



International Federation of Liberal Youth

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**all different
all equal**



IFLRY Study Session

Youth in Poverty: Decisions made and to be made

Nov 12-17, 2007

Tools and Manuals for fighting poverty

Title:	Poor.com
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Project Description:	<p><i>Please describe the project/tool: What are the main values or ideas behind of it?</i></p> <p>Poverty is most definitely a global problem. One of the tools the members in the group deem plausible to help fight poverty is fair, more free trade between countries.</p> <p>The purpose of our project is to promote free and fair trade. The tool we want to use is t-shirts with a political message, that also will point people towards our website as well as the IFLRY website.</p> <p>In the beginning the t-shirts we designed had rather rude text prints on them. In the end we decided that even though we <i>could</i> play heavily on the fact that we are a youth group and thereby "allowed" to use banalities in our political messages, a t-shirt with "F*** POVERTY!" written on the front would probably not be worn by people of the general public.</p> <p>Therefore we decided on using a serious message, and playing on people's empathy using the word "love" on the back.</p>
Project Method:	<p><i>How will is the product/tool to be used? What would be the strategy for its implementation?</i></p> <p>As mentioned earlier, the t-shirt will (hopefully) point people towards the website poor.com. One would probably donate any revenue to non-profit organisations promoting fair trade.</p>

Other Notes:

How would you measure or evaluate the success of your product after using it? Is that measurable?

Not yet, as the product (both shirt and website) is yet to be produced.