

WE WANT YOU TO CHANGE THE WORLD!

BECOME PART OF THE “SPEED & SCALE” CAMPAIGN FROM SOLIDARIDAD

Campaign	SPEED & SCALE
Location	GLF, Bonn
Time	1 Dec 2018 8 - 10am
Meeting point	Exit of subway station “Heussallee” @ 7.30am
Participation list	http://t1p.de/0oti
Compensation	30€

IT'S TIME TO REPLICATE AND SCALE

The Global Landscape Forum (GLF) is worldwide one of the largest networking events when it comes to the exchange of know-how on land use, forestry, climate change and impact finance.

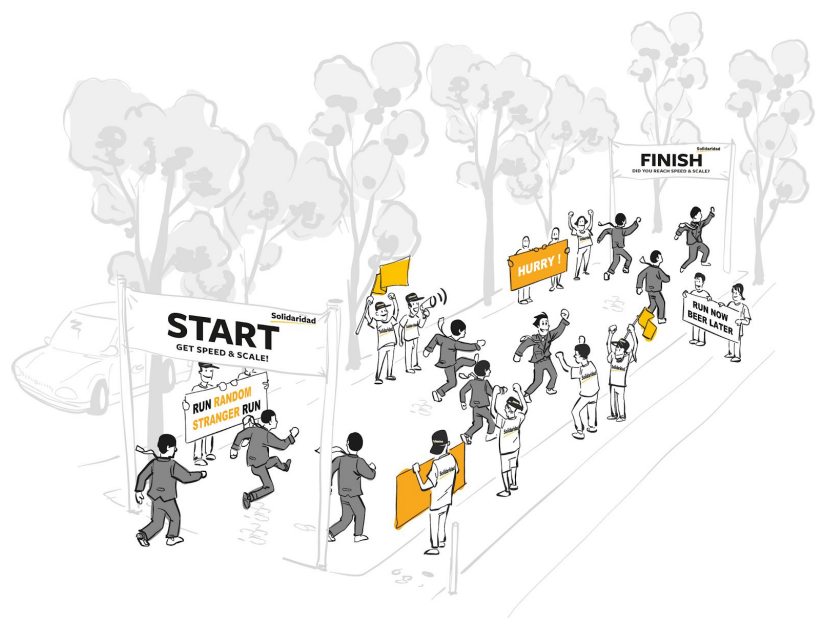
We believe that after 10 years where this event exists, it's time to focus on “SPEED & SCALE” of existing concepts. There are plenty of great examples how reforestation, landscape restoration and agroforestry projects can be implemented. Now we should start to replicate and scale these!

DECISION MAKERS NEED TO FEEL THE PRESSURE

The target group of this campaign are decision makers of governments, UN bodies, private companies and finance institutions. In other words: the GLF delegates :)

CREATE AN ENABLING ENVIRONMENT

We as an NGO want to drive these people to speed up their work on creating an “enabling environment” for the many projects, startups, cooperatives and companies that are needed for a global sustainable economy.



RUN LIKE YOU STOLE MY WALLET

We want to make a race. A race where the delegates of the GLF are the runners and we are the spectators that cheer them to accelerate.

We believe that sustainability is a process of change. And although this process has already started, we see across our planet that we are not yet changing fast enough. With the current speed we are not gonna make it!

FROM THE SUBWAY TO THE CONFERENCE

The delegates will get out of the Bonn subway station and walk through big START banner. To the right and left of the race track we will stand and cheer the runners to go faster!! GO GO GO

The racing track is about 300m - and after they have crossed the FINISH line, the delegates will be interviewed on their "contribution to speed & scale". We also invited German national television! ;)

Of course true race fans will have signs, shirts, noisemakers, caps, etc. - we will make sure that all of this will be there - and that you look like a true race fanatic!!!

Besides the guaranteed fun, we have reserved 30€ compensation for every participant. 😊

FAIR-TRADE INSTEAD OF FREE-TRADE

Solidaridad is known as the founder of "Fairtrade" in the 1980th. Today, we are a network NGO in 38 countries dedicated to assist smallholder farmers to grow and market sustainably produced coffee, cocoa, cotton, fish, ... In total we are working in 13 supply chains with over 100'000 farmers.

Our approach is to provide smallholders with practical skills and entrepreneurial knowhow to benefit from the global economy and improve on their living conditions. If you want to know more about us, visit our webpage or come to our booth at the GLF.

www.solidaridadnetwork.org

JOIN US ON SATURDAY

Exit of station "Heussallee" @ 7.30am

If you have any questions please don't hesitate to contact us



Campaign coordinator
Mobile / Whatsapp

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