

## State of Affairs

- The Campaign got its start within the framework of the Attac Germany Summer Academy on August 12th 2005 in Göttingen. More than 100 activists took part in the opening events, including street theatre and a 'roof occupation'.
- To date, groups from more than 30 cities have joined the campaign and organized local events such as information stands and discussion forums, as well as media-compatible demonstrations, performances, and roof occupations. In addition, dozens of smaller events have been organized, broadly inspired by our 'fake Lidl advert' campaign.
- We have a variety of material for the campaign. Currently, we have our Campaign reader (which is available for download), informational leaflets, a signature list and protest postcards. We also introduced Lidl-critical shopping trolley tokens (of which we've already delivered 12.000 pieces) and protest stickers, as well as a fake advertisement in Lidl-like style. The fake advertisement has already been distributed 40.000 times. It was included in an Attac circular mailing and thus reached quite a few interested people. You will find the campaign material on our home page <http://www.attac.de/lidl-kampagne/index.php?id=22>
- Individual groups can borrow material such as banners, capes and tablecloths. There's quite a demand for this stuff, and it's always in use. Some local groups have made their own material, which is usually also available for other initiatives.
- Via our mailing list, we've already sent 10 newsletters on the campaign's development to anyone interested. Our list of activists allows discussion and cooperation between local groups. The central information source, however, is our website [www.attac.de/lidl-kampagne](http://www.attac.de/lidl-kampagne), which we update regularly in order to quickly broadcast events and successes concerning the campaign. On our website we've also introduced an automatic 'Mail-o-mat,' through which more than 4.500 protest mails have already been sent.
- On November 17th, 2005, we helped launch a major event in front of the corporate headquarters in Neckarsulm, organised by Attac, AbL (a farmer's union) and BanaFair. We presented our political demands and asked for talks with the management.
- At the beginning of December 2005, we were visited by Mr Gehrig, the official boss of the Lidl corporation, and two other Lidl managers. We consider this one of our our campaign successes. From our side, representatives from Attac, AbL and BanaFair were present. During the discussion, Lidl stated that concerning issues of transparency and rights for the staff, they were not prepared to allow any improvements, although they hinted at changes in milk and banana production.
- Lidl is now pursuing, in the face of massive criticism from various parties, a strategy of supposed openness and goodwill, which has so far included restructuring management and introducing a public spokesperson. In addition, the company is experimenting with fairly traded and organically grown produce – although only for special weekly sales.
- The cooperation with our campaign partners is working very well. We plan to continue to work together on anti- Lidl campaigns and discussions.
- Parallel to our public relations work, we are working on developing an international cooperative network for anti-discount-store campaigns. We are planning a new 'positive' campaign leaflet, further talks with the Lidl management and a campaign week in March, during which we will hand over our protest postcards and signature lists.

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