

Behind the Brands

Stop the Sugar Rush

Autumn 2013 Action Guide

Sugar is sweet but for many small-scale farmers around the world the reality of sugar farming is far from sweet. Poor farmers have been forced off the land they depend on to provide food and money for their families, and the land has been grabbed by large-scale farmers to grow sugar cane.

The power of the brand

Big food and drinks brands have lots of power and influence, which they could use to make life better for people everywhere. In Behind the Brands we'll explore how big soft drinks companies like PepsiCo get the large amounts of sugar they need for their products. We'll then examine the changes they could make to make this 'supply chain' fairer for everyone.

PepsiCo is a huge global brand. It controls 18% of the world's soft drinks market. This means they're in a strong position to have a big impact on the lives of people affected by land grabs.



Big brands like PepsiCo have lots of power to make policies that put poor people's rights first and work towards developing a more just and sustainable planet. We can show the big brands that their consumers support them to develop policies that protect people's rights and to make the changes that are needed to do this.

What can you do?

Tell PepsiCo to make sure their sugar doesn't lead to land grabs. They need to:

KNOW how their sugar impacts on community land rights.

SHOW where their ingredients come from – and who grows them.

COMMIT to zero tolerance of land grabs.

Tell them your concerns, and ask them what they intend to do to protect farmers' rights.

We are NOT asking you to boycott big brands. We want to send a clear positive message about how they can use their power and influence to work towards a fairer world and commit to zero tolerance of land grabs.

For support with taking action contact your regional Oxfam Education & Youth Coordinator or email education@oxfam.org.uk

Send in pictures and stories about your action to your regional Education & Youth Coordinator or email education@oxfam.org.uk.



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Get active — Campaign!

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1. Organise and present a Behind the Brands assembly or lesson at your school

Why this action?

Very few people realise the role that their favourite brands can play in making a better life for small scale farmers. Hold an assembly or teach a lesson to help raise awareness of this issue.

Step 1.

Download the Behind the Brand presentation at <http://www.oxfam.org.uk/education/resources/behind-the-brands>.

Read through it with your group and make sure you understand it clearly.

Ask for help if there are points you don't understand.

Step 2.

Plan the assembly or lesson with your group. Think about what you want your audience to know, feel and do. Is there a way the audience can demonstrate their support for the issue and you could record this as evidence?

Edit the script and the slides so they fit how you wish to introduce and present the assembly or lesson.

Decide who in the group is going to present each slide and rehearse.

Step 3.

Plan with your teachers to set a date and time for your assembly or lesson.

Make sure you have the PowerPoint properly loaded and all the technology is working. Ask the AV technician to help you.

If you'd like to present your assembly at a neighboring school write to the Headteacher asking for permission.

Step 4.

On the day.

Arrive in good time to set up and have a final rehearsal.

Take a photograph of the assembly.

Relax and enjoy a brilliant presentation!

Quick guide to planning your sugar campaign!

Form a group:

If you don't have an Oxfam group already, see who else in your school is interested. Talk with your friends and teachers to get the ball rolling.

Learn about the issue:

There's an assembly and a lesson plan so you and others in your school can get up to speed on Behind the Brands.

Plan your activity:

Whatever you decide to do make sure you divide responsibilities and manage your time. Focus on what you want your campaign to achieve.

Spread the word in the media:

Whether it's your school newsletter or the local paper, let the media know what you've achieved.

Evaluate:

Start planning your next action by discussing how this one went. Let Oxfam know how many people participated and send us pictures if you have them. We'll try to put them up on our website!

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2. Create an artistic message for PepsiCo

Why this action?

Many big food and drinks brands don't have policies in place to ensure that the sugar they buy is grown on land that has not been grabbed. As some of the world's biggest sugar cane buyers they have huge influence over the whole industry.

Send a message to PepsiCo telling them to:

KNOW how their sugar impacts on community land rights.

SHOW where their ingredients come from – and who grows them.

COMMIT to zero tolerance of land grabs.

Step 1.

Think about a clear, simple message that you want to send to the companies and plan how you could present your ideas in a collage. Think about using packaging from the brands. Remember PepsiCo makes lots of other foods too, look at the picture on slide 7 of the presentation.

Think about how you could use the company's values and public image to call on them to do the right thing. Look at their advertisements, sponsorships and corporate social responsibility for clues and evidence. Get your group together to design and make your collage. Spend some time on the design to make sure it looks the best you can. Add your thoughts and requests to the company to the collage.

Step 2.

Find somewhere prominent to display your collage; in the school lobby, community centre or other location where lots of people will see it. Remember to ask permission from the person who makes decisions on displays.

Step 3.

Take a photo of your collage and share it on Twitter or Facebook. Use #behindthebrands and get their attention by tweeting it directly @pepsico. Use the tweets you wrote in the session where you learnt about the campaign.

No Twitter? Send the picture to kevans@oxfam.org.uk so we can tweet it for you.

Step 4.

Send a copy of your picture to us, along with any response you get back from PepsiCo, so we can track what they say to different people. We'd love to see the fantastic images you create!

Always think about internet safety when you are online. There are social networking safety guidelines at http://www.thinkyouknow.co.uk/11_16/control/social-networking/

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3. Spread the word further – write a blog or newsletter!

Why this action?

Make your voice louder, promote your action, encourage more people to join Behind the Brands and get PepsiCo to do the right thing.

Write a post for your school blog or website. If your school doesn't have a blog, write a piece for the newsletter or student paper instead.

Step 1.

Think about what you want to say to your audience about your campaign actions. With your group think about:

- Why you wanted to take action
- What you think the companies should do
- What you did – was it an assembly, a collage, or both?
- What impact you hope it will have. How much you enjoyed doing it.

Have a look at blogs on Oxfam's website to get an idea about how they are written.

Step 2.

Decide who in the group is going to write the blog. A small group of two or three people might be easiest.

Write 200-300 words about your experience.

Find one or two photos that summarise your activity. Ask someone else in your group, or even a teacher, to proof read your blog to check for any spelling mistakes and that it all makes sense.

Step 3. Afterwards

Send the blog link to all your friends and family. Put it on your Facebook page to encourage your friends about the campaign them to join the campaign.

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