

FAIRTRADE COFFEE ACTION KIT



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MAKING A DIFFERENCE ... ONE CUP AT A TIME



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This action kit will give you ideas and tools so that you can organise your own Fairtrade coffee campaign in your local school, group, organisation, community or workplace.

Contents

Tips for your campaign.....	2
Ideas for promoting Fairtrade coffee in your local area.....	3
Ask local businesses and cafes to sell Fairtrade coffee.....	3
Approach workplaces, community groups and organisations about using Fairtrade coffee	4
Increase community support and interest in Fairtrade coffee	4
Become a Fairtrade coffee supplier	5
Where to get leaflets, posters and more information.....	5
Don't forget to keep us up-to-date with your campaign efforts.....	5

Tips for your campaign

This kit aims to equip you with some tools so you can run your own coffee campaign in your community. As you read it there are a few things to keep in mind:

Be creative: You can follow the suggestions we offer very closely or you can come up with your own creative ideas. The most important thing is to get involved and to do it in a way that uses your unique skills and interests and in a way that you are comfortable with.

Use your own resources: A good place to start is somewhere you're already involved. For example, your workplace, school, university, sporting club, friendship group or something else. If you already have the connections things will be much easier.

Start small: Anything you can do is useful. If you have time to contact every café in your suburb that's great. But if you want to just concentrate on your own workplace then that's great too – it all helps!

Get others involved: Things are much easier when you work as a group – and more fun too. Got a colleague, friend or family member who might also want to help you out?

Use our resources: This kit guides you to a number of resources such as draft letters and media releases. We also have a range of wallet cards, fliers, posters, stickers and reports we can send you. You can send a request online through the Take Action section of the website:

<http://www.oxfam.org.au/campaigns/fair-trade/campaign-materials/> or give us a call.

We're here to help: People like you getting involved and spreading the Fairtrade message is what has made the campaign so successful to date. We realise this, and we'd like to help you in any way we can – so use us! Contact details are at the back of the kit.

You're not an expert – and that's ok: You might be an expert on the coffee industry but chances are you're not – and that's fine. When you make any approaches you are doing so

as a concerned citizen and prospective customer, not an expert. If you get any tricky questions you can pass these on to us.

Ideas for promoting Fairtrade coffee in your local area

To run a campaign to have Fairtrade coffee locally you need to work on both availability (products being stocked by cafes and retailers) and creating a demand from consumers for Fairtrade coffee.

Some of the activities you could do include:

- Ask local shops and cafes to sell Fairtrade coffee
- Approach workplaces, community groups and organisations about using Fairtrade coffee
- Increase community support and interest in Fairtrade coffee
- Promote Fairtrade coffee to the community and in your local media

Ask local businesses and cafes to sell Fairtrade coffee

To run a campaign to get local businesses to sell Fairtrade coffee you could do some of the following:

- Make a list of all the businesses in your area that sell coffee with phone numbers and addresses
- Write to them or visit them all asking them to stock Fairtrade coffee and giving them info on where they can source it. **(Draft letters are on our website, www.oxfam.org.au/campaigns/fair-trade/take-action/docs/OAus-FairtradeLetters-0209.pdf or use the materials we can send you – see above.)**
- Put out a media release to your local paper and community radio stations about your campaign. **(Draft press releases are on our website, www.oxfam.org.au/campaigns/fair-trade/take-action/docs/OAus-MediaReleases-0209.pdf**
- Follow up with another visit or a phone call to each business to see if they are interested in stocking Fairtrade and need more information

Contacts with local businesses should always be positive and encouraging. Always be polite and if they aren't interested just leave it at that. Don't argue or try and push your ideas on reluctant people.

- You could also start a petition/list of people who would like to buy Fairtrade coffee. This is useful to demonstrate to sceptical businesses that there is a market for Fairtrade coffee

Approach workplaces, community groups and organisations about using Fairtrade coffee

Another campaign strategy would be to approach workplaces, organisations, community groups and local councils to ask them to use Fairtrade coffee in their day-to-day operations (for example tea rooms of large workplaces use a lot of coffee!).

You can assist them in their decision by providing information from www.oxfam.org.au/coffee/, giving them some leaflets (we can send you these), or identifying where their nearest Fairtrade café or supplier is located from our online register <http://www.oxfam.org.au/shop/buy-fairtrade/>

To run a campaign to get workplaces, organisations, community groups and local councils to use Fairtrade coffee you could:

- Select community groups from your local council or make a list of all government departments in your area or that you're involved with or feel comfortable contacting
- Identify some bigger employers in your area who might take up Fairtrade coffee in their staff tea rooms or through any retail outlets they might have
- Find out who is responsible for purchasing the coffee and tea supplies for the organisation, workplaces, groups or councils
- Write to all these groups, businesses and your local council

Draft letters are on our website:

www.oxfam.org.au/campaigns/fair-trade/take-action/docs/OAus-FairtradeLetters-0209.pdf

- Follow up these groups, workplaces and local councils with a phone call to offer them more information if they require it
- Contact your local paper, or community radio stations to promote your campaign. **(Draft press releases are on our website: www.oxfam.org.au/campaigns/fair-trade/take-action/docs/OAus-MediaReleases-0209.pdf)**

As there may be a lot of groups and businesses in your area just write to a few each month and then give them a friendly follow up phone call to see if they got your letter.

Remember: always be polite and if they aren't interested just leave it at that. Don't argue or try to push your ideas on reluctant people.

Increase community support and interest in Fairtrade coffee

At the same time as getting businesses to stock Fairtrade coffee you can also be increasing community awareness of Fairtrade coffee to increase the number of people buying it. To do this you could:

- Have street stalls with info about Fairtrade coffee and possibly sell Fairtrade coffee

- Have coffee tastings at your stall, at a local sympathetic café or at a community centre
- If a local shop starts stocking Fairtrade coffee write a letter congratulating them on their decision and you could write a media release trumpeting the success of your campaign to your local paper. **(Draft letters and press releases are on our website, www.oxfam.org.au/campaigns/fair-trade/take-action/)**
- Raise awareness among your family, friends and colleagues through an event such as a Fairtrade morning tea or buying them Fairtrade coffee as a present (or something else creative like an email campaign)

Become a Fairtrade coffee supplier

We aim in the long run to have every shop that sells coffee to also be selling Fairtrade coffee. However we are aware that this is a long-term objective.

If you live in an area with no Fairtrade coffee outlet then you might want to think about either promoting mail order services or your group becoming a supplier of Fairtrade coffee. This is a lot of work but may be a worthwhile idea if there are no other alternatives.

Where to get leaflets, posters and more information

If you require more information please contact your nearest Oxfam Australia Community Campaigner

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Don't forget to keep us up-to-date with your campaign efforts

Please write to use to tell us how your campaign is going so we can share the success that you have with other Fairtrade coffee campaigners around Australia.