

Training guidelines

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1. INTRODUCTION to “SupplyCha!nge – Make supermarkets fair” project

Supermarkets across Europe have an enormous influence. Consumers shop in them. Farmers and suppliers sell to them. Workers and small farmers around the world depend on them for earning their living. Governments listen to them. Their dominance in market share and their twofold role as both buyers and sellers of products give them a hidden and unchallenged power that affects the lives of literally everyone. Consequently, for anyone concerned about poverty and global inequality, there’s no way around tackling the contentious issue of supermarkets. Product sourcing and vending strategies have a direct impact on the environment, the economy and the rights of all of us, both in Europe and around the world.

Supermarket store brands

A key strategy of retailers is the development of store brands, a chain’s own private label production. They are sold at a lower price than most branded competitors, because their marketing costs are minimal and they profit from large purchase volumes. Store brands always have a ready distribution channel, which means, that they are guaranteed to have a prominent spot in the shelves. Whereas previously, private label products were mostly inexpensive everyday items, today most supermarkets offer store brands along the entire price range.

Globally, Europe has the highest store brand penetration of national markets. By 2015, the share of supermarket store brand products is estimated to reach 40 percent of EU food retail sales. The reasons for this development include a perception among consumers that these products offer good value for good money, as well as the opportunity of higher margins for the retailers, and a profitable way for manufacturers to make use of spare capacity. The biggest store brand retailers in Europe are Aldi, Schwartz Group's Lidl, Tesco and Edeka. Private label products are especially strong contenders in product groups where there is only little difference between products with regard to specific features or packaging. The share of store brands is correlated to the concentration level in (food) retail and has been identified as a key driver in price competition.

Abuse of buyer power

Ever expanding international joint procurement, which adds to the buyer power, held by retail stores, has been seen to further weaken the position of those producers who were already disadvantaged, especially in developing countries. Unfair trading practices often go unchallenged, because suppliers are afraid, and with good reason, that they lose a major customer if they speak out. Such abuses are hard to handle for any supplier, even those based in countries of the global north. For suppliers in developing countries, where resources and jobs are even scarcer and social security non-existent, the consequences are devastating. The most common practices include delays in payment, listing fees for suppliers and threats of delisting when a supplier refuses to comply with lower prices. Furthermore demands for unconditional guarantee of supply, as well as repurchase requirements, the forcing of prices below production costs, conditional purchasing agreements, and high (cosmetic) quality standards are widespread.

The race for the cheapest price leads to a lack of attention to responsible production in primary producer countries. The pressure and abusive practices suppliers suffer worldwide have a negative impact on labour and social rights, i.e. low wages, forced overtime, insecure employment within the supply chain. The drive by supermarkets to meet – and propagate – modern (over)consumption patterns is highly destructive to the environment. Low food prices, cosmetic requirements (such as specific sizes/shapes), special packaging, long distance and refrigerated transport, off-season fruit and vegetable production, as well as demands for unsustainably big amounts of certain popular fruits or vegetables result in a loss of biodiversity, overproduction, and huge energy demands. In February 2013, the United Nations Environmental Program highlighted the massive rejection of developing country production by supermarkets due to cosmetic quality standards, resulting in enormous waste.

Time for action, time for change

A group of civil society organizations from across the EU is calling for tangible action from supermarkets, national governments and the EU to improve labour conditions in countries of the global south and reduce environmental impact along the supply chain. We have identified private label production as key leverage point for this initiative. With 40% of market share for store brands, supermarkets need to assume responsibility for the working conditions and the bearing on the environment of the whole supply chain. If supermarkets took a stance for fair and sustainable production instead of the present race to the bottom in prices and standards, they could use their combined influence and buyer power for a change for the better.

Contact us

The joint effort of many forces is needed to make supermarkets fairer and more sustainable. We cannot allow European supermarkets to continue their relentless disregard for people's rights and welfare in the pursuit of profit. The following organizations have already taken the lead:

AGROLINK AGROLINK Association (Bulgarian), AUR Asociata Nationala a Specialistilor in Resurse Umane (Romanian), Amici della Terra (Italian), CIR Christian Initiative Romero (German), CNIT Cyprus Neuroscience and Technology Institute, CSCP Collaboration Centre on Sustainable Consumption and Production GmbH (German), ECAT Environmental Center for Administration and Technology (Lithanian) Finnwatch (Finnish), Focus Focus Association for Sustainable Development (Slovenian), FoE Friends of the Earth (Malta), FTH Fair Trade Hellas (Greek), EEB European Environmental Bureau (Belgian), Global 2000 Global 2000 (Austrian), Green Liberty Green Liberty (Latvian), LEJ League of Environmental Journalists (Ghana), NGO Mondo NGO Mondo (Estonian), NSC National Society of Conservationists (Hungarian), ORMUSA Organización de Mujeres Salvador (El Salvador), PSO Peuples Solidaires (French) Repórter Brasil (Brazilian), SOMO Stitching Onderzoek Multinational Ondernemingen (Dutch), SWA Südwind – die Agentur für Süd-Nord Bildungs- und Öffentlichkeitsarbeit (Austrian), Think Global (British), University of Dschang, Faculty of Agronomy and Agricultural Sciences (Cameroon), WALHI Wahana Lingungan Hidup Indonesia / Friends of the Earth Indonesia

Sub-grantees in the following countries: Croatia (Zelena akcija / Friends of the Earth Croatia), Czech Republic (Glopolis), Poland (Fundacja Kupuj Odpowiedzialnie - Buy Responsibly Foundation (BRF)), Slovakia (Živica), Denmark (Aktive Forbrugere), Ireland (Uplift), Portugal (Quercus) Luxemburg, Spain and Sweden.

Please join us!

2. BACKGROUND INFORMATION

Cacao

Defining a Decent Living [[link to the document](#)]

There are two fundamental reasons to ensure that a decent livelihood is earned by smallholder cocoa farmers; the business imperative to ensure the long term viability of the cocoa supply chain, and the value-based imperative to ensure the fundamental human rights to a decent livelihood. Both deserve a more thorough discussion than presently is taking place in the sustainability conversation around cocoa production.

A decent living for cocoa farmers is a long-term business imperative, and a basic human right. Companies and governments have a responsibility to ensure that a decent living is possible in cocoa farming. To achieve this, several urgent actions have to be taken.

- A common definition of a 'living income' should be agreed on.
- It is essential to improve the accuracy of data on this subject. Governments, companies, research institutions, NGO's, and standards organizations should start sharing the knowledge and data they have. Preferably, a pre-competitive collaboration would lead to 'crowd sourced' data tool that can be universally to the conversation.
- Baseline studies and evaluations of projects should include figures on the composition of revenue, cost of farming and cost of living.
- Reliable data on the number of household members are essential for a fact-based debate about the future of the cocoa production.
- The roll out of basic services such as health care, access to clean drinking water and education would greatly reduce the costs to provide for a living income for cocoa farmers.

- Land tenure reform, a decrease in household size, and diversification of income should become priorities of both producing nations and companies that operate within them.
- Every company sustainability programme should include a requirement for a basic 'living income calculation'.

Value Distribution in the Cocoa Supply Chain [[link to the document](#)]

The global chocolate industry has a global turnover of approximately €100 billion per year. Up till now no comprehensive overview has been presented about the value distribution in this chain: who is earning what at which stage.

The term 'shared responsibility' is being used more and more in the sustainability discussion in the cocoa sector. And it should be. It is unrealistic to expect any single actor to solve the problems of value distribution in the cocoa supply chain. All major actors should take over their share of the burden. The following recommendations to ensure a more equitable distribution within the cocoa value chain are proposed:

- A broad pre-competitive discussion should be started by all the actors in the cocoa supply chain to create a risk-assessment and action plan, specifically aimed at value distribution in the supply chain, including strongly improved sharing of information.
- Producing nations should invest incomes from cocoa taxes to build local infrastructure and access to basic social service such as healthcare and education, particularly in remote cocoa growing areas, to improve market access and reduce costs for cocoa farmers.
- This requires transparency in received tax income and needs to be coupled with transparency on taxes paid by companies, as well as active reduction of tax avoidance schemes.
- The creation and strengthening of farmer groups such as coops should be stimulated, to ensure market power for farmers' increases.
- Regulatory measures should be put in place to ensure prices are internalized, in both consuming and producing nations, creating a level playing field.
- The formulation of true price calculations for the supply chain would be a useful first step, leading to a rise in the price of chocolate at consumer level.

- Hedging and futures should be reduced to a pragmatic system of protection against market fluctuations, not as a means of earning 'unearned' profit through speculation. A commodity transaction tax, or a sustainability levy directly inputting into a Global Cocoa Development Fund could be useful disincentives, ensuring that prices truly reflect supply and demand. This fund can then be used to support producers.

These steps will require a re-evaluation of the mechanism that sets the price for the product; of the level of transparency of profits earned; and a more equitable distribution of value added throughout the supply chain. All actors have to be willing to share a little bit more of the profit with the rest of the chain, especially with farmers. And it will also mean that the sector is going to have to charge more for chocolate. Currently, consumers are not paying the price it costs to actually make the product. That price is being transferred in time and place. Later generations will be paying the price of cheap chocolate, much as current generations of cocoa farmers already are doing.

European campaign Make Chocolate Fair [link to the original materials in the library]

Chocolate is one of the most popular and widely consumed confectioneries in the world. It has become a product of mass consumption: the average European and US-American consumes 5.2 kg of chocolate per year. Europe and the US accounts for more than 50% and 22% of global sales respectively.

While chocolate is growing in popularity, little attention is paid to where the primary ingredient cocoa comes from and under which conditions it is produced. The value chain is very complex, opaque and characterized by a massive imbalance in the market at the expense of small-scale farmers. This often leads to impoverishment, exploitation of workers and child labour.

Whereas the majority of cocoa consumption occurs within the Global North, cocoa is grown in tropical regions around the Equator. Only here can one find the specific conditions necessary for producing cocoa. Around 3.5 million tons of cocoa beans are produced each year.

Cocoa cultivation is highly dependent on intensive manual labour. Cocoa pods of one tree do not ripen at the same time what makes a continuous monitoring, care and harvesting necessary. A single tree simultaneously carries flowers and pods at different stages of maturity. In addition, cocoa trees are very susceptible to disease which spread rapidly in dense rows of trees. Hence, maintenance costs in cocoa cultivation are very high.

When cocoa pods are ripe and cut from the trees by hand, the beans undergo a process of fermentation, drying, cleaning and packing. Farmers sell the sacks to intermediaries who resell them to exporters.

Unprocessed cocoa is then transported to chocolate producing countries for roasting, crushing and grinding in the Global North, which capture the majority share of the value chain of chocolate production.

To guarantee compliance with crucial economic, social and environmental standards in the cocoa production, it is important to adopt an independent certification and control system.

For consumers this certification is recognizable through a label such as the Fairtrade mark. Labels belong to respective labelling organizations that set the standards, other independent organizations then certify products of companies.

Critical consumer consciousness and behaviour can have a huge impact on corporate decisions and hence have the power to foster the elimination of existing injustice in the cocoa value chain. Therefore it is crucial that consumers impose pressure on chocolate companies to align all their chocolate and cocoa products to fair trade standards.

Orange Juice [link to the original materials in the library]

The European Markets for orange juice from concentrate has seen an increasing concentration of market shares in recent years. The supply chains for almost every European Country is dominated by a few global players, which can be broadly sketched out as followed (data from 2011 where not indicated otherwise):

- Leaving aside Orange Juice (from concentrate) production in Florida, which is relevant mainly for the US market, 85% of worldwide market share is held by Brazilian companies. Brazil accounts for 50% of global orange juice production and exports 98% of what it produces.
- The EU member states are one of the main importers of Orange Juice from Concentrate from Brazil: it makes up for 80% of the entire European market.

The supply chain consists of the following key factors:

1) There are 3 big Brazilian producers of Orange juice from concentrate:

- Citrusuco/Citrovita (25% of global production)
- Luis Dreyfus (15% of global production)
- Cutrale (30% of global production)

2) The EU national markets are dominated by 3 to 4 bottling companies each. In almost all EU national markets these bottling companies hold more than 50% of market shares; often percentages are much higher, between 90 and 100%.

3) Ultimately the market in the sale of non-alcoholic beverages is equally centralized: four to five supermarket brands hold 60-90% of market shares in Orange Juice from concentrate sales.

The situation on the ground:

Christliche Initiative Romero e.V. (CIR) a German NGO founded for helping marginalised people especially in Central America has a focus on human rights protection and to act as a link between different worlds. It has a strong interest in social and political development and actively supports people and organizations in Central America trying to build a fair and sustainable society. Its aim is to build bridges by raising awareness for southern problems in the western countries. The struggle for human rights can only be successful, if change happens here in the economic centres in the western hemisphere. That is the reason why CIR started the "SupplyCha!nge" project together with the 24 NGOs from the EU and 4 non-European countries.

CIR has done field research in Brazil as well as issued an independent study of the Instituto Observatorio Social (IOS, Sao Paulo). Here are some essential figures (2011):

- Only 52.000 of the 2.380.000 have regular contracts
- Responsibility for workers is rejected by the big firms, as workers are hired through subcontractors
- According to Union figures, living wages would be 14 Euros a day. The average plantation worker makes 9 Euros a day, as her/his wage is calculated according to the amount of oranges s/he is able to harvest and the amounts a worker would have to harvest in order to gain living wages is impossible to deliver.
- Lack of transparency in the payment process is very common. Oranges are weighted by the plantation owners or the subcontractors, often without the worker being allowed to witness. Also workers get paid by their subcontractors and do not know how high their respective provisions are.
- Factory workers almost never receive Union wages, as the amounts specified in their contracts can only be gained by surplus hours and night shifts.
- Overtime, nightshifts, work on the weekend is usually expected and done without compensation.
- Protective clothing is not always provided. There is no standard for protective clothing in the sector.
- Plantation workers are not receiving drinking water, nor are there sanitation or first aid facilities.
- There is no regulation/protection in the case of illness. Workers are expected to show for work in any condition. If they don't, they are replaced.
- Freedom of assembly and attempts to form union movements are repressed.

As a part of our 'SupplyCha!nge – Make supermarkets' project CIR will lead a group of journalists on a research trip to Brazil in June 2015. We will produce up to date stories, background information and anchors for our press work there.

The orange juice study paints a transparent picture of the entire supply chain, from the cultivation of the oranges to the marketing of the juice. Research findings in Brazil and Germany shed light on something which food retailers are all too happy to cover up: dependence and exploitation.

3. WHAT CAN YOU DO

Promoting the ideas of 'SupplyChange – Make supermarkets' project is important for reaching wide range of target groups and stakeholder connected to fair trade issues. Get involved in different ways!

10 steps how to organize an action

- 1. Choose the topic, narrow it down, concretize.**
- 2. Build a team to plan the action with you.**
- 3. Choose the technique of the action, depending on the content and the context.**
- 4. Pick a date and time for your event and plan other logistics.** Try to organize the activities on important days, for example Earth Day (22 April), World Fairtrade day (9 May) or Food Day (16 October) or Buy nothing Day (27 November)... it can get you more media attention.
- 5. Get all the permissions.** You need different types of official permission (depends on your national/local law). These are especially needed when preparing outdoor actions. When preparing a flash mob, the permissions are not needed.

Join the group »European Year for Development 2015« on capacity4dev.eu to keep track of what is happening on the EU level.

- 6. Spread the word** to your members/friends and local community. Write updates to keep your supporters in the loop.
- 7. Carry out the action. Enjoy your event!** Keep things running smoothly. Don't forget to take photos and record a video.
- 8. Share the results** of your action.
- 9. Debriefing** within the group of organizers, volunteers and other participating at the event is needed. The best time is the first day after the happening. You evaluate and analyse the action. What was good and what went wrong? How can you improve next time?
- 10. Celebrate!**

Make a SupplyCha!nge!

Standards around ethics and environment are a prerequisite for attracting large numbers of particularly critical consumers. Supermarkets need to learn and apply that into their business model. If more supermarkets decide to join in this public discourse about the ethics of discounters, especially the ones applying ethical standards in their daily business, competition as well as campaigning can add to the aggregate pressure for change.

The project “SupplyCha!nge – Make supermarkets fair” will inform 25 Million European citizens about sustainable production and consumption patterns and therefore run a pan-European awareness raising campaign in the EYD 2015 in all 28 EU member states. The European Year for Development (EYD) is the best time to campaign for fairer future of people all around the world.

2015 is a special year as the Millenium Development Goals reach their deadline and the negotiations for the post-2015 framework are taking place. As the first European Year ever dealing with the EU's 'external action', the EYD will provide an unparalleled opportunity to engage with citizens. The motto of the EYD2015 is **»Our world, our dignity, our future«**, with one of the key messages being: **»Think global, act local. A single person can make a difference.«**

Get involved!

You can get involved in the issue by working together with other activists and campaign partners. Together you can generate and boost public awareness about the power wielded by large supermarket chains. There is plenty of ways how to mobilize public. You are welcome to choose one of them, adapt them and suggest other approaches.

What techniques can you use?

Positive buying

This means favouring particular products that are Fairtrade, ethical and environmentally friendly. In practice it means buying fair trade chocolate instead of ordinary one, buying locally products instead of

imported ones, buying unpacked fruit instead of packed, buying wooden toys instead of plastic ones etc. A good example is the Carrotmob campaign. In a Carrotmob campaign, a more or less organised group of people spend money to support a business, and in return the business makes an improvement that people care about (e.g. make the shop more energy efficient, install a bench instead of a parking lot). They had more than 250 campaigns in over 20 countries around the world. Currently the core team is inactive but still encourages and support carrotmob activities all over the world (<http://www.carrotmob.org/>).

Creative actions – Action Day – Mobile Exhibition

Photo competition in ‘SupplyCha!nge – Make supermarkets fair’ project

We all have our favorite dishes, we all love tasty food! Our supermarkets offer a huge variety of all kinds of groceries at ever lower prices. The downside of this consumer’s paradise: People in developing countries and in Europe that grow or process our food hardly makes a living. The way many products are grown or produced damages our environment. It’s time to make food more sustainable!

Join our photo competition around the topic “I want my food fair and green”, take your best shot and win great prizes!

There will be a Europe-wide online-voting on all pictures. Every country will have one national winner (the national photo with the most votes). From the 20 photos that get the most votes internationally, a jury (around 5 members) will choose the best photo that will be rewarded with the 1st prize: a trip to the expo in Milan for two persons (on the weekend of October 24th). The best photos of the competition will be part of a Europe-wide exhibition.

Flash mob

Flash mob stands for a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, before quickly dispersing. They are often used for the purposes of campaigning, entertainment, satire or artistic expression and are organized via telecommunications, social media, or viral emails.

You can organize a flash mob in front of a supermarket, in a supermarket, on a market square or at another central location. You should try to involve as many people as possible who will at first be part of an anonymous crowd that gathers at a public place and will later create a sudden, surprising, attention-grabbing incident. This should be precisely planned in advance and should be easily understandable and feasible. [link to bananalinks material]

Example from Slovenia Mobilization for public passengers transport

Focus Association for sustainable development organized 5 consecutive flash mobs in 5 cities in Slovenia. The purpose of these events was to call for better and more efficient public transport and to encourage decision makers to start improving the legislation. [Photo]

Outdoor installations

These kinds of art inspired installations can be eye-catching and attractive for by passers. It can also get a lot of media attention. Especially if they appear through the night. Strong visual messages are imprinted in the memory of the people and come to light in everyday situations when they are confronted with the issue.

Example from Slovenia Exhibition "Me too!"

The exhibition was prepared under the project with the same name in 2010. The aim of the exhibition was to present the impact of everyday choices on global problems such as climate change and global inequity. The exhibition was covering four topics: mobility, food, energy and clothing, highlighting the various options and alternatives. Since it was addressing primarily consumers it was set up (mostly) in shopping centers but also in schools and outdoor, on public squares, bridges. At the end of the journey through the exhibition the visitors were encouraged to take their own decisions towards a common, more fair and sustainable future for the planet and people.

Boycotts

A **boycott** is an act of voluntarily abstaining from using, buying, or dealing with a person, organization, or country as an expression of protest, usually for social or political reasons. It can be a form of consumer activism.

Boycotts can be especially empowering for consumers through the process of actively rejecting something produced or sold in an unethical/unfair/unsustainable way. A company (supermarket) can become a target due to questionable business practices such as unfair trading rules that lead to poverty and exploitation of people and the environment in developing countries. Companies are sensitive to boycotts because they can have serious financial implications, as they can lose customers for life. There are two main types of boycotts, either directed to whole supermarkets with no fair trade products or by boycotting certain products (e.g. without Fairtrade label or eco certificates). There are more people boycotting products than you might think. Half of customers would boycott companies that fail to give good service. Four in five people are likely to tell their friends and family not to use products or name companies that disappoint. Another quarter put negative reviews online. 55% avoided a product or service because of a company's behaviour. [link to ethicalconsumer.org]

Name and shame tools

To **name and shame** is to "publicly say that a person, group or business has done something wrong". It is used to discourage some kinds of activity.

In our case that means publicly saying if supermarkets have done something wrong. We recommend you to use it to discourage supermarkets from selling unfair and unethical products that have very bad consequences in the development world. It can be used also by exposing greenwashing techniques. This is a very strong and powerful tool and it can usually be used in cases where some supermarket practices are really bad. Naming and shaming can be done with a petition, an article in the press, a stunt...

Example from Greenpeace: Detox my Fashion campaign

Since 2011 the Detox campaign has named and shamed (put on the 'dirty list') and then challenged some of the world's most popular clothing brands to eliminate all releases of hazardous chemicals. Thanks to the action of over half a million designers, bloggers, fashion fans and activists twenty global fashion leaders, from Adidas to Zara, have made a commitment to Detox their clothes. Many of these brands are now taking action - taking steps to create toxic-free fashion on behalf of their customers, the local communities and future generations.

Viral campaigning

Viral campaigning techniques use the logics of pre-existing social networking services and other technologies to try to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes, analogous to the spread of viruses or computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks. Viral campaigning may take the form of video clips, interactive Flash games, images, text messages, email messages, or web pages. However, the creative nature of viral marketing enables an "endless amount of potential forms and vehicles the messages can utilize for transmission", including mobile devices.

Petitions

A **petition** is a request to do something, most commonly addressed to a government official or public entity. A petition is usually a document addressed to some official and signed by numerous individuals. Nowadays we are talking mostly about petitions on the internet.

The 'SupplyCha!nge – Make supermarkets fair' project's petition in the EYD 2015 will focus on European supermarkets asking for a change towards a more sustainable store brand supply chain. It will draw together paper-based signature collections (e.g. signed petition cards) and online data gathered via the common action website. The handover petitions shall be scheduled to core media events, but it is not decided whether this takes place in 2015. The petition will be distributed via social media, the action website and e.g. via adverts for multipliers-CSO. [Link to the FSB petition in 2015]

Infographics

Infographics are evidenced-based visualizations that can convince your audience of the validity of your facts and arguments. They are a good way of making your message heard in an increasingly noisy online environment. An infographic will make complex data easier to see and understand. You can tell a story with pictures, show trends over time, compare elements and reveal hidden patterns. People are more likely to understand and to believe what they see in a chart or a graphic if the sources of your information are credible and visible.

Videos

Videos are useful for communicating the issues of the campaign and the stories within it. Videos can be passed from person to person quickly and organically, but you have little control over where they go and what is done with them. Keep the video short (one to two minutes maximum). Make it is easy for people to distribute the video by producing it in formats that everyone can use. YouTube and Vimeo are the best video sites to use, but you can also upload videos to Facebook and to your webpage.

Outdoor campaigning

A photo exhibition

Pictures tell stories. A good photograph can be an immensely powerful campaign tool. A well-planned exhibition of relevant photographs can be an effective method of engaging interest and getting your message across to a wider audience.

- Choose photographs that clearly relate to the issues.
- Some media outlets may not show certain images. Your exhibition is an opportunity to display original and powerful photographs which might not otherwise be seen.
- Photographs can be digitally manipulated for dramatic effect or to trigger a particular response.
- Choose an appropriate and widely accessible venue in which the photographs can be comfortably viewed.
- Think carefully about how the photographs will be mounted and displayed. Seek help and advice from experts and professionals if necessary.
- Try to include strong images which speak for themselves, but if necessary, consider including captions and other information to help get your message across.
- Organise a preview event for invited guests, to create interest and spread the word.
- Photographs can be exhibited in all kinds of unusual spaces as well as in the obvious ones such as galleries, bars and restaurants. You might consider displaying them in public spaces; for example, libraries, shops, shopping centres and other public areas.

It is important to include branding elements, identifying your event or your organization in the photos. Posters, banners, t-shirts, any kind of visual proof that shows who organized this and why. Spreading the word and getting your message across can sometimes be as simple as organizing a party or other social event to raise money and awareness, and having some fun.

Street actions

If you want to get attention and draw interest from the general public then you need to hit the streets. Meeting people face to face, on the street, can be an exciting challenge.

- Decide on what the action is. You need to grab attention and create interest.
- Choose a suitable date and time for maximum effect.
- Choose an appropriate, safe location where you can reach the maximum number of people.
- Obtain all necessary permissions for the action.
- Don't wait for people to come to you – you should engage them directly.
- Create an action that people can join in with or contribute to in a simple way. Simple drawings, words or easy creative tasks that add to a larger visual display can be effective.
- Try and engage people's natural curiosity to draw them in.
- If you plan to engage the interest and involvement of families, consider your action carefully. Make sure it is appropriate for all ages and won't intimidate or frighten children.
- If the action involves a performance or demonstration of some kind, make sure volunteers are on hand to talk to people, to explain the action and hand out leaflets.
- Provide a stall with volunteers for information, leaflets and all publicity materials. Decorate it and display any logos, slogans etc.
- Hand out leaflets, badges, stickers and other items for people to take away with them.
- Encourage people to sign a petition or show support for the action in some other way.
- Generally, a cheerful approach with a smile gets results!

Ideas: Speakers corner, debate in a park, School under the sun, Street theatre, Petition...

Social media

In order to inform the public and assert our demands amongst political and supermarket decision-makers, we need to be constantly aware of the issues and create a powerful lobby, backed by large numbers of people. Social media is a great way to promote the ‘Supply Cha!nge – make supermarkets fair’ activities during the European Year for Development (#EYD2015).

Facebook, Twitter, YouTube and Vimeo are good ways to reach out to people, to begin sustained conversations about the fair trade issues. If used cleverly, these social media can help raise awareness, enlist support, and create a social space where your community can take action. Social media reach a wide audience and can help you to target specific interest groups.

Think of ways of making your message stand out in some unusual or original way. The social networks are very crowded; you need to surprise these people and find ways to connect with them. Try using a combination of humor, emotional connection, evidenced-based information and personal stories. Select your hashtags and tags carefully, in advance; they will enable you to monitor and track your online activity, and direct people to your Facebook and Twitter pages.

How to approach the media?

The media is possibly our most useful tool. Through media coverage, we can spread news about our campaign and spread the word about ‘Supply Cha!nge – make supermarkets fair’ to a wider audience. Working with the media can be crucial in influencing public opinion and government policy.

Be clear about what you want to achieve and what messages you want to get across. Then think about which media you want to contact. Established local radio and TV stations, newspapers and magazines are the obvious first choices, including all the related online options.

Try and connect the issue of fair trade to any local issues or current news items. Remember that in some cases the media needs advance notice of a story or news item. Be sure the angle you choose will be fresh and relevant by the time it is released. Topical news can quickly become old news.

4. MATERIALS AND LINKS

There is already a lot of useful materials 'SupplyCha!nge – Make supermarkets fair' project partners will elaborate several useful publications and background material that you can use for your campaigning. [link to the library on new web site!] For every action, material will be provided that can be used or translated / adapted for each national context.

Common web site link !!

<http://www.emeraldinsight.com/doi/full/10.1108/07363760110410263>

<http://www.ethicalconsumer.org/>

<http://www.ethical.org.au/>

<https://www.adbusters.org/>

<https://www.adbusters.org/campaigns/bnd>