

Spread the love message further this Valentines Day. Hijack it with...

Fairtrade Love Day

February 2005

People & Planet groups across the UK are giving Valentines Day a shake up once again this year. You can be a part of it by staging a Fairtrade Love Day in your Uni, College or School this February!

How does it work?

Set up a Fairtrade Valentines delivery service that gives students a chance to order a Divine chocolate heart, bar or cake to be taken, along with their message, to their Valentine.

By doing this you can increase awareness of Fairtrade products and have a great laugh at the same time.



Cotham school P&P raise the profile of Fairtrade.

How Fairtrade Helps

This is Rijayatu Razak. She's 15. Her story is typical of thousands of children whose families are cocoa farmers.



Thanks to Fairtrade chocolate, Rijayatu can now go to school.

"Before my family could hardly afford water to drink. I really wanted to go to school but it cost twice as much as Dad earned as a cocoa farmer."

"We didn't get a lot of money for our harvest, because big companies controlled the supply."

"Then we became involved in Fairtrade, an organisation that ensures farmers get paid a fair price. Dad's now joined the Kuapa Credit Union project - good news for me, as they've loaned us money for my studies."

Rijayatu's father belongs to a cooperative in Ghana called Kuapa Kokoo, which sells cocoa at Fairtrade prices to the company that makes Divine chocolate - The Day Chocolate Company.

It's a strange thought but most of the farmers who provide all this cocoa never get to taste the wonderful chocolate it gets made into. It's too expensive in Ghana.

The Day Chocolate Company is part-owned by Kuapa Kokoo, so there are regular trips to Ghana and they always bring lots of chocolate with them. It's something Rijayatu remembers well:

"I couldn't believe how good it tasted - I'd never eaten it before!" she says.

www.divinechocolate.com

peopleandplanet.org/fairtradeloveday

Staging a Fairtrade Love Day...

Step 1: Hold a planning meeting.

Firstly, you need to decide when to have your Fairtrade Love Day. Valentines Day (14th February) would be best but if that falls at a bad time, do it another day!

You need to decide what you are going to deliver on the day. You could make chocolate brownies using the recipe cards given in the action pack, melt the chocolate into hearts or deliver the chocolate just as it is. Remember you can get six different flavours of Divine Chocolate: Milk, Dark, White, Milk Chocolate with Hazelnuts, Orange and Coffee.

You should also attach Valentines message cards to each item like the one shown here. You can put a Fairtrade message on one side and the sender can write a Valentines message on the other.

You also need to decide who you will send your Love Fairtrade cards to (see page 3).

Don't forget to get some chocolate and register your event (see page 4).

Make sure you share jobs out amongst the members of your group.



Step 3: Hold a Stall.

Plan the times and location of your stall so that as many people as possible will notice it. Make it as eye-catching and informative as possible with loads of balloons, posters, fliers and even giant hearts. You could even have some romantic music playing.

You'll need to have your message cards ready for people to write to their Valentine and order forms for people to give the name of their Valentine and information on where and when they want it delivered.

Explain to each person what Fairtrade is and why everyone should Love Fairtrade! Give them a Fairtrade flier and get them to sign your Love Fairtrade cards (see page 3).

You could also use this opportunity to collect Votes for Trade Justice (see page 4) and donations to cover your costs.

'Heavenly chocolate with a heart'



Step 2: Advertise the event.

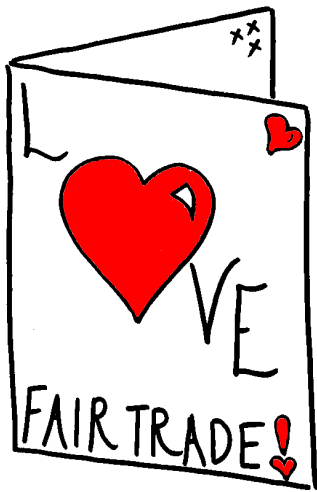
Do this by making posters and fliers and by giving notices in lectures, meetings, assemblies and as many classes as possible. Make sure you communicate what the service is, how and where to place an order and why you are doing it. Put the posters up a week in advance to make sure as many people know about the service as possible.

Also make sure you let the local media know what you are up to (see page 3).

Step 4: Make the deliveries.

Be bold and read a short, catchy Fairtrade message, poem or rhyme to the person when you make the delivery.





'Love Fairtrade, Love Chocolate'

Love Fairtrade cards

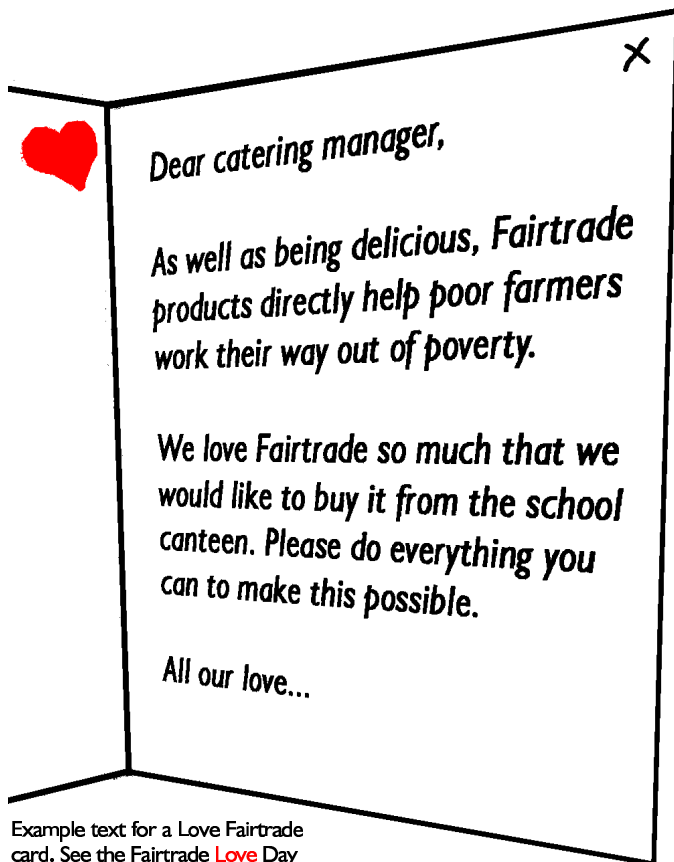
Your Fairtrade **Love** Day could play a key part in helping you achieve Fairtrade University or School status.

Send **Love Fairtrade cards** to key people who can help you win your campaign.

You could target your catering manager asking them to stock Fairtrade products in the canteen and vending machines. Or you might decide to target your headteacher or vice-chancellor asking them to support the campaign.

Once you've decided, all you need to do is make the cards, write your messages, get as many people to sign it as possible and then deliver them.

Top Tip! Make sure you arrange a follow up meeting a few days after the event to see what they thought.



Example text for a Love Fairtrade card. See the Fairtrade **Love** Day website for more.

More ideas to make your Fairtrade **Love** Day a success

- Hold a poetry competition, the best poem wins a bar of Fairtrade chocolate.
- Get as many people as possible to dress up in **red** for the day.
- Make 'Love Fairtrade' T-shirts to wear on the day.
- Sell Valentine Cards (you can order them from Traidcraft) and provide a mini postal service for your buyers.
- Hold an assembly or meeting with a fun Fairtrade theme and quiz, with Fairtrade products for prizes.
- Make eye-catching banners.
- Run a Fairtrade Coffee Bar on your stall.
- Have a Fairtrade banana-eating contest.
- Have a Fair Trade Fashion show. For more information on Fair Trade clothes visit www.ptree.co.uk and www.bafts.org.uk.
- Collect Votes for Trade Justice.
- Get everyone who orders a delivery to sign your Love Fairtrade cards.
- Hold a Valentine's Fairtrade Love Prom.

Other people to send Love Fairtrade cards to:

- Local shop managers asking them to stock Fairtrade products
- Your local MP urging them to have a heart and support the Trade Justice campaign.

Getting the media interested

Your Fairtrade **Love** Day would make a fantastic story for your local newspaper, radio and TV stations. They love stories about 'young' people doing interesting things, especially if there is a good photo opportunity.

The way to get your story in the media and getting all the information across is to write a **press release**. Send one out well in advance of the day, another just before, and one more afterwards.

There is a sample press release on the Fairtrade **Love** Day website and more information about writing press releases in the P&P groups guide:

peopleandplanet.org/groups/guide/

Build on the success of your Fairtrade Love Day:

Continue to campaign for Trade Justice in your school or university!

Go Fairtrade

As part of our campaign for Trade Justice, People & Planet and Oxfam are encouraging students, schools, colleges and universities to buy and support Fairtrade, a better way of trading with poor countries that guarantees that the farmers get a fair deal for the commodities they produce.

Want to make a lasting difference?

Then campaign for your school or university to gain official Fairtrade status! This will mean that Fairtrade remains a central part of student life forever, long after you've gone.

Fairtrade status is awarded by **The Fairtrade Foundation** to schools and universities that achieve all 5 of the following goals:

- Approve an official Fairtrade policy.
- Set up an institutional steering group.
- Commit to selling Fairtrade in all outlets.
- Commit to using Fairtrade at all internal meetings and events.
- Commit to campaigning for increased consumption of Fairtrade.

You can order Fairtrade and Vote for Trade Justice campaign packs by visiting:

peopleandplanet.org/tradejustice/order.php

If you have any questions, need any advice or want any more information just call People & Planet on 01856 245678 or email:

tradejustice@peopleandplanet.org.

People & Planet is a student organisation that exists to help student campaigners like you, so please feel free to call.

Register your event:

Do this by visiting the Fairtrade Love Day website:

peopleandplanet.org/fairtradeloveday

News about your group could appear in our newsletter to the entire People & Planet network!

Vote for Trade Justice

People & Planet is currently running a huge campaign with lots of other organisations, called 'Vote for Trade Justice'. We are mobilising tens of thousands of people in the UK to campaign for a change in the rules, so that world trade is made to work for everyone.

By voting for Trade Justice you will be adding your voice to thousands of others, urging the UK government and world leaders to:

- Fight to ensure that governments, particularly poor country governments, can choose the best solutions to end poverty and protect the environment. These will not always be free trade policies.
- End export subsidies that damage the livelihoods of poor people around the world.
- Make laws that stop big business profiting at the expense of people and the environment.

In 2005, the UK government will host the meeting of the world's economic superpowers - the G8 summit - and take over the presidency of the European Union.

Our government wants to use these presidencies to make its mark on history. So we're going to persuade them to make the right kind, by gathering hundreds of thousands of votes for Trade Justice from people all over the country.

How to get the chocolate:

You can try and get the Divine chocolate you need to run your Fairtrade Love Day through your school or university caterers, a local Oxfam shop or Co-op.

Otherwise you can order from a wholesaler. **Supplymasters** will let you pay for the chocolate after it is delivered (01204 559 047).

If you have any problems getting Divine for your Fairtrade Love Day, contact Rachel at The Day Chocolate Company (020 7378 6550).



Oxfam

People & Planet and Oxfam are campaigning as part of the Trade Justice Movement to rewrite the rules of world trade