



# WORLD FAIR TRADE DAY 2015

Celebrate  
World Fair Trade Day  
9 May!

## ‘Be an Agent for Change’

### RATIONALE

**Be** is an invitation for participation in the day and not a strident demand for attention. It is not an instruction.

**Agent** is defined in the dictionary as a person or thing that takes an active role or produces a specified effect - the doer of an action.

**Agent** can be an individual - a consumer, a producer, a lobbyist, an event organiser. An agent can also be a company, a retailer, a community, a town. Importantly an agent can also be a product - a shawl or a bag of coffee for example - and this should be addressed in the communications as these ‘agents’ can play a critical role in raising awareness of the issues and providing a solution through the product itself.

Agent **for** and not of change. An important distinction - for means the agent can support change, and throughout their actions encourage change but they are not themselves the change.

Positive **change** in livelihoods of producers, in attitudes of consumers, in trade policies, in the approach of business and retailers.

This theme allows an agent (WFTO member, FT Town, person, etc.) to define the change they want to see or deliver, and the change they can commit to.

### KEY MESSAGES

WFTO invites all members and other Fair Trade actors to join together in the WFTDay and adopt the theme being proposed for the next three years (2015-2017). A shared theme will create a stronger common voice.

At the same time, WFTO also encourages all members to link the theme of WFTDay with your own priorities and planned campaigns. For example, some of you might be working already on topics such as:

- change the imbalances of power along the supply-chain
- change the system of trade that penalises small producers
- change consumption habits (to be able to purchase with positive influence)

In order for your campaign to be more successful, however, we recommend you to translate your campaign goal into a type of change that is both understandable and actionable.

The role of messaging around the WFTDay theme is to encourage actors to participate in the Fair Trade that is available to them - i.e. messages that can be easily actionable. For the campaigns and events around WFTDay 2015, these could be, for example:

- Be an agent for change: buy a Fair Trade handicraft.
- Be an agent for change: buy a Fair Trade food product.
- Be an agent for change: buy a Fair Trade banana.
- Be an agent for change: buy a Fair Trade T shirt.
- Be an agent for change: campaign for your town to become a Fair Trade town.
- Be an agent for change: sign a petition to get your gov’t to change its trade policy.
- Be an agent for change: come along to the XXXX change event at XXXX.
- Be an agent for change: give an ‘agent mirror’ to a friend (with “you are an agent for change” on the frame).
- Be an agent for change: swap to XXXX Fair Trade coffee and help small farmers thrive.

Whilst these are simple, granular and very localized messages, they offer the following advantages:

- they are understandable and actionable.
- they encourage participation in the existing Fair Trade infrastructure (it requires no additional funding).
- they can be tailored to each specific actor whilst retaining the WFTO-developed ‘agent’ theme.
- they can be followed up with a secondary message that supports the goals set by WFTO - for example:
  - Be an agent for change: swap to XXXX Fair Trade coffee and help small farmers thrive - all our coffee is bought from small farmer or organisations ensuring that they get the benefits of the sale and not the big corporates (or words to that effect).

If you want to develop your own message for WFTDay, please align it with the proposed WFTO theme and make sure they fulfil the advantages mentioned above (that will increase your chances of success).