



Photo: Phil Weymouth/OxfamAUS

An Activist kit for students

Campaigning and Advocacy.

It's up to you!

- ✳ Campaigning is the activity of raising awareness about and working toward changing what we perceive to be unjust policies or actions of particular organisations, governments, or individuals.
- ✳ An advocate is one who speaks on behalf of another.
- ✳ There are as many different ways of campaigning and advocacy as there are creative ideas that you can come up with.

Here are some different campaigning methods that activists use:

Direct Action

To act directly is to address the actual issue of your concern. If you're working against hunger, it might be simply giving someone a meal. If you're working against homelessness, it might be taking over an abandoned house and making it liveable. If you want to stop exploitation of coffee farmers you can change your purchasing patterns and buy fairly traded coffee. Since the action in itself has a direct effect, it has a power and strength of its own. However any problems or issues cannot be solved by direct action and we need to have a range of campaigning tools to bring about broad and lasting change.



Media/ Indy media – <http://www.indymedia.org/en/index.shtml>

Using the media to report on your issue can be an extremely effective way of getting your concerns out to a wider audience. Whilst mainstream media is often difficult to get on board, there are many smaller community papers and radio stations that are often more than happy to publicise your action, event or story. Combining a symbolic protest action with a media release is often an extremely effective way of campaigning, as the media is more likely to pick up the story if it is creative, colourful and the imagery tells the story.

Blogging/ discussion board

Blogging is short for web-logs and is basically a diary on line. You write what you think. If people agree with you, they'll get on board. If people don't agree, but like the way you write, they'll still want to come by. If people are so annoyed they can't stop looking, they'll still come on board. So you'll get a diverse audience of people who read you for different reasons.



Colin Firth – Actor. Photo: Greg Williams



Photo: Matthew Vasikscu/OxfamAUS

A good example of a symbolic protest action is the sewing machine action organized by Oxfam Australia during the “Play Fair at the Olympics “ campaign in 2004.

The actions consisted of 20 faceless women sitting at sewing machines in Martin Place in the Centre of Sydney. The women represented the hundreds of thousands of women who work in the most appalling conditions in Sportswear Factories around the world. Our “Play Fair at the Olympics” campaign was a global campaign that ran in the lead up to the Olympic Games to raise awareness about the poor conditions of sportswear workers around the world. Oxfam was calling on the Olympic Movement to ensure that no garment with the Olympic Logo was made in sportswear factories that treated their workers badly, and was also calling on sportswear companies to respect workers rights and change their employment practices.



Petitions & Letter writing campaigns

A petition is a written document that formally requests somebody to do something. Usually a petition is presented to a politician or a person who has the power and influence to change what it is you want changed. The Oxfam **Big Noise** petition has been really important in getting our views on trade reform heard by governments and international institutions

Letter writing campaigns can also be an effective way of bringing about change. 50,000 letters and emails made Nestle change their policy about seeking compensation from the Ethiopian government; and has made a number of coffee roasters think again about Fairtrade coffee and to become Fairtrade certified roasters.

Symbolic protest action

Symbolic protest is a creative action that draws attention to the issue that you wish to change and is a very public statement of your beliefs. Symbolic protest actions may include rallies, street theatre, visual arts installations, songs, any means of creatively getting your message out there. Symbolic protest action aims at getting someone in authority in government, business or other organisations, such as the World Trade Organisation, to change their policies.

The Big Noise

Oxfam’s global petition for the **Make Trade Fair Campaign** is called **The Big Noise** petition because we want to make the biggest noise in history to **Make Trade Fair**.

Our global petition has passed the 7 million mark. That's a lot of voices, all demanding action on behalf of the world's poor, and the voices of the poor have been a major part of the push to **Make Trade Fair**.

The Big Noise in Mozambique

The train carried 500 people, from farmers and teachers to activists, all of whom laughed, sang and danced furiously to the sound of Ali Faque – the singer dubbed the Salief Keita of Mozambique.

He was simply unstoppable, walking up and down the carriages with a megaphone keeping up our spirits by entertaining us with songs in the local dialect.

The train stopped off at stations along the route to collect more Big Noise signatures and to get refreshments for the passengers who were beginning to flag in the blistering heat.



At the end of the journey the train travellers came together with 6,000 supporters for a huge celebratory concert. Mozambique's number one band started to tune their instruments as the crowd began to swell. Thousands of farmers - some of whom had walked up to 35 kilometres - began pushing to the front to get nearer to the stage.

Finally the music of the Mozambique bush hit the blue African sky and echoed in the hills. The top five bands in the country - all well

known for their social awareness and thoughtful songs - thrilled the 6000 crowd who danced along in colourful symmetry to the artists they so love. By this time the volunteers who had been collecting signatures for the petition couldn't collect any more because the atmosphere of the occasion had reached fever pitch and the energy and movement unleashed by the music had become overwhelming.

The event was a tremendous success - 2000 signatures were collected and the media talked about the event for days afterwards. Most important of all we thought as we staggered back exhausted to the train, the African farmers who need a decent price for their crops had been given a voice in a unique and memorable way as never before in Mozambique

The Big Noise in Bangladesh

In a city of over 10 million making a big noise is not a problem. But this morning the noise came not only from cars plying on the streets blowing their horns and rickshaws ringing their bells.

Noise was generated by about 200 people gathered at one of the busiest intersections of the city to form a human chain demanding changes to the current trade rules. There were activists, famous musicians, film stars, garment workers, university students and their professors and even government officials, all calling on the rich to make trade work for the poor.

The Big Noise in Zambia

The Big Noise just got louder in Zambia in a blaze of colour at the Kuomboka ceremony.

The annual pageant marks the movement of the King of the Lozi people from his summer capital in the flooded Barotse plains to the higher dry ground on the eastern side. The ceremony traditionally symbolises the start of an impending great journey, but this year it will also be remembered as the moment when the **Big Noise** in Zambia started getting louder.



The event saw the popular Zambian musicians and Make Trade Fair supporters, the Sakala Brothers, perform to a packed crowd. They followed this up with a free public concert in the downtrodden Chawama district of Lusaka. Another concert in Mongu, the capital of the Western Province, saw

the District Administrator deliver the **Make Trade Fair** message in a strong and passionate speech to the crowd.

The momentum produced by these concerts was immense and within days 250 volunteers had been enrolled to travel around markets, churches and schools in Lusaka and beyond to collect names for the **Big Noise**.

Within the space of only a few weeks the number of Zambian Big Noise names has swelled to a staggering 160,000 and the numbers are growing steadily. There is no doubt that the **Big Noise** in Africa is getting louder.

So how does all this action make a difference?

Changing the way that the world operates is not an easy task, but history has shown again and again that if enough people stand up and demand change, then change is possible.



The **Big Noise** as a Global Campaigning Tool

The **Big Noise** has also been mobilised to great effect through its online e-mail campaigns - most famously in December 2002 when Nestlé were forced to climb down from their decision to claim \$6m from the government of Ethiopia. Nearly 50,000 e-mails were sent by **Big Noise** members and after just a week Nestlé dropped its claim.

Whether it's the abolition of slavery in North America, the emancipation of women in the UK, the crumbling of the system of apartheid in South Africa or the people's movement in the Philippines, change can happen, even when it seems that changing the way things are is impossible.

Successful Social Change usually combines many campaign methods and strategies at all levels of society from grass roots community actions to high level diplomatic negotiations, from people power petitions to corporate dialogue and lobbying government ministers.

Chris Martin from Cold Play (pictured) presented the **Big Noise** petition to WTO head, Supachai Panitchpakdi, at the Meeting and there were many symbolic actions staged for the duration of the meeting which received media coverage around the globe.

The **Make Trade Fair** Campaign has used many campaign strategies and techniques to shift public, corporate and government opinion about the issue of Trade Justice.

At the World Trade Organisation meeting in Cancun in Mexico in 2003 the **Make Trade Fair** Campaign had a major media presence, and the outcome of the negotiations was to some extent influenced by the global voice demanding fair-trade that had been built up over the previous 18 months of campaigning.



Photo: Oxfam

And now is the time to "Make Poverty History"

This year there are a number of really important moments when we need as many people as possible to make their voices heard. The people we need you to reach out to are some of the most powerful people in the world; not just because they are world leaders, but also because they have the chance to make a real and lasting change to our world. Without your support and voice they won't know just how important this issue is.

The symbol of the campaign is a simple White Band worn around the wrist, your arm - in fact anywhere you like that it can be seen by everyone! By wearing one you are part of a unique worldwide effort in 2005 to end extreme poverty - you're saying that it's time to:

- provide the world's millions of poor small scale farmers with the opportunity to benefit from trade
- raise the income of 600,000 people above \$1 a day
- allow all children to complete primary school and
- stop the deaths of more than 200,000 people every single week from preventable diseases.

This is a unique opportunity for you to use your creative talents to tell the story about global poverty to your friends, your family, your school, and your community. And Oxfam Australia will be there to help you with resources, petitions, banners, ideas, and support.

So, **Get Up, Stand Up** and **Create** your own bit of **History** by becoming a part of this global movement calling for a better world for ALL people. Make sure that you are involved in the **three global days of action** and wear your white arm band with pride on:

July 1st September 10th December 10th

Your White Arm Band action might be:

- ✿ **a Photographic Exhibition of your mates wearing a white arm band**
- ✿ **a white arm band stunt at your school that gets into the local paper**
- ✿ **it might be your football team wearing white arm bands onto the field when you play your match on July 1st, September 10th or December 10th**
- ✿ **it might be a monologue that is part of your Drama assessment that really inspires people to sign the Big Noise petition or wear a white arm band**
- ✿ **it might be a letter writing lunchtime activity that you get your class or friends involved in**
- ✿ **it might be a Hunger Banquet that involves your home group or the entire school**

It can be literally any action that draws attention in a positive way to the issue of global poverty and gives people the chance to be a part of the solution.

Great resources for your interest.

Websites:

The Oxfam Australia website:

www.oxfam.org.au

This is a great resource with details of Make Trade Fair and other campaigns such as HIV/AIDS and asylum seekers. It also has information about how to become an active volunteer. It's also worth looking up Oxfam International and other Oxfams around the world as each site is different.

The following Oxfam reports contain a wealth of detail on Fair Trade issues: An End to EU Sugar Dumping; Kicking Down the Door; Dumping – The Beginning of the End; A Sweeter Future?; Food aid or hidden dumping?

The Oxfam International Website:

www.oxfam.org

This is worth having a look at because it will direct you to other Oxfams around the world, each of which, have different and unique websites.

The Make Trade Fair website:

www.maketradefair.com

The Make Trade Fair site is a concise source about the hard facts surrounding trade justice and the inequalities in the global trading system.

The Generation Why website:

www.oxfam.org.uk/generationwhy

This is a fantastic, UK, youth based website that has information on current issues, campaigns and other fun things like a blog and an online shop.

The World Revolution website:

www.worldrevolution.org/

The World Revolution is an awesome website about just about everything! It is very concise for research and information from children to the environment, from water to the World Bank and so much more.

The Ruckus Society website:

www.ruckus.org

Ruckus Society has a great website to give you ideas. It has some really creative and visual ideas for staging campaigns.

Cool Planet:

www.oxfam.org.uk/coolplanet/index.htm

This UK Oxfam based site has a great focus for teachers and students. It has lesson plans and some nice information about what it means to consider oneself a global citizen.

The UN website:

www.un.org/english

The UN website covers a broad range of areas from Millennium Development Goals to International Law to economic and social development.

Non Violence Organisation website:

www.nonviolence.org

www.nonviolence.org.au

The Non Violence Organisation has a good little website about the philosophy of non-violence and how it can be used to transform situations of injustice. Has some information about Iraq war and US militarism, a links page, discussion board and some good articles. The Australian website has some good links and information about campaigning workshops.

Activist Rights website:

www.activistrights.org.au

Activist Rights is an Australian website that defines activism, activist rights and contacts of where to get involved in a variety of organisations.

Tear Fund and Youth Tear Fund:

www.tearfund.org

www.youth.tearfund.org

These websites are really good Christian based websites that promote global social justice and poverty issues.

Books:

Oxfam Publications

The following resources can be obtained through one of the following agencies

- ✿ the Oxfam Australia resource centre in Melbourne on 03 9289 9444,
- ✿ the Global Education Centre in Adelaide on 08 8211 6744
- ✿ Last-First Networks in NSW on 02 6772 0333.
- ✿ New Internationalist in Adelaide 08 232 1563

All of these organisations also have a wealth of material related to the topics in the kit.

Oxfam Publications, all available through Oxfam Australia

- ✿ **“The Youth Guide to Globalisation”** edited by Brett Solomon and Louise Scuderi.
- ✿ **“Local Solutions, Global Impact”** *Voices from the Oxfam International Youth Parliament 2004.*
- ✿ **“Rigged Rules and Double Standards – Trade, Globalisation and the Fight Against Poverty”** by Oxfam International.

Other publications

- ✿ **“Take It Personally”** by Anita Roddick. *Published by Harper Collins, 2001.*

This is a great book covering many different issues that fall under 5 umbrella areas; activism, people related issues, development, environment, & money.

- ✿ **An Action a Day keeps Global Capitalism Away.** *By Mike Hudema.*

This is a great resource for many campaign ideas – a real gem.

Available from New Internationalist at www.newint.com.au

- ✿ **“Development in an Unequal World”** edited by Colm Regan. *Published by 80:20 Educating and Acting for a Better world and Teachers in Development Education, 2002.*

This is a great text book that comes with teachers notes. It is an easy to understand text with many diagrams, maps, pictures and case studies.

Organising a Make Poverty History Banquet

The Make Poverty History Banquet is a simulation game that assists people to increase their understanding of poverty and development. The banquet uses both visual representations of poverty and story telling to demonstrate the nature and randomness of poverty. As with all simulation games it can be a moving experience and it is essential that all participants are fully debriefed.

Setting up

Participants are randomly divided into three groups – the haves (15%), the in betweeners (30%) and the poor (55%) are proportions that reflect the global reality.

The randomness of which group you end up in is an essential element of the banquet. Participants should wear something that identifies which group they are in – eg different coloured ribbons for each group or some other item that represents each group.

The seating for each group should also be different – tables and chairs for the haves; chairs (milk crates) for the in-betweeners and the floor for the poor.

The impact of poverty

The MC welcomes everyone and explains what you are trying to achieve. They describe each of the groups. Then they describe some changes happening in the world and their impact on the individuals in the three groups.

This leads to people changing groups – all through no fault of their own. There is a draft script for this part of the exercise below. The emphasis should be on people participating – ask people questions about what is happening

The banquet

Participants are then fed according to their group – gourmet food for the haves, beans and rice for the in betweeners and just rice and water for the poor. Another easy variation on food is nachos and coke for the haves, cheese sandwiches and water (or cordial) for the in betweeners and bread and brown water (coloured with vanilla essence) or plain water for the have nots. Using bread is simple and requires no cooking. While people are eating and after they have finished the MC and one or two other organisers talk to participants about how they are feeling. This is the start of the debriefing process.

Once everyone has finished eating, participants take off their ribbons and put them in one pile and the chairs are either rearranged so everyone can sit together as a group or everyone sits together on the floor.

The debrief

The MC asks the group about how they are feeling about the experience and what they have learnt. All participants need to feel that they have been heard during this process so take your time.

It would be good to address the issue of guilt/blame – its not participants fault that the world is unfair. The MC should then initiate discussion of positive things participants can do to help overcome poverty.

Once the debrief discussion is finished gourmet food/treats are then offered to all participants again emphasising the end of the game and a coming back together – eg muesli bars, muffins, etc.

Other things to consider

The simulation does take some time to set up especially with the food aspect so try and keep the food organisation to a minimum. The simulation also takes some time to do.

This can vary depending on the food and the number of participants. The simulation could also be done as a morning/afternoon tea exercise using treats rather than full meals. Allow an hour for the simulation – a bit longer

if possible. There are some good short videos that can also be shown if you have allocated a longer period of time.

It may be useful to charge a fee to cover the cost of the food and possibly even to be able to make a donation at the end of the game. This is another way in which people can feel positive about making a contribution to alleviating poverty.

It is good to give participants some materials to take away – white Make History Poverty arm bands, campaign postcards, stickers or leaflets

We can also provide you with a certificate of appreciation for the group having successfully conducted the banquet – especially good for schools

If you'd like more information please contact your local Oxfam community campaigners

Make Poverty History Banquet

The Script:

Welcome to the Oxfam Make Poverty History Banquet.

We are here today because half the world population live in poverty. 1.2 billion people (about one-fifth of the world population) live on less than \$1 a day.

ASK PARTICIPANTS:

If you were born into a family that earned less than \$1 a day how do you think you'd see your opportunities in life?

[PAUSE]

800 million of these people suffer from chronic hunger and every 3.6 seconds, a person (usually a child) dies from hunger or other preventable causes. That's 24,000 people a day.

[PAUSE]

Yet every cow in the European Union receives a subsidy of \$2 a day. That's a bigger income than 3 billion people earn each day.

[PAUSE]

In the USA 25,000 cotton farmers receive \$4 billion in subsidies a year – that's more than the entire national income of Burkina Faso where 2 million people rely on cotton for their income.

[PAUSE]

And women are working in clothing and sportswear factories for up to 18 hours a day, 7 days a week and getting paid as little as 30 cents an hour. These factories are owned by very profitable trans-national corporations who could afford to pay decent wages and have decent conditions for the workers who make their clothes.

Oxfam Australia's local community campaigners:

SA & NT – Sally McHenry 08 8236 2110

WA – Paddy Cullen 08 9262 8211

QLD – Ann Matson 07 3637 4615

NSW & ACT – Margaret Di Nicola 02 8204 3902

VIC & TAS – Terry Robb 03 9289 9332.

[PAUSE]

You may think poverty is about too many people and too little food. Not true. Our rich and bountiful planet produces enough to feed every woman, man, and child on earth.

Poverty is actually about power and opportunity.

The roots of poverty lie in unfair trade rules, debt, inequalities in access to education and resources and the unwillingness of rich countries to provide more and better aid. Families are unable to earn a decent income from the food they grow due to unfair world trade rules leading to illiteracy and poor health.

Today we are here to understand more about the causes of poverty and what we can do about it.

The one thing I would like you to remember is this:

☀ Everyone on earth has the same basic needs; it is only our circumstances – where we live and the culture we are born into – that differ. Each person's birth place is randomly determined

Ask participants to suggest what are basic needs?

As each of us walked in the door here today, we chose – at random – our lot. Look around, and you can see that equality and balance don't exist here. We are having a banquet that represents the world's population not a banquet of people from any one country

Now I would like to introduce you to the three segments of our world.

[MOVE NEAR THE HIGH-INCOME GROUP]

If you are sitting over here, you represent the 15 percent of the world's population who are fortunate enough to be able to afford a nutritious daily diet. The vast majority of you are from Europe, North America, Japan and Australia. As a group, you consume 70 percent of all the grain grown in the world, most of it in the form of grain-fed meat. Since most of you exceed your daily requirement of calories, you face health problems such as heart disease and diabetes. But you have access to the best medical care in the world. Your children are born destined to go to school; the only uncertainty is how many years they will study after secondary school. You and your family live in a comfortable and secure home. You own at least one car and have televisions, computers, DVD players, mobile phones, computer games and access to information via the world wide web. When you take your annual four week vacation, you don't worry about your job disappearing. It's a good life because YOU have access to everything you need and you have the security to enjoy it.

[MOVE NEAR THE MIDDLE-INCOME GROUP]

If you are sitting here, you represent roughly 30 percent of the world's population. The levels of access and security you enjoy vary greatly. You are the people who live on the edge. For many, it would take losing only one crop to drought, a serious illness or low prices for your produce to throw you into poverty. You may depend on growing cash crops on a modest sized piece of land for your income. You may also have access to occasional seasonal work. Your small income allows for some use of electricity and a few years of schooling for your children – especially if they are boys.

Alternatively, you may have left your family to go work in the city. You hope that the money you earn from your less than minimum wage job as domestic help or worker in a sweat shop will eventually allow you to move back home and make a better life for your family. You work long hours performing back breaking work but still cannot afford nutritious food for your children. It's not your fault you were born into this harsh life. You hope that your children will have the opportunity to do better. So, like everyone stuck in the middle, you feel squeezed, and you just hope that the bottom doesn't fall out from your world.

[MOVE NEAR THE LOW-INCOME GROUP]

If you are sitting on the floor, you represent the majority of the world's population – roughly 55%. You earn \$2 or less a day – many of you in fact earn less than \$1 a day. Most of you are from poor countries such as East Timor, Ethiopia, Bangladesh, Haiti, or Cambodia. Every day is a struggle to meet your family's basic needs. Finding food, water and shelter can consume your entire day. For many of you women, it would not be uncommon to have to walk five to ten kilometres every day to get water, spend several more hours working the fields, and of course taking care of the children.

Many of you are frequently hungry. It is quite likely that you don't get the minimum number of calories your hardworking life requires. Some of you are homeless or living in structures so flimsy that a hard rain or strong wind can cause a major catastrophe. Even though education is such a powerful weapon against poverty, school is a luxury few of your children will ever experience. Most girls don't even bother to dream about school. Not surprisingly, many of the countries where you live also have the largest foreign debts. Your governments are forced to throw money into a bottomless pit of debt repayments, instead of spending money on essential services like education and healthcare. Adequate healthcare is out of the question for many of you in this group. For most of you, early death is all too familiar, with many mothers expecting to lose one or two children before they turn five. If you are lucky enough to have a small plot of land you grow a cash crop. You reap few benefits from these cash crops as cheap imported and subsidised produce is dumped on your market so that you can not compete and have to take whatever prices buyers will give you. You'd prefer to grow food that your children could eat if you had another source of income. Or perhaps you get occasional work as a day labourer at a large plantation producing crops such as bananas or sugar for export.

[MOVE UP/DOWN SCENARIOS]

Now, I have some news that will affect several of you. Like we've said, no one can choose the circumstances into which they are born. Some people have the good fortune to change their lives for the better, but for most the circumstances of life are determined by uncontrollable factors.

[ASK ANY SIX PEOPLE FROM THE LOW-INCOME GROUP TO STAND]

These six people live in central Mozambique. Mozambique was devastated by almost 20 years of war that ended in 1992. People lost so much during the war—family members, their homes, their crops and tools, and their cattle. Cattle are very important to you. Some people call cattle 'the poor man's bank'. A cow means people can plough much more ground to plant crops and feed their family. A bigger harvest means that people can sell the excess to earn money that allows them to send their kids to school. A cow also provides transport to take their crop to market, and gives a family something to sell if times get really tough.

Oxfam has been running a project that is giving cattle back to families in Mozambique. The project also involves digging wells to increase people's water supply, providing seeds and tools for farming both maize and vegetables, and training for certain people selected by the community in how to grow vegetables and care for the cattle.

I invite you six to make a place for yourselves in the middle income group, but before you go ...

[ASK ANY SIX PEOPLE FROM THE MIDDE-INCOME GROUP TO STAND]

These six people are also from Mozambique. One of the poorest countries in the world, Mozambique has managed to rebuild its sugar industry back to full production following 20 years of war and devastating floods in 2000. It now boasts the lowest sugar production costs in the world. Despite this, Mozambique and these six people are unable to compete on the world market. The huge subsidies paid to European farmers have made them the biggest exporter of sugar in the world, capturing 40% of world trade in sugar. These European countries 'dump' thousands of tonnes of highly subsidised sugar on poor countries every year, at less than half of what it costs to produce. This makes it impossible for poor countries to compete, even though they can

produce sugar more cheaply than is possible in Europe. These Mozambique farmers are having their livelihoods ruined. Oxfam has been running a campaign to outlaw this type of poverty producing subsidies and this campaign will reach a climax at the World Trade Organisation meeting at the end of this year

I'm afraid that in the meantime you six people have fallen into the low income group. Could you two groups please swap places.

[THESE TWO GROUPS EXCHANGE PLACES AND SIT DOWN. NOW, TURN TO THE HIGH-INCOME GROUP AND ASK SOMEONE TO STAND]

You are a senior manager at a large coffee company. The world market price of coffee has just been cut in half, and even though your company is paying less for the coffee, it is not going to lower the prices it charges consumers. Your company's profit margins are about to escalate, and you will receive a hefty bonus at the end of the year.

Congratulations! Maybe you'll take a vacation to Bali or maybe even to Italy for a month. While you are deciding how to spend your bonus, please remain standing while I introduce some people you wouldn't ordinarily get to meet.

[TURN TO THE MIDDLE-INCOME GROUP, ASK ONE MAN AND ONE WOMAN TO STAND]

You are Joseph. You have been growing coffee for many, many years. During the 1990s you decided to improve your growing techniques and to plant more coffee bushes. You have successfully increased your yield but the drop in coffee price has been so dramatic that you have had to take your children out of school. You can't afford to pull up your coffee bushes and you can't afford to start growing a new crop.

Please meet Lucy whose father is Joseph. You really liked going to school and the teacher said you were really clever. But your family is now receiving much, much less for its coffee and there is no money to pay school fees. You have to stay home and help with the farming. You gather water, work in the fields and help your mother look after the younger kids while she travels to town to sell small packets of tissues for a few cents profit. You miss school and fear you'll never be able to afford to go back to school or if you do that you will be behind all the other kids

Could you both please move to the low income group.

[TURN TO THE LOW-INCOME GROUP; ASK A WOMAN AND A MAN TO STAND]

Your name is Valerie you and your family have been growing coffee for the last 20 years. Seven years ago you joined up with other local coffee farmers to form a co-operative and to get **Fairtrade** certification. You have seen the coffee price plummet further. However due to an increase in demand for **Fairtrade** coffee your livelihood has been protected. You are now selling 70% of your crop as **Fairtrade** and you have been able to send both your daughters back to school

You can move up to the middle income group – if only just. There is hope of a better future.

[ASK THE PERSON FROM THE HIGH INCOME GROUP A QUESTION OR TWO]

eg – do you think your company is doing the right thing buying coffee at the cheapest possible price?

Ask other people in the room what they think?

Do you think that your company should have a **Fairtrade coffee range to sell?**

Should your company be promoting **Fairtrade products?**

Again ask the others what they think?

[Still with the low income group ask someone to stand]

Your name is Tesfay. You work on your family's small plot of land growing coffee. Your family's livelihood has been devastated by the drop in the coffee price. You have been angry and frustrated by this. Your coffee co-operative however has started to do something about it. They have joined the campaign to get 1 million people to sign the **Big Noise** petition to Make Trade Fair. You have become an enthusiastic supporter and have volunteered to help with the campaign. You have been to meetings to talk about the coffee crisis and how the Make Trade Fair campaign might help. You have received some training and have now collected 10,000 signatures for the **Big Noise** petition. Your financial circumstances have not changed greatly but your life is starting to change. It feels good to be doing something to help bring about change. And it's working - the government is being very supportive of the campaign and has made some changes. You think that everyone should sign up to the **Big Noise**.

You stay in the low income group but you are hopeful things are starting to change

[TURN BACK TO ADDRESS THE ENTIRE ROOM]

This is just a small slice of life as it plays out each day around the globe.

Now, we invite you to eat.

Those of you in the high-income group will be served the type of meal you are used to [YOU MAY WISH TO MENTION THE MEAL].

Those in the middle-income group may proceed to the serving tables where [RICE AND BEANS, FOR EXAMPLE] are available.

People in the low-income group seated on the floor will find rice and water at the table at the back of the room.

[YOU CAN ALSO SERVE RICE IN LARGE BOWLS PLACED ON THE FLOOR AND HAVE PEOPLE SERVE THEMSELVES].

[You may wish to have music playing and images in the background of Oxfam Projects or people taking action)

SHARING PERIOD;

MC WALKS AMONG AUDIENCE, ASKING PEOPLE HOW THEY FEEL ABOUT BEING IN THEIR GROUP.

ONCE PEOPLE HAVE FINISHED EATING PARTICIPANTS RE-ARRANGE THEIR CHAIRS AS ONE GROUP OR ALL SIT TOGETHER ON THE FLOOR. PARTICIPANTS REMOVE THEIR RIBBONS OR INDENTITY THING. THEN THE DEBRIEF IS UNDERTAKEN. THE MC ASKS HOW EVERYONE IS FEELING ABOUT THE EXPERIENCE – WHAT THEY HAVE LEARNT. IT'S IMPORTANT THAT EVERYONE IS GIVEN AN OPPORTUNITY TO PARTICIPATE AT THIS POINT. THE MC THEN ASKS THE AUDIENCE TO THINK ABOUT WHAT THEY COULD DO TO MAKE A DIFFERENCE TO POVERTY AROUND THE WORLD CAREFUL ATTENTION IS PAID TO ENSURING THAT EVERYONE HAS RECOVERED FROM AND UNDERSTANDS THE EXPERIENCE.

THEN ADDITIONAL GOURMET FOOD/TREATS ARE SERVED TO ALL.

POSSIBLE THINGS FOR PEOPLE TO DO INCLUDE:

- ☘ Sign the **Big Noise** petition for trade justice.
- ☘ Buy **Fairtrade** coffee and get your workplace to use **Fairtrade** coffee.
- ☘ Join people around the world wearing white arm bands to MakePovertyHistory on 1 July, 10 September and 10 December 2005.
- ☘ Get your local roaster and supermarket to sell **Fairtrade** coffee.
- ☘ Join the Oxfam activist email list.
- ☘ Find out more at www.oxfam.org.au/campaigns

CONCLUSION

We live in a world where a few get a lot and most get very little indeed. Yet there is plenty of reason for hope. Oxfam has helped thousands of people work their way out of poverty through self-help initiatives in more than 30 countries, including Indigenous Australia. We have initiated a **Fairtrade** coffee campaign that has seen demand for **Fairtrade** coffee expand quickly and hence the incomes of coffee farmers increase by tens of millions of dollars last year alone. And there is now a global **Make Trade Fair** campaign to change the unjust world trade rules, This campaign which is supported by millions of people in both developed and developing countries. International Aid and Development agencies like Oxfam are receiving increasing public support.

We welcome your attendance here today and hope that you have learnt something about how we might go about combating poverty around the world and empowering the poor to take control of their lives. If you'd like to talk some more about what you've experienced today please see XXXXXX. If you'd like to discuss further the issues that cause poverty or what you could do to help alleviate poverty please talk to XXXXX.

Again, thanks for participating.

Script adapted from: <http://www.hungerbanquet.org/>



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