)

## Action

- Hold your fashion show in the most unusual place you can think of – but keep it practical. How about a catwalk down the local high street? Or on a boat or pier? Or on the steps of the town hall?
- Get in touch with local retailers that sell Fairtrade certified cotton products and get them to support your event by providing clothing samples – an event like this is a great advertising opportunity for them. A lot of high street retailers now have a range of Fairtrade clothing e.g. Marks & Spencer, Monsoon and Next – check [www.fairtrade.ie](http://www.fairtrade.ie) for more details.
- Make a night of it and put on some other entertainment – perhaps a band or a DJ. Make sure there is a slot for someone to talk about your Fairtrade campaign.



# SWAP IT!

There is a wide range of Fairtrade products available now, from confectionery to cotton wool, spices to sauces and rice cakes to roses. Although many outlets stock the basics – tea, coffee, chocolate, bananas – it can be hard to find the full range of products. And with The Fairtrade Everyday Cookbook (see Read it! Fairtrade Book Event) and many other Fairtrade recipe books now available, everyone is looking for ingredients so they can try out the delicious recipes. ....But what happens when you get to the supermarket and you can't find the Fairtrade product you want?

## Action

Help is at hand! During Fairtrade Fortnight and throughout the year, please ask your local supermarkets and shops, catering outlets and retailers to 'Stock it!'. Hand out the 'Stock it!' postcards at events and stalls you run and encourage other people to hand these in at their local supermarket and shops when they can't find the products they want.



## Who can do this?

### Individuals

- Carry a handful of the postcards in your bag or pocket and try to use one every time you go into a store during Fortnight.
- Give the cards to your friends and colleagues to use in their local stores.

### Fairtrade Town groups

In advance of Fairtrade Fortnight, do a survey of your local supermarkets to see the range of Fairtrade products they stock – then you could check to see if they increase their range as a result of receiving lots of postcards from local shoppers.

- Hand out the postcards at stalls you hold in supermarkets.
- Hand out the postcards at all other events you organise during Fortnight.

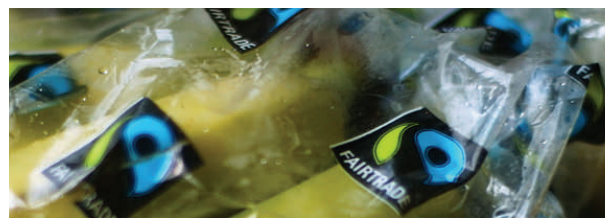
### Schools

Make this into a class project – students could survey their local supermarket and collate the information as part of a project on Fairtrade.

## Resources

Stock it! Postcards – available for free. You can order using our promotional materials order form, which is available on our website.

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# GET IN THE FAIRTRADE PICTURE

To create visual impact and get a good picture for the local papers, how about trying some innovative ways of representing the FAIRTRADE Mark? Don't forget that the Mark is a certification label, and as such it is important to maintain its integrity at all times, so check the resources section for how to use the Mark properly.



## Action

- Create your own Fairtrade product costumes – everyone loves to dress up – and go bananas on the high street.
- Create a giant map of the world and place Fairtrade products in the places they come from, or have a little quiz and see if participants can correctly place products on the countries they come from.
- Create your own FAIRTRADE Mark mosaic by downloading a high resolution version of the Mark, getting it blown up and cut out into squares, which people can hold above their heads for an aerial photo. Try and get a local printer to do you a good deal (and get them involved in the Fairtrade at Work campaign at the same time).
- If you are holding a stall in your town centre during Fairtrade Fortnight, get permission from the council to use chalks on the pavement to draw the FAIRTRADE Mark, or get a local artist to help out if you don't have the skills.
- If you are feeling really adventurous, why not try and make a human mosaic, with people dressed in the appropriate green, blue, black and white of the FAIRTRADE Mark and sitting or lying on the ground in order to create an image of the Mark from above? This will take a lot of organisation, but could be a great newsworthy stunt. Don't forget to use the registered ® symbol and try and make the Mark look as in proportion as possible! Read the Promotional Materials Manual which you can download from the website. Use one of the appropriate accompanying lines, like 'Look for this Mark on products when you shop.' Get plenty of photos and try to get the local press along too.

## Who can do this?

### Fairtrade Towns

Advertise through your networks and in local newspapers for volunteers to take part in your event.

### Schools/Universities

Get your fellow students involved in creating a visual stunt.



# OTHER IDEAS

These are only a few ideas for possible events and activities you could arrange to raise awareness of Fairtrade during Fairtrade Fortnight and throughout the year – there are a whole host of other ways to engage people and get them to make it happen and choose Fairtrade.

Here are a few old favourite events if you are still looking for ideas:

## Action

### Get sporty

Don't forget about Fairtrade sports balls – you can now get footballs, rugby balls, netballs, volleyballs and even basketballs! So why not hold a sports day with Fairtrade sports balls and refreshments? Persuade your local football club to use Fairtrade footballs for their matches during Fairtrade Fortnight, or if not for the actual match, then for a half-time penalty shoot-out.

### Fairtrade pledge

Ask individuals to pledge that they will switch one of their regular grocery purchases to Fairtrade e.g. bananas – you could create a pledge form and collect them to display somewhere public.

### Fairtrade themed quiz

- Download quiz questions from the Fairtrade Fortnight resources page – there is a set for primary schools, one set for secondary schools and one for adults.
- Use these for anything from a school quiz to your local pub quiz.

### Blind tastings

- There are a few people out there who are not aware of the great range and quality of Fairtrade products and get nervous about switching from their usual brand. Put their fears to rest by offering them the opportunity to do some blind tastings of Fairtrade and non-Fairtrade products e.g. chocolate, coffee and tea.
- Get a couple of similar priced Fairtrade and non-Fairtrade products, remove the packaging and ask people to try them. Create a survey to see which are the most popular – hopefully the Fairtrade ones will come out on top!

### Presentation/speaker events

Use our educational DVD to introduce Fairtrade to the uninitiated. Invite speakers from other local organisations who might be able to contribute to a debate or discussion.

### Supermarket trolley dash

Approach your local supermarket and arrange a 'Supermarket Sweep' trolley dash in which participants can only pick out products with the FAIRTRADE Mark. This could be really fun and a good way to engage with the supermarket staff as well as their customers and help them learn more about where the Fairtrade products are located in store!



# EVENT TIPS

Organising an event can be great fun, but it can also be quite stressful. Whatever kind of event you hope to put on, get lots of people to help you and start planning as early as possible. It is worth working out a project plan at the start, with a clear list of tasks and deadlines for when they need to be completed.

If you have a good team involved from the start, you can get individuals to take responsibility for specific elements of the event which will make it much easier to manage and should ensure that one person doesn't get burdened with all the work.

Having different people involved will also give you a range of skills, knowledge and contacts to draw on.

It could also be an opportunity to get new people involved in your group.

**Here are some things to take into consideration during the planning of your event:**

## AIMS AND OBJECTIVES

- Have clear aims for your event – think carefully and in detail about what you want to achieve.
- Try to have measurable targets for your event – you can have several e.g. to get 150 people to attend your event, to get 50 people to sign up to your mailing list, to get 15 people to pledge to switch to buying a Fairtrade product, to get two pieces of media coverage for your event.

## AUDIENCE

- Who do you want to target and what is the best way to do this?
- Are the activities you are planning suitable for the audience you want to reach? What is going to make this an unmissable event?

## DATE AND TIMING

- What is the best date and timing for your event – will it clash with other things?
- Will the date and time suit your audience?

## VENUE

- Is the venue easily accessible for the audience?
- Does it have all the required facilities for the activity you are planning?

## ADVERTISING

- How are you going to ensure that you get the people you want to attend your event?
- Are you going to invite specific people or is it a public event?
- Where are the best and cheapest places to advertise your event?

## MAXIMISE YOUR RESOURCES

Don't forget, if you don't ask you don't get, so make sure you use all your contacts and persuasive powers to ensure you get what you need to make yours a great event!



# PRESS TIPS

## WRITING A PRESS RELEASE

Here are some tips for writing your own:

### LAYOUT

Write on headed A4 plain white paper. The font should be plain and easy to read.

- Top of page: 'Press release' heading should appear clearly, name of organisation/network, date (day, month and year).
- Bottom: two lines from the bottom, insert 'Ends' in bold and centred. Two lines below this add 'For more information or to arrange an interview with [insert named spokesperson], contact [insert named person] with contact details in bold (with telephone numbers including full code for work, home and preferably a mobile).' You can also add Notes to Editor and list other points of information, for example, information on the history of your local group. If the release is longer than one page, put '1 of 2' or 'cont' at bottom of page 1.

### STYLE

Lines should be spaced at one and a half. Use the same typeface throughout. Contact details, location, time and date of event should be in bold type. Remember to run a spell check and avoid jargon. Write in full with abbreviations the first time around, for example: non-governmental organisations (NGOs).

### CONTENT

- The headline should be simple and clear. The opening paragraph should sum up the purpose of the event and give practical details.
- It is essential to have a quotation from one of the organisers/celebrities/other who will be attending your event (preferably in the second paragraph). Give the full name and title of quoted person plus description e.g. 'Mrs Joan Peterson who has chaired the [insert town name] Fairtrade network for the past three years' (give the correct title for clergy with name of church, Headmaster with name of school, etc).

### DISTRIBUTION

Send the press release by email to a named person, if possible, at least one week before the event. Follow up with a phone call three days before the event – journalists often say they haven't seen the press release so make sure you can resend it by email or fax within 10 minutes of making the call. Then call again about half an hour later. Phone nearer the time to remind them about the event.

## MEDIA TIPS

### PLANNING

- Plan your local event with a view to making it of interest to the media – you could invite local celebrities/dignitaries.
- Choose a day and a time of day when journalists should be available – don't choose the day your local paper goes to press, or late afternoon when daily papers are up against a deadline.
- Organise a photocall – as part of your event have a specific 15-minute period when photographers know they can get a good photograph.
- Make sure your spokesperson is contactable at all times.

## RADIO INTERVIEWS

### WELL BEFORE THE INTERVIEW

- Define your key messages: three main points you want to get across.
- Establish which programme and what sort of audience it will be.
- Find out how long the interview will be and whether it will be live or pre-recorded.
- Ask for an idea of what questions to expect (bearing in mind, of course, that the presenter will be someone else and will probably ask different questions!).
- Remember that the radio producer will write up a brief note for the presenter. So it is important to talk at length on the phone to the producer, giving them lots to use for that background note.

### WHEN YOU ARRIVE AT THE RADIO STATION

- Check who your interviewer is.
- Re-check the length of the interview.
- Ask what the first question will be.
- Think about your three main points.

### DURING THE INTERVIEW

- Explain what the FAIRTRADE Mark is and why you support Fairtrade.
- Describe your event and talk about how people can get involved – paint the picture for the listeners with words.
- Remember your three points

### Let us know...

As interest in Fairtrade grows and grows in the media, Fairtrade Mark Ireland is constantly being asked for good local stories for both national and local press. If you are running an event or a stunt that you think will make good coverage, please do let us know. Email the details of your event to [info@fairtrade.ie](mailto:info@fairtrade.ie)

[www.fairtrade.ie](http://www.fairtrade.ie)