

One

I decided to join Global Exchange in their street protests because I believe you can force people to change their actions by demonstrating peacefully. You can draw their attention to the harm they may be doing and the good they could do if they changed policy. I mean, look at Starbucks. We believe that our peaceful demos outside their cafés influenced their decision to make fair trade agreements with their coffee suppliers. That guarantees coffee growers a reasonable price for their coffee and avoids unfair exploitation of coffee farmers.

Two

Our lobby group really started to affect change when we joined up with UNITE, the textile workers' union, as well as some other pressure groups, to take some of the powerful clothes companies, such as Gap and Calvin Klein, to court. It was wonderful when most of them decided to do something about the sweatshop working conditions and poor salaries of their employees in the third world.

Three

The lobby group Jubilee 2000 succeeded in putting the problem of third world debt at the top of the global political agenda. By the end of the campaign, they had gathered 25 million signatures and, as a result, several rich countries had promised to cancel billions of dollars of debts owed to them by the world's poorest countries. Marie Claire magazine helped generate public interest by publishing photos of famous people like Muhammad Ali, Star Wars actor Ewan McGregor and U2's Bono, modelling Armani-designed 'Drop the debt' T-shirts. That really helped to get young people interested in the cause.