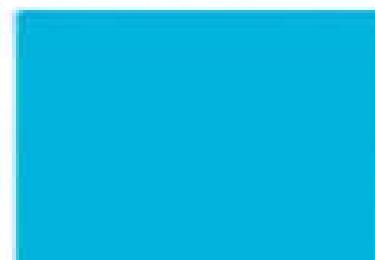
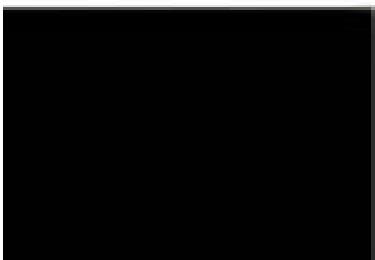


# Mobilizing for Fairtrade

Inspiration from the Swedish market





# Volunteers Sweden

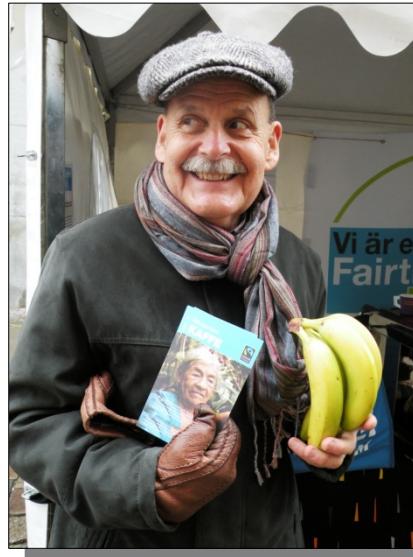
- Ambassadors
- Instructors
- Local campaign coordinators
- VIP ambassadors





# 2969 ambassadors in Sweden...

...and there will be more!





**But...**

How do we have time to train all these people?



# 25 marvelous instructors...

...trained more than 400 ambassadors 2010

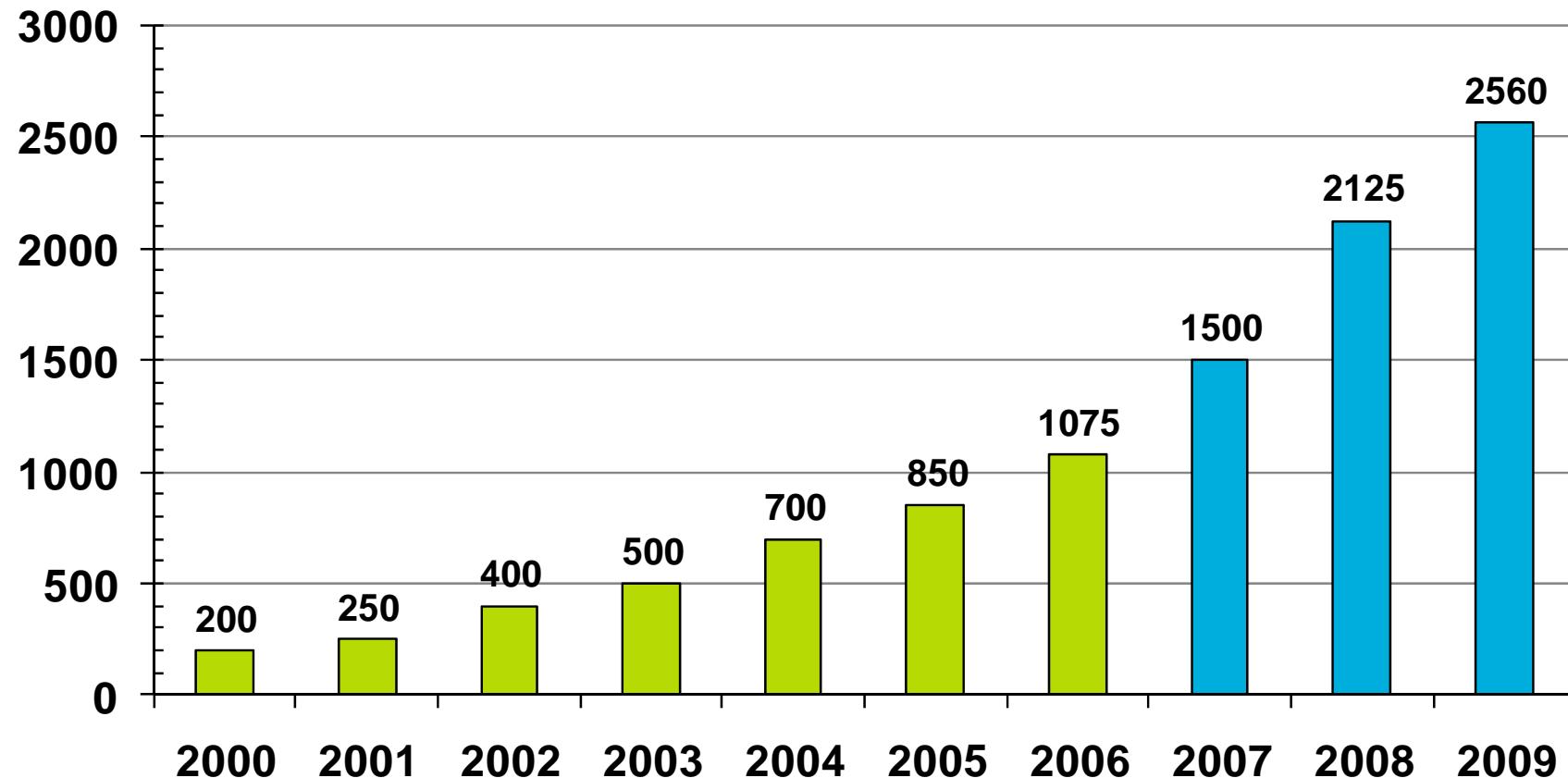




# Fan club grows with training

Our ambassadors are crucial for campaigning

No of Fairtrade  
ambassadors





# The ambassador

## Outdoor events





# The ambassador

## In-store events and tastings





# The ambassador

## Information tables





# The ambassador

## Lectures about Fairtrade





# The ambassador

The every day conversation...





# Flash mobs



Bild: Henric Lindsten

## Flashmobbens kaffekalas

Plötsligt bredde ett 60-tal personer ut filter och började fika.  
Mitt på Järntorget - mitt i tisdagens eftermiddagsrusning.



# Carrot mobs



[Watch a Carrot mob in Jönköping](#)



# Local campaign coordinators

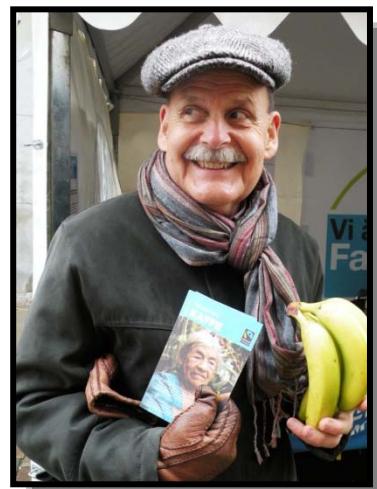
Coordinating the local events





# 400 activities in 20 cities

Examples from 2010





# Fairtrade Fan Club

## VIP ambassadors!





# Tools

## Guide book and web



A screenshot of the Fairtrade Rättvisemärkt website in a Windows Internet Explorer browser window. The header features the Fairtrade logo and the text "Håll utkik efter mig när du handlar!". The main content area includes a photo of a woman smiling, text about Fairtrade, and a sidebar with links like "Inloggad: ambassadör" and "Nyheter".



# Action guide



## AKTIVITETSGUIDEN 2010

Så engagerar du dig för Fairtrade

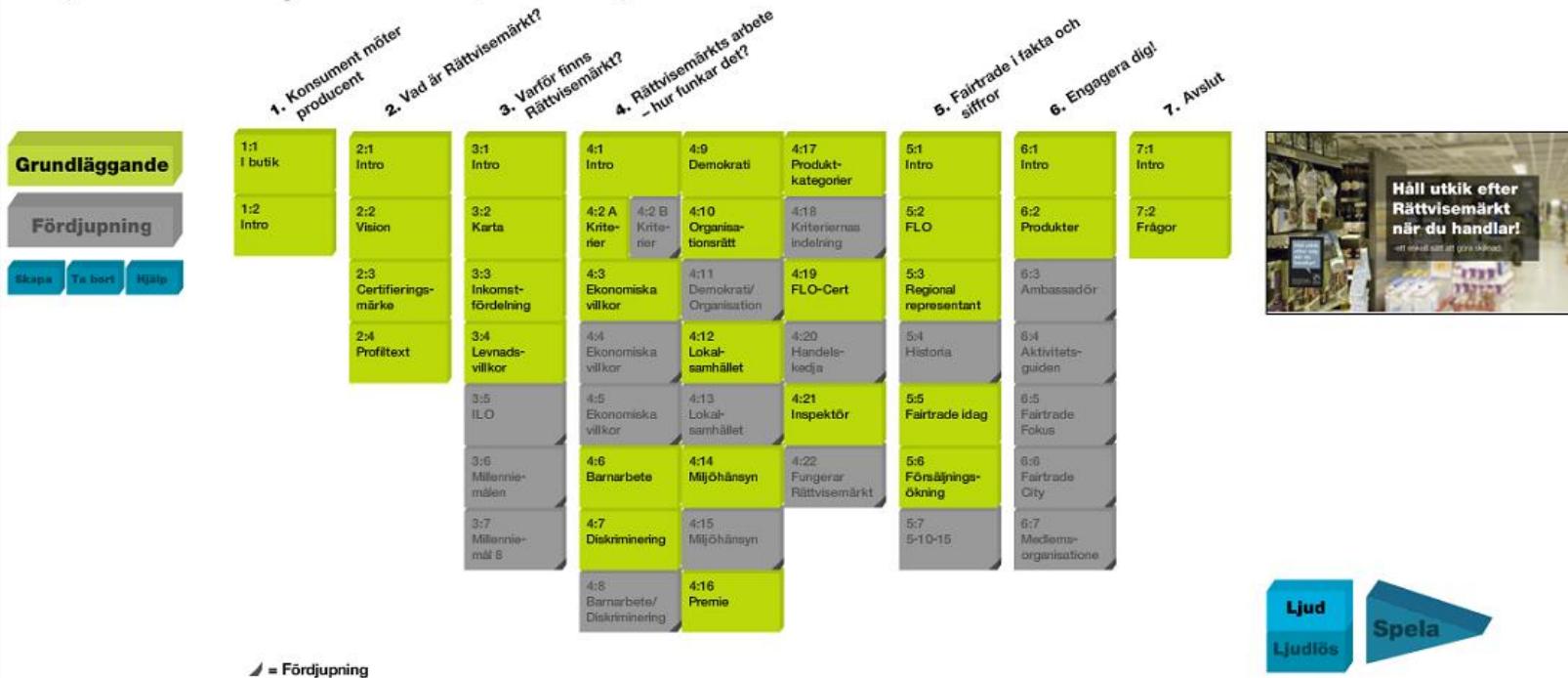




# Flash presentation

## Presentation

Välj en befintlig eller skapa en ny



Ljud  
Ljudlös

Spela



# Printed material, films, banners

Informationsbroschyr A6



Produktfolder A6



Hyllvippa  
Inkl hållare



Hyllkantsskyltar  
A4 och A5



Affischer  
50x70 och 70x100



Flaggspel  
9 st A4



Film från Dominikanska  
Republiken, 2006.



Informationsfilm  
på webben



Hyllkantsetiketter, olika format

När du väljer Rättvisemarkt bidrar du till förbättrade arbets- och levnadsvillkor för odlare och anställda i utvecklingsländer.



Webbanners





# Challenges

Lot's of benefits with ambassadors but...

- Support to active ambassadors
- Communication





# The Estonian context

## Possibilities and challenges





# Good Luck!



