

*Manual*  
*Into the*  
**LABel**

MAY.2019

United  
World  
WEEK

## *What?*

“Into the LABEL” is an **EXPERIMENTAL AND PRACTICAL ACTION** that you can recreate in your own territory. Its purpose is to help **DEVELOPING CONSCIOUSNESS REGARDING OUR ROLE AS CONSUMERS.**

It operates as a simulation of an **“ELECTION DAY”**, where the “candidates” are the products you consume on a daily basis, and through your purchase, you express your vote.

## *Who?*

**EVERYONE CAN PREPARE THE EVENT.** From individuals to groups, schools, and associations.

## *Steps to arrive to the event:*

- ➔ **FIND A SUPERMARKET** available to host the event
  
- ➔ **IDENTIFY THE CATEGORIES OF PRODUCTS.** Choose categories of products of common use in your territory that are not too expensive (tuna, oranges, coffee, chocolate...)
  
- ➔ **CHOOSE AT LEAST THREE PRODUCTS OF EVERY CATEGORY** (different brands and features) ;these products will be the “candidates” you can vote for.
  - Features:

Choose common indicators for each candidate (traceability, environmental impact, respect for workers, safety). Research and look for information on the product, on their official websites, and by consulting independent and external sources that can enrich the research.
  
  - Create informative material:

Prepare a form divided into categories and inside each category place the brands of the “candidates”. This material should be written in a brochure to be distributed during the event. You can also place it on a website, or a specific platform, to facilitate the dissamination of the information.
  
- ➔ **PREPARE THE ELECTION DAY:** prepare a speech for each “candidate” that will be interpreted by you (the organizers) on the day of the event. Find a date (May 11) for the event. Promote the event. Invite as much people as possible, including the people who will be shopping in the supermarket.

## *The Event:*

- 1** **INTRODUCE AND DESCRIBE** the event for the participants and all those present.
- 2** **COMPARE AND DEBATE** interpret the speech of the various “candidates”, challenging each other as in a political debate.
- 3** **DELIVER** information and material (brochure, ballot papers...)
- 4** **PURCHASE OF THE PRODUCTS (CANDIDATES)** the participants purchase one or more products (candidates) chosen from a single brand per category.
- 5** **VOTING** after purchasing the product(s), the participants mark the brand on the ballot paper and vote, then place the paper in a ballot box.
- 6** **SURVEY** after the vote, collect individual impressions to be able to present to the participants their own opinions and perspective about the event and its probable impact on their lives and society.

## *After the Event:*

ORGANIZE THE RESULTS AND SURVEYS.

SHARE THEM through the communication channels at your disposal.

## *Beyond the event:*

“Into the LABEL” is an practical way to **CREATE AWARENESS** about our current system, about how it works, and its infiltration in our daily lives. To make our voice heard through our wallet, **AS AN ACT OF ECONOMIC DEMOCRACY**.

As consumers, **WE HAVE THE POWER TO FAVOR** the work and choices of companies that have a great respect to the **VALUES WE BELIEVE IN**.

FOR MORE INFO, PLEASE CONTACT US:



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