

OTHER RESOURCES

When approaching independent shops and coffee shops, restaurants and pubs check out:

NATIONAL FAIRTRADE PURCHASING GUIDE

Visit fairtrade.org.uk/business for a complete list of Fairtrade stockists.

SPECIAL PROMOTIONAL OFFERS

A number of Fairtrade stockists are offering special deals and promotions to businesses during Fairtrade Fortnight at fairtrade.org.uk/stockit

FAIRTRADE WORKPLACE OF WORLD CHANGERS

Encourage workplaces to sign up at fairtrade.org.uk/work



WHAT NEXT

We'll collect the nationwide results of the **Stock It Challenge** online, keep you informed of your collective achievement and provide follow-up ideas for convincing businesses why they should stock products that change lives.

fairtrade.org.uk/fortnight
mail@fairtrade.org.uk

Fairtrade Foundation, 3rd Floor, IbeX House, 42-47 Minories, London EC3N 1DY
Tel: +44 (0)20 7405 5942 Fax: +44 (0)20 7977 0101

Registered charity no. 1043886



FAIRTRADE FORTNIGHT STOCK IT CHALLENGE

TAKE THE STOCK IT CHALLENGE

This Fairtrade Fortnight we need to send a clear message to businesses: we, your customers, want you to stock more products that change lives – because we know the difference Fairtrade makes.

So it's time to celebrate the power of everyday choices – and turn the spotlight on the producers behind the products we love.

You and your group can help us make this year's Fairtrade Fortnight the largest ever collective lobby of businesses since the supermarket till receipt campaign 20 years ago first launched Fairtrade onto supermarket shelves. And take Fairtrade sales to the next level.



The full Fairtrade Fortnight Action Guide contains lots of information and stories to help you get started and take the challenge – download or order your copy from fairtrade.org.uk/fortnight

Overleaf, you'll find a range of different types of businesses to focus on, challenges that can be shared out among different group members. We'd really like to hear how you get on and we'll also be following up with the most commonly approached businesses to build on your efforts, supporting them to switch to products that change lives.

Make sure you return your completed feedback form, or submit your details online at fairtrade.org.uk/awards, by Monday 30 March 2015 to be entered into our campaign awards to win a cash prize of £500 for your campaign group. See online for terms and conditions.

**GOOD LUCK,
AND HAVE FUN!**



HOW TO TAKE PART

We're asking you to hit the road and make your voices heard, whether it's at coffee shops or convenience stores, garages or guesthouses – or even just by posting on Facebook. The Stock It Challenge is a great group activity and below are step-by-step instructions on how you can make your day one to remember...

- 1 ORGANISE** with your group to share out the challenges or encourage Fairtrade supporters to take part and feed back to you. Why not take the challenges at the same time in small groups?
- 2 CONSIDER** any preparation you might like to do before visiting the businesses, whether that's practising your approach or informing the business that you're coming/arranging a time to meet. You could even do a role play.
- 3 GO FOR IT!** Complete the challenges and be sure to make it a fun activity. Don't forget to take the postcard in this pack with you – it has tips on approaching businesses and key points as to why businesses should choose Fairtrade. You

can leave one of the business cards enclosed as a farewell reminder. Take photos and share them via Twitter and Facebook using #StockIt

- 4 COLLECT** details of the places you visit and fill in the feedback form – and don't forget to write the company name, address and postcode of the particular store or branch clearly.
- 5 SIMPLY** fold up and return this sheet in the enclosed envelope (don't forget a stamp!) or enter your information online to let us know how you got on. Return by **Monday 30 March 2015** to be entered into the annual Fairtrade Campaign Awards.
- 6 FOLLOW UP** with businesses you visited to continue any promising conversations or see if more Fairtrade products have been stocked.
- 7 CELEBRATE** a hard day's work on behalf of the producers in need of a fairer deal.

On a roll? Feel free to exceed the 15 challenges listed. You can add details of additional businesses approached on extra copies of the feedback form or online at fairtrade.org.uk/awards



YOUR DETAILS

Group name.....

Contact name.....

Email address.....

Postcode.....

We would like to email you with updates on the campaign and other ways to take action to support farmers and workers to get a better deal from trade.

Tick here if you would prefer not to receive these updates

PLEASE LET US KNOW:

How many people took part in your Stock It Challenge?

If you did anything fun or creative to get others involved, we'd love to hear about it on a separate sheet.

LET US KNOW HOW YOU GOT ON



COFFEE SHOP

Company name:.....

Store address:.....

CLOTHING STORE

Company name:.....

Store address:.....

CONVENIENCE STORE

Company name:.....

Store address:.....

WORKPLACE

Organisation name:.....

Address:.....

YOUR MP'S OFFICE

MP name:.....

Office address:.....

WORKPLACE

Organisation name:.....

Address:.....

CONVENIENCE STORE

Company name:.....

Store address:.....

CHOCOLATE BAR

Name of chocolate bar:.....

Date of Facebook post:.....

OTHER

Organisation name:.....

Address:.....

RESTAURANT OR PUB

Name:.....

Address:.....

SUPERMARKET

Name:.....

Store address:.....

OTHER

Organisation name:.....

Address:.....

HOTEL, B&B OR GUESTHOUSE

Name:.....

Address:.....

COFFEE SHOP

Company name:.....

Store address:.....

OTHER

Organisation name:.....

Address:.....

TOP TIPS FOR PREPARING YOUR PITCH

-  **RESEARCH THE BUSINESS** – Are they already serving some Fairtrade products? Do they have wider sustainability or corporate social responsibility commitments? Or are they motivated by responding to the demands of the local community? Where in the business can they stock Fairtrade?
-  **WHO SHOULD YOU SPEAK TO?** – Who is the decision-maker that you need to influence?
-  **USE STORIES TO CREATE EMOTIONAL CONNECTION** – Help people you meet engage with the people behind the product by using real life stories, which can be found in your Action Guide or our website fairtrade.org.uk
-  **GET READY FOR A CONVERSATION** – Prepare a few questions, think how the conversation might go and how to respond to the information you're given. Listen as much as possible. Use the enclosed Why Fairtrade? postcard to help.
-  **THINK ABOUT THE TIME YOU VISIT** – A restaurant manager will be busy during peak mealtimes!

TOP TIPS FOR APPROACHING BUSINESSES

- 1 BE FRIENDLY** – Ask who is in charge of stocking the shop/outlet, remain positive and consider the level of Fairtrade knowledge of the person you speak to.
- 2 THINK IN BUSINESS TERMS** – Why should they serve Fairtrade? What benefits will it bring to them? Show that you are interested in their business and want to support them switching to Fairtrade – take the handy postcard included in this pack.
- 3 FOCUS ON POPULAR PRODUCTS** – Of course we want everything to be Fairtrade but by focusing on coffee, tea, sugar and cocoa (snacks, bars and hot chocolate) you can make specific and realistic requests.
- 4 CELEBRATE SUCCESS** – If they are already selling or serving Fairtrade, don't forget to let them know that they've taken some great first steps.
- 5 ENJOY THE CONVERSATIONS YOU GENERATE** – And communicate your passion for Fairtrade!

THE CHALLENGES – WHERE TO ASK

-  **COFFEE SHOP*** – Pop in and make your pitch.
-  **WORKPLACE*** – Set a time to visit in advance.
-  **CONVENIENCE STORE*** – Ask in-store.
-  **RESTAURANT OR PUB*** – Make contact in advance to set a time to visit.
-  **HOTEL, BED AND BREAKFAST OR GUESTHOUSE*** – Make contact in advance to set a time to visit.
-  **CLOTHING STORE** – Ask for Fairtrade cotton.
-  **YOUR MP'S OFFICE** – Contact the office in advance to arrange a time to meet.
-  **SUPERMARKET** – Go into the store and speak to a manager or customer services.
-  **CHOCOLATE BAR** – Choose a chocolate bar and post a message on their Facebook page.
-  **OTHER** – Choose any business, organisation or workplace you would like to ask.

*The National Purchasing Guide and promotional offers are suited to these types of businesses – see other resources overleaf.