

TAKE ACTION!

GET CREATIVE

A TOOLKIT OF IDEAS AND TIPS
FOR STREET ACTIONS

MAKE
IT
FAIR



TOGETHER, WE CAN MAKE **IT** FAIR - FOR PEOPLE EVERYWHERE!

ABOUT THIS PUBLICATION

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WELCOME TO THE MAKE IT FAIR ACTION TOOLKIT

We can hardly imagine a world without electronics any more.

At school and at university, at work and in our free time, every day we are completely dependent on information technology (IT). In many ways, IT has improved our lives, but it has also created new problems around the world.

makeITfair is working together with young people from across Europe, using creative actions to call for better working and living conditions for workers in developing countries. This toolkit is designed to help you to plan your own actions and to put them into practice. The message of your action is as important as the fun you have and the positive experience of coming together to make something happen.

Together we can make IT fair for people everywhere!



WHO WE ARE

makeITfair is a European project focusing on the electronics industry, especially on consumer electronics like mobile phones, laptops and MP3 players.

We want to let young people across Europe know about the labour abuses and environmental problems that are going on right now around the world – in order to satisfy our demands for all the latest electronic gadgets. And we want young people to get active to improve the situation. Together we can hold big brand electronics companies accountable to their stakeholders– asking them to take responsibility for the labour abuses and environmental damages happening at the bottom of their supply chain.

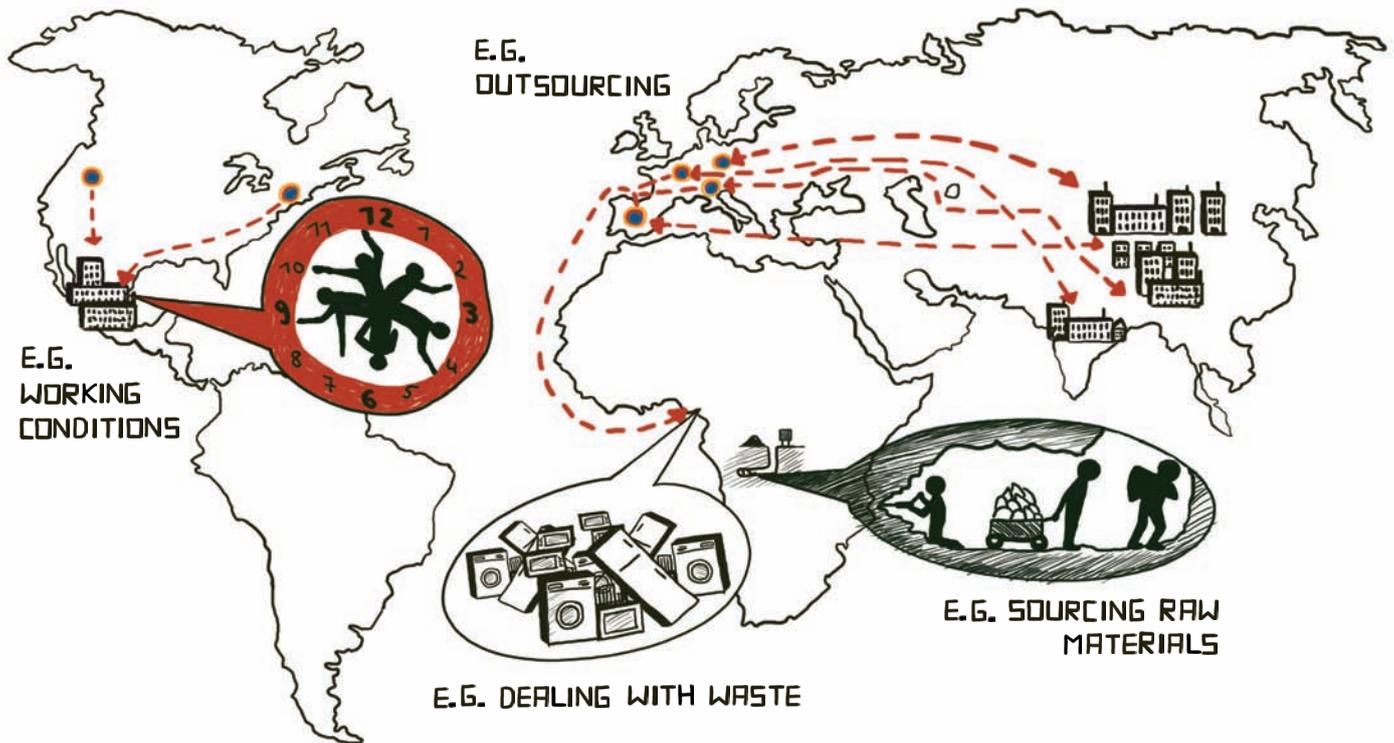
makeITfair is co-ordinated by the Dutch organisation SOMO (Centre for Research on Multinational Corporations). Project partners include: SwedWatch and Fair Trade Center from Sweden; FinnWatch and Pro Ethical Trade Finland from Finland; DanWatch from Denmark; Germanwatch from Germany; Association of Conscious Consumers (ACC) from Hungary; ACIDH from the Democratic Republic of Congo; CIVIDEP from India; Workers Assistance Center (WAC) from the Philippines; and Civil Society Research and Support Collective (CSRSC) from South Africa.

Together, we want to make the whole life cycle of electronic gadgets fair and environmentally friendly – from the design of the products to the mining of raw materials, from the production of individual components to the disposal of electronic waste. We are calling on electronics companies to introduce standards that are fair and sustainable.

We aim to motivate young people to get active and bring to light these injustices. Together we can pressure electronic company giants to take on responsibility on improving their working along their supply chains in order to reduce environmental problems created in the production of electronic goods.

WHY DO WE NEED ACTIONS TO MAKE IT FAIR ?

A glimpse behind the scenes of the shiny IT sector.



THE DOWNSIDE OF THE IT-BOOM

In order to keep their prices as low as possible, electronic firms have outsourced their production to countries where wages are low and environmental laws are less strict. The big electronics companies often only have minimal oversight over the conditions in their supply chain. Terrible working conditions and environmental damage are both commonplace.

Until now, the big brand names have not been doing enough to tackle these problems.

SOURCING RAW MATERIALS – endangering lives & driving people from their land

Problems start right at the beginning of the process, when sourcing raw materials. Workers in Africa risk their lives in mine shafts where the metals needed for our electronics goods. In the Democratic Republic of Congo (DRC), around 50,000 children are working in mines. Some are as young as seven years old! They work long hours, in the deep recesses of the cobalt and copper mines without wearing any protective gear. While the miners hardly earn enough money to feed their families, the mining firms and mineral dealers are making a fortune as the demand for minerals increases.

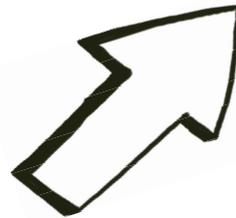
In the worst case, some regions or whole villages are displaced for mining.

GOLD

SILVER



PALLADIUM



FRIENDS

SCHOOL

PARENTS

BLOG

FACEBOOK

TWITTER

OUR ACTIONS

Since 2007, makeITfair has been mobilising tens of thousands of consumers across the whole of Europe by raising awareness about problems in the IT sector through educational and information materials, as well as through campaigns and creative actions. We have sent a clear message to the producers of mobile phones and laptops – that consumers want IT products that are both fair and green.

- ✓ makeITfair has shown that the electronics industry is one of the main consumers of metals like cobalt, platinum and tin. As a result, electronics companies have recognised that they share some responsibility for the impact of mining for raw materials in countries like the Democratic Republic of Congo. Through pilot projects, these companies have begun to make their supply chain more transparent.
However, until now, none of the companies has really improved the working conditions and environmental conditions associated with mining for raw materials.
- ✓ In China, Thailand and the Philippines, makeITfair has uncovered serious issues in big brand company suppliers. Under pressure from their big name customers, they have made some improvements in their management and in working conditions for the companies.
- ✓ In response to makeITfair activities, a pilot project to teach workers in China about workers' rights was launched. As a result, a multi-stakeholder initiative was created with many electronics companies.
- ✓ In May 2011, thousands of people in more than 15 countries around the world – including activists in Mexico, Taiwan and Hong Kong took part in the makeITfair action day under the slogan "Time to bite into a fair Apple. Call for sustainable IT".
- ✓ For the third year in a row, makeITfair went to the CeBIT IT trade fair in Hanover, representing the voices of people in the IT sector who don't usually have the chance to make their voices heard.
- ✓ In December 2010, makeITfair handed over more than 7,000 signatures to a large mobile phone network provider, with a little help from St Nicholas. With the slogan "I want a fair and green mobile phone", consumers called for their network providers to offer fairer and greener solutions to their customers.
- ✓ At a youth conference in Berlin in 2010, young people from across Europe came together for three days to take part in different workshops on issues of Fair IT.
- ✓ In 2009 alone, 2,380 teachers used makeITfair teaching materials for their lessons and 13,350 students took part in an Internet-based learning module.

...as you can see, we're onto something big ..but there's still a lot to do!



FACTS

▶ In Germany **95%** of young people between the ages of **12** and **19** own a mobil phone.

▶ In 2010 **1 600 000 000** mobile phones were sold around the world.

▶ Embedded in those phones are **38.4** tonnes of gold, witch represents a value of around **1 310 000 000** Euro.

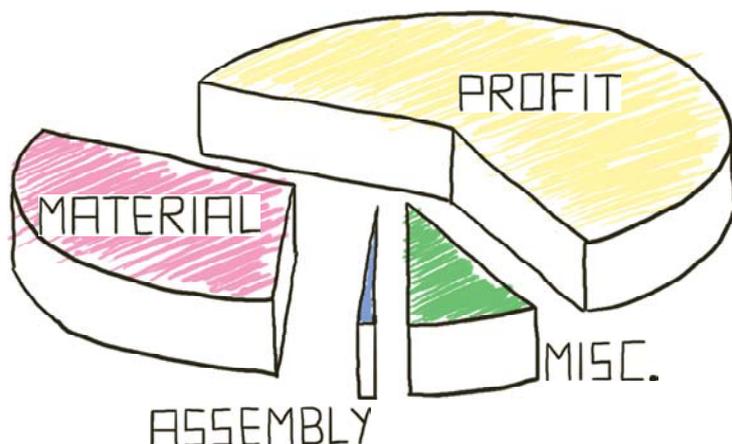
▶ More than **50%** of all produced laptops and mobile phones were produced in China.

▶ Each year **100 000 000** mobile phones are thrown away.
Often, they have only been used for one or two years.

▶ Workers producing mobile phones in China work an average of **10-12** hours per day, for **6-7** days every week.

▶ There is **NONE** fairly produced IT product on the market.

▶ Of the \$600 sales price of an iPhone, only \$6.54 (1%) is spent on the assembly in China. \$360 – that's 60% – goes straight to Apple.*



*Source: iSupply (6/2010); New York Times (7/2010) <http://www.nytimes.com/2010/07/06/technology/06iphone.html?ref=davidbarboza>

HOW AND WHY TO USE CREATIVE METHODS

On the previous pages, we have seen the problems associated with our IT gadgets: from their mineral origins in the mines of Congolese coltan mines to their production in Chinese factories to their final days in the backstreets of Indian electronic waste dealers. But we have also seen that we can do something about it.

With a bit of creativity, we can get things moving. You will find out how and why in this toolkit.

Here's a summary of the most important points:

WHY CREATIVE ACTIONS?

... THEY GET MORE ATTENTION

To pick up a flyer from a stand isn't very interesting for most people who are just passing by. Loud protesters with big banners attract as much disapproval as attention. Creative actions make people curious and offer something interesting, independent of the action's content.

... ARE MORE INTERACTIVE

It's OK to stand at an information desk all day long, as long as people want to come and find out more information about your campaign. But it's much more fun to plan and carry out your own action. You can use your own talents and learn new things at the same time. And if it's successful and lots of people respond to it, it's really great.

... BECOME A MEMORABLE EXPERIENCE FOR EVERYONE

For the activists who have taken part in the action, as well as for the audience and passers-by, an exciting, fun or attention-grabbing action will be far more memorable than an information stand in a shopping centre. People will want to take part in future actions, and people who have seen you will tell other people all about it.

... OFFER A FRESH WAY OF COMMUNICATING

Passers-by, politicians and businesses are all easier to talk to if you approach them creatively, and with confidence, moreover it's a great way to network too!

... ARE A GREAT WAY TO BUILD UPON A CAMPAIGN AND INFORMATION ACTIONS

A creative action turns the spotlight on your issues. But this type of action can't convey too much content. So it's worthwhile finding a good connection between the action and the content.

HOW?

GOOD PLANNING

A small, targeted action needs good preparation and strategic planning. Most things need to be accounted for in order to achieve the desired effect. That's the best way to avoid irritations among the target audience and frustrations among the activists.

ATTENTION TO DETAIL

The smallest detail can grab attention, create a specific mood and give your message greater strength.

CHOOSING A CAUSE FOR THE ACTION

An actual cause helps the action take form which in the end make it easier for the audience to make up their minds.

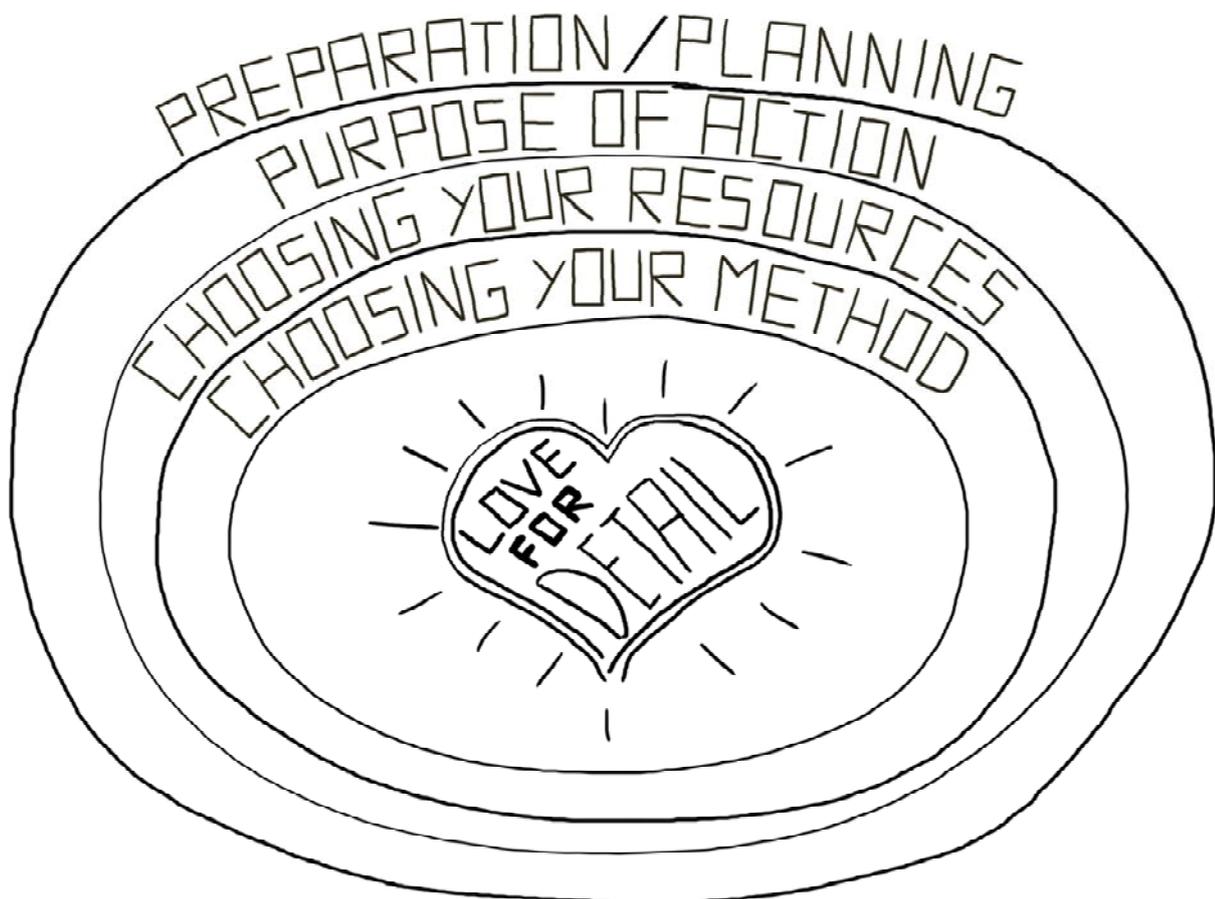
CHOOSING YOUR METHOD

A creative method needs preparation and a suitable location – so it's good to choose your method carefully.

CHECK YOUR RESOURCES

Who can you mobilise? What materials are available to you?
And how much time do you need for the preparation...?

These are all important points to make sure your actions are both effective and successful.



METHODOLOGY

The makeITfair team has compiled a whole selection of methods that will enrich your projects. The actions and methods are presented in a way that they offer the best possible support for the issues you want to address. Of course, these are only suggestions and you are welcome to develop them further to combine them or bring your own ideas into the mix.

Methods are also easily transferable to other campaigns with various issues such as problems in the textile and food industry.

The best advice is to keep your case in mind and having fun along the way!

Your makeITfair Team

PS: We'd love to hear your thoughts ideas for new actions.

HELLO COULD YOU PLEASE
GIVE ME ...

WHAT ABOUT SOME...
I'D LIKE TO HAVE ...

FEEDBACK
CARD

- ... fair raw materials production
- ... fair working conditions
- ... fair wages
- ... environmentally friendly disposal/recycling
- ...

CREATIVE INQUIRIES

You can perform this simple action as a group, or you can also invite passers-by to join in.

It's about making the shops and companies aware that people are interested in the problems of IT production and are demanding responsible behaviour.

This is how it works: You walk into the chosen shop and start to engage the sales staff in conversation. You will have chosen a particular question or a theme and you would like more information, or you have a particular demand that you would like to communicate to the shop.

An example of a question might be: Where do the raw materials come from for this mobile phone?
Can I be sure that there are no raw materials used from the conflict zones of the Congo?

YOU'LL NEED

- ❑ A clear message for the shops or companies is important so that these can either be answered or forwarded.
- ❑ Make sure you are well informed about the theme your questions refer to or the talking points you are raising, otherwise your arguments might be exhausted too quickly and you may be sent away with simple answers.

CONSIDER

- ! Think carefully about the time of day that is most suitable for your action. At closing time or on Saturdays there is bound to be lots going on and your "inquiry" will be regarded as more of an inconvenience. That could draw more attention, but you should also be prepared to face more resistance.
- ! Be mindful of the fact that employees in the shops do not necessarily represent the strategies of their employers. It's also possible that they won't know all the answers to your questions, especially if you are asking them about production conditions for the suppliers of their products. A direct "accusation" is also not very helpful. Be friendly but persistent. Don't give up too quickly or expect a lot, just keep your goal in mind.

ALSO POSSIBLE

- ? You can carry out the action in different shops and compare and document the reactions.
- ? You can use customer cards to motivate other people to join in (see next page).
- ? In general, it's always worthwhile asking questions when you buy any new product about where it's from and where it was produced!



FEEDBACK OR CUSTOMER CARDS

Feedback cards or customer cards are small cards that can be given to the shop when you buy something. On the card, there is a short message and information. For example: "I like buying from your shop, but I would like it even more if I could buy fair products."

It's up to you whether these cards are challenging or friendly. The cards should have some information about the organisations that have initiated the action and should let people know where they can find out more information about this theme. They are a great way to keep people informed – whether they're passers-by who have been handed a card or recipients in the shops.

The objective is clear; one card definitely isn't enough but it may also end up in garbage, but if several cards are handed in the message will be stronger. Evidently, it's the larger stores that are more tentative to the interests of their customers.

YOU'LL NEED

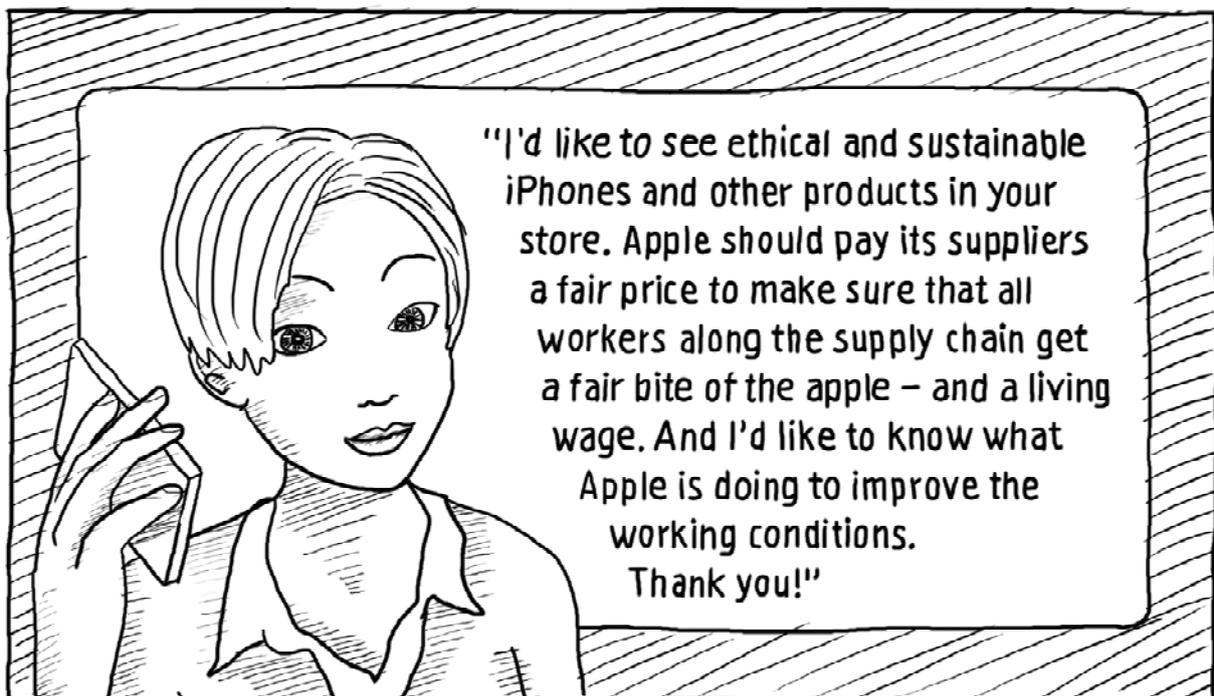
- ❑ A printer and thick paper to print the cards (see the Apple Feedback Card at makeITfair.org for an example of this kind of card).
- ❑ Lots of people to join the action – the more cards handed in on one day, the more of a stir the action will create.

CONSIDER

- ! If you are making your own cards, make sure you have enough time to do a good job – a beautiful design with a clear message makes the card more attractive.

ALSO POSSIBLE

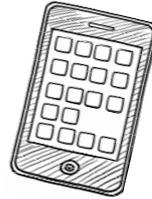
- ? This action can also be applied to other actions such as flash mobs; where people hand in cards at the end of the action.
- ? Or organise a queue of people who buy something in a shop and all hand in cards.



FAIR APPLE PIE

VERSUS

UNFAIR IPHONES



Who's getting the biggest slice of pie in the IT industry?

The question lends itself so well to being depicted as a real pie – and captures the problems of the IT industry perfectly. Apple is of course particularly well suited to this action if you're baking an apple pie, but the action is equally suitable for other companies too. Set up an information table with your pies, information and visuals to support your demands in front of the store. The pie can be cut up into uneven slices in a pie chart format. Using the size of each slice as an example, you can show who earns what from the production of a mobile phone.

YOU'LL NEED

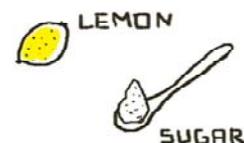
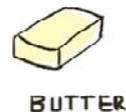
- Pies, a table, info fact sheet, volunteers, knives, serviettes (if the pie is going to be handed out).
- The fragmentation of the pie should be labelled: with signs for each piece of pie, or with captions using icing sugar, or with a printed pie chart next to the real pie.
- Lots of pies! Then you can hand out slices of pie for people to try – a great way to win them over.
- Organise the stand and let people know about it.
- Make sure to be clear about allergy contents.

CONSIDER

- ! You should make the pies out of organic and Fairtrade ingredients wherever possible (sugar, flour etc.) in order to make the strongest contrast with unfair iPhones.
- ! Make sure that everything is clean and that the pie is really enjoyable.
- ! Otherwise, people will give you funny looks and your action will backfire.
- ! There are certain conditions and regulations for handing out food.
- ! Make sure you know about these in advance!

ALSO POSSIBLE

- ? The pie action is really effective when it's combined with the feedback and customer card action, or with collecting signatures for petitions.v



INFORMATION STANDS AND COLLECTING SIGNATURES

In our line of work, creative methods are a great way of grabbing attention. But for the most part, we also want to give people more information or invite them to take part. Information leaflets are really helpful for this. Perhaps your campaign also includes a petition that invites people to show their support through their signatures.

Collecting signatures is a traditional campaigning tool. It shows the breadth of support for a particular cause. However, there are a few catches: there are lots of campaigns and the desire to sign petitions is limited. Discussions around data protection and misuse have made people cautious.

Many organisations collect donations and recruit members on the street – so make sure to distinguish yourselves. Combine collecting signatures with a creative action to make your information booth interesting and attractive!

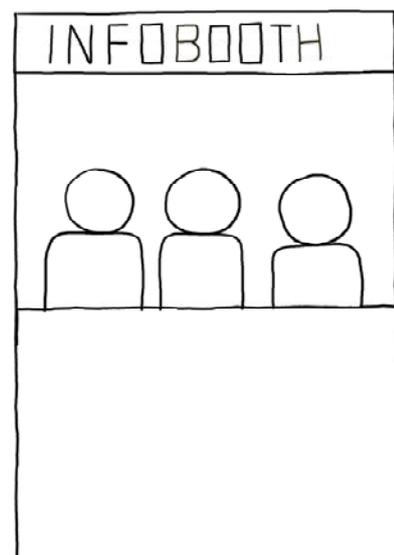
YOU'LL NEED

- A clear message to attract people who are passing by.
- A clear slogan on a big poster or banner.
- A question that grabs people's attention and spikes their interest.
- Someone to moderate and to invite people, standing in front or around the stand.

CONSIDER

- ! Don't become a stand, get involved!
- ! Less is more! It's better to have a few materials than an overload of information.

NOT
LIKE THIS ►





Flash mobs have become well known and popular over the past few years. A flash mob is when people appear from nowhere for a short time to unite in an action. Often flash mobs are associated with actions that are just for fun. But they can also support political causes too. In that case, we call them a “smart mob” – an intelligent flash mob.

Examples of an IT flash mob:

- Everyone holding their mobile phones in the air and letting them ring for a minute.
- Everyone freezing like statues in the middle of a mobile phone shop.
- Everyone making a protest gesture in the direction of the shop.
- Everyone holding their customer cards up in the air.
- Everyone wrapping a computer cable around their neck.
- ...

The moment for conveying your message is at the end of the flash mob. All the people who took part in the flash mob can hold signs up in the air. Or they can all call out a slogan together. This should be simple but clear – one sentence.

If the action involves sound, like ringing telephones, the silence afterwards can be a good opportunity for getting your message across.

During a flash mob it's not always clear who is leading the action and it's sometimes hard to stop it, e.g. if 50 people take part in a flash mob in an electronic goods store, it's difficult for the staff to do anything about it. All they can usually do is to wait until the action is finished in order not to create any further chaos.

YOU'LL NEED

- ❑ A group of activists, clear instructions and a clear task. Ideally a flash mob should only take one minute to explain to the people who are taking part.
- ❑ Good preparation but a short amount of time on the spot: everyone taking part in a flash mob must start at the same time down to the second and it should have an equally clear ending. It should last for just a few minutes.
- ❑ Someone to document the action.
- ❑ A team of people who prepare the action and invite people to take part. The internet is ideal for this.
- ❑ Further information materials that can be handed out to interested people after the action.

CONSIDER

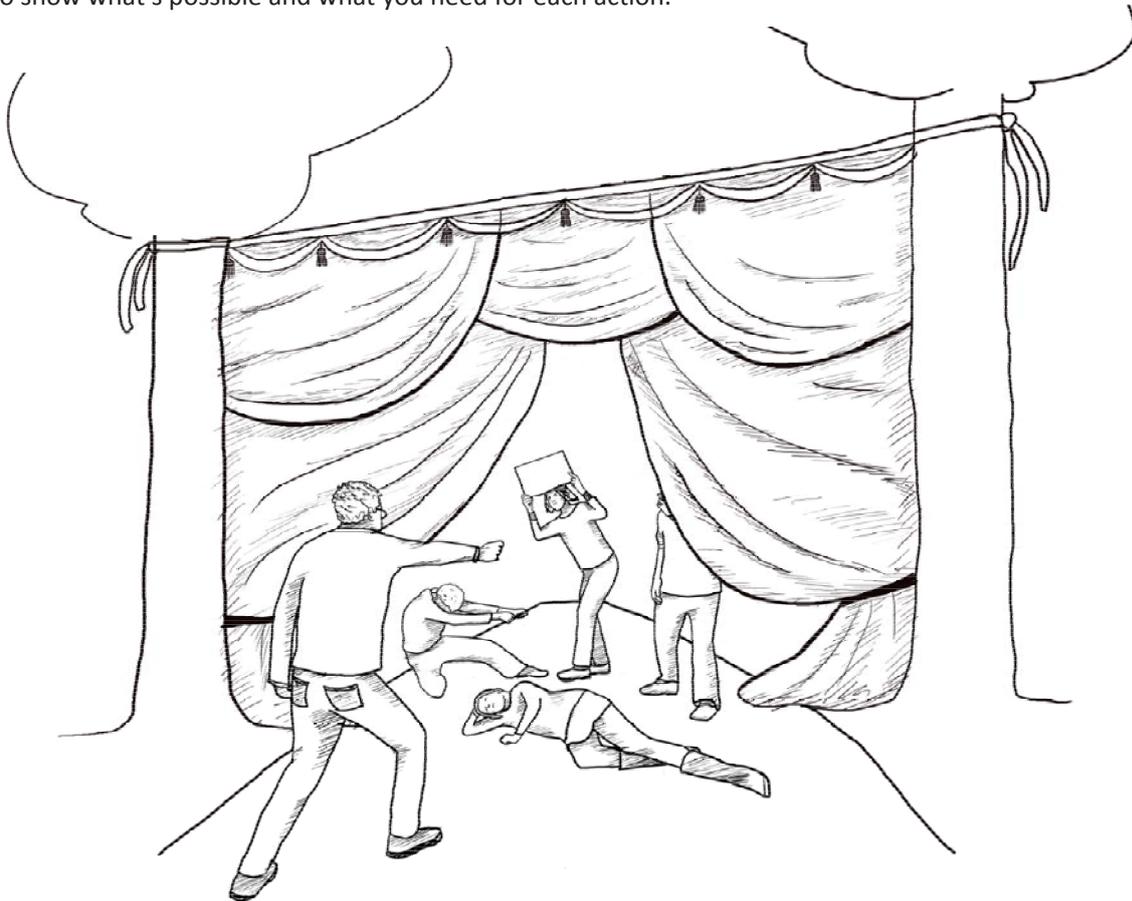
- Make sure transportation and directions are clear for people to gain access to buildings in case of indoor flash mobs.
- Friendly communication is very helpful to diffuse challenging situations. If there are enough people in your team, it's worthwhile to nominate someone as a neutral observer who can explain to employees what is happening and to appease them. Adults or older people are particularly suitable for this role because they gain more respect and are often treated more politely.



THEATRE THEATRE

Theatre has always been a great medium for dealing with current themes and problems. It engages people and it offers lots of different possibilities to depict something – it's also an ideal medium for public actions. But theatre performances are demanding should not be underestimated.

On the following pages we will explore various different methods from the world of theatre in order to show what's possible and what you need for each action.



STATUES, SCULPTURES, ROBOTS ETC. ..

It's easier to work with small elements and exercises rather than putting on a whole street theatre play. This gives the actors more structure and requires less experience. Many of these methods don't need any speaking and the message is expressed through body language and the relationship between actors. Statues can create a clear picture and can also depict problems.

- ▶ A group can make a "machine" with their bodies and show how everything is inter-connected. One person starts with a movement or an action and then more people come and add to the machine so that each person forms a part of the bigger machine and interacts with the other people.
- ▶ Statues that clearly show the change between movement and freezing. This can be organised as a flash mob (see above) but can also be organised as a sequence, for example, when a group gets close to a shop and "freezes" every few metres. The freezing can happen mid-action or in particular poses (for example, protest poses).
- ▶ Build a sculpture. One half of the group becomes the sculpture materials and the other half works to bring the group into a particular pose in relation to one another. You can create fantastic spontaneous images this way and you can also work with props (bank notes, mobile phones, company logos, brief cases, sunglasses etc.)

YOU'LL NEED

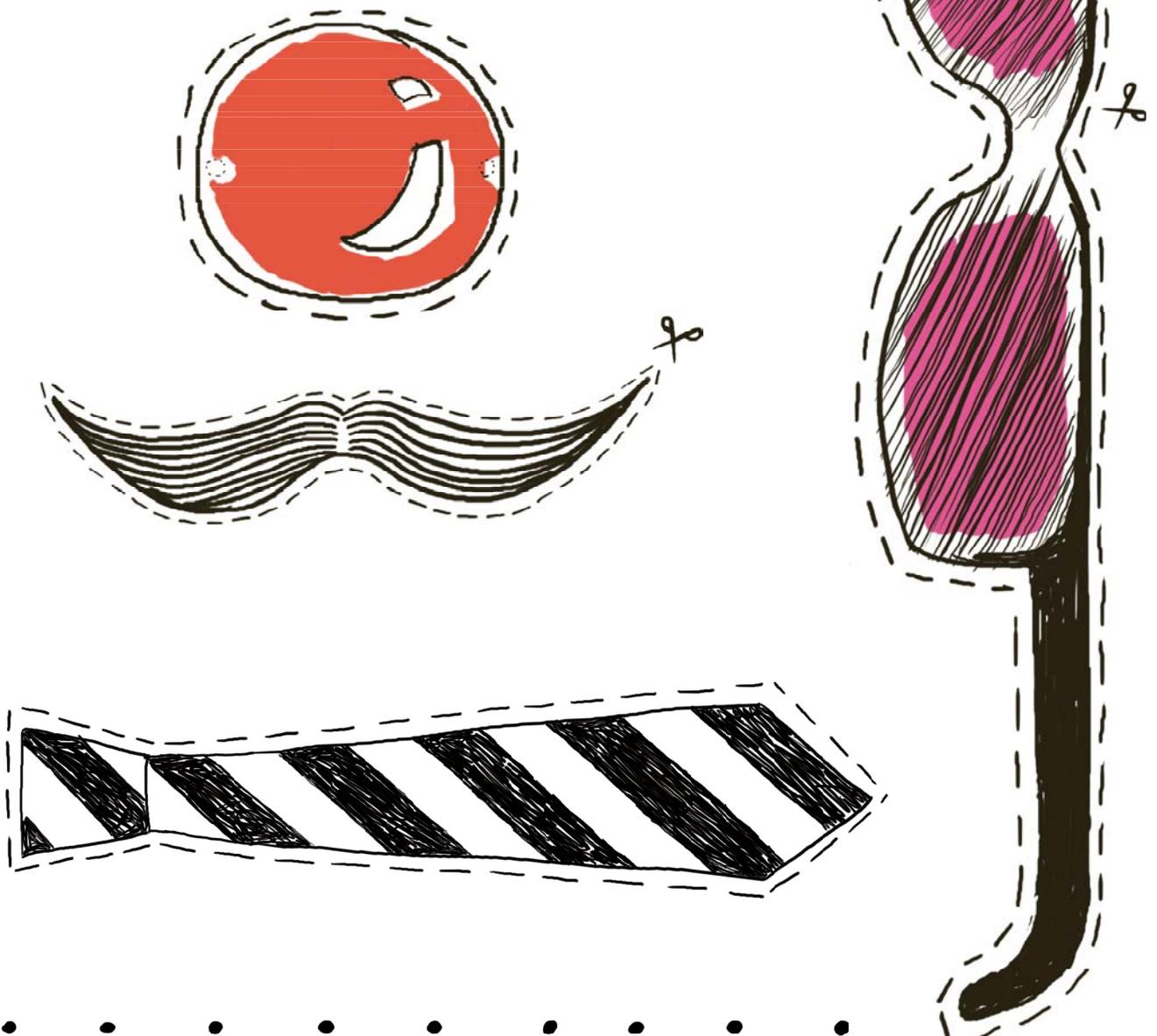


- An idea of what you want to represent: which theme and what kind of picture.
- Props such as mobile phones, brief cases, sunglasses, disguises etc., if needed.
- A good location or an open space where people can stand and enjoy the show.

CONSIDER



- Statues and machines look good but don't offer much opportunity for conveying information and complex messages. Make sure that you can complement the performance with further information. Some of you could stand close to the play and be prepared to answer questions and hand out materials.
- But make sure to stand far enough away so that you don't interrupt the performance.



STREET THEATRE

A scene from a factory or a representation of the entire supply chain – street theatres can take many different forms. Acting or Role-Playing can be abstract and can tell a story in 100 ways – it's such a complex method. A self-penned scene can come across as unattractive in certain circumstances and might only attract a few people to stop and watch.

YOU'LL NEED

- This kind of action needs some preparation and generally people who already have some experience of theatre (how do I stand; how do I speak; how to I create a presence that fills a public space?)
- A scene with focused content, a story, intrigue and a message for the public.
- A good place for the performance and a stage. Publicise the performance beforehand and mark out (for example, with chalk or with a rope on the floor) the stage. It's helpful if someone directs and leads the rehearsals with an eye to the effect.
- Otherwise you can easily get bogged down in discussions that can lead to an unsatisfying experience and performance.

CONSIDER

- ! We recommend working together with a drama teacher or with someone who has experience of street theatres so that the action is both fun and successful.
- ! ... It requires quite a lot of work, but you are producing something that can be shown more than once. Of course, you will learn a lot about theatre and about yourself in the process.

ALSO POSSIBLE

- ? Take more time and organise a workshop to develop your theatre piece or scene. During that you can also research the topic in more detail.
- ? Combine street theatre with other actions like handing out information and inviting people to join in (e.g. collecting signatures and handing out customer cards).



HIDDEN THEATRE

In a shop, one person asks about working conditions and a second person gets involved. A lively discussion follows that seems to be quite spontaneous – but it's actually staged to attract attention.

Hidden theatre is particularly suitable for trade fairs, exhibitions and other places where there are many people moving around. There are no limits in terms of the diversity of roles.

YOU'LL NEED

- Set the location, a topic and key words that are easy to understand for others.
- Choose your roles and suitable clothing and accessories.
- Consider what might make a provocative argument in order to make the conversation interesting for other people and to entice them to get involved.

CONSIDER

- ! Check beforehand how authentic you are in your roles: for example, teenage business leaders talking about their experiences of international mineral trading is not exactly authentic.

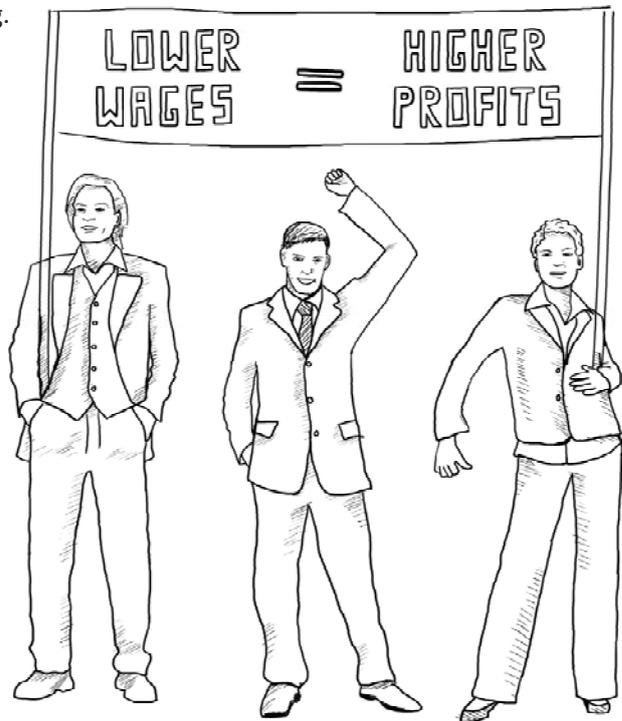


FAKE DEMONSTRATIONS

It looks like a demonstration: people, banners, chanting. But something isn't quite right. The people and the demands don't quite fit together – in this place, with such direct statements ... can they really be serious?

This is exactly the experience prompted by a “false demonstration” and it shares some of the same characteristics as hidden theatre. Here are a few ideas as examples:

- a) Men and women dressed in business suits demanding “Lower wages and higher profits!”
- b) Sales people from mobile phone shops demanding “Buy more and ask fewer questions!”
- c) Dubious-looking diplomatic representatives courting the favour of investors with the words: “No minimum wages. No freedom of expression. No unions – an ideal factory location!”



YOU'LL NEED

- Props and clothing so that you can easily be recognised as a particular character.
- As many participants as possible.

CONSIDER

- ! The better your action is staged the bigger the irritation or even the outrage of people passing by will be.
- ! Have further information about your theme on hand so that you can talk to people who are curious to find out more.
- ! Make sure that you don't forget the msg!

ALSO POSSIBLE

- ? You can also embed information that illustrates some of the problems very effectively: “Come in and buy a new telephone. Don't ask any questions and don't worry about it. All this news from Congo about minerals that are financing a civil war, that's lies. We don't even know where the Congo is...”
- ? You can also create loud arguments between false demonstrators and false passers-by, or between members of your team at the information stand.

COLLECTING DONATIONS FOR THE COMPANY

A creative street action suggestion would be to collect donations for companies so that they can increase their wages.

The problem: most companies pay the legal “minimum wage” in the countries where the components are being produced, but most of these wages don’t guarantee a livelihood for the factory workers. That’s why “living wages” are being demanded, but these aren’t being paid. For an iPhone, for example, the cost of the wages for assembling the components is about one percent of the sales price. Even if the wages for putting together a mobile phone were doubled, it wouldn’t increase the overall price of the product.

It’s possible to use an ironic action as a starting point to depict the inconvenient truth that considerably more money is spent on marketing than on wages. You request donations because the poor companies that need all their hard-earned money for other things can’t afford to pay their employees better wages.

YOU’LL NEED

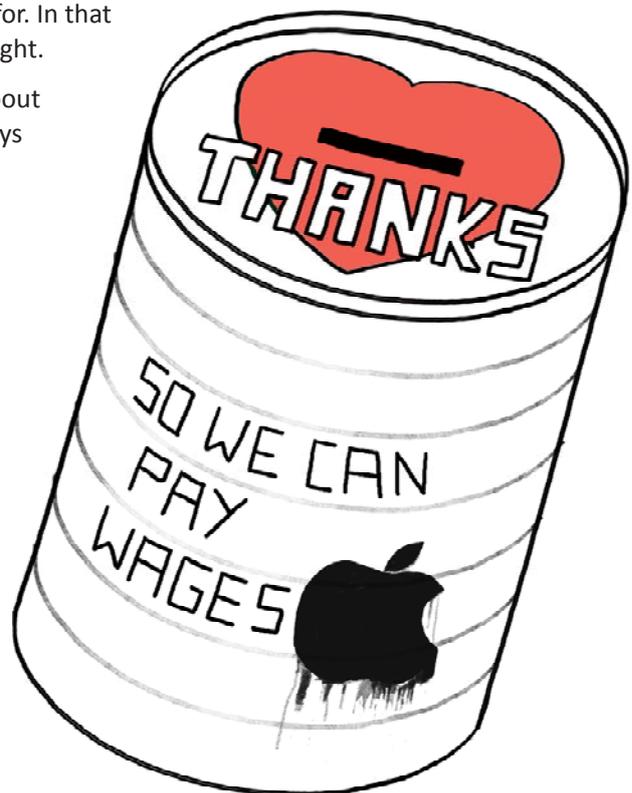
- Collection tins and labels.
- Information leaflets to hand out.
- Snappy slogans to request financial donations – but also to make it clear that this is not an ordinary collection, but an ironic action.

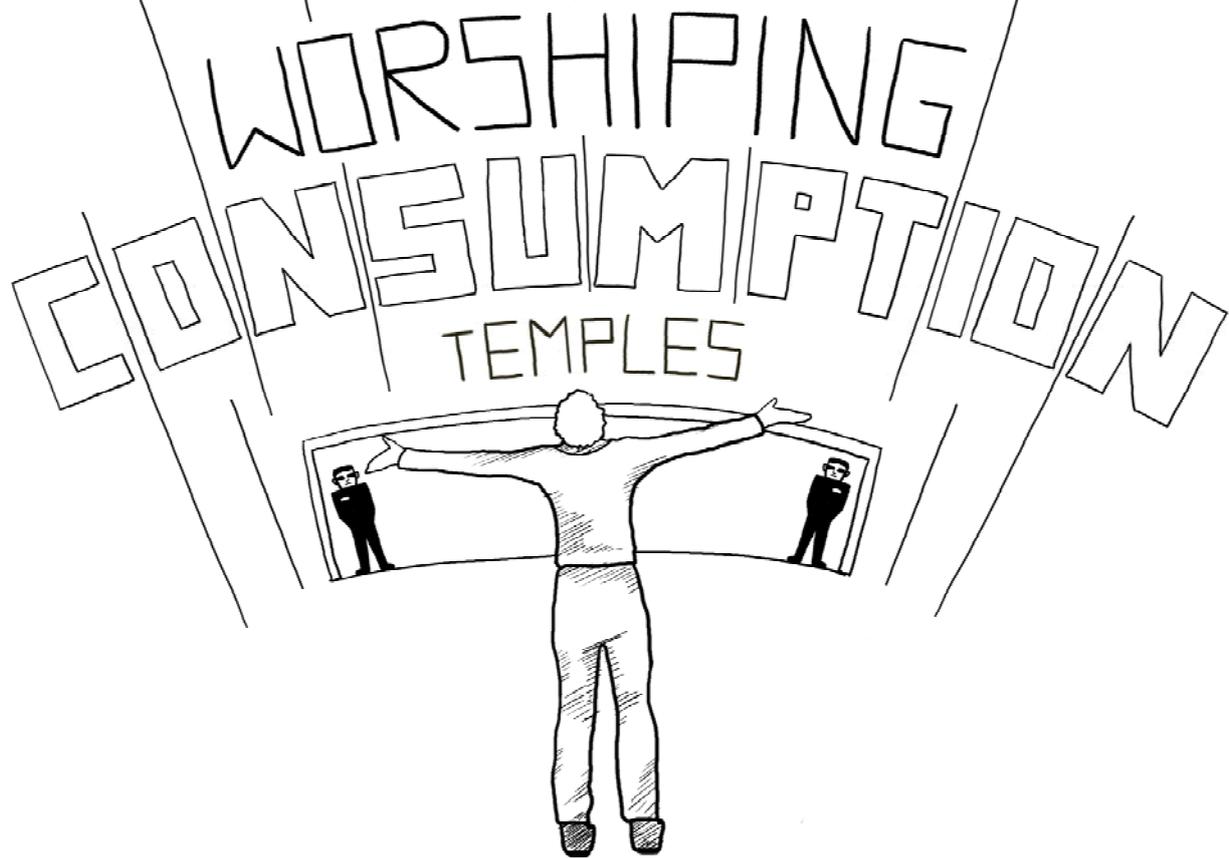
CONSIDER

- ! Plan in advance what will happen to the money and tell people who are curious what it will be used for. In that way, your action won’t be cast in a dubious light.
- ! Collecting money is not the main goal. It’s about letting people know about the topic. So always go for conversations and not just coins!

ALSO POSSIBLE

- ? If you want to make a bigger action, it’s conceivable to hand over the collected money to one (or several) companies and to document it.





It's not without reason that department stores and shopping centres are called "temples of consumerism" – since consumerism is celebrated within their hallowed corridors. They are therefore the perfect places for publicly celebrating the worship of goods. During the sermon, you can focus on a particular theme such as IT and working conditions.

YOU'LL NEED

- A "temple": choose a department store or shop that you can worship at.
- A "priest": with a loud voice and big gestures, also wearing a suitable costume.
- A "sermon": a text that can be read out loud. This should include simple, memorable sentences that the participating worshippers can repeat together.

CONSIDER

- ! For many people, religion is a sensitive issue. Don't imitate any one particular form of religion during your worship, but include different elements of religions (e.g. holding hands together for prayer, kneeling, prostrate yourself on the floor etc.). After all, it's consumerist society you want to criticise, not religion.

ALSO POSSIBLE

- ? : Worshipping at the temple of consumerism can take the form of a procession that goes through the city and stops at various different shops.
- ? : At the end of the worship, spread your message to those who don't believe. All those taking part should turn to people who are passing by.
- ? : The worship of consumer goods is also possible inside shops, which is sure to attract attention and irritation in equal measure. However, organising an action inside a shop is more difficult to combine with other actions that involve disseminating information.

"RADIO BALLET"

The so called "radio ballet" is a special performance during which people follow a radio show through the town. Via a radio station, a programme about this specific action is broadcast. The people taking part have radios with headphones and follow the story as well as the instructions.

In this way, you can create a tour through the whole town or you can organise a performance at one particular place. The participants can hold their mobile phones up in the air outside a shop, they can all ask questions in a shop one after the other, they can talk to other passers-by or they can freeze in certain positions.

YOU'LL NEED

- ☐ Radio sets for all participants, preferably with head phones.
- ☐ It's also possible to distribute the broadcast on MP3 players. But then it can't be spontaneously changed and you all have to press play at the same time!
- ☐ A programme for your broadcast and action. Where should this take place? What content do you want to include? How long should the action last?
- ☐ A radio broadcaster: either work together with your local radio station or use a small mobile transmitter.
- ☐ It's best to work with someone who has already organised a radio ballet. You can find more information about this on the Internet at (for example, search for radio ballet at <http://ligna.blogspot.com>). You can also find some great examples on YouTube.

CONSIDER

- ! Radio frequencies are allocated by the state. If you are using your own small transmitter for the action, make sure you find out about legal requirements!
- ! This type of action requires a bit of preparation but it produces impressive results and is also a very rewarding experience for the participants.

ALSO POSSIBLE

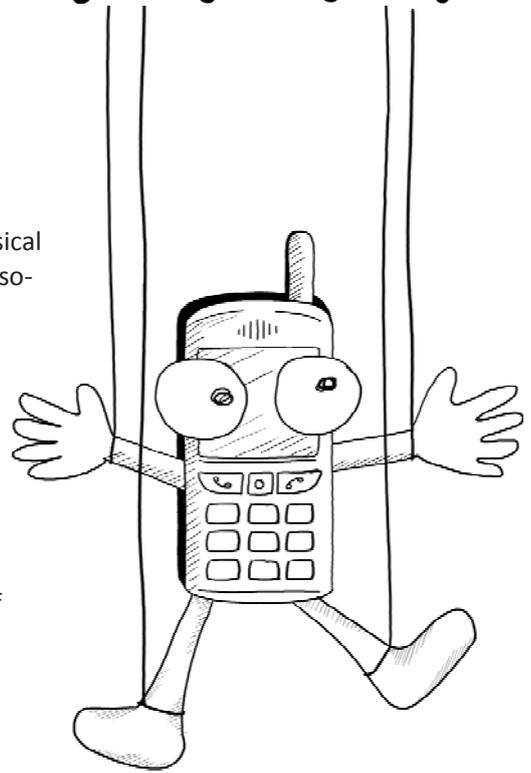
- ? As well as broadcasting instructions, the radio programme can also broadcast information, this way participants can learn more about the topic with great ease and more press exposure.



PUPPET SHOWS

Puppet shows (hand puppets as well as larger puppets) are a classical form of politically motivated theatre. Mostly puppet shows are associated with children, but they are also effective for adults.

Puppets have the freedom to say things that people on a stage aren't so free to say. That's why puppets are so popular for political actions.



YOU'LL NEED

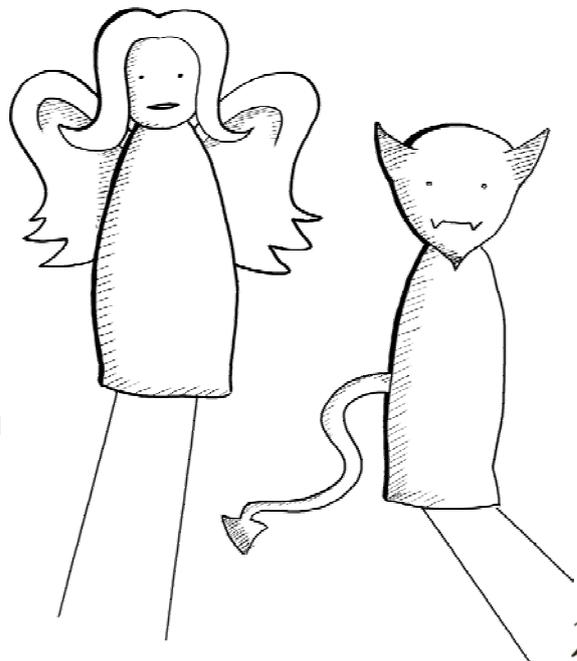
- It's relatively easy to make puppets yourself, either out of paper mache or out of other materials. You can find tips and instructions on the Internet. Check your library for books about making puppets.
- Create a play for your puppet show. From the classical Punch and Judy that demands justice in the IT industry to beautifully choreographed stories.
- A text and dialogue for the puppets and perhaps a narrator for the story and an introduction.
- Depending on the size of the puppets, you will need a small stage, preferably with a curtain and possibly also with a backdrop for the scenes.

CONSIDER

- ! It's not so difficult to put on a puppet show, but to put on a good puppet show is an art in itself. Take your time to practice and, if possible, go to a workshop beforehand to make your show as good as possible.
- ! Bigger puppets usually need several people to operate them, as well as people who are experienced at building them, but they do make a powerful impression.

ALSO POSSIBLE

- ? Puppets can also play alongside people in some theatre scenes. They can emphasize certain points and quickly win over the audience's sympathy.
- ? You can also work with marionettes that are operated by strings.
- ? Ventriloquism while using hand puppets has a fantastic effect – but it's not easy to learn and it needs lots of practice before it looks good.

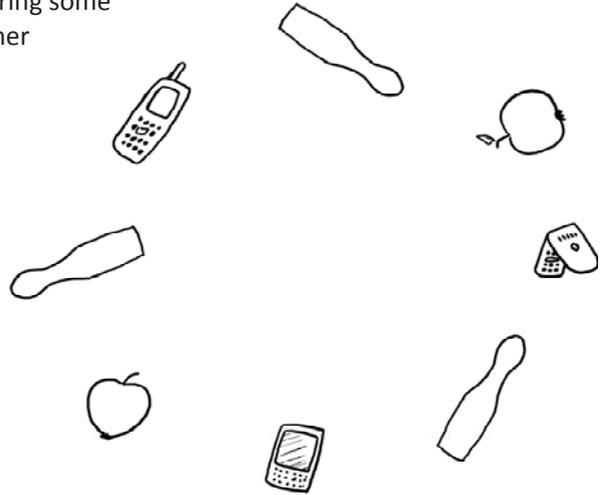


CLOWNING

Clowns have been making people laugh for centuries, but they also make people think. People have a positive image of clowns and react to them. However, the appearance of the clown is important. During some actions, clowns can just attract attention, but during other actions they can actually convey thematic content.

If a clown is investigating the problems of the IT industry, he can ask questions in a naive and insistent way. Two clowns can discuss the theme as part of a dialogue and draw passers-by into the topic.

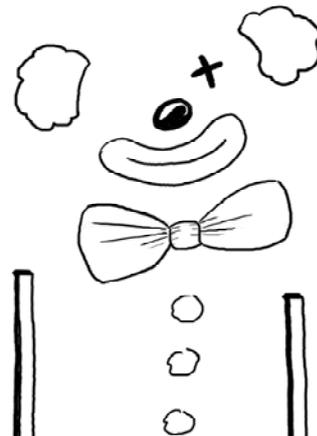
A big group of clowns can clean telephones in a mobile phone shop in order to wipe away the unclean production process.



Clowning is more than just putting on a red nose. Go to a workshop beforehand or work with experienced clowns so that your action is more successful.

JUGGLING

Can you juggle? Fantastic! Juggling with mobile phones or computer parts is guaranteed to attract attention. Practice in advance and only use things that don't break if they are dropped on the floor.



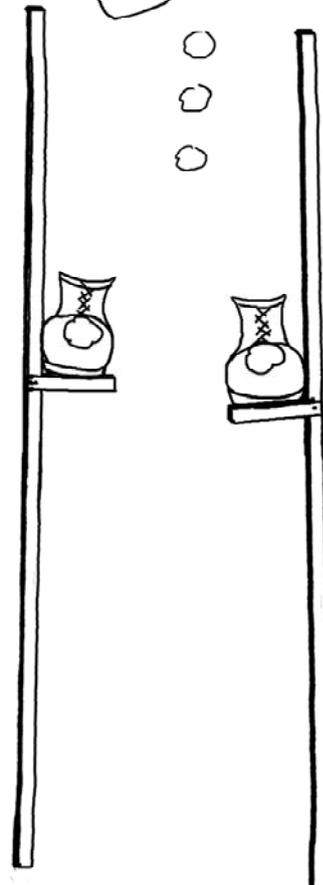
WALKING ON STILTS

Can you walk on stilts? Super! While on stilts, you have an elevated position and can use this to hand out information in the form of flyers or to address people.

It's great if you can choose a suitable costume as well, particularly long trousers that hide the stilts and really make you look as if you are three metres tall.



You must be confident and safe on the stilts so that you don't hurt yourself and other people around and during your action.



PUBLIC INSTALLATIONS

It can be very impressive to work with objects in public areas, particularly if this offers unexpected contrasts. Who would expect to see a computer in the pedestrian zone or mobile phones hanging from trees in the park and ringing?

Installations like this grab people's attention non only artsy individuals but the general public. Mild irritation is the best way to prompt people's curiosity. On a second glance, there should be more to see, something that's relevant to the theme. Or the connection with other objects should become clear.

One example might be addressing the theme of electronic waste:

ELECTRONIC WASTE AND RECYCLING AS A PUBLIC INSTALLATION

Waste disposal is an important area for action and it's an area that nearly everyone can get involved with very easily. Whereas people take great care over choosing their mobile phones, they care little about the disposal. Addressing the issue of electronic waste can be nicely done by a public exhibition of dismantled electronic equipment. At the same time, you can inform people about the problems and solutions for handling electronic waste. Examples of installations on the IT theme include the following:

- a) Computers can be labelled with a sign: "I am just four years old, bring me back home".
- b) Mobile phone and computers can be put in a heap or pile in the middle of a public square or can form a line to demonstrate that they are a part of the world wide electronic waste. (See the section above on electronic waste.) Combine it with information about the problem.

YOU'LL NEED

- A few old machines that don't work anymore are good for this kind of action.
- A good location where the installation can be seen and is effective but where nobody will trip over it by mistake.
- A clear message and further information for interested passers-by.

CONSIDER

- ! If you are using broken equipment, take care that you don't leave any rubbish behind like glass or plastic splinters. You must also make sure that the parts don't have any dangerous bits where people can injure themselves. (This applies equally well to your team as to children playing in the area)
- ! Be clear about what's happening to your equipment after the installation. Provide information for people who are interested about where electronic waste can be correctly disposed of. Your local council can help you – or your local recycling centre.

ALSO POSSIBLE

- ? If you have access to electricity, you can create fantastic installations with old computers: you can have pictures and information appearing on the screens. You can also use sound.
- ? Combine your installation with a collection of old mobile phones. You could do this in collaboration with a local environmental organisation. In some countries, mobile network operators donate money for every phone collected. Make sure to check with the company in your country.

STREET PICTURE IN CHALK

How about illustrating your action with a huge picture on the ground?

You can design it together and then draw the picture, or you can develop the picture as you draw. Big pictures are very well suited for combining several ideas into one composition. Each of you can think of something that represents the theme of the action and then bring these ideas together in one picture.

A picture around the theme of mobile phones, for example, could include coltan mines in the Congo, a factory in China, burning electronic waste, shiny mobile phones and smart company headquarters. You are bound to attract onlookers who will watch the unfolding events with wide eyes.

YOU'LL NEED

- Lots of different coloured chinks that are suitable for street drawing.
- A good place where the ground is suitable for drawing (flat and light).
- For big pictures, it's worthwhile to draw a sketch of the design on paper first.

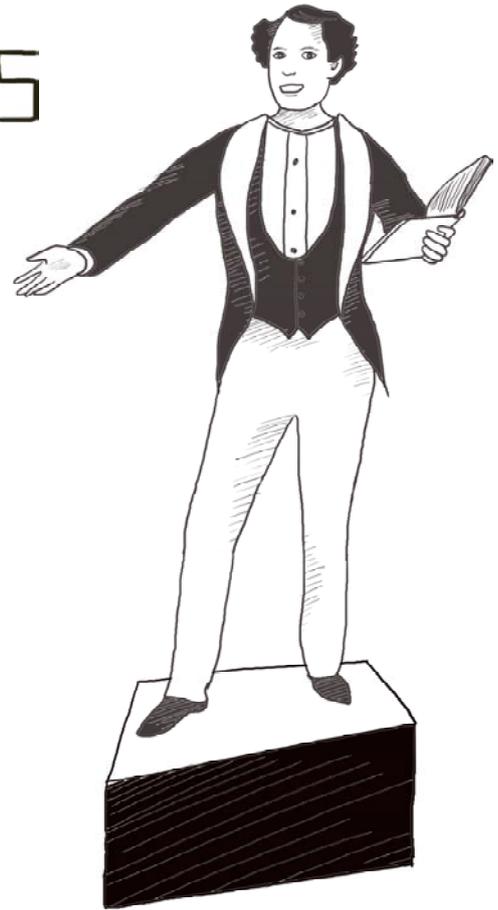
CONSIDER

- If you have the possibility and permission to paint a wall for your action, you can also work with permanent colours, spray cans or paint brushes.
- You can make a whole project out of this action and spend a whole week-end creating and drawing a mural.
- You can invite people passing by to draw with you and contribute to the project. Many adults will be too shy to join in, but it's surely attractive for kids – and while they're taking part, you can talk to their parents about the action! :o)
- People might rather want to just watch and listen first. You should only approach them with more information or make more information available when their interest has been piqued.



PUBLIC READINGS

There are several books and numerous stories about the IT industry – the problems and the fates of people involved in the industry have been well documented. How about using these stories and making them into an action involving a public reading?



YOU'LL NEED

- A small podium with a table or simply a lectern. Perhaps a few chairs that invite people to sit and listen.

CONSIDER

- ! The person involved should be good at reading out loud. Perhaps you could convince someone who does this professionally to get involved, or even a author who wrote on the topic.

FILM SCREENINGS

A public film screening in the pedestrian zone! Choose a film that's relevant to the theme of your action (in the appendix there are examples of films) and a suitable place and ready is your open air cinema. You should choose a relatively quiet spot where people can watch and listen and where they're not in a complete rush. It helps too if the place has a connection to the theme:

YOU'LL NEED

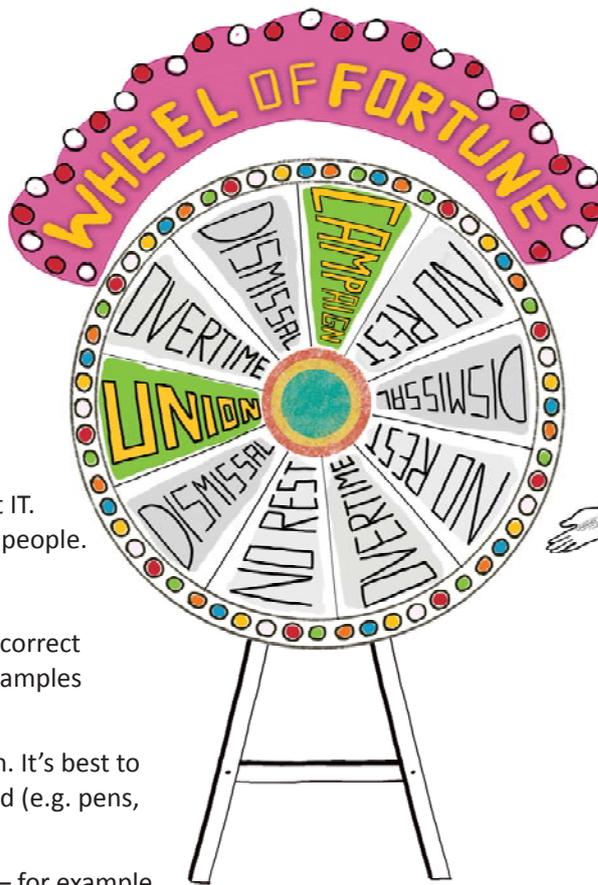
- A strong projector or just start at dusk.
- A suitable place that offers a bit of peace and quiet but has a connection with the theme. For example, in front of a shop or a computer company head office.
- Think about the power supply and also about permission for the action.

CONSIDER

Make sure you are informed about the licence needed for the film; it must not be a commercial screening.



WHEEL OF FORTUNE AND QUIZ



What's well-known, popular and guaranteed to be a success?

Correct: a quiz!

In this quiz, the questions are all about IT.

Use a wheel of fortune to attract more people.

YOU'LL NEED

- ❑ Lots of quiz questions and the correct answers (you can find some examples at www.makeitfair.org).
- ❑ Prizes that participants can win. It's best to have lots of little prizes on hand (e.g. pens, sweets etc.)
- ❑ A wheel of fortune with fields – for example, for questions on different topics.

CONSIDER

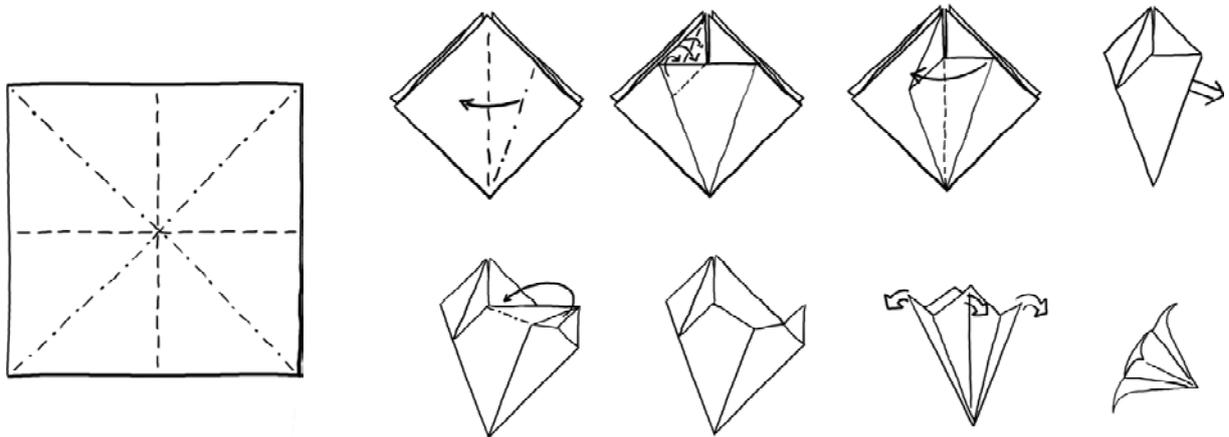
- ! Make it clear what the rules are and what the prizes are – and what the correct answers are. People are very sensitive if they get the impression that the rules aren't fair.
- ! Make sure that the prizes are produced fair, otherwise people might confront you with it. Organic & fair trade chocolates are a perfect example.
- ! Even though we are using the familiar term "wheel of fortune" here, you will have to be careful not to use the term if you carry out an action like this in public. Authorities will not permit anything that looks like gambling or lottery. Make sure to put the content and the goals at the forefront of your action – prizes are secondary. The whole action should just be another way of informing people about the issue!

ALSO POSSIBLE

- ? Design the quiz so absurd and arbitrary that it becomes obvious as the concept of the action. People might complain that it's unfair; but you can explain that this is what it's like to work in the IT industry. (And at the end, you can give out a small present so that people are happy and so that you are behaving in an exemplary way).
- ? You could also turn the wheel of fortune on its head. For example, all the participants could take part in a "wheel of workers", who are hoping for better working conditions. The boss turns the wheel and most of the fields are things like "over time", "dismissal", "no breaks" etc. Of course, there should also be a couple of positive fields that show something has been gained – for example, a union has been formed or an international campaign has caused outrage and now salaries are going to be increased.

FLOWER POWER

Let flowers do the talking! Invite passers-by to make origami flowers with you and then give them to someone (in a shop, in a company) as a present, but with a message. As an invitation to participants, offer a small cup filled with potting soil (for example, a recycled take-away coffee cup). At the stand, participants can then plant flowers in the container. Invite them to make origami flowers (with instructions) while you tell them information about production conditions for electronic gadgets in the Far East.



Eventually, the flower can be planted in the cup and can be decorated with a makeITfair sticker that has the web address or a piece of paper with more information.

The person who created the flower can be invited to give the flower as a present to someone in the target group (company, employee in shop). The present can be connected with a question like: "Where are your products made?" "What pay do the workers receive per hour?" "What can you say about the health aspects and the conditions for producing these goods?"

YOU'LL NEED

- Take-away cup/beaker and soil for planting flowers.
- Paper for making flowers and simple instructions. It's best to make a few examples in advance for people to look at and for people who are in a hurry.
- There are good instructions for origami making on the Internet.
- A stand for the florists.
- Equipment for the florists: green apron, gardening gloves and hat.

CONSIDER

- ! Have a clear target audience: who should get flowers and what kind of message you want to spread.
- ! Keep a record of how many flowers are handed over.
- ! Make sure to use peat-free soil, in order not to perpetuate the environmentally damaging practice of peat quarrying.



EDUCATION FOR ALL IN THE PEDESTRIAN ZONE

If you're interested in learning more about IT production, this action is suited to you. Your learning can take place directly in front of a mobile phone shop in a pedestrian zone. A few passers-by will certainly stand and learn something at the same time. You can also seek out examples directly in the shop or ask in a friendly way whether there is any further information available or any other alternatives.

YOU'LL NEED

- ☐ Choose a specific method or activity that you want to use.
- ☐ A person who will moderate and lead the action.
- ☐ One or two people who are ready with further information and can explain what's going on to passers-by and shop employees.



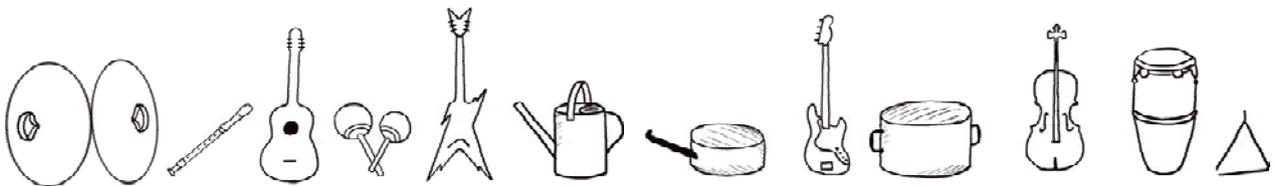
CONSIDER

- ! The people taking part should be just as motivated as if this were a theatre action – since they are actually also part of the show.

ALSO POSSIBLE

- ? You can create a big board game that can be played on the street using IT as your theme. Real people act as the game pieces on an oversized board. There is rules how to play, dice, action cards, etc. The game easily attracts attention, but also needs quite a bit of preparation. For inspiration see the WTOPoly of Young Friends of the Earth: <http://www.wtopoly.com>
- ? Guided city tours on consumption and globalisation also deal with the topic of IT. You can use this method and develop it further, e.g. by creating a whole city tour about electronics and IT. <http://www.weltbewusst.org/english/>

MUSIC brings your action to life!



Music is universal, if you have any musical talent among your friends or acquaintances, invite them to write a song and perform for you. You can have one single instrument, a whole band, an orchestra or a choir. There are also samba bands that you can invite along to take part in bigger actions – and this will definitely get you lots of attention.

Make sure your song is tuned and paired with a great performance.

Ad-busting is a way of turning advertising on its head. It needs a bit of a creative talent. You can make an advert say exactly the opposite of what it's supposed to. It's important to keep the design of the original advert intact for maximum impact and irritation factor.

Here are some examples: for the iPhone 4, Apple used the advertising slogan: "This changes everything. Again." The adbusting version could read: "Nothing changes. Again."



§ Be careful though: Manipulating billboards and putting stickers on packaging is against the law and can lead to legal action from companies. The exact jurisdiction needs to be assessed for each action individually. We recommend to have planned adbusting activities checked in advance and to consult a lawyer to make sure you are not violating existing laws (e.g. trademark laws)



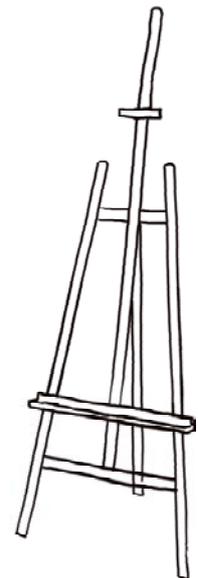
When you have decided on your ad-busting action: document your action with photos and share your ad-busting images on the Internet!



Sources: <http://www.publiceye.ch> | Julyvvy 2011

ART attracts interest

The trick is to get people's attention. Artistic actions usually bring people together and lead to intrigue. Think about what's fun to do and what materials you'll need.



TIPS & TRICKS FOR YOUR ACTION

MESSAGE

What and who does your action want to appeal to? Most actions have two audiences and that's important because both target groups need to be spoken to appropriately: First: the companies that you are calling to action. Second: The public (passers-by) that you are targeting through your action to gain support for your cause.

You need a clear message that's precise but not boring.

If you make a demand **"FOR FAIR MOBILE PHONES !"**

you need to say who needs to change what and by when e.g.

**"THE COMPANY SUNNYPHONE SHOULD PRODUCE
FAIR PHONES WITHIN 3 YEARS !"**

WHAT WOULD APPEAL TO YOU?

There's a simple trick to check the message and the presentation of your action: think about what would appeal to you and what you are trying to represent.

- ▶ Which actions have recently made you stop and think?
- ▶ Which messages/words/slogans have stuck in your mind over recent times?
- ▶ When do you go up to people and ask them something? When are you happy to be spoken to and when are you open for messages and actions?

When you exchange ideas together about this, you will quickly build up a list with valuable tips for your action. Make a written record of the results.

This change of perspective is always valuable even if you're quite the experienced activist. Be critical of yourselves but also constructive so that you can keep on improving your actions! Check your communications by testing them on friends or acquaintances without explaining the background. If it needs a lot of explanation, then your communication isn't clear enough.

ADDRESSING YOUR AUDIENCE

It's your chance to hand out further information or to invite people to join in or to sign a petition. That is the critical moment, because the first direct appeal to your audience is crucial.

You can engage in dialogue by asking a question:

**WHAT DO YOU KNOW ABOUT
THE PRODUCTION OF MOBILE PHONES?**

You can invite them to get more information:

**COME NEARER AND FIND OUT MORE
ABOUT MOBILE PHONE COMPANIES' PRACTICES!**

You can also make a direct call to action:

**SIGN HERE FOR BETTER
WORKING CONDITIONS!**



- ▶ Body language and appearance are just as important as words: a warm smile and a positive demeanour will definitely attract more people!
- ▶ If your information stand is combined with a creative action, it's helpful to make a short announcement after the performance explaining in two sentences what it's about, how people can get involved and referring to the information stand.
- ▶ If possible, take the time to do a short role play so that you can practice talking to passers-by. That will make you fit for street actions.



LEGAL QUESTIONS



- As each country's laws are quite different, it is important that you consult your own regulations and legislation before initiating any activity.
- Most likely, if you want to perform a creative action in public, you will have to register the activity as a demonstration or a public event in advance with your local authorities.
- Please check the procedures and rules for registering your planned activity and the regulations you might have to comply with, for example, if you have an information booth, a sound system or material for distribution, etc.
- Be aware that there might be different regulations according to the type of activity you are planning and that you might need to register and get permission from different authorities.
- Also keep in mind that some places in your city might be out of bounds, like the parliament. Usually there is a restricted area around government buildings and public meetings or demonstrations are banned within these areas.
- Usually your municipal authorities should be able and willing to explain the details and perhaps even give advice.
- During the action: have the permit with you and designate a person who is the responsible contact person for the authorities. Generally it helps to be friendly and maintain good communication with police officers and local authorities.

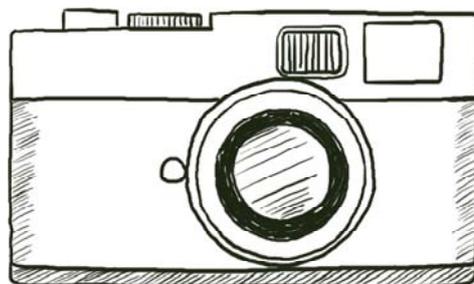
PLEASE NOTE: THIS INFORMATION IS NOT LEGALLY BINDING!

PUBLICITY

The most brilliant action will not be worth doing if nobody knows about it. Creative actions are very well suited for public relations. The media are often very thankful for bright pictures and unusual actions, particularly if young people from their own city are involved. With this in mind, it's really important to think about inviting press along to your action. Use existing contacts or ask in advance at the newspapers and radio stations who would be the relevant contact person for your particular theme.

The most important points to bear in mind are:

- Allow enough time when you send out the press release so that journalists can get your action in their agendas.
- Describe what you have planned and make clear how interesting it going to be.
- Name a contact person and a mobile phone number so that journalists can reach you on the spot and at short notice.
- You must give the time and place very precisely and then stick to it; journalists are very busy and often just stop by quickly.
- If nobody from the press can come along, you can also send them your photos and some text straight after the action.
- Refer to the whole makeITfair campaign, giving a website address and referring to other projects that you're involved with.
- If the action is supposed to be a surprise, you can impose an embargo on your press release to make sure it's not mentioned in advance in the media.
- It's also a good idea to document your media activity. This is not just to create happy memories, but it can also motivate other people to follow your lead and action.
- You will find tips and advice about writing a successful press release on the Internet.



PREPARATION & EVALUATION

WHAT WHERE HOW WHEN WHO WITH WHOM ?

We have already mentioned how important it is to prepare well for your individual actions. In general, good preparation for an action makes it much more relaxed and effective! Take enough time to plan as precisely as you can.

What? Where? How? When? Who? With whom? The basics are always important and should fit on one page. If the action is too complicated to explain, it will also be complicated to carry out. The probability is high that the action will neither work nor be understood!

Arrange a plan B in case you are depending on good weather or other unpredictable factors. That will avoid embarrassing moments, chaos and frustration among people taking part.

See the next page for a planning check list.

Take your time to evaluate your action. This allows for self-improvement and ways to plan future actions. If something didn't work this time around, you can work out what and why. If any stress or trouble erupted in your group during the action, it's important to go over this again when things have calmed down.

Part of the evaluation includes documentation and recording the results. Make your action visible on the internet. Collect the best photos so that these are available later for reports and other documents.

Don't forget to say THANKS! A small word that's extremely important. Say thank you to all the people who have taken part. A joint meal or a little party will bring the action to a fitting close. It also brings the group together to celebrate what has been achieved together. Even if something hasn't gone so well, it's always good to recognise the joint effort and to keep the people who took part motivated for the next action.

PLANNING

TIME PLACE OCCASION PARTNERS...

- Think about a good place. Is there a particular connection between the location and your theme – a mobile phone shop, a company headquarters, a political institution?
- Which target group do you want to reach? In the inner city, there will be lots of people who are on their way to work and who don't have much time or desire to have a conversation. In shopping streets, people are mostly doing their shopping and are often stressed. Public squares are often better places because they are perfect for whiling away some time and often serve as a meeting place.
- For installations and creative actions, parks or popular squares where people like to spend their spare time are often the most suitable places. But it shouldn't be too obtrusive, because people will feel disturbed while they are trying to relax. If you want to target young people, a place near a university or school is ideal.
- Think about the time and place of your action: is there a particular occasion for it (e.g. Human Rights Day.) Should it take place during the week or on the weekend, in the morning or in the evening?

SOURCES AND LITERATURE

READING

- For more information on IT, visit the makeITfair website at www.makeITfair.org. You will find all our reports online plus many links and references.
- For more information on creative actions, check for books in your native languages. There are few international standards references, but one we can really recommend:
Augusto Boal: Theatre of the Oppressed.

ONLINE

- Most creative activists work in their specific context of country, region, language and culture. For that reason there are not many international portals with information about creative action. We recommend searching in your language for the respective topic (e.g. "street theatre"). You will find plenty of information and people to contact!
- The online magazine Adbusters, particularly the campaign section: www.adbusters.org/campaigns
- theyesmen.org is the official website of the activist duo "The Yes Men". You will find valuable and inspiring information on their actions and their approach. They also offer trainings in form of their yeslab: www.yeslab.org
- On Wikipedia, you can find useful ideas about flash mobs, various forms of street theatre, puppet theatre, etc.

MOVIES & VIDEO

- The documentary film, Blood in the Mobile, demonstrates the connection between our phones and the civil war in the Congo. bloodinthemobile.org
- Movie about actions of The Yes Men – A new generation of political activists using creative means to address political issues. theyesmenfixtheworld.com
- There are other videos on issues around the IT industry on makeitfair.org/the-facts/audio-video
- There is YouTube playlist showing creative actions at www.makeitfair.org.



" OBSERVING , ANALYSING , ACTING "

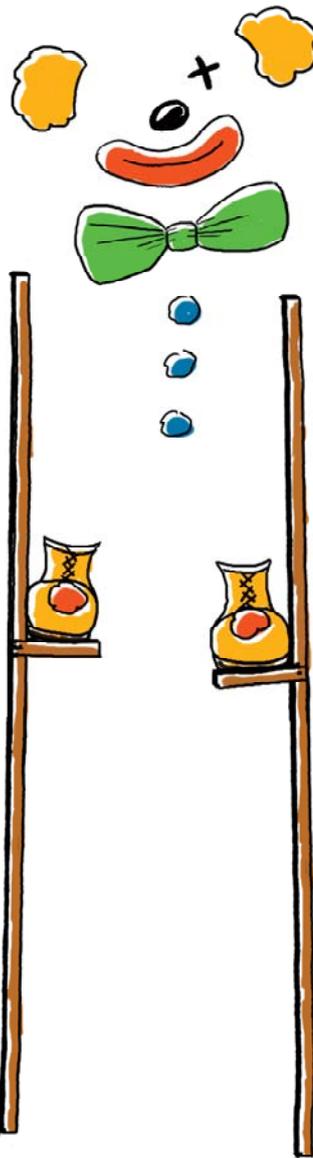
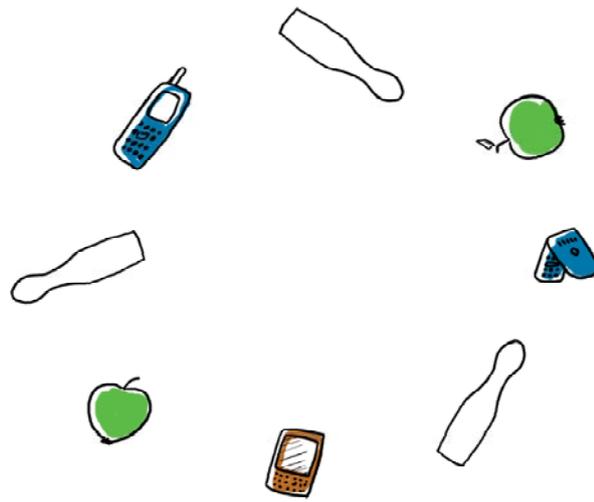
Germanwatch is an independent development and environmental organisation. Following the motto "Observing, Analysing, Acting", Germanwatch has been actively promoting global equity and the preservation of livelihoods since 1991. In doing so, we focus on the politics and economics of the North with their worldwide consequences. The situation of marginalised people in the South is the starting point of our work. Together with our members and supporters as well as with other actors in civil society we intend to represent a strong lobby for sustainable development.

We endeavour to approach our aims by advocating fair trade relations, responsible financial markets, compliance with human rights, and the prevention of dangerous climate change. Our topics are World Trade and Food Security, Climate Protection and Adaptation, Corporate Accountability, the Financial Sector and Sustainability as well as the Financing of Development Cooperation.

Germanwatch is funded by membership fees, donations, grants from the Stiftung Zukunftsfähigkeit (Foundation for Sustainability), and by grants from a number of other public and private donors.

You can also help to achieve these goals and become a member of Germanwatch or support us with your donation:

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