



12 May 2007: World Fair Trade Day

Introduction

World Fair Trade Day is *the* event to celebrate and promote Fair Trade around a shared theme. It takes place on the second Saturday of May each year - in 2007, that means 12th May. This year's theme revolves around the fact that Fair Trade protects children's rights.

The first ever World Fair Trade Day took place in 2002. Since then, people from Austria to Zimbabwe have caught the attention of press and public with awareness raising events - some of which have been pretty spectacular! In the past, World Fair Trade Day has entailed fashion shows, seminars, rallies and countless other activities.

An essential resource for those interested in celebrating World Fair Trade Day is the World Fair Trade Day website (<http://www.wftday.org/>). On the site, visitors can check a directory of events worldwide, register their own activities and show the world their commitment to alleviating poverty through trade. Why not make the site work for your benefit - last year alone the site attracted over 3.5 million visitors. Register and get some free publicity into the bargain.

2007 is the first year that two of the biggest players in Fair Trade, IFAT and NEWS!, are working together around the same theme. The NEWS! campaign Website is www.kidz-at-work.net and they use the logo on the right throughout Europe. Expect more from us in the future, as IFAT and NEWS! will team up even closer to make World Fair Trade Day even more prominent throughout the world!



Finally, we would like to express our sincere gratitude to NEWS! for letting us use and adapt their materials. We would also like to thank People Tree / Global Village for hosting and maintaining the World Fair Trade Day Website.



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How can World Fair Trade Day benefit you?

World Fair Trade Day is designed to promote Fair Trade and get as much attention from visitors/attendees/customers, press and media as possible. It is a great opportunity to raise awareness and to use the existing publicity wave for the benefit of your organization. Let your PR go nuts!

If you organise your event well, you could get press coverage, or remind your organisation's stakeholders (e.g. customers, business partners and governments) of who you are and what you do. World Fair Trade Day also gives Fair Trade Organizations a great PR tool to create interest for themselves and their products. It is also a day when members of the Fair Trade network in every part of the world celebrate their solidarity with each other and show the fact that they are part of a worldwide movement.

Because...

“The success of World Fair Trade Day has shown that more and more people care about the people behind the products they buy. Your event can help these people to find you.”

Stefan Durwael
IFAT Director

Who organises these events?

Thousands of people are involved in World Fair Trade Day each year. IFAT members and Fair Trade Shops in particular are encouraged to celebrate this day with events and activities, but anyone with an interest in Fair Trade can organise a World Fair Trade Day event. IFAT members, NGOs, businesses, schools, farmers, artisans, labelling organizations, customers, supporters, you on your own or your family as a whole... What matters is that Fair Trade is promoted, and that you make others aware of your event.



This year's theme: Kids Need Fair Trade

The end of child labour just around the corner?

In 2004, 246 million children aged between five and seventeen were child labourers, 73 million working children were less than 10 years old, 180 million worked in extremely dangerous conditions and 6.4 million children were trapped in slavery, trafficking, debt bondage, prostitution, pornography and other illicit activities¹.

What has happened since then? According to a recent report² by the International Labour Organisation (ILO), things are getting better. While the number of children who have to work has decreased, some 218 million children between five and seventeen are still classified as child labourers. This is a reduction of 11% from 246 million. 126 million children are working in extremely dangerous conditions (down from 180 million), while the number of working children under 10 years old fell from 73 million to 64 million. The report does not contain any figures on trafficking, debt bondage or child slavery.

Although these figures sound promising, they still tell you that 13.9% of all children and young people worldwide are working, some of those in extremely dangerous conditions. Does that sound like the end of child labour?

Rekha's Story...

Rekha, 13 years old, from West Bengal, has worked as a domestic help in Delhi for the last two years. She has never seen her father, as he left her mother before she was born.

West Bengal is not only famous for Bengali Tigers and jute - one of its main cash crops is Darjeeling Tea from the Darjeeling hillsides at the foot of the Himalaya. The terms of trade are so bad for people picking Darjeeling that families are forced to send their children to cities like Delhi to earn either extra money for the family or to get rid of another hungry mouth.

Going home to the family is not an option for Rekha. Her family can't afford to keep her. They do not make enough money from tea to be able to keep her. There is no provision for Rekha's family to receive compensation for the money she is no longer earning. It is not clear what will happen to Rekha - the social centre doesn't have any money to care for her either.

Furthermore, the ILO report states that nearly 70 % of children between the ages of 5 and 14 work in agriculture, 9% in industry and 22% in services. These sectors make up the formal economy. However, most children and young people are affected by informal structures. They grow up in informal settlements only have access to informal education and informal health services and they work, like their parents, in the informal economy. Many children and young people are 'self-employed' and fight their way through survival. Conversely, the lack of undignified jobs for grown-ups in the formal sector is one of the main causes of child labour³.

In Sub-Saharan Africa over 25% (one in four!) of children are child labourers. In Asia and the Pacific the figure is 18% and in Latin America and the Caribbean "only" 5.1% of

¹ Calculated by NEWS!

² The End of Child Labour: Within Reach (May 2006)

³ http://www.kindernothilfe.de/multimedia/Positionspapier_Kinderarbeit.pdf



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children are working. Although this figure represents a reduction of 11% compared to four years ago, it still means that 5.7 million children are working in Latin America and the Caribbean alone.

Some progress has been made. According to the ILO report, in Brazil for example there has been a 60% decrease in some age groups. There is also a steady stream of reports from India of child labourers being rescued. Upon closer inspection, however, such reports of rescued children reveal that children are merely being moved from their place of work and “dumped” in very poor and already overstretched social care centres. After a short period of rehabilitation the rescued child labourers are sent back home to the families that couldn’t afford to feed them in the first place.

As Rekha’s story illustrates, moving is often not an option. It is also not exclusive to West Bengal. This story shows that removing children from work in one sector does not remove their need to work to survive.

Kids need Fair Trade

Governmental programmes all around the world that sound promising (“out of work into school” “stop child labour” “action plan to eliminate child labour” “school is the best workplace”) are all ineffective if the root cause of child labour is not tackled: poverty. The unfair terms of trade for raw materials, crippling import tariffs in industrial countries, heavily subsidised goods from industrial countries are all practices that exclude and marginalise millions of people in the rural South. Fair Trade makes a concrete contribution to the reduction of poverty and thus tackles one of the main causes of child labour.

Many consumers buy Fair Trade products because of the “no child labour” label. It is more accurate to say that there is no *exploitative* child labour in Fair Trade. It is an important distinction to make. Since Fair Trade is a trading relationship based on respect, Fair Trade respects the living situations of many producer-children.

Sometimes it is inevitable that children help around the farm, especially during harvest. Fair Trade organizations follow the ILO convention on the rights of the child, which believes every child has the right to education and to play. It also states that if helping their parents, this should only be for a minimal amount of hours and they should not carry out any work that could be considered dangerous or damaging to their health. It should also part of their education.

Children’s schooling (formal or informal) should not be disrupted under any circumstances and during working hours they must have access to time for playing, nutritious meals and supervision. Their rights are not violated.

Fair Trade Organisations disclose all information regarding the involvement of children and monitor the time that children devote to education, recreation and work. Fair Trade Organisations ensure that children are always treated in accordance with the UN Charter on Children and the country’s laws.



What you can do: Join the IFAT / NEWS! campaign

World Fair Trade Day 2007 is all about children and Fair Trade and children will be more involved than in previous years. We want them to have so much fun with Fair Trade that they become motivated to find out more about it. Therefore, create a positive and welcoming atmosphere for them at your event venue. Organise games, let them play at or near your event and let them taste food. Not only are children lively and will they bring great energy to your event, they also bring in loads of extra people.

We invite you to run a postcard competition within your organisation. You are free to adapt the competition to suit your organisation's ideas or needs. Of course, if you don't like the idea of the postcard competition, you can unleash your own creativity and design an event yourself. We invite you to check www.wftday.org for inspiration. Last year's events are still on there.

Overview of the Postcard Competition

The basic idea is very simple: organise an event around a children's postcard competition. The format of a postcard was chosen because postcards are very versatile. They are easy and cost effective to print, you can use them as an influencing tool by sending them to decision makers if you choose to extend your campaign and they are small enough to take with you if you want to move your exhibition around. The competition is aimed at kids around the world and is designed to get them to think about Fair Trade and create a design that reflects their ideas.

The children then submit their entry using the blank postcard forms. Some examples are included with this manual and are available for download from www.wftday.org.

We suggest that the prize ceremony takes place on 5 May. A jury announces three winners. To end the day's events, please make sure to email us scanned copies of the winning entries so we can upload them on the World Fair Trade Day Website.

If you attend the IFAT International Conference in Belgium in May this year, we encourage you to take some entries with you, at least the winning ones. We will put them on a board and a jury will announce a winner. The IFAT member whose entry this is, will receive €500 for children-related activities in their community, product development or attending trade fairs.

So what should the children do?

Only one thing really... Be creative! The children's task is to come up with ideas that show what they think Fair Trade is. The picture can be taken anywhere (at school as part of a workshop, in a shop, out in the field) and can be of anything. For example...

- a photograph of one of their friends playing with a Fair Trade toy
- a picture of a really messy Fair Trade chocolate eater
- a drawing about what they think Fair Trades does to other people



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- a photograph of a Fair Trade product at an unexpected place
- a picture of a producer or producers' children
- a collage of different materials, for example packaging
- ...or anything else.

The contribution doesn't even have to be made out of paper (but should ideally be attached to the blank postcard, of course). There are no limits to creativity, although the theme of Fair Trade should be in there somewhere.

What else can you do with the entries?

The competition could be all you organise this World Fair Trade Day, but the bigger your event the better. And while you've received lots of entries anyway, you might as well make the most of them by basing other things around the contest / prize giving ceremony. For Example...

- Use all the entries as an exhibition on World Fair Trade Day to do awareness raising work on exploitative child labour and the benefits of Fair Trade in stopping this practice. After you do your event, you may be able to move it to schools, your town hall or your own organisation.
- Alternatively, put stamps on the postcards and send them to political leaders in your country (the postcards have writing space at the back to accommodate this).
- Invite a political leader to your event and hand him / her all the entries you collected (saves on stamps!).
- When you have appointed your winners, don't forget to scan in the winning entries and send them to us so we can upload them on the World Fair Trade Day Website.
- Take as many entries as possible (but at least the three winning ones) to the IFAT International Conference in Belgium to take part in a contest there. We will use the postcards you bring to the conference for future advocacy activities.

The following section explains how you go about planning the children's postcard competition.



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Planning a successful Postcard Competition

Below is a step-by-step plan to help you organise a successful World Fair Trade Day event.

1. Set the date for the prize ceremony

Suggested Timing: Early February 2007

Setting a convenient date is important. You want to set it on a date when as many children as possible can attend. Two suggestions:

- 5 May 2007

Use 5 May as a kick-off for a week of WFTD-related activities. This way, the children are involved throughout the week right from the start. If you are taking part in the IFAT International Conference in Belgium this year, it also allows you to take the winning entries to the conference in Belgium.

- 12 May 2007

Use 12 May, World Fair Trade day itself, as part of a bigger event that day.

Also use this time to inform everybody in your organisation about this year's theme, the contest and to appoint someone who is responsible for organising the event. Work out which locations you are going to approach specifically to hand out the blank postcards (schools, places of worship, play groups, etc.).

2. Translate and adapt the materials

Suggested Timing: End of February 2007

Chances are you are not in an English-speaking country, which means that some of your audience might miss your message. Although the World Fair Trade Day poster is available in English only, the other materials are available in Word format from www.wftday.org, which means you can adapt them to appeal to your local audience.

Don't forget to change certain appropriate details such as the location where children should hand in their contributions and when the closing date for your contest is. You may also want to include the venue and time of the prize ceremony. Finally, if you would like more space, feel free to enlarge the text boxes to accommodate more writing and artwork.

3. Get a jury together and find prizes

Suggested Timing: Throughout February 2007

You will need to appoint a jury who is going to look at the entries and decide on a winner. Anyone can be in the jury - volunteers, teachers from a school, you, your colleagues or one or more children. You may find a local celebrity or political leader willing to be on your jury and



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run the ceremony part of the event. The latter would be great, because it gives the invited press an extra reason to turn up. Just make sure you ask people well in advance, and agree on a time and date to go through the submissions.

The jury should announce three winners, so make sure to decide on prizes to hand out for the winner, first runner-up and second-runner up. Prizes don't need to be expensive; they can be something from your organisation that you can get your hands on for free, vouchers at a Fair Trade Shop or anything else. Vouchers are particularly great, because spending them means that the children go back to a Fair Trade location, often accompanied by an adult who might spend money on Fair Trade products, too. However, this of course depends on the type of organisation you are.

4. Register your event on www.wftday.org

Suggested Timing: Early March 2007

World Fair Trade Day is celebrated around the world and draws massive interest from all corners of the globe. Last year, the World Fair Trade Day Website attracted over 3.5 million visitors. This presents a unique opportunity to raise your profile as a Fair Trade Organisation and to get some publicity for your event.

Registering is easy. Just visit www.wftday.org and click on the "Register your event" link

5. Tell children and adults about the contest; hand out the postcards

Suggested Timing: March - 23 April 2007

Now it's time to invite people.

Children

Distribute the blank postcards provided to as many children as you can reach. Go round schools, places of worship, Fair Trade shops and give out as many as you can through your own organisation. Also make sure to explain what this is all about and tell the children when the prize ceremony is. Encourage them to attend.

While you are in schools or places of worship, you could try to make handing out the blank cards part of a session on Fair Trade if the group leader agrees with it. Make sure you have some materials, products and a story ready. You will need to explain in easy terms what child labour and Fair Trade is and how Fair Trade is important in stamping out this practice.

Also ask if you can put up some posters in the room, preferably ones that can stay there for longer than just that day. Also include a competition poster reminding them of the competition deadline (a sample can be downloaded). The contest could be part of an art class.



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Adults

During this stage, you also want to start communicating your message to adults. Reach those people by telling them about World Fair Trade Day using a notice in a mailing you are organising, put up posters around your organisation and write to the media (written press, local radio/tv stations, local news Websites) about your event. You can use our sample press release for inspiration.

Local politicians are sensitive to the opinions of the people that live in the area. Even if they already believe in an issue, they are likely to only take action when they are aware that many people think along the same line. This means it *is* possible to influence local decision-making by inviting them to your event and talking to them. Extend them a formal invitation. As mentioned before - they may even be willing to be on your jury.

6. Collect the Postcards

Suggested Closing date: 30 April.

Children should return the postcards to you. If you are cooperating with groups such as schools, arrange it so that children can take the entries there so you can easily pick them up from that location. Don't forget to explicitly invite them to the prize ceremony and tell them where it is.

7. Do a pre-selection

Suggested Timing: 30 April and onwards

Before the jury starts their work, you should pre-select the submissions based on a number of criteria. If you adapt the contest to your own taste you can make them up yourself, but consider the following:

- Is the picture in any way related to Fair Trade?
- Is the contest entry form complete (name, address, age)?

If you end up with an unmanageable number, do a second pre-selection. This time, use the same criteria as the jury will use (see below) and select a clear number of pictures. This is the number of entries you give to the jury.

8. Prepare the pictures for World Fair Trade Day

Suggested Timing: Last week of April

Exhibit all contest pictures. If you already have a venue that you can access, you can start putting them on a wall, in a stand or organise a table to be there on the day of the event.

Make sure you can easily take the entries with you after the event (so try to avoid tape, glue or staples if you can). This will make it much easier to put the winning entries on a scanner to email them to us. It



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also makes it easier to take them (or at least the winning entries) to the IFAT International conference in Belgium this year.

9. Run your event and announce the winners

Suggested Timing: 5 May 2007

Make the prize ceremony worth it for the children. Organise some food, games, and music. Ask if the mayor can give a speech or ask a local celebrity if they can hand out the prizes. If you haven't done so already, invite the press or remind a friendly journalist about your event. Your event will be the ideal opportunity to promote your organisation with children and/or their parents. The better they remember you and your organisation, the better they remember Fair Trade.

Use the opportunity of your event to inform the children, adults and the press about Fair Trade, exploitative child labour and your own organisation. Some ideas include:

- Put up a board with materials explaining how Fair Trade helps reduce poverty and child labour.
- Explain how your organisation is involved with Fair Trade or reducing child labour.
- Prepare some materials with producer stories, or stories about their children, and how Fair Trade has benefited them.
- Invite some producers and organise a workshop around a product. Let children *and* their parents have a go at making the product (to keep down the risk of casualties, choose a product that does not pose a security hazard while creating it).

While the event is rolling along nicely, your appointed jury will decide on the winner and a first/second runner-up. Criteria could be:

- Is it an interesting piece of art?
- Is it only a snapshot of a product? Is the effort visible?
- How old is the artist?
- And any other criterion you think is important. This depends on if you have decided to "bulk out" the competition more.

10. Collect the contributions, scan in the winning entries and move on

Suggested Timing: As soon after the event as possible

After your event, you may be able to move the collection of entries to another location for a few days - maybe a school could host your exhibition, or the local town hall. You could highlight the winners and explain why the jury liked them.

However, before you do this, take a minute to scan in the 3 winning entries. Include brief notes as to why the jury liked them and mail



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them to communications@ifat.org so we can upload them to the World Fair Trade Day Website.

Also write a brief report about your event. To save time writing your report, you could use the following questions as a guide (but of course you are more than welcome to write more):

- The name of your organisation
- What other activities you organised during the day, and what others will follow (if any)
- How many children submitted a postcard
- How many adults attended
- The names and ages of the winners

Include your report in the same email as the three winning entries and mail them to us on communications@ifat.org - we'll make sure they get uploaded to our Website.

Remember - the scans don't need to be huge. A low resolution is more than enough for use on the World Fair Trade Day Website. Also, we prefer plain text emails (with clearly named pictures attached) to Word documents. This makes it much easier for us to process them.

11. Bring your postcards to the conference

Timing: 12 - 17 May 2007

During the IFAT International Conference in Belgium, a postcard contest will take place. A jury will select a "global" winner from the postcards that IFAT members take with them to this conference. There will be a cash prize of €500 for use on children-related activities on the winner's community, product development, attending trade fairs or other initiatives.



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The Materials

We have put together some materials that you can use for your event. These are just samples. You can download editable, easy-to-reproduce versions of these files from the World Fair Trade Day Website from March 2007.

Website

From March onwards, all World Fair Trade Day materials are available for download from the World Fair Trade Day Website (www.wftday.org).

Also make sure to check out the World Fair Trade Day Website to see what others are doing, register to show your unity with the Fair Trade movement and inspire others by sending out your Fair Trade shout into the world.

The World Fair Trade Day poster

The World Fair Trade Day poster is the main element to communicate the concept of World Fair Trade Day. Attract more visitors by putting up as many as you can throughout your area and within your organisation. If you are working with schools or youth groups, make sure to put up some there, to serve as a reminder for participants.

Sample Postcards

The postcards double as an entry form. The sample postcards show you what goes where on the postcards. They still need a little bit of editing: make sure to include your organisation name and remove the extra text. Do make sure to print them on tough card though. If the postcards are too small, you can easily resize the boxes in Word.

The competition notice

When you hand out the postcards, put this poster near the World Fair Trade Day Poster. We provide you with a very rough draft, and there is lots of space for you to include the time and place of your event as well as your organization's logo on it so people will know where to go and when.

A sample press release

Hitting the headlines is more likely if you prepare an article a journalist can copy and paste. Make your life easier by using our pre-made press release. Fill in the blanks and you're ready to go. Alternatively, write your own.

The World Fair Trade Day Logo

If you want to make your own materials, make sure to include the World Fair Trade Day Logo. It makes your materials consistent with the other materials and shows that you are part of a greater Fair Trade movement.



Invite the press

When can you invite the press?

Involving press is important because it reaches more people than you could reach on your own. “The Press” is a wide concept, and can include everything from your local neighbourhood rag to a national TV station. Identify the particular journalists, feature pages of programmes that may be interested in you and send them a press release. Make a call to a radio phone-in if you can somehow make the topic of the show link to Fair Trade.

You can inform the press about the following events:

- At the start of your contest
- At World Fair Trade Day
- At the prize ceremony

When you do invite the press to your event, be sure to make it newsworthy. This could be easier than it sounds. In the sections above, inviting a politician was discussed. This might already be newsworthy enough for a local newspaper. To add some punch, get a celebrity to hand over the prize. Remember that if you invite national press, your event should be newsworthy for a broad audience, whereas local (or regional) media are more likely to be interested in local issues and news stories.

If, after all, the press don't turn up for your event, write a news article yourself, include a few pictures and send it to them anyway. It's just what they are looking for.

The press release

Make a journalist's life easier by doing their job for them. This increases your chances of getting those valuable column inches. Feel free to use our pre-made press release, or make your own if you want.

A good press release should be cut-and-pasteable straight into the medium of your choice (be it a newspaper or a report on the local radio news). Editors cut from the bottom, so start with the most important bit (to the reader) at the top. Be interesting, avoid overly popular language or jargon, and add a quote to add a human touch. Use your own letterhead and staple pages together if you plan to send a hardcopy. Also, sue a personal address rather than a “to the editor”-style address if possible and include a few pictures to create an extra focal point

Feel free to give the editor a quick call a few days after you have sent the press release. Just ask them if they've seen your press release, ask if they are interested, if they have any questions and have a few enthusiastic comments at the ready to throw in, in case they are still in doubt.

And finally...

World Fair Trade Day is a day to celebrate. Don't forget to enjoy it. Organising it will be a lot of hard work, but it will definitely be worth it. Good luck!