



WORLD FAIR TRADE DAY 2015



'Be an Agent for Change''

IDEAS FOR EVENTS AND PRODUCTS

FOR SMALL CRAFTS/FOOD ORGANISATIONS:

- A community gathering in the evening but serve breakfast food.
- 'Agents for change' could wear any light blue (WFTO Colour) clothes as working clothes.
- A Fair Trade rally with civil organisations and local authorities.
- Fair Trade Organisations invite the community (or other civil organisations) to their workshops. i.e. open day, fairs (crafts as agents for change)
- Community school visits – awareness raising about Fair Trade (talk to school children - future agents for change - classroom to classroom or create activities that involve school children i.e. drawing contest and other games)
- Involve religious groups in raising awareness on Fair Trade, i.e. Fair Trade coffee or tea breaks after religious ceremonies, Fair Trade fair and workshops in churches
- Food producer organisations could invite the community for food tasting, visit production sites or farms (food as agent for change)

FOR MEDIUM CRAFTS/FOOD ORGANISATION:

- Crafts FTO's could create small wooden or ceramic vanity mirrors with the words 'you are an agent for change' inscribed on the frames.
- Crafts FTO's could also create a small purse made from textiles could be made to keep 'change'.
- Food FTO's could have limited edition products that are different colours (light blue chocolate buttons for example).
- Or create food that changes taste as it is eaten or its appearance as it is cooking.
- Community activities (involving civil and religious organisations, local authorities, schools, etc.)
- Press/media relations

FOR LARGE CRAFTS/FOOD ORGANISATION:

- Create a product line called 'Agent for Change' or 'change'
- Designing and placing orders for crafts/food products that have the capacity to be produced with the 'agent' theme, i.e. changing name backward to see obvious change
- There could be competitions for the quickest change of clothes - could even be held in a telephone booth Superman style!
- Stores could open when they should be closed (Weekend).
- Stores and warehouses - 'Agent for Change' sale and discount day
- Games and competitions in schools and universities – students as Agents for Change
- Agents for Change community fairs, parties, concerts, fashion shows
- Agents for Change coffee breaks
- Chefs as agents for change – Fair Trade cooking competitions
- Press/media stunts – press, bloggers, social media enthusiast as agents for change
- Flash mob with artists and performers (better with known artists participating)

FOR THE FAIR TRADE NETWORK (highly involved in advocacy and campaigns, esp. at the national level)

- Flash mob with artists and performers
- The reception area of offices (especially national and local government agencies) could change its appearance every hour for the day with the agent for change theme.
- Weather news to report on Fair Trade or say something about Fair Trade, with agent for change theme.
- Street shows, i.e. Using street theatre to graphically demonstrate how the supply chain could change for the better

Remember: the events and product ideas are a means to an end - to get people and the press to consider change, and how by buying a fair trade product, or supporting fair trade can start to deliver that change.

The products could either be made specifically for the day or be chosen from an existing range. A product designed and made for the day itself also has the maximum chance of delivering good income over that period with the economies of scale a three year timeline brings. So you can plan already for the WFTDays of 2016 and 2017, too.