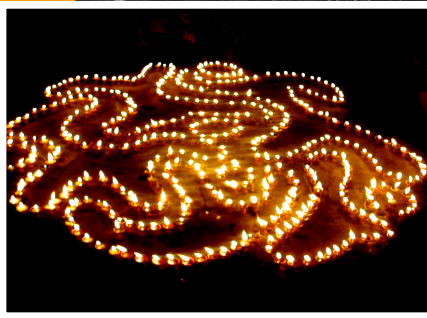


GLOBAL JOURNEY



Global Journey in Malawi

Welcome to the January edition of the Global Journey newsletter.



Global Journey workshop in Mali

Since November's edition the Global Journey banner has visited the Budapest Fairtrade film festival, Zurich Christmas market and has just arrived in Culmborg.

In this edition please find some useful Global Journey facts and figures to use in publicity material,

information and lessons learnt from a past Global Journey event and an update of Global Journey events planned across the country. Most of the country is well represented but we are still missing an event in the capital. If you are an IFAT member or London Fair Trade group who would like to get involved then ring or email to book a date.

If you would like to send in something for the Notice board, update your event or have any questions, comments or ideas please email Kate at: ukglobaljourney@yahoo.co.uk

Useful facts and figures:

The banner is 3m X 3m

IFAT has almost 300 members globally

22 members in the UK

Members in over 70 countries

By the end of its travels the banner will have visited 45 countries: all the countries that IFAT has members

To date it has visited about 110 events and has been viewed by thousands and thousands of people

The Global Journey



The Global Journey is the world wide tour of the Fair Trade Organization Mark banner across 45 different countries. In each country IFAT members and Fair Trade supporters organise events to publicise and celebrate Fair Trade Organizations in the North and South.

CALENDER OF EVENTS

This is where **YOU** all come in, the Global Journey is an excellent opportunity to: promote Fair Trade, Fair Trade Organizations and to show solidarity with the world wide Fair Trade movement.

Here are the dates that have already been booked with contact details. You are invited to join these events or add your own event.

3RD - 4TH March

GLASGOW

THE FAIR TRADE EXPERIENCE

EVENT: Enjoy two days of fair trade & ethical shopping experience under one roof, get lots of information, enjoy a wealth of live music & entertainment for kids, young and old and hear & engage with Fairtrade speakers from around the world, and maybe some surprise guests...

There will be a small procession for the global journey banner leaving from George Square in the heart of Glasgow to the Royal Concert Hall to join the event, with drummers, people with whistles, football keepy uppie champion, and lots of fair trade supporters.

CONTACT: Tania
tania@handupmedia.co.uk
Tel. 05600 755 015

March: (first week of March)

THE ONE WORLD SHOP

EDINBURGH

EVENT: The Global Journey banner to be paraded to the Scottish Parliament from a Fair Trade Breakfast. The Edinburgh group would like to link the vento Malawian producers.

CONTACT: Rachel on
rfarey@oneworldshop.co.uk or
0131 229 4541



9th April

CARLISLE

EVENT: City centre event with the Mayor and Mayoress with backing of the city publicity team. Events to include street theatre.

CONTACT: Adrienne
adrienne.gill@yahoo.co.uk

**INTERESTED IN HOLDING AN EVENT?
PLEASE SEE THE MAP ON THE NEXT PAGE TO SEE WHEN THE GLOBAL JOURNEY IS IN YOUR AREA.
CONTACT KATE MEAKIN AT UKGLOBALJOURNEY@YAHOO.CO.UK
OR RING 07840 485344**

Global Journey in Malta



14th April

IRELAND

EVENT: An event will be put on to celebrate the Global Journey.

18th April

NEWCASTLE

EVENT: The ideas so far are to try and get the banner on board the Estelle and to hold a Fair Trade meal with a discussion of FTO's.

CONTACT:

stella.carmichael@newcastle.gov.uk

19th April

Great Ayton

EVENT: The banner will be hosted by the Great Ayton Fairtrade Steering group
CONTACT: Mrs Josephine Tulip
dearmrsjo@fsmail.net
Tel. 01642 714644

20th April

YORK

EVENT: FAIR TRADE event in York School, with possible inclusion Archbishop Sentamu.

CONTACT: Jeremy at
JP@sharedearth.co.uk

21st APRIL

HULL

EVENT: A march from Hull One World Shop to Museums area, hopefully to the Wilberforce Institute for the Study of Slavery and Emancipation / and / or Mandela Gardens.

CONTACT: Peter at peter@oneworldhull.co.uk
Tel. 01482 446402

22nd - 23rd April

BRADFORD

EVENT: A fair trade service in Baildon Methodist Church with the banner as its centrepiece.

On April 23 the University of Bradford will celebrate the banner's presence in the Fairtrade Zone and Fairtrade University. Plans to involve City Hall in a ceremony.

CONTACT: John at dumelama2000@yahoo.co.uk



Global Journey in Peru

25th April

PLYMOUTH

EVENT: The Plymouth University group will host the Global Journey banner.

CONTACT: Stephen stephen.tabois@students.plymouth.ac.uk

26th April

BRIGHTON

EVENT: BBC interested in showcasing the arrival of

the banner. Suggestion that a church congregation might fund an African guest singer for the evangelical choir- ideally with dealings with a Fair Trade Cooperative. Plans to hold a multi-media event with films and an exhibition on the textile industry

CONTACT: jnlivingstonedahu@yahoo.co.uk

moves on to Banbury on the train.

CONTACT: Sarah sarah.beal@trinity.ox.ac.uk
Tel. 07984 680858.

30th May

BRISTOL

EVENT: A parade with the banner down Park Street to College Green outside the cathedral followed by a Fairtrade Fashion Show in the Cathedral using IFAT companies.

CONTACT: Jenny fosjen68@hotmail.com

1st - 5th May:

WALES

EVENT: The banner will be taken to the top of Snowdon. 3/5: Ceredigion- Workshop with young people then a march. **CONTACT:** Sarah sarahwr@ymlaencedigion.org.uk

4/5: Swansea- Fair trade fashion show and video **CONTACT:** Lindsey lindsey@environmentcentre.org.uk

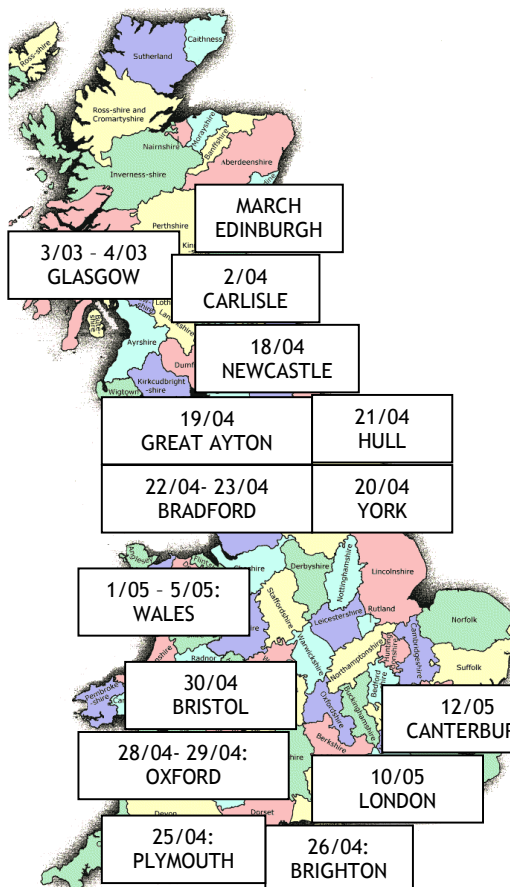
5/5: Cardiff- Banner arrives to the event possibly escorted by Welsh folk dancers, followed by a Fair trade fashion show with talk about FTO's. **CONTACT:** Jan jtucker@fairdos.com

10th May

LONDON

EVENT: There is still a vacancy for someone to take up the challenge of organising this event. If you are an IFAT member or a Fair Trade group that would like to help create an eye-catching London event then please get in contact.

CONTACT: Kate at ukglobaljourney@yahoo.co.uk



28th - 29th April

OXFORD

EVENT: The banner will travel on a narrowboat from Iffley to the city centre then parade to the University Church for a small ceremony including the message. Then street entertainment and FT stalls in Cornmarket before the banner

The Global Journey Globally



Global Journey workshop in USA

The Global Journey of the Fair Trade Organization Mark banner has been on the move for two years now and has attended over a hundred different events. To have a look at the different events and ideas that fellow participants have had please visit

www.ifat.org/globaljourney

Here you can read up on their reports, look at pictures and even watch videos. There is also a resources page where you can get artwork for banners, leaflets and flyers and templates for press releases. All in all a wealth of information to help you with your event!

Please find following a case study of a Global Journey event along with a break down of what worked and what lessons can be learnt from the event. Enjoy!

25 - 30 April 2006
Zimbabwe

Aim: To Publicise Fair Trade Initiatives in Zimbabwe.

Organised by: 4 IFAT members: DeSIGN Incorporated, Mapepa, Tulimara (Speciality Foods of Africa) and PhytoTrade Africa.

Resources: Flyers, Leaflets and T-shirts printed

Publicity: Radio and TV interviews given. Press releases sent out. Invitations to the event were sent out to embassies, government offices, business partners, media and various supporters of Fair Trade. The invitations were designed so they could then be used as photo frames.

Event: FTO Mark banner launched at the Harare International Festival of Arts. A 'poet town crier' spread the word of Fair Trade throughout the town. Speakers talking on Fair Trade followed by drinks and refreshments. A local traditional mbira music group kept the crowds entertained throughout.

The next day four workshops were put on by the IFAT members. Then the banner toured on the top of an open top bus.

Global Journey in Zimbabwe



This event was a big success and a big event. However they did not have a big budget so took the initiative to link in with an existing well supported event then used imaginative ways to gain support and publicity for the Global Journey.

The IFAT members worked together and each gave workshops. DeSIGN Inc acted as the spokesperson and went on multiple radio shows and local TV to talk about Fair Trade. Fair Trade is a trendy topic so there is pre-existing interest in initiatives like Fair Trade Organizations and the Global Journey. Local radio has lots of space to fill and will often be keen to have people on their show for interviews.

The organisers realised the importance of putting on an eye catching event. They organised the poet town crier and had live music to draw people in. They then used the banner travelling on top of an open top bus for a final attention grabbing journey.

Next Edition

Please email in with any Global Journey updates.

The Noticeboard

How to get the banner on to the next location

Fundraising for your event