

FairTrade Tour (<http://www.sebastian-burger.de/en/bicycle/fair-trade-tour>)

[Abstract] Connected bicycle tours both at home in the EU and in Latin America raise the demand of production AND consumption of fair traded products at the same time because media like to report about bicycle campaigns.

### **Description**

The *Fair-Trade Tour* shall be a bicycle and media based lobby campaign for Fair-Trade (FT). In Latin America there will be one team cycling around visiting existing cooperatives and giving workshops on FT to conventional farmers. The wish on behalf of the farmers to take part in the parallel market of FT shall be raised. On the other hand the demand of buying FT products in Europe shall be raised at the same time: through project participants that stay at home in their EU country supporting the “mother tour” in Latin America through press work (PR). The home-based participants shall also prepare and realize independent bicycle based PR projects in their countries linking to the topic FT and the “mother tour”. I imagine bicycle tours through and around the big cities e.g.

See [http://www.globetreter.de/zyx/?page\\_id=55](http://www.globetreter.de/zyx/?page_id=55) as a good example of bicycle based PR projects that I realized the past 10 years. This FairTrade Tour will be my first project on EU-level.

### **Duration**

Ca. 4 months in 2011 or 2012, a first coordinating meeting with interested people I am planning right now for early 2011 in Germany. Therefore (youth action 4.3) I apply at Brussels end of October 2010 (!) so that there is money for you guys to travel by train/bus to Germany. This Sunday I will have the first skype conference at 4 pm German time with interested people. Please mail your skype name to [photo@sebastian-burger.de](mailto:photo@sebastian-burger.de) if you want to participate

### **What kind of people I need:**

A) 2-3 or 4-6\* sporty specialists in FT matters, aged between 23 and 30. Which career: doesn't matter, at least one economy person should be on board I'd say. \* Depending on if or not we split the teams in Latin America

B) Per EU country at least one person that has already some experience in generating media attention (newspapers, TV, radio) and absolutely identifies with the idea of FT. As the independent EU home bases shall also realize bicycle tours there should at least be a (second) bicycle loving person. The number of people liking to support this FT campaign is not limited. If there are 5 and more people we must discuss the ways of decision taking...

In the last project it was a good idea to take along people that could absolutely benefit from his/her participation. People that later want to work closely with media, work in the FT sector e.g.

### **What about the money?**

As for the preparation seminary beginning 2011 I would like to organize EU money for us all in order to keep the costs low. Some costs there will always be. I personally ruined my financial situation by realizing the last bits of the above mentioned “Vamonos project” and simply can't repeat this again. I guess the participants of my last projects spend between 1000 and 2000 Euros for being between 8 weeks and 4 months (with me) in South America. Except for serving the Vamonos project one woman decided to also enjoy being in the continent later-on. This – of course – is reasonable!

For the crew back home in the different EU countries I think there are possibilities of organizing money as compensation for not really having so much fun (and pain ;-) as the Latin America Team will have. As the FT importing industries will benefit financially 1:1 by our efforts we MUST gain them as sponsors for this event. I am thinking of possibly 200-400 Euros/months maybe more/less depending on the country.

### **The next step: Preparation meeting (early 2011)**

The next step is meeting in order to brainstorm more, potentially change/discard aspects of the project as I have it in my mind so far. I do not expect all the people that come to the preparation meeting to finally be the ones realizing it. I would also like to invite other campaigning-experienced people (like e.g. from the <http://www.klimapiraten.net>) in order to share PR knowledge. Also there should be representatives of different German FT importers. Contacts already exist. Rest-Agenda can be discussed.