

## Example Talk – Campaigns

This is a template for you to use when giving a talk about campaigning. Using your own experiences and stories will always help to bring your talk to life, so feel free to adapt this talk to suit your audience and the occasion.

There is an accompanying PowerPoint presentation you can use alongside this talk, and the slide numbers are indicated. But if you do not have access to PowerPoint please don't worry - you can use the talk as it is.

### Starting off...

- Put up **Slide 1** if using the accompanying PowerPoint presentation
- Introduce yourself - perhaps explain briefly how you got involved in Traidcraft or any links you have with the place where you are speaking.
- Explain that you are here to tell people about Traidcraft's campaigning work.
- Tell people how long you plan to speak for – e.g. 10 minutes. This gives people a sense of what to expect (and will allay any fears that it might last for hours!)
- Let people know that you are happy for them to ask questions at the end.

### The problem

- **[Slide 2]** Nearly half the world's population is living in poverty. That means more than 3 billion people living on under \$2 dollars a day.<sup>1</sup>
- This may sound bleak. But it doesn't have to be this way. Powerful countries – like the UK – have a big influence on the structures and systems that are keeping millions of people poor.
- One of the systems keeping people poor is international trade. Millions of people in developing countries want to earn their way out of poverty by producing goods and trading them with richer countries.
- But all too often the most powerful countries are rigging rules and practices in their favour, to benefit their own businesses. This can have terrible consequences for people trying to make a living overseas. Too often they feel trapped in a cycle of poverty.

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<sup>1</sup> See for example [www.christianaid.org.uk/campaign/trade/basics.htm](http://www.christianaid.org.uk/campaign/trade/basics.htm)

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*You can use these examples or you can use your own stories*

- **[Slide 3]** There are farm workers like 35-year-old Billy. He had to drop out of school when his family could no longer afford it. He has been working as a farm labourer for 20 years. Although the farms in his area supply food that is sold in UK supermarkets, he works six days a week and still does not earn the minimum wage. He lives on the farm where he is employed and sends what he can to his family. He says, 'I look at my children and I think how hard my life is. I wouldn't want them to have such a tough life as mine.'
- Or there are women like Linet, a sugar cane farmer in Kenya, with five children, who has struggled to make ends meet since a flood of cheap imported sugar forced Kenyan sugar companies to close. More than 20,000 jobs were lost when Kenya adopted economic policies which were pressed on them by rich countries and the international institutions that they control.<sup>2</sup>
- Linet told Traidcraft: 'The people making these laws should come to the ground and see how we live. We are very bitter. We are sad and we are stranded because we don't know what tomorrow will have for us. Will they come to help us when we are dead?'
- With enough sustained pressure, these unfair practices and policies can be changed. These injustices can and must be tackled so that everyone everywhere has a chance to work their way out of poverty.

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<sup>2</sup> See Traidcraft's report 'Why more free trade won't help Africa: Through the Lens of Kenya', 2005 [www.traidcraft.co.uk/temp/rad1DFA0.pdf](http://www.traidcraft.co.uk/temp/rad1DFA0.pdf)

## A bit about Traidcraft

- Traidcraft works to expose the current problems with international trade and to promote alternatives. Since 1979 Traidcraft has pioneered fair trade as both a company and a charity. The company's turnover is £17.9 million, making Traidcraft one of the biggest fair trade companies in the UK.<sup>3</sup>
- **[Slide 4]** As a successful fair trade company, Traidcraft shows that it is possible to work for a fairer world and still be profitable – helping to transform the lives of thousands of producers.
- Traidcraft focuses on trading with poor and marginalised producer groups, helping them develop skills and sustainable livelihoods. They receive fair prices that cover the full cost of production and a living wage. They can also get loans, if needed, to meet orders, and a premium is paid to invest in community projects, bringing further benefits.
- At the heart of the relationship is the fair treatment of all workers, and good working conditions, throughout the supply chain. The aim is to build up long-term relationships, rather than chopping and changing suppliers for short-term commercial advantage.
- Fairtrade is booming in the UK - it is now worth over £300 million per year in the UK, growing 46% between 2005 to 2006.<sup>4</sup> This is an incredible step forward and makes a real difference to people's lives.

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<sup>3</sup> For more on Traidcraft Plc visit [www.traidcraft.co.uk/about\\_traidcraft/how\\_traidcraft\\_works/trading\\_company](http://www.traidcraft.co.uk/about_traidcraft/how_traidcraft_works/trading_company)

<sup>4</sup> Fairtrade Foundation press release February 2007, [www.fairtrade.org.uk/pr260207.htm](http://www.fairtrade.org.uk/pr260207.htm)



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- But fair trade, even given its dramatic growth, still only makes up a tiny proportion of global trade. To really help the billions of people who live in poverty, we also need to change the way trade is run by governments and companies – we call this ‘trade justice’.
- So alongside our trading work, as a development charity, Traidcraft calls governments to account for their policies and promises. This is where campaigning comes in.
- We believe that campaigning is vital if we are to make trade truly work for the poor.
- But campaigning isn’t just what we do here in the UK. Around the world Traidcraft works with ‘partner organisations’ to help build their knowledge and experience - so they can expose and campaign against injustices for themselves in their own countries.

### **That’s all very well... but does campaigning actually work?**

#### **But what do we mean by campaigning?**

- [Slide 5] Campaigning is about tackling the root causes of global poverty, by putting pressure on decision-makers - like government ministers, MPs, or businesses - to bring about change.
- Traidcraft does this by raising awareness of injustices and building public support for change, often putting pressure on governments or companies to change their policies or behaviour.
- A campaign action can be as simple as signing a postcard or email. Or it can involve writing a letter to a decision maker. Traidcraft has a network of nearly 14,000 supporters, who regularly take campaign actions. From time to time, campaigners are invited to join events or demonstrations to show strength of feeling on an issue.
- When government officials have received thousands of postcards showing public concern about tackling poverty, they are all the more likely to listen to Traidcraft staff when they go to meetings to lobby them.
- [Slide 6] Yes! History is littered with examples of popular pressure making a difference – from the abolition of the slave trade through to women getting the vote in the UK.
- In more recent years hundreds of thousands of people in the UK have called for an end to world poverty. The Jubilee Debt Campaign put the problem of poor countries’ unpayable debt burdens right at the top of our government’s agenda. This was an issue that had been dismissed as far too technical for ordinary people to get excited about!
- As a result, public pressure was crucial in getting world leaders to agree to write off billions of dollars of unpayable debt. Gordon Brown famously received a postcard from his own mother asking him to help cancel the debt!
- Much more needs to be done, but in countries like Uganda, Malawi, Zambia and Tanzania, the cancellation of debts has made a real difference. For example, school fees have been scrapped, enabling many more children to go to school.
- More recently 8 million people joined the call to ‘Make Poverty History’ by wearing a white band. In response to mass public pressure, in the UK and around the world, world leaders announced important new commitments to help tackle international poverty.



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- **[Slide 7]** Traidcraft was particularly excited that the UK government shifted its position on trade, with Tony Blair announcing that the UK would not force poor countries to open up their economies or 'liberalise'. This was a big change of tune from speeches a few years before - a fantastic achievement.
- Of course, much more needs to be done. We have to hold governments to account and show that people care. It is vital that we get governments to stick to their promises – and go much further.

### Traidcraft is currently campaigning on two issues:

- We are challenging unfair trade deals, known as Economic Partnership Agreements, or EPAs, which are being negotiated between the European Union and 76 poor countries.<sup>5</sup> These unfair deals threaten to wipe out businesses and force vulnerable farmers and workers to compete with rich European companies before they are ready. This is part of our campaigning for 'Trade Justice'.
- Thanks to sustained pressure from campaigners, the UK government has spoken out about EPAs, and knows that thousands of campaigners are watching how the negotiations are proceeding. Meanwhile, we have turned up the heat by joining with other campaigners in 15 European countries and by creating opportunities for ministers and activists from developing countries to make their voices heard. It's crucial that we step up our campaigning before the deals are due to come into effect in 2008.
- **[Slide 8]** We are also calling for powerful international companies to behave more

<sup>5</sup> Find out more about the campaign at [www.traidcraft.co.uk/get\\_involved/campaigning/stop\\_epas](http://www.traidcraft.co.uk/get_involved/campaigning/stop_epas)

responsibly, through our Right Corporate Wrongs campaign.<sup>6</sup> We want to encourage the good that companies can do for poor people - and guard against the harm - ensuring that workers and producers in developing countries get better treatment and working conditions.

- Working with dozens of other UK organisations, Traidcraft supporters campaigned tirelessly during 2006 to influence a major piece of legislation for businesses. The impact was huge, with ministers and MPs bombarded with postcards and letters.

*Ed Balls MP said: "I had more letters from constituents about trade justice and the Companies Bill than any other issue since I became an MP."*

- Following all this fantastic campaigning, new laws were passed by Parliament so that directors of medium and large companies will now have to consider and report on how their business affects people and the environment, rather than exclusively focusing on maximising profits. This was an unprecedented step forward, and wouldn't have happened without campaigning!
- Our latest campaign focuses on supermarkets and how the dominance of big supermarket chains can lead to unfair prices and poor conditions for people in developing countries. Even when companies are trying to improve their behaviour, they are reluctant to go very far because they would be undercut by their competitors. Traidcraft is calling for regulation to ensure that people in developing countries who supply our groceries get a fair deal from supermarkets.

<sup>6</sup> Find out more about this campaign at [www.traidcraft.co.uk/get\\_involved/campaigning/right\\_corporate\\_wrongs](http://www.traidcraft.co.uk/get_involved/campaigning/right_corporate_wrongs)

# A6.4 Example Talk – Campaigns

## So what happens if you want to get more involved?

- [Slide 9] We try to make campaigning with Traidcraft as easy as possible. You can sign up to receive campaign news and actions by post or email. You don't have to have lots of time - even sending the occasional postcard can make a difference.
- If you do want to get more involved, you can take more in-depth actions, like writing letters or contacting your MP. Occasionally campaigners are invited to join national events or demonstrations to show strength of feeling on an issue.
- The Traidcraft website is full of information if you want to know more. The address is: [www.traidcraft.co.uk/campaign](http://www.traidcraft.co.uk/campaign)
- You can also read news updates and take the latest campaign actions by going online, and you can download briefing papers which go into a bit more detail on the issues. If you don't have internet access, just ring 0191 497 3981 where you can leave a message to request the information you want.
- You won't be alone! Traidcraft has a network of nearly 14,000 supporters, who regularly take campaign actions. And Traidcraft staff are always keen to answer your questions if you want to know more.

## What you can do - right now!

- You can take action right now by signing the latest campaign postcard.  
*- Hand out the latest postcards at this point. Ideally collect the postcards there and then, so people don't forget to sign them. You can save everyone postage by sending them back to the Traidcraft office in bulk for us to post.*
- Most important of all, please consider signing up as a campaigner, using the postcard being handed out today.
- By signing up you will be able to keep taking action in the future. You can choose to receive three updates per year by post, or more regular updates by email.
- [Slide 10] I'll finish with the words of one of Traidcraft's existing campaigners. Helen, from Wiltshire, says:  
*"Campaigning with Traidcraft is easy and really works. Simple actions like signing a postcard can help to change unfair trade systems - and can transform the lives of the world's poorest people."*
- Campaigning works - and it could transform the lives of people like Linet and Billy that you heard about earlier.
- Not only that, but campaigning can be fun as well. Whatever you can do, however big or small, thank you. It all begins with you.

### Any questions?

It's good to leave at least 10 minutes for taking questions.

If you can't answer a question, feel free to take the person's contact details and send the question to our Campaigns Team who will then contact the person directly to answer their query.

Email: [campaign@traidcraft.co.uk](mailto:campaign@traidcraft.co.uk)

Telephone: 0207 400 4154.