

A guide on how to promote global justice and sustainability

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COMMITMENT TO A SUSTAINABLE FUTURE

Do you remember the first time you have heard about exploitative working conditions, dangerous environmental pollution, climate emergency and the depletion of natural resources, about crushing poverty or obscene wealth? It may be that hearing this information played a decisive role in shaping your worldview. For that to happen, somebody had to come together, take up an issue and make sure that the details of an unjust situation reached your ears.

There are many ways of taking action that will contribute to creating a sustainable future. But at the start of every action is the realisation that there is a need for action. Many people in Europe are only vaguely aware – if indeed they are aware at all – that unjust social structures, climate change and environmental degradation have a significant impact on the lives of millions of people throughout the world. The more we know and the more we spread the message, the more we can influence political decision to be taken to create a sustainable future for all.



Between 2017 and 2020, the EU-wide project **Make Europe Sustainable for All** has brought together organisations working to protect the planet, to save the climate, to ensure social justice, to guarantee human rights and to offer protection to the most vulnerable. We have been campaigning for a sustainable Europe to benefit people in the region and globally. Commitment and action to solve the environmental crises and combat injustice is in the DNA of all the partner organisations working to **Make Europe Sustainable for All**.

Our partner organisation AWO International from Germany has developed this guide to help you to create your own local actions for a sustainable future. The purpose of this guide is to support you in bringing attention to global injustice and sustainability and in promoting the idea that the future of the world must from now on be based on ensuring people's wellbeing leaving no one behind in respect of the ecological limits of the planet.

We thank AWO International for sharing this wealth of ideas with us. Their experience with local actions in Germany will hopefully inspire you to take up action yourself – wherever you are! Every action counts.

Patrizia Heidegger, EEB





WHY IS IT WORTHWHILE TO BECOME ACTIVE?

We need to call attention to
unfair global conditions,



to show our solidarity “across borders”



and to engage and motivate
other interested volunteers,



we need to take responsibility for the hidden social
and environmental costs of our behaviour and
drive change together, both big and small.

LET'S THINK AHEAD

Which global injustices and environmental crises need our attention and our commitment? What issues can we call to the attention of our fellow human beings – and by what actions?

Raw materials, products and services have been traded across continents for centuries. This global trade has resulted in both positive and negative social developments – the transfer of knowledge, for example, but also the transatlantic slave trade. Today, these former colonial trade relationships are often continued in a different guise. Since 1995, the World Trade Organization has in theory been responsible for ensuring the application of universal and transparent trade rules. However, it has become clear in recent years that the continuing global division of labour, subsidies and customs policies have tended to strengthen the economies of developed and emerging countries and their multinational companies. Increasing global trade volumes has also resulted in growing environmental pressures such as resources depletion, land use change, pollution, desertification, displacement of local communities and environmental conflict. All this has increased the gap between the “haves” and “have-nots” in all countries and ensure that the world’s poorest people continue to stay poor. We also know, however, that poverty is the most significant “obstacle to development”, including here in Europe.

THERE ARE ALTERNATIVES

Fair trade, for example, endeavours to counteract these developments and to alleviate global social divisions by means of a sustainable economic strategy. The increasing interconnectedness of the world and the explosive growth in communications make it easier to establish global partnerships between people and organisations based on solidarity, and it is becoming increasingly easy to make global injustices known throughout the world in just a matter of seconds. This brings issues to the attention of a developing global community, which in turn leads to a change in political priorities – as has been demonstrated by recent global scandals such as the FIFA bribery affair, manipulations of emissions tests at Volkswagen or the financial and tax tricks exposed by the “Panama Papers”.



TWO EXAMPLES

Conventional world trade has benefited us by improving the availability of cheap everyday items and consumer products but has shifted production costs that arise in European countries due to environmental and social standards onto people in other regions of the world. Many people are not aware of this when they do their everyday shopping.

Call attention to fair trade! Although more and more people are becoming aware of fair trade, the World Trade Organization (WTO) and the Organization for Economic Co-operation and Development (OECD) both estimate that it accounts for less than 1% of global trade. Do your bit by organising an action that promotes this form of proportion and enables small farmers to create a sustainable future for themselves and their children.



Clothes have never been as cheap or as widely available as they are today. Production has been relocated to low-wage countries. There, for lack of any alternative, many workers accept miserable working conditions and sometimes even pay with their lives, as was shown all too clearly by the collapse of the Rana Plaza factory in Savar, Bangladesh, in 2013.

Our partner organisation AWO International provides an educational game about the “Journey of a pair of jeans”, which you are welcome to use during an info afternoon or a street action. A “glocal city walk” can tell people where the clothes sold in your city come from and under what conditions they have been produced.

GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

In 2015, the 193 member states of the United Nations (UN), including all Member States of the European Union, adopted the 2030 Agenda for Sustainable Development. Through the Agenda, the international community aims to tackle such global challenges as poverty, hunger, environmental degradation and climate change.

At its core are 17 Sustainable Development Goals (SDGs) to be achieved by 2030. The 2030 Agenda is universally applicable: all countries – including us in the EU – must implement the 17 SDGs and its 169 targets. States are expected to report regularly on their progress towards achieving the goals at international meetings under the auspices of the UN.

IMPLEMENTATION IN AND BY THE EU – WHAT NEEDS TO HAPPEN?

European policies must be reoriented toward the SDGs in order to achieve them. Beyond the EU's borders, its policies must not conflict with the SDGs, and the European Union must support other countries in their national implementation efforts. Unfortunately, the EU has so far not developed a strategy to implement the Sustainable Development Goals. The EU's existing Sustainable Development Strategy (SDS) has not been updated after the adoption of the 2030 Agenda and is a dormant instrument. That is, the EU clearly lacks a roadmap to realise the SDGs by 2030 and to make sure that all policies and programmes are oriented towards the 2030 Agenda.

The new European Commission, which came into power in 2019, has declared the fair transition towards a carbon-neutral economy that works for people its upmost political priority. The Union has pledged to become the first climate neutral continent. New policy instruments have already been introduced or are being developed.

However, even though the political leadership of the EU likes to argue that Europe is a champion of sustainable development, civil society organisations fear that implementation will take place in only a few sectors or that decision-makers will not be ambitious enough. It is our role to be a watchdog of the ambitious implementation of the SDGs.

Take part in it and join in making sure our politicians deliver their promises!

www.sdgwatcheurope.org

Sustainable Development Goals



End poverty in all its forms everywhere. Guarantee access to land and poverty-reducing services.



End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



Ensure healthy lives and promote well-being for all at all ages. Reduce maternal and infant mortality. Tackle serious diseases.

Social and environmental challenges

700 million people live on less than US\$1.90 a day. The affluent part of the world's population (11 %) causes half of all CO₂-Emissions, whereas the poorer part suffers more from the consequences of climate change. Phenomena such as child poverty, poverty among the elderly and poverty despite work are also present in wealthy countries.

13% of the world's population are affected by hunger. Just 1% of the food that is already available would be sufficient to meet their needs. Over production, food waste, and land use conflicts exacerbate global imbalances and create inequality.

2 billion people have no regular access to medical care. 90% of all available medicines are used by 15% of the world's population. In most countries, 80-90% of all care workers are women who are often underpaid for the crucial services they provide society with.

Sustainable Development Goals



Ensure inclusive and equitable quality education. Promote lifelong learning opportunities for all. Enable access to education for sustainable development.



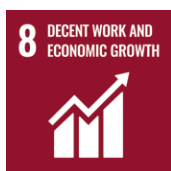
Achieve gender equality and empower all women and girls. End discrimination and violence against women.



Ensure availability and sustainable management of water and sanitation for all. Protect water-related ecosystems.



Ensure access to affordable, reliable, sustainable and modern energy for all. Increase the share of renewable energy.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Social and environmental challenges

61 million children and 62 million young people do not attend school. In poorer countries, 46% of total education expenditures go toward a small number of higher-learning institutions serving an average of only 10% of learners. Also in the EU, the social background still has significant impact on young people's success in education. Education for sustainable development must be anchored in curricular and extracurricular education and in lifelong learning.

Women are particularly often discriminated against, disempowered and subject to violence. They make up the majority of the 'have-nots', the poor and the illiterate. The gender pay gap is real in the EU: women on average earn 15% less than men, and are more often at risk of poverty.

In 2015, around 660 million people were without access to clean drinking water and 2.4 billion were lacking adequate toilets and sewerage systems. Lack of access to usable water sparks conflict and increases inequality. In the EU, millions live without adequate sanitation. Half of the EU's Roma population has no access to water in their homes.

1.1 billion people need access to energy that is more oriented towards the common good and more environmentally friendly. Energy production is currently responsible for one-third of all greenhouse gas emissions. Overall energy consumption must be reduced. Energy poverty is also a reality in the EU.

Billions of people need prospects through fostering economic development that is socially acceptable, uses resources responsibly and respects planetary boundaries. The concept of growth must be questioned, since neither the increase in material opportunities nor the fall in unemployment has reduced poverty risks in all industrialised countries.

Sustainable Development Goals



Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



Reduce inequality within and among countries. Regulate and supervise global financial markets. Handle migration safely and responsibly.



Make cities and human settlements inclusive, safe, resilient and sustainable. Ensure affordable housing and sustainable transport systems. Reduce environmental impacts.



Ensure sustainable consumption and production patterns and efficient resource use. Reduce food waste. Promote public procurement practices that are sustainable.



Take urgent action to combat climate change and its impacts and integrate it into national policies and strategies.

Social and environmental challenges

Despite contradictory objectives, the majority of public investment in transport goes into roadbuilding. Germany's national Transport Infrastructure Plan (2016), for instance, sacrifices 2.9 hectares of countryside to road-building every day. The costs of maintaining this infrastructure are a burden on future generations. In the EU, we are creating more lock-ins through investment in unsustainable infrastructure such as regional airports rather than investing in accessible and environmentally friendly public transport and railway infrastructure.

Inequalities between the rich and the poor have been increasing all around the world. The richest 1% in the world, own twice as much as the rest 6.9 billion. The 22 richest men in the world own more than all women in Africa. Global transparency standards on the environmental and social impacts of loans and investment must be strengthened. This investment should also target the poor, disadvantaged and marginalised groups.

Cities worldwide are currently responsible for around 70% of all resources used and more than 75% of all CO₂ emissions. At the same time, poverty is increasingly concentrated in urban areas.

Our Earth cannot support a lifestyle that is geared towards infinite economic growth and consumption. The gap between our resource consumption and what our planet can sustain is getting ever wider. If we continue down this path, we will need a second planet to meet our material needs by 2030. If all people in the world lived like European, we would need 2.6 planets to satisfy our demands on nature.

Developing countries have contributed just 24% to climate change, but they are particularly hard hit by its consequences. Industrialised countries with high living standards thus have a particular responsibility to reduce their emission sharply and to assist others in the transition to a low carbon future.

Sustainable Development Goals



Conserve and sustainably use the oceans, seas and marine resources for sustainable development. End overfishing, protect coastal areas.



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



Establish global partnerships, spend 0.7% of GDP on international cooperation, foster debt relief, fair trade and policy coherence.

Social and environmental challenges

Pollution of the oceans, especially by plastic waste, is increasing. In order to satisfy our hunger for raw materials, many countries are gearing up for deep-sea mining, entering in some of the last areas on the planet that have been untouched by men so far. Almost 800 million people work in the fishing industry. Overfishing of entire coastal regions leads to the decline of small-scale fishing, results in precarious working conditions in the fishing sector and fuels further migration.

All over the world, we are rapidly losing precious ecosystems and biodiversity even though we need their ecological services to survive. Poor people are most severely affected by the local consequences of climate change and destruction of the environment. They often depend on natural resources for their livelihood and frequently live in areas directly affected by environmental destruction. The conservation of nature is really a question of generational justice.

Conflict is triggered not only by violent disputes but also by inequality and by use of natural resources in ways that exacerbate discrimination. Some EU Member States' approach to arms exports, Germany being a negative example, contradicts the position it took during the SDG negotiations, during which it supported restrictions on the proliferation of small arms.

In the past two years, the EU has had a trade surplus with Africa, partly as a result of the trade in highly subsidised products. Exports were worth EUR 145 billion, while imports totalled EUR 117 billion. This results in African countries incurring higher levels of debt and destroys livelihoods, especially the livelihoods of smallholder farmers. Moreover, many of the goods we import to the EU are based on labour exploitation, pollution and resource depletion in other countries.

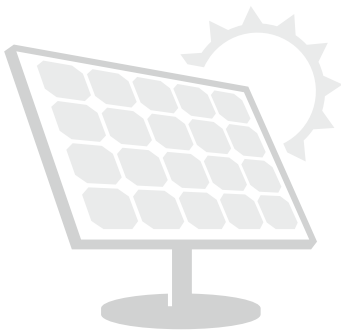
TAKE ACTION: DO SOMETHING!

We have scope for shaping globalisation based on solidarity and sustainability. Thinking globally and acting locally is a good start! Every action, no matter how small, moves us a little further forward on this long journey. In the following pages we suggest actions that you may want to consider.



IMPLEMENTING THE SDGS AT LOCAL LEVEL

CITIZENS' ENERGY COOPERATIVE ACTION GROUP



There are 900 energy cooperatives in Germany alone. The idea behind them: cooperatives raise money for a common purpose and then invest in suitable projects. The principle of democracy is important: unlike ordinary corporations, each member has one vote – no matter how much money he/she has paid in. Citizens' energy cooperatives are playing a key role in the energy transition and are making a contribution to protecting the climate and increasing the use of renewable energies. The added value and the profits that are created remain in the region. For example, the citizens' energy cooperative BENG eG has installed a photovoltaic system in the town of Kirchheim near Munich. The tenants – including a nursery school run by our partner AWO – can now obtain most of the electricity they need using energy that is generated locally and renewably on the roof of their building.

Visit: beng-eg.de/projekte/

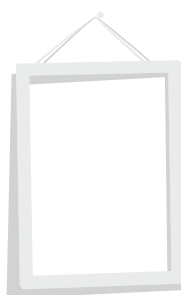
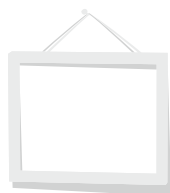


FUTURE GARDEN ACTION GROUP



Many facilities – schools, companies or even a local club – have a significant amount of green space that could be put to good use for a sustainable garden project by staff, volunteers, residents, children or relatives. A compost heap or worm farm can transform biowaste from the facility into fertile soil that can be used to grow vegetables, herbs and medicinal plants. The facility saves on waste disposal costs and, at least in late summer, on the cost of fresh vegetables. It also reduces carbon emissions by eliminating unnecessary transportation. Nesting boxes for birds, insects and bees can increase local biodiversity. Residents, children, relatives and neighbours can all be involved in the activities, which can have a positive impact on their social relationships and improve their subjective sense of wellbeing. At the same time, it also promotes lifelong learning for those involved. Trees and shrubs adapted to the local climate can also be planted, thus offsetting at least some of the facility's CO₂ emissions. The cost of the project can be partly covered by fundraising activities or a fair-trade cake sale. Local authorities might provide funding for local sustainability projects.

STORYTELLING AND EXHIBITION



TOPIC

Storytelling is all about telling stories with a global relevance. These can be found in abundance in your local area – perhaps refugees have made their home in your community and can talk about their lives and their reasons for fleeing. Invite people who have migrated to your town or city to tell their story and to talk about the differences between their old and new homelands.

TARGET GROUP

Your action can be aimed at the general public or interested groups. Libraries, town halls, railway stations, shopping centres or local organisations may be happy to offer you an exhibition space. Invite people to a preview!

CHECKLIST

- ☐ **Form an action group:** set a date for an initial meeting. Get to know each other and sort out the common goals for the action. Draw up a schedule and assign the various tasks.
- ☐ **Define a topic:** what is the key issue? What information do you want to impart, whom do you want to reach? Work together to formulate a list of questions and come up with a concise and meaningful title for your exhibition.

- ❑ **Sort out the budget:** collect donations or apply for funding for your action.
- ❑ **Decide on the exhibition format:** photos? Simple printouts? Bigger posters? Collages? If you have the financial resources, enlist the help of a design agency.
- ❑ **Look for support:** reach out to potential storytellers – e.g. other volunteers or or employees of local organisations and associations. At the first meeting, it is important to set out the ground rules: it is the storytellers alone who decide what they do or do not want to talk about. Everyone should be aware that the stories will become public knowledge.
- ❑ **Record the stories:** at subsequent meetings you can record people's stories, translate them if necessary, write them down and prepare them for the exhibition.
- ❑ **Visit an exhibition space:** fix a date for the exhibition and ask the people hosting it what information they need from you and when they need it by.
- ❑ **Invite people to the exhibition in good time:** personally, and with the assistance of organisations and facilities. Draw up a clear summary of the topic and context, create and send the invitations; don't forget to invite the storytellers, the press and supporters.
- ❑ **Design the exhibition:** either do the design work with the storytellers or have it done by an agency. Sort out the transportation to and from the exhibition space.
- ❑ **Sort out the details of the opening:** speak to the exhibition venue. Who will be doing what? Drinks, buffet? Draw up a schedule and assign responsibilities. Document the opening and the exhibition – do not forget the PR work!

You can find an overview of exhibitions here:
<https://globalfestivalofaction.org/innovations/>



FAIR BREAKFAST CLUB

TOPIC

Would you like to call attention to the exploitative and unfair working conditions under which a lot of our food is produced?

If so, a fair breakfast might be a good start!

Many elements of what we now consider to be our “traditional” breakfast are imported from the Global South: coffee, tea, sugar, chocolate, palm fats (e.g. in chocolate spreads), juice from Brazilian orange juice concentrates or even supposedly regional ham. Almost all the concentrated feed used in livestock farming consists to a large extent of South American soya or maize, the cultivation of which threatens valuable ecosystems and exacerbates land-use conflicts.

TARGET GROUP

There are a large number of potential target groups. A circle of friends, a school, a local club or association, your office colleagues. The effort involved will be

Of course, it doesn't have to stop at breakfast! You can also organise a larger meal, bake cakes with fair trade products for a cake sale, or subsequently lobby for fair procurement.

determined by how many people you are going to invite and the size of the breakfast: will all the participants bring something along, or would you prefer to provide all the ingredients “from a single source”? Would you like to hold the fair breakfast privately in someone's home or publicly at an office, school or in a café?

CHECKLIST

- ☐ **Form an action group:** organise a meeting with interested people. First of all, decide the size of the breakfast. Seek out like-minded campaigners and arrange an initial meeting of the action group. Set a date and a place for the breakfast.
- ☐ **Draw up a list of products or a shopping list:** if you are planning on organising a “bring-and-share” buffet, you need to clarify which products you need and who will be providing them.
- ☐ **Sort out the finances:** you can all contribute a certain amount, top it up with donations, and ask for support from local world shops, health food stores or retailers who sell fair trade products. Maybe they have products that need to be thrown away because of their best before dates but which can instead be donated to your action group?
- ☐ **Obtain background information:** both on fair trade and on exploitative working conditions. Think about the PR work – at the end of the day, it’s about making people aware of injustice.
- ☐ **Remember the tableware:** if you’re meeting in a private setting, enough crockery and cutlery needs to be available – or the guests can bring it themselves. If you are having breakfast in a facility or a café, you should clarify with them as soon as possible how many guests you will be expecting. You should also discuss the washing up and the disposal of rubbish.
- ☐ **Sort out the organisation:** if you are inviting people to a large-scale breakfast event, you should set a registration deadline so that you can get a better idea of the estimated number of guests and the work that will be involved.

A range of organisations working on fair trade provide background information, posters, flyers and other materials about fair trade. Check out the website of fair trade organisations in your country or contact them for more information.

FAIR BREAKFAST CLUB



Daniela Ziegler
AWO Bezirksver-
band Schwaben

"We organised a Fair Breakfast in our AWO Family Centre in Stadtbergen. The response was extremely good with 80 attendees.

My strong advice: collaborate with other organisations! We organised our breakfast with organisations from within the AWO network in Germany and it was also supported by the Augsburg World Shop, the Augsburg Togo Association, Dr Simone Strohmayer (a member of the State Parliament), a garden centre and a bookshop. Stadtbergen is also a Fair-trade Town, so the Mayor was kind enough to come and say a few words.

We also had an extensive programme of ancillary activities, to ensure everyone stayed a bit longer: we showed a documentary film and organised painting activities for the children.



All the food we offered was at least regional, seasonal or fair trade! We set up a small marketplace in the foyer where people could buy fair trade products. Fair trade flowers adorned the tables, on which we placed menus and information on the origin of the food and on fair trade.

We held several preparatory meetings with all those involved, in order to assign the various tasks and select the products. Most of the items were supplied by the Augsburg World Shop, while a local butcher provided us with some fantastic platters of regional sausage and cheese. We set up a donation box: this completely covered our expenses for purchasing the goods! Financing is not a major problem, especially if several organisations are sharing the costs.

This breakfast was a great opportunity for networking, both within and outside our organisation, the AWO, e.g. with staff and volunteers, senior citizens and parents of day care children. We were able to combine a tasty breakfast with education and information about the sometimes very long journey undertaken by our food – an action that was well received by the press. All in all, a win for everyone involved!"



FAIR BREAKFAST CLUB + STORYTELLING AND EXHIBITION

The 2030 Agenda for Sustainable Development and the global SDGs can be brought to life with imaginative ideas.

EDIBLE INFOGRAPHICS



During a cake or food sale, visitors to the stand can be informed “in passing” about global challenges in the area of nutrition.

- The total number of cakes or items of food being sold might be considered to be 100%. The food on the table is now set out and provided with information signs illustrating the following facts: 11% of the world's population are affected by hunger. One third of the world's food (i.e. the food for sale on the stand) is wasted or lost during transportation and sale.
- If a whole cake symbolises all the farms worldwide, 87% are in Asia, 8% in Africa, 4% in Europe and 1% in North and South America.
- The average farm size can be illustrated by cutting up a cake as follows: 55% (North America), 30% (Central and South America), 12% (Europe), 1% (both Asia and Africa).
- When hot meals are being sold, people can also be informed about the water consumption required. 250 litres of water are needed to produce 1 kg of potatoes, 15,500 litres to produce 1 kg of beef. This ratio can, for example, be illustrated by comparing half a glass of water with 31 glasses of water.

- One third of the world's available land is used for growing animal feed, and on another third the soil quality is constantly deteriorating. The 20% reduction in meat consumption in the Global North is already alleviating the competition for land and increasing the global food supply.

In addition to the cakes or food being sold, this information can also be illustrated by playing cards, building blocks, apples, marbles in a glass or by other means. The facts can also be conveyed in the form of a quiz, with the visitors to the stand estimating the relevant proportions.

STORYTELLING AND INEQUALITY



Inequality is an obstacle to fair and sustainable development for everyone. Inequality has many faces and can be found right here on our doorstep, in our town and country, in Europe as well as throughout the world. Inequality involves many people, and many people are affected by it. Let's discuss inequality in our town, in our country, in Europe and worldwide, to mobilise people to reduce inequality and to call attention to fair and unfair living conditions.

Idea: in your storytelling action, focus on inequality in your immediate environment and tell the story of people who are affected by inequality.

INFORMATION STAND AT A LARGER EVENT



TOPIC

Help to make a global topic
such as fair trade better known.
The annual Fair Trade Week in September
offers a welcomed opportunity for this.
So do school fairs, cultural events or
local festivals.



TARGET GROUP

Anyone going to
festival and local events.

CHECKLIST

- ☐ **Determine the exact location and time:** ask the local contact person. Find out if a table is provided. Suggest that fair trade coffee should be served throughout the event. Enquire when and to whom stand materials should be sent and whether a stand assistant can help on site.
- ☐ **Collate information materials:** or order fair trade action material from fair trade organisations. If you pack up everything you need for the stand in advance and send it by post, you won't have to do a lot of heavy carrying. Don't forget scissors and adhesive tape.

- ☐ **Consider including a small hands-on activity:** you can request the “Journey of a pair of jeans” educational game with quiz cards from AWO International, or you can ask visitors to your information stand to guess how many coffee beans there are in a jar. In addition, you should be prepared to answer questions, e.g. about fair trade.

- ☐ **Practical aspects:** if you want to sell fair trade products, you will need to have a cash box with change, a price list and an additional donation box. At the start, make a note of your stock of products and set up a tally sheet for the number of products sold. Establish who will be responsible for the cash box.

- ☐ **Show your presence:** make sure that your stand is always staffed during the action. Invite the facilitator of the event to point out your information stand from the podium. Take plenty of photos and hand out your information material, if you have any, to other stands. Place fair trade products on the event’s buffet table, with a reference to your stand.

- ☐ **Use the materials sustainably:** find out whether the organiser would like to have the leftover materials for the office or buy the leftover fair-trade products. Tot up the money in your cash box and calculate your takings from the sale of fair trade products.

- ☐ **Celebrate your action together:** organise a nice end to the day! You can also arrange the next opportunity to meet as an action group.

If you want to set up an information stand in a public place, you must obtain the permission of the appropriate authorities. Since you will have to provide your own table, transporting the materials will be a more complex operation.

INFORMATION STAND AT A LARGER EVENT



Hedi Boss

“Standing at an information stand, answering various questions, talking to other people and even approaching passers-by are some of the interesting challenges. It's really important to find out about the event in advance, so that you can get an idea of what sort of people will be visiting the information stand and what they might already know about your organisation or topic. It makes a difference whether it is an internal association conference or, for example, a street party, which will be attended by very different people. Overall, it makes sense for a stand to be staffed by two people, to make sure that someone is always available as a contact person and that the stand can be set up and taken down without any problems.”



“The AWO Pfostenwäldle Retirement Home in Stuttgart is offering its AWO coffee stand, which was designed jointly by AWO International and AWO Württemberg, as an action idea. The stand provides information on the AWO's increasing involvement in fair trade. Three roll-up banners with associated information and visual aids (artificial coffee plants, bean samples before and after roasting) provide information on coffee and fair trade. There is also the opportunity to taste and buy coffee. The subject of coffee is of interest to many people, and the stand is suitable for almost any kind of public situation. It enables the local AWO organisation to demonstrate that it is part of a large, strong community that provides assistance not only in Germany, but also abroad. Every coffee drinker who is persuaded to switch to fair trade products represents a win for all those involved in fair trade. The stand will be loaned to any AWO organisations nearby – e.g. for the AWO Action Week or Fair Trade Week. Organisations that are further away will be provided free of charge with the layout of the roll-up banners and information on procuring the visual aids.”



Christina Klaus
AWO Württemberg

“In our opinion, information stands, e.g. on fair trade, convey the idea of development cooperation very well! Visitors to the stand can see that they can do something practical to help. Sometimes little things can go wrong: the packing crate is damaged, materials do not arrive on time, an arrangement does not quite work out, the conditions on the ground are a bit different than expected. This should not lead to feelings of uncertainty, but to a flexible approach and to new potential solutions. For multi-day conferences, it may be a good idea just to have an information stand on the final day, as delegates will often not be receptive to the stand or its message before then.”



Horst Opolka
AWO Kreisverband
Bonn/Rhein-Sieg

INFORMATION STAND AT A LARGER EVENT

The 2030 Agenda for Sustainable Development and the global SDGs can be brought to life with imaginative ideas.

INTERACTIVE WALL NEWSPAPER



At the information stand, provide a pin board with a poster or a blank wall newspaper, as well as pens or paintbrushes and paint. Visitors to the stand can answer the following questions as creatively as possible on the wall newspaper:

- How would I like to live in 2030?
- How would I like my children or grandchildren to live in 2030?
- What will equal rights look like in 2030?
- What will my city or town look like in the future?
- How would I like to work in 2030?
- What does inequality mean to me?

The questions can be placed in a pot as “lottery tickets” and then affixed next to the creative answer on the wall newspaper. As an alternative to the wall newspaper, the answers can be written down on brightly coloured slips of paper and then collected or hung on a “future tree”.

Around the wall newspaper, signs can be hung with “agents of change”. The visitors can indicate which agents of change are responsible for shaping a sustainable future: Federal Government, the state government, local government, the private sector, the media, civil society, education, members of the public.

TUB FULL OF SOAPY WATER



For an information stand, provide tap water, a large tub and everyday washing and cleaning products (soap, shower gel, shampoo, washing-up liquid, detergents, cleaning products); also notepaper, pens and a clearly visible poster or an A3 sheet of paper. The tub should be two-thirds full of water.

The visitors to the stand pour the approximate quantity of products they use every day into the tub. The poster shows a tally of how many visitors have already taken part. The visitors then consider how they can reduce their personal water consumption. They can use the notepaper to write down their plans and take them away with them. In addition, information material can be ordered from local water companies, showing how water consumption can be reduced locally.

"JOURNEY OF A PAIR OF JEANS" EDUCATIONAL GAME



Provide the educational game "Journey of a pair of jeans" (available from AWO International) and signs saying "Who made my clothes?". Visitors to the stand can play the game and discover the hidden social and environmental costs of our clothing; they can then have a photo taken of themselves with the sign, which they can post on social media.

"FAIRTRADE TOWN"

ACTION GROUP



TOPIC

The "Fairtrade Towns"

campaign is a very successful worldwide action.

The process of becoming a Fairtrade Town involves neighbours, interest groups, business and community representatives coming together to form a steering group. Becoming a Fairtrade Town involves a lot of commitment, a lot of fun and is a fantastic opportunity to bring together people who want to work on the future of their city.

CHECKLIST

- ☐ **Form an action group:** to become a Fairtrade Town, you need an action group to initiate the process. The first step, therefore, is to form an alliance with other organisations and invite them to an initial meeting.
- ☐ **Set up a steering group:** the action group should try to get representatives from various groups to act as the members of a steering group. To be successful, the steering group should – according to the guidelines – consist of representatives of various target groups. As a minimum, the following areas should be represented: the municipal administration, the (retail) trade – e.g. a representative of a world shop – and other areas, such as religious communities, schools, associations and the media. An initial meeting can be organised with the support of an advisor from a fairtrade organisation in your country. The steering group should:
 - define goals, set the frequency of the meetings and draw up the bylaws
 - draw up a list of names, addresses, e-mails, skills and offers
 - select a spokesperson, possibly on a rotating basis

- ❑ **Pay attention to important criteria:** once a steering group has been established, it needs to address the criteria that must be met in order to become a Fairtrade Town.
- ❑ **Gain a foothold in the local authority:** the steering group must encourage the local authority to resolve that fair trade coffee and other fair trade products will be used in all committee and council meetings and in the Mayor's office. The local authority must confirm that it is seeking to be designated a "Fairtrade Town". This decision will be made public via the municipal communication channels.
- ❑ **Involve local businesses:** the steering group must ensure that at least two fair trade products are offered for sale in local retail outlets. In addition, a certain number of cafés and restaurants, depending on the number of inhabitants, must offer at least two fair trade products.
- ❑ **Involve public institutions:** the steering group must ensure that fair trade products are used in public institutions such as schools, associations and churches and that fair trade educational events are organised. The local media must report on the local authority's journey towards becoming a Fairtrade Town.
- ❑ **Organise the test for obtaining Fairtrade Town status:** in consultation with a fairtrade organisation in your country working on Fairtrade Towns such as TransFair.

Detailed information and a comprehensive checklist can be found in the TransFair guide. The non-profit organisation TransFair started its work in 1992, with the aim of supporting disadvantaged producer families in Africa, Asia and Latin America and improving their living and working conditions by means of fair trade. TransFair itself does not trade in goods. The organisation awards the Fairtrade mark for fairly traded products.
<http://www.fairtradetowns.org/>

"FAIRTRADE TOWN"

ACTION GROUP



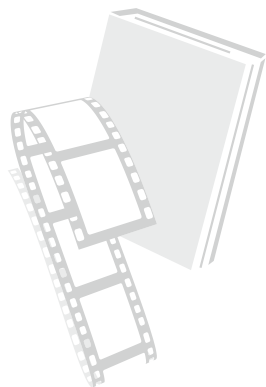
Christiane Manthey
AWO Ortsverband
Buchloe

"The AWO in Buchloe provides holiday care for primary and preschool children. We offer six weeks of care a year from 7:30 a.m. to 2 p.m. The town of Buchloe has been awarded Fairtrade Town status, with the AWO being a partner in this project. In the Easter and Whitsun holidays, the staff always organise a fair trade brunch with the children. This was prompted by the visit of a Fairtrade speaker in 2014 (organised by our One World Shop), who very vividly explained the living and working conditions of farmers in the Third World using pictures, maps, and products that we could pick up and handle. The children then made toys from waste products and came up with the idea for a fair trade brunch.



They went shopping in the One World Shop, and looked for fair trade products such as orange juice and biscuits in the local supermarket. The children bought the rest of the food, such as cold meats, cheese and bread, from local retailers, and they always found out about the precise origin of the food first. The fair trade concept also includes buying food that is produced locally. Invitation cards were made for parents and grandparents, the dining room was decorated and the buffet was lovingly prepared. At the brunch, which was a big hit with everyone involved, we again described the goals of a Fairtrade Town and explained where the food came from; for example, the children had collected the eggs from the farmer himself. The "biggest hit" in our Fairtrade brunches, which are now a regular occurrence, is always the banana bread. The action has become an integral part of our childcare activities."





GLOBAL MEDIA CLUB

TOPIC

Books and films by creative individuals from the Global South are still underrepresented in Europe. Books by writers from Africa, Asia or Latin America, as well as films from these regions, are hard to come by, unlike works from Europe or North America, even though a lot has happened in the book market in recent years. If you want to give people a different perspective on our shared reality, it is a good idea to set up a global media club.

TARGET GROUP

In many forms of sheltered accommodation there are leisure activities, including book clubs or film evenings, that are organised by volunteers.

This action is therefore ideal for people such as senior citizens.

You can use existing leisure activities, e.g. at retirement homes or in sheltered accommodation.

Books and films can easily be obtained via local bookshops or the Internet.

CHECKLIST

- ☐ **Form an action group:** organise a meeting with interested people. Think about where you want to start a media club and get in touch with the facility.
- ☐ **Set a date:** find out when such a leisure activity might take place and make sure that the residents know about it (notice board, personal conversations).
- ☐ **Make a list of books and films:** talk to your local bookshop or municipal library about whether they would like to include more “global” literature in their range and then order your books and films from them. If they are not available there, you will find countless ordering options on the Internet by searching for a title in an online search engine.
- ☐ **Sort out the finances:** maybe the facility has a certain amount available for buying books and films for recreational purposes. If not, you can charge a small participation fee, collect donations or ask the bookshop to donate all or some of the products.
- ☐ **Obtain publicity:** although this action might be of interest to local media, it is mainly aimed at the residents of the facilities in question.
- ☐ **Repeat your action:** choose different books and films this time – you will definitely have aroused some people’s interest! When choosing the media, focus on the interests of the residents and involve them in procuring the books or films.

In many countries, different organisations provide lists of books for global citizen education. For example in Germany, the Development Education and Information Centre (EPIZ) in Berlin and AWO International have compiled a brochure of books for children and young adults that adopt a global and anti-racist perspective.

"FAIR PROCUREMENT" ACTION GROUP



TOPIC

The "Service Agency
Communities in One World" states:

"Fair trade is effective development
cooperation, and at the same time
provides support for the local community.

Districts, cities and municipalities can support the objectives
of fair trade by purchasing fairly traded products and avoiding
goods manufactured using exploitative child labour or in
violation of minimum social standards. As public purchasers,
municipalities and associations possess huge economic
potential. They also play an important role by setting an
example: here in Germany, they account for around half of the
350 billion euros spent on public procurement by the federal,
regional and local governments.

In many municipalities and associations, municipal and
association procurement processes are geared to the lowest
bid. Criteria such as social conditions in the producing
countries, many of which are in the South, are often not
included as criteria for the award decision. The campaign aims
to change this. The idea is that any gaps in fairness that can
still be found in municipal procurement in Europe should be
consistently closed: paving stones for the new pedestrian zone
must have been produced without child labour. Work clothes

for building yard employees should not have been made using forced labour. The coffee and tea served in the town hall should originate from raw materials grown under fair trade conditions. The “Fair to Compare in Germany” campaign increasingly helps those responsible for municipal procurement to consider social criteria as important factors in the selection of suppliers and the awarding of contracts.”

Source: Service Agency Communities in One World

CHECKLIST

- ☐ **Set up an action group:** agree a date for the initial meeting. Then come up with a joint working plan. Where do you want to initiate fair procurement? Or do you want to ensure that your local authority is practising fair procurement?
- ☐ **Look for allies – depending on your goals:** if your aim is to achieve fair procurement at an organisation, you should get as many stakeholders as possible on board: employees, managers, those responsible for purchasing.
- ☐ **Form a steering group:** if you want to encourage your local authority to practise fair procurement, it is best to form a broad-based steering group – as explained in more detail in the “Fairtrade Town action group” suggestion.
- ☐ **Inform the public:** organise awards for companies that practise fair purchasing or organise a letter-writing campaign to your local authority to encourage it to pursue fair procurement. Also include the local and regional press in this.

"FAIR PROCUREMENT" ACTION GROUP



Jochen Mager
AWO –
Seniorenzentrum
Pfostenwäldle

"Using fair trade products is a very important issue for us. Here at the AWO Pfostenwäldle Retirement Home, we decided around two years ago to serve only fair trade coffee to the residents and staff. The background to this was that we had joined the city of Stuttgart's steering group for obtaining the "Fairtrade Town" mark. Although fair trade coffee is slightly more expensive, we believe it has helped us to significantly improve our image within the local community. For instance, we were mentioned in official press releases and shown in a very positive light. For this reason, we can heartily recommend all facilities to switch to AWO International coffee. Doing good and telling people about it will pay off!"



TIPS



NO ACTION WITHOUT AN AUDIENCE

Before you get started, you should clarify in your own mind who your action is aimed at. To ensure your action has as much impact as possible, you should gear it to the interests and needs of the target group.



THE GENERAL PUBLIC

If you want to reach the general public with an information stand in a pedestrian zone, you need to be aware that not many passers-by will have any interest in you. You will, of course, come across a lot of people, especially in central locations such as railway stations or busy shopping streets – but very few of them will have any time to devote to you or the issue you are promoting. A more promising approach is to set up your stand in places where people go to relax and where they therefore allow somewhat more time for their stay. Try it out on a sunny day in the local park, at the concert hall before and after a performance or during a city festival. Try and test your ideas: friends within your own association often show great interest in global issues.

THE INTERESTED PUBLIC

If you invite people to an information event or a themed evening, you can count on them coming with an open mind and a receptive attitude. In this case, it is essential that the invitation describes what visitors can expect during the event as accurately as possible. In this way you can avoid any erroneous expectations.

PEOPLE WITH DISABILITIES

If you are planning an action with or for people with physical or mental disabilities, you should carefully examine the overall environment for your action. Is your location accessible and barrier-free? Is there enough seating? Are toilets easily accessible and adapted to people with disabilities? Can all visitors see and understand the information properly?

CHILDREN AND TEENAGERS

Kids love play, fun and excitement. Make sure that your action is stimulating and varied, and above all that it's lots of fun. In addition, children have a relatively short attention span, so you should switch between stimulating, calm and informative elements. If you are organising actions for children and teenagers, enlist the help of children and teenagers! Include them in the preparatory phase or ask your local day care centre or youth club if they are interested in cooperating with your action group.

GENERAL INFORMATION

STAYING INFORMED

Stay informed! You can subscribe to newsletters from social organisations to keep up-to-date with campaigns or global issues. If you are active on Facebook, you can get the latest information by “liking” the pages of relevant organisations or campaigns.

Subscribe to newsletters:

- [SDG Watch Europe – newsletter](#)
- [Meta – the news channel of the European Environmental Bureau \(EEB\)](#)
- [Institute for Sustainable Development and International Relations \(IDDRI\) – newsletter](#)

You can order free information material on selected global issues from the following sources:

- [Make Europe Sustainable 4 All](#)
- [SDG Toolkit](#)
- [SDG Watch Europe](#)

LOOK FOR ALLIES

Find like-minded campaigners in your association or other groups. In addition, world shops, businesses, schools, religious communities, cultural institutions, political parties or local museums are potential cooperation partners, depending on the theme of your action.



TIMELY PLANNING

To ensure the effort you put into your action is in proportion to the potential benefits, you should start planning at an early stage and draw up a schedule. In consultation with your fellow campaigners, establish a fixed date for regular meetings in an inspiring environment, thus ensuring everyone's commitment. Make sure everyone is kept up-to-date with the development of the preparations, e.g. by using an e-mail distribution list, a Facebook group or a group on a smartphone messaging app (such

as WhatsApp, Threema or Telegram). Define responsibilities and assign the various tasks. For scheduling meetings, you can use Doodle. In addition, if your action is going to be held in public, remember to register it with the appropriate official body and obtain materials for distribution, which are often available free of charge.

LOOK FOR SUPPORT

First, draw up a financial plan and clarify the budget. Ask your local council or municipality if they would be willing to make a small financial contribution to your action, or maybe supply goods or materials free of charge. You can ask local companies for donations towards your action, or apply for funding.



PUBLICITY FOR YOUR ACTION

Contact your regional newspaper and local freesheets – they will often be interested in reporting on local actions and the background to them. You can also use social media, such as Facebook, Twitter or Instagram (for photos), to report on your activities. If you work with an organisation or association use their channels to promote your action. You can also easily create a blog in which you can share details of your action. In this way you can motivate other clubs and associations to take action too!

DOCUMENT YOUR ACTION

To preserve the memory of your action, it is essential to take plenty of photos or videos. Ask someone in your action group to document the history and progress of the action. You can make photos and videos available to interested media or publish them on your association's website.

CELEBRATE COMPLETING YOUR ACTION

After completing your action, you deserve to celebrate – irrespective of whether it went well or badly. After all, you put a lot of effort into the project in order to do your bit for a fairer world. So go ahead and have a party with your action group! This is also an excellent opportunity for evaluating your action. Make a note of what didn't go as well as you'd expected, so you can do it better next time.

KEEP IT UP

Constant dripping wears away a stone. Repeat your action! The more frequently you act, the more awareness you will raise for your issue. Think about what you can do to make your action even better, and at the closing party set a date for the first new planning meeting. Exchange information with other activists and motivate other people to take action!

FURTHER READING INTERNET AND APPS

ONLINE ACTIVISM

The Internet can be used for actions in a variety of ways. Online petitions are a tried and tested way of drawing attention to a specific issue, finding supporters and encouraging politicians to take concrete action. Some petitions are successful on a

global scale and actually result in laws being introduced or revoked. In addition, online volunteering is becoming ever more widespread.

United Nations Online Volunteering

This service from the United Nations Volunteers programme allows you to become involved online and assist initiatives and organisations worldwide in English, French and Spanish.

onlinevolunteering.org/

DIGITAL LEARNING: APP WORKSHOP

More and more people are using smartphones, which open up completely new possibilities for obtaining information on global conditions. For example, the “codecheck” app shows you which products contain palm oil and what alternatives you might buy in order to protect valuable tropical ecosystems. The “label-online” app provides straightforward information on what the various marks and labels on products actually mean. Organise a small workshop, either for your action group or with a local association, that informs people about these helpful apps and encourages them to use them! This will enable lots of people to optimise their shopping, promote fair trade and thus make a small but effective contribution to a fairer world and a healthier way of life.













NO ACTION WITHOUT A REASON

There are many reasons for celebrating – and for taking action. It might be an anniversary, a city festival, a local campaign or “just” a widespread interest in a particular issue. In addition, there are a variety of theme-based awareness or action days. Many of these are international theme days, while some of them are only observed in Europe. The common feature of all of them is that they offer an ideal opportunity for action on a global issue. We have put together a few ideas for theme days for you. It is only a small selection, as there are a large number of theme-based awareness days.

You can find a more complete list here:

<https://www.un.org/en/sections/observances/international-days/>

JANUARY	FEBRUARY	MARCH
1	1	1  World Wildlife Day
2	2	2
3	3	3
4  World Braille Day	4	4
5	5	5
6	6  International Day of Zero Tolerance for Female Genital Mutilation	6
7	7	7  International Women's Day
8	8	8
9	9	9
10	10  International Day of Women and Girls in Science	10
11	11	11
12	12  World Radio Day	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19  International Day of Happiness
20	20	20  International Day for the Elimination of Racial Discrimination
21	21  International Mother Language Day	21
22	22	22  World Water Day
23	23	23 & International Day of Forests
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30		30
31		31

APRIL

1	
2	International Children's Book Day
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5	International Day of Sport for Development and Peace
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7	World Health Day
8	International Romani Day
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22	International Mother Earth Day
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28	World Day for Safety and Health at Work
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MAY

1	International Workers' Day
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3	World Press Freedom Day
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11	International Fair Trade Day
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17	International Day Against Homophobia, Transphobia and Biphobia
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20	World Bee Day
21	World Day for Cultural Diversity for Dialogue and Development
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JUNE




1	International Children's Day
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3	World Bicycle Day
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5	World Environment Day
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8	World Oceans Day
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12	World Day Against Child Labour
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20	World Refugee Day
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JULY	AUGUST	SEPTEMBER
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5  International Day of Charity
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7	7	7
8	8 	8  International Literacy Day
9	9  International Day of the World's Indigenous People	9
10	10	10
11  World Population Day	11  International Youth Day	11
12	12	12
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15	15	15  International Day of Democracy
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18	18 	18
19	19  World Humanitarian Day	19
20	20	20 
21	21	21  International Day of Peace
22	22	22
23	23	23
24	24	24 
25	25	25  2030 Agenda anniversary
26	26	26
27	27	27
28	28	28
29	29	29
30  International Day of Friendship	30	30
31	31	


OCTOBER

1	 International Day of Older Persons
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10	 International Day of the Girl Child
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16	 World Food Day
17	 International Day for the Eradication of Poverty
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NOVEMBER

1	 World Vegan Day
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20	 World Children's Day
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24	 International Day for the Elimination of Violence against Women
25	
26	
27	last Fri./Sat. of November
28	Buy Nothing Day
29	27.-28. November 2020
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DECEMBER

1	 International Day for the Abolition of Slavery
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3	 International Day of Persons with Disabilities
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5	 World Soil Day
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10	 Human Rights Day
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18	 International Migrants Day
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ABOUT US

MAKE EUROPE SUSTAINABLE FOR ALL



The European-wide project Make Europe Sustainable for All (MESA) is coordinated by the European Environmental Bureau (EEB) and implemented in 15 European countries by 25 partners. It aims to raise citizens', CSOs', and policy-makers' awareness on the Agenda 2030 and the Sustainable

Development Goals (SDGs), adopted by the 193 Member states of the United Nations in 2015. At the core of the project are campaigns and advocacy on inequalities, sustainable agriculture, gender equality, climate change, migration and sustainable consumption and production. For more information visit: www.makeeuropesustainableforall.org

AWO INTERNATIONAL



International

AWO International was founded in 1998 as a professional association for development cooperation and humanitarian action within the framework of the German welfare organisation "Arbeiterwohlfahrt". In cooperation with local

partner organizations, AWO International is committed to supporting marginalized and disadvantaged groups of society to sustainably improve their living conditions.

For more information visit: www.awointernational.de

THE EUROPEAN ENVIRONMENTAL BUREAU (EEB)



The EEB is the largest network of environmental citizens' organisations in Europe. It currently consists of over 160 member organisations in more than 35 countries (all EU Member States plus some accession and neighbouring countries), including a growing number of European net-

works, and representing some 30 million individual members and supporters. The EEB advocates for progressive policies to create a better environment in the European Union and beyond. For more information visit: www.eeb.org



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