



2018

#BuyMalawian2018

Campaign Report



#BuyMalawian2018

5th-19th March

Aims of the campaign

The **#BuyMalawian2018** campaign set out to support the Malawian economy and develop the Scotland-Malawi relationship by:

- Raising awareness of, and building Scottish markets for, Malawian exports available in the UK;
- Promoting Malawi as a world-class tourism and cultural destination;
- Encouraging and supporting sustainable and ethical investment into Malawi;
- Developing a public and media narrative which associates 'brand Malawi' with quality;
- Identifying blockers to increased, sustainable and equitable UK-Malawi trade and mobilising structures across government, parliament, business and civil society to mitigate these challenges;
- Encouraging and supporting the c94,000 Scots with existing Malawi civic links to increase the impact of their individual partnerships by supporting the Malawian economy through their own spending power;
- Helping build a constructive synergy between the 'aid' and 'trade' agendas;
- Raising public awareness of, and support for, Scotland's longstanding friendship with Malawi.

Why Buy Malawian

In purely economic terms, Malawi is one of the poorest countries in the world, with over half of its population living below the poverty line (less than £1/day PPP). While improvements in basic services such as health and education are clearly required, for any such developments to be sustained there is an urgent need for Malawi to grow and diversify its economy to create opportunities for sustainable livelihoods.

One way to do this is to support farmers, entrepreneurs and small businesses in Malawi by buying, where possible, ethically-produced, fairly traded Malawian products here in Scotland. This supports the creation and sustainability of livelihoods for people right across the supply chain, from small-holder farmers in rural Malawi to retailers in Scotland. More than 94,000 Scots are actively involved in civic links with Malawi. The SMP hopes to harness the enthusiasm that exists across Scotland for these links to help drive sales of Malawian exports.

By building Scottish markets for [Malawian products](#) we're able to support long-term sustainable economic development, helping Malawi work itself out of poverty.

Competition

We invited SMP members and the public to enter a competition to win a holiday to Malawi by taking part in one of four challenges and sharing their efforts on social media using the hashtag **#BuyMalawian2018**.

The Challenges

The Walking Challenge



Take the walk of a lifetime and hike your way through Malawi, stopping off at the locations of Malawi's best food and drink products!

A special web-tool was launched to allow people to track the distance they have walked over the two weeks, using their own pedometers, against the route of the [Buy Malawian trail](#).

The Cooking Challenge



Host a dinner party for your friends and family using Malawian products or host a Fairtrade Malawian tea-party at your school, church, or community group.

Hosts were encouraged to include information about the food they are eating, with producer case studies, and in turn encourage guests to themselves purchase these Malawian products available locally.

The Talking Challenge



Deliver or host a presentation or talk at your school/church/community about Scotland-Malawi links and the amazing Malawian products that you can buy in the UK!

A range of content was available for speakers to themselves address local groups, including classroom materials.

The Trade Challenge



Sell Malawian goods to your own community group, neighbours, congregation, and office staff in two weeks.

Groups were encouraged to not just sell what they can but also share information about where they can get more of these products, encouraging individuals to keep buying.

Prizes

First Prize

With special thanks to Ethiopian Airlines and the Malawi Tourism Consortium, we were able to give away a dream holiday to Malawi – including flights, transfers and accommodation.

The holiday included stays with:

- Huntingdon House, Satemwa Tea Estates
- Mvuu Camp, Liwonde
- Makokola Retreat, Lake Malawi
- Sunbird Ku Chawe, Zomba Plateau



Runner up prizes

- Lake of Stars Malawi Tickets
- Malawian food & drink hampers

Sponsors



the
makokola
R E T R E A T



Winning Entry

The #BuyMalawian2018 competition was won by Lilidh (and her daughter, Rosie!)



Lilidh took part in the COOK challenge for the #BuyMalawian2018 competition.

She bought 20kg of Kilombero Rice for people to take home with them (to encourage them to buy it again and as a thank you for coming!), and made Malawian gin cocktails and served Mzuzu coffee!

She said: "I held an afternoon tea party to introduce my baby to friends. People attending already knew that Malawi is an amazing place with a great sense of community as they've followed my life there as a volunteer and have met Sandra and Gift (who stayed with me and my family for 6 months each) and have attended many fundraisers for STEKA to raise money for the vocational skills centres.

"I want them to be able to see Malawi as more than just a country that needs aid and realise that there are more ways to support Malawi through trade too - through buying products like Malawi gin, Kilombero rice and Mzuzu coffee (people also gave donations to raise money for a nursery at the Vocational skills centre so Malawian mums can continue their education - like I will be able to instead of bringing gifts for her)."

"If I was to win, I would be able to show them how easy it is to go there on holiday (and support through tourism) and I would use the opportunity to share my experience on social media and show how safe and fun a holiday in Malawi is!"



A Selection of other entries....



Scottish charity, SCIAF, held a coffee morning to involve everyone in the office and let them sample Malawian produce.

SMP member, Sally, took on the WALK challenge and said she chose this challenge because, *"I'm quite competitive and compete against my husband & family on a daily basis. We have seen the great benefits of walking."*



Kate took on the COOK challenge and said, *"I am passionate about food and cooking. I like to eat healthily and create unusual food combinations. Malawi is a country I know very little about so the change to create new innovations is really cool."*

Head Teacher, Audrey, said *"We shared the challenge as an opener to our recent training session on iPad use to improve our digital literacy teaching & learning approaches & experiences. The staff were definitely motivated hearing about the rice from Kilombero (which we sell through JTS) & the highly recommended reports on the Malawian Gin (in safe quantities of course!) The challenge message can then be shared with pupils, parents/carers & wider community to widen support & raise awareness."*



Partners

Through the campaign, the SMP worked closely in partnership with, *inter alia*:



Scottish
Government
gov.scot



Scottish
Fair Trade
Forum



LAKE of
STARS
MALAWI ARTS FESTIVAL



The Scottish Parliament
Pàrlamaid na h-Alba



UK
Parliament



Department
for International
Development



Scotland's International
Development Alliance



Products

The #BuyMalawian2018 campaign worked closely with key partners representing a range of Malawian products.

Product	Partner
1. Kilombero Rice	Just Trading Scotland
2. Malawian AAA Coffee	Luckie Beans
3. Mzuzu Coffee	Traidcraft
4. Tea	Rare Tea Company
5. Crafts	Malawi Delights
6. Crafts	Wool n Wood
7. Crafts	Khama
8. Nuts – chilli and lime & Salted Cashews	Traidcraft
9. Linga Wine	Linga Wine / Africanos World
10. Gin	Africanos World
11. Nali Sauce	Africanos World
12. Peanut butter	Traidcraft
13. Ubuntu Cola	

Events

There were six key dates in the **#BuyMalawian2018** campaign: mobilizing school links, parliamentary links, cultural and trade links, the Commonwealth, faith-based links and historic links:

Monday 5th March

Campaign Launch at Kirklandneuk Primary School



Working with the [Scottish Fair Trade Forum](#), we launched the **#BuyMalawian2018** campaign on the 5th March at Kirklandneuk Primary School, Renfrew, with the school's choir singing a selection of Malawian songs in Chichewa.

This was an external facing event with strong community engagement, with support from the local MP, MSPs and the local Council. Other schools across Scotland were encouraged to be involved throughout the fortnight.

We had around 100 parents, school children, politicians and members of the community attend the launch and sample Malawi's Mzuzu coffee. The event included a special presentation from coffee farmers from Malawi.



Wednesday 7th March

Malawi Cross Party Group and All-Party Parliamentary Group



We held two concurrent meetings, joined by a live video link, of the new Malawi All-Party Parliamentary Group (APPG) in Westminster and the Malawi Cross Party Group (CPG) in Holyrood.

This was, to our knowledge, the first time the two Parliaments had been linked in this way, with a joint meeting of sister APPGs/CPGs.

[Read about the joint APPG/CPG in The Scotsman >>](#)

Around 30 MPs and Peers attended the Westminster meeting. The headline speaker was Nick O'Donohoe, the Chief Executive of CDC (formerly Commonwealth Development Corporation) who visited Malawi in 2017.

At the Holyrood meeting, also attended by around 30 people, our headline speaker was Bernard Kaunda, the Chief Executive of Mzuzu Coffee.

The two Parliaments were invited to “compete” against each other in a Gin tasting competition: MPs and Peers at the APPG were invited to taste the difference between Malawian and London Gin, and MSPs had to distinguish Edinburgh and Malawian Gin!



Sunday 11th March

Lake of Stars Glasgow

The SMP supported a special one-day Lake of Stars Festival taking place at the Glasgow Art School. Over 1,000 people attended the all-day event, which featured trade stalls from [Africanos World](#), [Just Trading Scotland](#), [STA Travel](#), [Wool n Wood](#), [The Baula Craft Company](#) and live music performances from Scottish and African artists.

You can listen to live recordings from the gig on [BBC Radio Scotland The Afternoon Show with Grant Stott >>](#)

This was part of the world-famous Lake of Stars festival which takes place on the shores of Lake Malawi each September – one of Africa’s biggest and best cultural festivals.

The Glasgow festival included a Malawian market of stalls promoting Malawian products including arts and crafts, Kilombero rice and Malawi Gin, and a special Scotland Malawi Partnership stage with musicians, speakers and other performers through the day. In the evening the Arts School hosted a lively series of musicians and performances featuring Malawian and African artists, with an African DJ-set after party.



“The event had a really good vibe and was really busy!”

Stallholder



Monday 12th March

Malawi Commonwealth Lunch

We hosted a Malawi Commonwealth lunch, both as part of our **#BuyMalawian2018** campaign and as part of the '[Commonwealth Big Lunch](#)' campaign which ran from the 12th March to the start of the Commonwealth Heads of Government Meeting (CHOGM) in April.

Our Malawi Commonwealth lunch took place in the Edinburgh City Chambers on the 12th March (Commonwealth Day), bringing together Scottish and Malawian civic and political leaders to celebrate the links between our two nations and promote Malawian exports.

Bernard Kaunda, the Chief Executive of Mzuzu Coffee, spoke and we were also joined by Malawian musicians Davie Luhanga, Zathu Band and Danny Kalima who performed live during the lunch. The UK Government's Cabinet Office promoted the lunch as a [special case study](#), as they launched the CHOGM campaign.

[Watch the highlights video from our Commonwealth Big Lunch here >>](#)

[Watch a video of Zathu Band performing at the lunch here >>](#)



As part of Scotland's Year of Young People, we were delighted to have Josephine Mpango as our 'Scotland-Malawi Youth Ambassador' at the 2018 Commonwealth Heads of Government Meeting in London from the 16th-18th April.

[Check out the videos and photos from Josephine's time at CHOGM >>](#)

[Read Josephine's article about her time at CHOGM in The Scotsman >>](#)

Sunday 18th March

Church services marking Livingstone's Birthday

We worked with churches and faith groups across Scotland to have special services commemorating David Livingstone's 205th birthday and officially bringing the **#BuyMalawian2018** campaign to a close.

We encouraged our faith members to distribute copies of our newly published [2018 Faith Newsletter](#) with our printable PDF bookmark copies of The Lord's Prayer in Chichewa and English, to host stalls selling Malawian Fair Trade foods and goodies, and to take part in our Walk, Talk, Trade or Cook Challenges. The bookmarks were distributed across churches and schools, and stalls were held selling Malawian products.

Churches across Scotland including Glasgow Quaker Meeting House, Innerleith, Traquair, Walkerburn Parish Church and St Bernadette's Malawi Partnership took part and offered special prayers.



Monday 19th March

Official close of campaign, David Livingstone's 205th Birthday

We worked with the Malawi Scotland Partnership to host a special birthday celebration for David Livingstone in Blantyre, Malawi. Scottish record-breaking piper, Ross Jennings, performed live at the celebrations. Hundreds of Malawian school children who have links to Scotland also joined us for the celebrations. The children read out poems about David Livingstone to celebrate his birthday.

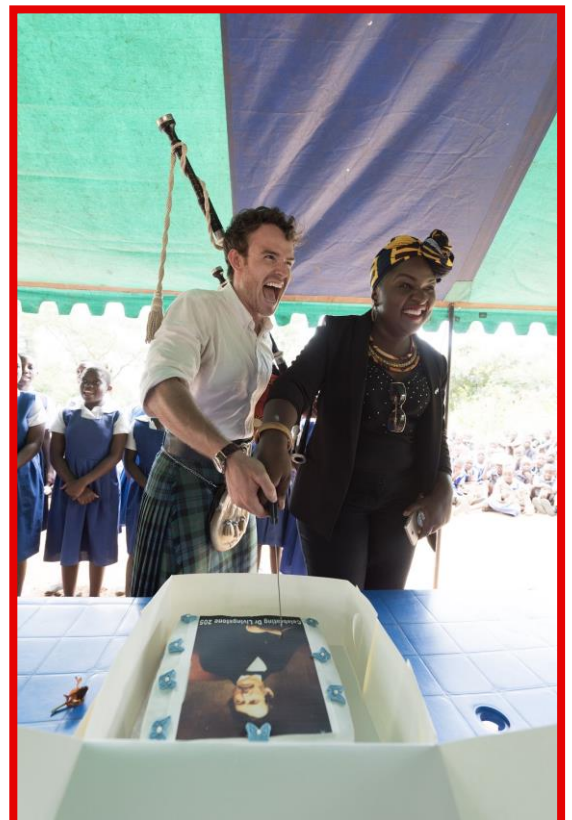


There was also a special birthday cake made for the occasion with Dr Livingstone's picture on it; Ross and the Malawi Scotland Partnership's CEO Vera Kamtukule did the honours of cutting the cake!

The event was [live-streamed](#) on the Malawi Scotland Partnership's Facebook page.



[Read about the event in the Malawi Nation >>](#)

The celebrations took place outside St Michael's and All Angels Church in Malawi. Built 130 years ago, this church is the first permanent Christian Church erected between the Zambezi and the Nile. Rev. David Clement Scott, himself a Church of Scotland missionary, designed and managed the building of this church 1888-1891.



Photos: Chris Parkes

Media & Social media engagement

630,000
IMPRESSIONS
~ ON ~
SOCIAL 
MEDIA 

230,000
PEOPLE
REACHED ON
SOCIAL 
MEDIA 

OVER 1,500
PEOPLE 
TOOK PART IN A
BUY MALAWIAN
CHALLENGE

This year's **#BuyMalawian2018** campaign focussed on a community approach, compared to last year's social media focussed campaign.

To help increase engagement and awareness of the campaign, people taking part were encouraged to share their 'Buy Malawian Challenge' on Twitter and Instagram using **#BuyMalawian2018**.

From the 5th-19th March, the campaign generated over 630,000 impressions on Twitter and Instagram and reached 230,000 unique accounts. Over 1,500 people took part in a 'Buy Malawian Challenge' during the campaign fortnight.

Media Coverage

[Malawi Nation – HHI Remembers Livingstone](#)

MBC – Livingstone's Birthday (TV)

[Scotsman – Video links Holyrood and Westminster for the First Time](#)

[BBC Radio Scotland - The Afternoon Show with Grant Stott – Lake of Stars](#)

[The List – From Malawi to Scotland: Lake of Stars Comes to Glasgow](#)

[The List – 7 Things to do with Mum on Mother's Day – Lake of Stars](#)

[Music Africa – London, Glasgow to host Lake of Stars](#)

[Ghana Web – M.anifest storms London and Glasgow for 'Lake of Stars'](#)



Photo: Chris Parkes

Feedback

Soon after the end of our **#BuyMalawian2018** campaign our airline partner for the campaign, **Ethiopian Airlines**, announced two extensions to their flight offer:

- Three additional flights a day over the summer months from Heathrow to Addis Ababa (a popular Scotland Malawi route), and then
- An additional service from Manchester to Addis Ababa – recognizing the numbers travelling from Scotland.



"The SMP's 2018 BuyMalawian campaign proved an invaluable exercise in promoting the positive aspects of Malawi's unique products, creating a discussion around increased trade flow as well as raising awareness of the benefits of Malawi as a rich cultural destination. Many congratulations on the successful running of such a significant campaign."

Orbis Expeditions

"We very much value the link with the Scotland Malawi Partnership and hope that our fruit wine, produced from fruits from rural smallholder farmers can continue to brighten link activities and perhaps find an outlet within the Scottish Fair Trade community."

Linga Fruit Winery

During the Buy Malawian campaign Africanos World succeeded in selling out all Malawi Gin stocks in the UK.



"The SMP's Buy Malawian 2018 campaign has helped drive sales for our business as it focused the target customers and also opened up market avenues. This has boosted the business and also our confidence in selling and promoting Malawi products. We can't wait to participate again this year. Well done Scotland Malawi partnership."

Africanos World



“JTS were thrilled that the 90kg Rice Challenge was such a prominent part of the SMP Buy Malawian trade challenge and we were excited to be part of the Lake of Stars Festival, both through our stall and through event catering. Any such opportunity for increased product and brand awareness is invaluable”

JTS

“The Buy Malawi campaign is a wholly Malawi Government supported initiative which aims at promoting investment, tourism and trade. The Malawi High Commission, therefore, appreciates the gallant efforts of the SMP in this noble cause.”

Malawi High Commission

“The SMP’s BuyMalawian campaign in 2018 was again very well planned, organised and executed - making the most of key dates and events so as to maximise its effectiveness and engagement. The full reach was very impressive and we're very pleased at how many more people are now aware of Malawi's potential as their holiday destination. Asking an interested audience to engage and invest more deeply will undoubtedly have lasting benefits for the Scotland-Malawi relationship.”

Malawi Travel Marketing Consortium

“On behalf of all the Team at Traidcraft I am delighted to endorse the dedicated work of Scotland Malawi Partnership and look forward to a continued relationship for many years to come.”

Traidcraft

Soon after the end of the BuyMalawian campaign, Traidcraft announced that it had sold out of its Malawian Coffee for the first time.



Artwork

WIN
A DREAM HOLIDAY TO MALAWI
www.scotland-malawipartnership.org

HOW TO WIN:
STEP 1: Choose your challenge
WALK - TALK - TRADE - COOK
STEP 2: Complete your challenge
STEP 3: Enter online
(scotland-malawipartnership.org - you must complete this step to be eligible to win)
STEP 4: Share on social media
Share your challenge on Twitter & Instagram using #BUYMALAWIAN2018 for extra entries!

For more info and to enter to win visit www.scotland-malawipartnership.org

#BuyMalawian2018
 5th-19th March

CHOOSE YOUR CHALLENGE

WALK Register your steps this fortnight to 'walk' across Malawi. Join **World Walking** website to join in!

TALK Arrange a local talk to share your own story about Malawi - this could be at an assembly, lunch-time chat, or at a community meeting!

TRADE Help sell Malawian goods locally - take on the Just Trading Scotland 90kg Kilombero rice challenge!

COOK Host a Malawian meal for friends and family or organise a Malawian tea party at your school, work-place, or home!

DON'T FORGET!
 Share your challenge on social media using **#BuyMalawian2018** for more chances to win!

Event template poster

#BuyMalawian2018
 5th-19th March

Help us support Malawian farmers, entrepreneurs, and small businesses!

Date:
 Time:
 Venue:

Event details:

WIN a dream holiday to Malawi!

Take the #BuyMalawian2018 challenge today!
Visit scotland-malawipartnership.org for full details

Promotional images used on social media

#BuyMalawian2018



#BuyMalawian2018

