



International Federation of Liberal Youth

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IFLRY Study Session

Youth in Poverty: Decisions made and to be made

Nov 12-17, 2007

Tools and Manuals for fighting poverty

| | |
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| Title: | The Scarf Foundation – Fighting poverty one scarf at a time |
| Developers: | Jessie Chahal, Jeff Leanna, Patrick Carroll, Tom Peeters |
| Project Description: | <p><i>Please describe the project/tool: What are the main values or ideas behind of it?</i></p> <p>The Scarf is an awareness instrument that at the same time generates money. It has to become an A-brand to show that people care. You can compare to the RED-line of products. The Scarf Foundation uses a colour scheme and a logo, therefore we can apply to a broad range of products like Buffs, IPods, T-shirts.</p> <p>Through celebrity endorsement in different societal layers like politics, popular music and sports, it will create awareness throughout the world.</p> <p>Next to the aspect of awareness, there's the fundraising. Selling scarfs generates money. A certain amount of this money goes to both global poverty reduction programmes and local poverty reduction programmes. The people that bought a scarf, can go to our website or read a brochure with the scarf and look what's done with their money.</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>First we take a look at the strategy:</p> <p><u>The product</u></p> <p>The main product is a scarf. A scarf is used to keep people warm and you can tie things together with it. It is a powerful symbol of solidarity.</p> <p>We want to diversify the product range: a scarf can have success, but it's only a scarf. We look at it as a brand. The blue grey has to become an institution, something people associate immediately with the foundation that fights poverty.</p> <p>A very important issue is the product cycle. Our products have to be made through fair trade. It has to be a sustainable good as well. An if it's possible we want to reduce carbon</p> |



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dioxide emission of transport as well.

Price

We would like to sell it for € 19,95 (adaptation to USD, GBP,...). At that price people will look at it as a quality product. It's not very cheap though. We have to take into account the production cost: since it's not made in sweatshops by little children, using sustainable products, it's not just an average product.

- The pricing of other products is still the subject of discussion.
- Promotion
 - We would like to use both media (print, audiovisual, web) and endorsement.
 - Our aim is to create awareness: therefore people in layers of society have to wear a scarf, a tie, a cap with a logo, or whatever product that attracts the attention. The celebrities (sporting heroes, pop stars, politicians) wear it at press meetings, releases, speeches... In this way people will be aware of the product. Young liberals can convince their party leaders to wear the scarf. At the same time as these high class jetset events, people have to wear our products at social projects, like the special Olympics, or at the opening of a new retirement home.
 - People want to know what their money is spent on, therefore the scarf foundation will have a website, this website will give you an overview of the all projects throughout the world that we support. Also, this site has an online shop, you can donate through the site, it will feature our major publicity tools, there will be desktop themes and screensavers and so on.
- Place
 - Every place where people are wealthy enough to buy a 19,95 scarf (or other products). This means our major markets will be situated in Northern America, Europe, Australia and South-East Asia. When we look at our network, Northern America and Europe are the first target markets. We develop mobile shops that can be used in all sorts of events. We will contract some retailers to sell our products. We will sell through the internet: both on the scarf foundations site and the sites of IFLRY partners.

Where is the money going to?

Half of the amount every customer pays goes to overhead and production costs. It looks a lot, but it generates income for people working at it.

The other 50 % will be divided into two. 50 % goes to marketing. 50 % goes to poverty



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projects

- marketing: 50 % looks exaggerated, but it isn't. Compare it to NGO's that produce expensive TV-commercials. Marketing tools can be expensive, as long as the ROI is guaranteed, marketing is worth investing in it.
- - Poverty projects: the most important aspect of it all. If this wouldn't meet standards, the project would be a failure. Once more we split budgets in half: half of it goes to local initiatives in the area where the product's sold. The other 50 % goes to projects in areas where there's no market to sell the products, e.g. Sub-Saharan Africa, Haiti

Organisation

Local Chapters ran by IFLRY-members. They are responsible for local implementation.
Professional advertising agencies
Professional marketing and distribution channels.

Where's the money coming from?

Ask wealthy philanthropists to support us.

Charity Dinners: IFLRY members can organise fundraising dinners for their mother parties, the business plan will be presented at these dinners.

Investment upon diversification of the products (e.g. Apple for iPods)

Launch: November 2008

How does this fight poverty?

- 1) Direct support: fair trade production units make sure that local workers and manufacturers get a sustainable income.
- 2) Indirect support: production and overhead costs that don't go into marketing (increasing market share for Scarf), go directly to both local and global poverty reduction programs.
- 3) Awareness