



## WFTD Action Guide and Checklist

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### 1) What is a “Fair Trade Break”?

A Fair Trade Break is simply an opportunity for a community, a workplace, a class, or a group of friends to take time out to consume, showcase, and discuss the benefits of Fair Trade. The focus is on increasing awareness and educating others about the importance of Fair Trade and the producers who make and grow the products that we consume.



### Options for a Fair Trade Break:

#### Fair Trade Coffee Break



Enjoy a brewed cup of Fair Trade Coffee with friends or acquaintances during your Fair Trade Break.

#### Here's what you need for a Fair Trade Coffee Break:

- Fair Trade Coffee
- Coffee Maker
- Milk and creamers
- Fair Trade sugar or sweeteners
- Stirrers and spoons
- Mugs- to be environmentally friendly provide reusable mugs or encourage people to BYO mugs from home

#### A fun twist

- Take part in the World's Largest Coffee Break on Saturday May 10th. Help us reach our goal of 3,000 participants!
- Make some home baked Fair Trade goodies to accompany your cup of coffee. Check out some of our [Fair Trade recipes](#) for more ideas

### Fair Trade Artisan Break:



Don't feel locked in to food products. There are a wide range of Fair Trade artisan handcrafts available, including gifts, textiles, and toys.



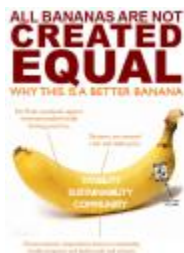
#### Here's what you need for a Fair Trade Artisan Break:

- Artisan products to [showcase](#)
- Information about one or more producer groups who made the products you are showcasing

#### A fun twist

- A great way to showcase these products is to put on a [Fair Trade house party](#), where people can see and try on products before they buy them. [Click here](#) to read one persons experiences and suggestions for throwing a House Party.
- Host a booth or set up a table at your local farmers market to showcase and sell Artisan products.
- Organize games or a recess at school, such as a soccer game, using fairly traded sports balls, or a kite flying party with fairly traded kites. Check out [Oxfam America's Fair Trade Soccer Game Guide](#) which is a fun and informative way to show how global trade rules put some countries at a disadvantage.

### Fair Trade Banana Break:



Serve up some delicious (and nutritious) banana's during your Fair Trade Break. You can even use your Fair Trade bananas in your favorite cake, muffin or bread recipes!

#### Here's what you need for a Fair Trade Banana Break

- Fair Trade Bananas
- Any ingredients for your [home-baked recipes](#) - don't forget other ingredients that are Fair Trade Certified, such as vanilla and sugar!

#### A fun twist

- Turn your bananas into home-made Banana Splits. Use plenty of Fair Trade chocolate sauce, Fair Trade vanilla ice cream and lashings of whipped cream to create a delicious delight.

### Fair Trade Flower Break:



A selection of Fair Trade Certified flowers is now available at a growing number of retailers, both online and in your neighborhood, including all FTD Florists.

Use your Break as an opportunity to promote the availability of this exciting new range. Your Fair Trade Flower break can simply mean putting together your own bouquet of Fair Trade flowers.

### Here's what you need for a Fair Trade Flower Break

- Fair Trade Flowers
- Utensils for handling the flowers- gloves, scissors etc
- Vases and water
- Eco/recycled ribbon or paper for decoration

### A fun twist

- Encourage children to make their own Fair Trade Flowers bouquet for Mom this Mothers Day.
- Talk to your local places of worship, hospitals and florists about incorporating Fair Trade Flowers into their bouquets during Fair Trade Fortnight.

[Access information on where to buy Fair Trade Flowers](#)

### Fair Trade Tea Break

Brew and enjoy a pot of Fair Trade Tea with friends and colleagues for your Fair Trade Break. There are a number of black and herbal teas now available in the US.

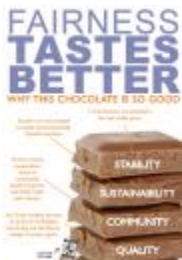
### Here's what you need for a Fair Trade Tea Break

- Tea - loose or in bags
- Tea Pot or server
- Cups- to be environmentally friendly provide reusable tea cups or encourage people to BYO cups from home
- Milk or Creamers
- Fair Trade Sugar

### A fun twist

- Hold a Tea Party in your local town square. Get everyone to dress up and bring along their special china cups to have a British themed event.
- Make some delicious home baked Fair Trade goodies to accompany your Tea. Check out some of our Fair Trade recipes for more ideas

### Fair Trade Chocolate Break



Indulge in some guilt free Fair Trade chocolate for your Fair Trade Chocolate Break. You can simply enjoy chocolate on its own or baked into a delicious cake, muffin or biscuit.

### Here's what you need for a Fair Trade Chocolate Break

- Chocolate (There is a great variety of flavors available in the US. Don't just stick to milk or dark. Try something new).

- Any additional ingredients for your home baked goods.

### A fun twist

- Make some chocolate fondue using Fair Trade chocolate and dip Fair Trade bananas and home baked biscotti into it. Simply delicious!
- Try and incorporate as many Fair Trade ingredients into your recipes. Use Fair Trade sugar, chocolate, vanilla and bananas when possible. Check out some of our [Fair Trade recipes](#) for more ideas.

## 2) Help Set a World Record May 10



### How does the World's Largest Fair Trade Coffee Break Work?

For WFTD 2008, we will set the world record for the World's Largest Fair Trade Coffee Break. On May 10, 2008 at 3 pm Eastern/Noon Pacific, people across the country will take a break to enjoy a cup of Fair Trade coffee or other Fair Trade beverage. We will be setting a new record that will serve as a benchmark for futres years' challenges!

Participating in the World's Largest Fair Trade Coffee Break is a great way to communicate the solidarity of the Fair Trade movement in the U.S. and celebrate those who produce the things that we buy.



So to join in, use this page, the tools in the [WFTD Toolkit](#), use the [WFTD Action Guide](#) to shape what happens, and use the [WFTD Media Kit](#) to engage the media. Your event can be as big or small as you choose. What's important is that you are COUNTED!

### Who can participate?

Anyone. So long as you are serving Fair Trade beverages that are certified by TransFair USA or produced by a member of the Fair Trade Federation, we invite you to join in and BE COUNTED. Invite people to your home. Host an event at your church, synagogue, or mosque. Integrate the Break into your local Farmer's Market.

### I am so busy! Does this take a lot of time to organize?

No. FTRN and Fair Trade Towns have been working hard to make this a simple undertaking for you. Use the poster, postcards, and other tools in the [WFTD toolkit](#) to publicize your event. Post your event on the [events page](#), and on the day of your event, have Fair Trade coffee or other beverages available. Informational materials for use on the day are also available in the [WFTD toolkit](#). After your event is complete, let us know how many people participated. Whether its 5 people in your home or 500 people in your community, every participant matters! (Hint: Use the World's Largest Coffee Break Checklist to help in preparations.)

### **How do we count and report participants involved?**

1. Assign a volunteer to tally the number of participants attending your event. If you have a large number of participants, you may wish to have a committee help in ascertaining numbers. You may also find this attendance sheet to be a helpful tool in keeping track. (Hint: The contact details from the attendance sheet is also a great way to follow up with folks about future actions.)
2. Take photos and video of your event. While this is not required to be counted, it is a great way to document the turnout, and we really would love to see and showcase your event!
3. Email your final count of participants to Sara Stender, FTTowns Coordinator (sara[AT]fairtradetownsusa.org) and send your photos, videos, and stories to wftday[AT]fairtraderesource.org.

### **Is the World's Largest Fair Trade Coffee Break only about Fair Trade coffee?**

No. Setting the record is about everything that is Fair Trade. And just like coffee breaks at work, we welcome “breakers” of all kinds to take some time out to raise whatever is in their mug, glass, cup, or bottle to Fair Trade. So, be creative. Expand your Fair Trade coffee (iced or hot) break options by offering Fair Trade tea or iced tea, Fair Trade hot cocoa, or Fair Trade lemonade (made with FT sugar and organic lemons). Or make Fair Trade banana milkshakes, using Fair Trade bananas, Fair Trade vanilla, and local, organic milk and/or ice cream. Or consider serving [baked goods](#) using Fair Trade ingredients that would go well with your coffee, such as biscotti and scones (find FT recipes [here](#)). Use this occasion to showcase how versatile Fair Trade can be! (Hint: a Fair Trade bakesale is a great way to raise funds for your new [Fair Trade Coalition](#).)

### **We are hosting a WFTD celebration that is not billed as a “Fair Trade Break”. Can we still participate in setting the record?**

Yes. Participation in a coffee break can be part of [any other WFTD activity](#) – whether it's a Fair Trade house party, a Fair Trade concert or fair, or [Fair Trade soccer game](#). Fair Trade coffees - and any other Fair Trade beverages – complement anything you are up to. Simply invite participants in your event to join in setting the record by taking a moment to think about the folks who make the products we use and the food we eat.

### **What if our “Fair Trade Break” is not scheduled for exactly 3 pm Eastern / 12 pm Pacific? Can we still participate in setting the World Record?**

Yes. While we recommend that folks set their event to correspond with this act of solidarity at 3 pm EDT / 12 pm PDT on May 10, we welcome you to integrate your WFTD “Fair Trade Break” into our record-setting efforts. So, for example, if you are “breaking” at 4 pm EDT, you can still participate. All “Fair Trade Breaks” held on the afternoon of May 10 will be eligible to be counted.

## What are some ways we can ensure that our efforts to set the World's Largest Fair Trade Coffee Break correspond with WFTD's environmental focus?

### Minimize waste at your event.

Avoid the use of disposable cups by encouraging participants to bring their own mugs/cups, etc. It is likely you will need to make disposable cups available, but work to make sure these are recyclable. Another idea is to have available for sale reusable FT mugs and cups that can be used for the Break and beyond in participants homes – a nice way to remember the event. Find great mugs/cups made by [FTF members](#)

### Dispose of waste responsibly.

Have recycling bins set out at the event, so folks can recycle any disposable containers properly. Compost used coffee, tea and other organic waste. Coop America offers some [guidance](#).

### Share the message.

Use the [WFTD poster](#) to communicate the theme throughout the event. In addition, print (on recycled paper) and distribute the Coop America's [Fair Trade and the Environment](#) handout.

### Think local. Use organic.

Try to use and promote organic, locally-grown products (e.g. milk, flour, eggs) wherever possible.

### Limit the event's carbon footprint.

Encourage participants to walk to the event or take public transport. Carbon offset your event. Learn how from [Native Energy](#).

## 3) FT Break Planning Checklist

### FT Break Planning Checklist

When planning your Break you may consider the following tips:

#### Prior to the Event

- Decide the **time and location** of where you are going to have your Break and consider how to involve the greatest number of people in the event. Possible locations are a church, school classroom, office lunchroom, community hall, in your home, or at a local shop or market that sells Fair Trade. Some places may need to be booked in advance, so plan ahead to ensure availability.
- **Choose** which Fair Trade product line or combination of products to showcase. For example, are you simply brewing up coffee? Or are you going to make an extravagant cake? It is up to you to decide based on your help from others, time constraints, target audience, location, etc.

- **Consider forming a committee** to help with tasks. On the other hand, you can certainly plan an event by yourself. Invite some friends over for some coffee or bring some folks together at your local farmers market. Having different people involved will also give you a range of skills, knowledge and contacts to draw on. Create a roster of potential volunteers and brainstorm together about how you envisage the Break panning out. This makes it clear to everyone involved what they should expect and do.
- **Tasks on the day of the event:** You may want to consider the following and delegate the tasks amongst your committee.
  - **Having an MC** for your event who can educate attendees further on Fair Trade and why having a Fair Trade Break and doing the Worlds Largest Coffee Break is important.
  - **Make sure there is enough product and supplies for your Break** (securing the coffee, coffee makers, food, distribution systems etc). We also recommend that people bring their own cups/mugs to cut down on waste. If this is not possible then paper cups may be used as a backup for those who forget their own cups. Consider any complimentary Fair Trade snacks or other beverages to have available, such as baked goods, iced tea, chocolate.
  - Have a person present to take an **official COUNT** of the number of people who participate in the event. **Remember any number of people coming together at 3 pm EDT or 12 pm PDT will be counted towards the Worlds Largest Coffee Break record.** What's most important is that you participate! These numbers can then be emailed back into FTRN after your event.
  - If you **invite press** to attend your event, **assign the task of media liaison.** This is someone who supports the press (e.g. directs them where they can access electricity for cameras, etc.) and can direct their inquiries to appropriate participants. Be sure to have one or more spokespeople lined up and ready to speak with press as well. The [World Fair Trade Day media kit](#) can provide further guidance here.
  - Try to organize a **photographer and/or a videographer** to take photos or film the event to communicate the excitement and local support for Fair Trade and also to verify the number of people present. We invite you to post your video on YouTube and send us the link. We'll feature it on FTRN.org.
  - **Advertising and promoting** your Break is highly important. If your event is public, the goal is to reach out to as many people as possible in your community. FTRN offers a number of free resources: [World Fair Trade Day posters](#), [Fair Trade Break postcards](#) which can be used as invitations to your event, and stickers to acknowledge participants' support for Fair Trade. Be creative with your promotion- the greatest mix of advertising the better. Include strategically placed posters, ads in local papers, email campaigns and e-vites, chalk on the sidewalk, eye-catching banners, free public service announcements and spots on your local radio stations- the possibilities are endless.
  - Use the **media** to promote your event. FTRN and FTTowns offered a training in March to help local activists work with local media to promote their events. You can use the tools we provide in the [World Fair Trade Day media kit](#) to attract print, radio, and television in your event.
  - As the day draws closer begin to think about possible questions you may be asked about Fair Trade- brainstorm some possible answers. Use the [10 reasons to support Fair Trade](#) document to draw together talking points. Or access FTRN's [frequently asked questions](#) page to help you with this. Remember that you do not need to know everything about Fair Trade to support it. Speak from your heart and, if you do not know an answer, simply direct them

to FTRN.org or ask for their contact information and follow up later with an answer.

## On the day

- **Double check** you have all the products and ingredients you need for your Break. You may also need to think about any supplementary items that you may need to use during your Break. Don't forget the stirrers, milk and sugar for your tea or coffee Breaks!
- Have a **sign-up sheet** available and ask each person who comes to the event to leave their name and contact info (especially email) so that you can continue the dialogue and develop a listserv. While hosting your Break don't forget to get a solid count of participants. We will need exact figures to send off to the Guinness World Book of Records. If you don't already have a Fair Trade Towns steering committee, this list is the perfect place to start organizing such a group!
- Have on hand any **promotional material and introductory material on Fair Trade** to give out. This is particularly important for people new to Fair Trade. [Access Fair Trade promotional materials.](#)
- **Check in with media** to be sure they are attending. The [World Fair Trade Day media kit](#) can provide further guidance here.
- Take lots of photos and/or video. We invite you to post your video on YouTube and send us the link. We'll feature it on FTRN.org.

## Post-event

- **Follow up** with people who requested additional information about Fair Trade. If you are unsure of answers, get in contact with FTRN or FTT who can try and help you find what you are looking for.
- **Post information and photos** from your event on ftrn.org, including an overview of the Break(s), highlights and even challenges. All of this information will help future groups with their campaign efforts and planning.
- **Report your final numbers** to sara@fairtradetownsusa.org so we can tally up the numbers for the Worlds Largest Record and submit your photos/videos or email us at wftday@fairtraderesource.org.

**Remember World Fair Trade Day is more than a day.** Though the pinnacle of the celebration is Saturday, May 10th, we celebrate WFTD during over a span two weeks, from May 3rd to May 18th. This period is called Fair Trade Fortnight.