

Help Get the Bad Air out of Canadian Tire

No More  Bubbles in Canadian Tire Stores

Engaging Canadian Tire Store Managers

Guide & Talking Points

How to get a meeting with a Canadian Tire manager

- ❖ Look up the phone number of the [Canadian Tire store](#) you want to visit, call and ask to speak to the store manager (note that there are many sub-managers at each store for various sections of the store—make sure that you connected to the main manager). They may want to deal with the issue on the phone but in order to be effective, press for a face to face meeting so that you can leave materials with the manager.
- ❖ If you are asked why you want to meet with the manager, tell the employee that you are a regular shopper at their store and that you have an ethical concern about one of the products that is being sold by the store.
- ❖ When arranging the meeting, make sure to specify how many people will be coming to the meeting, and suggest possible dates and times.
- ❖ You can ask to meet the store manager as an individual but she/he may be more agreeable to a meeting with a group of people rather than an individual. Even two or three people requesting a meeting is more likely to yield a positive result than just one person. However, keep your group small in number (a group of 3 – 5 people is ideal) or there may not be room in the manager’s office and the manager may find a large group intimidating.

Preparing for the meeting

Create a short agenda for yourself or your group (you don’t need to share it with the manager). Such an agenda could include:

- i) **Introductions:** Introduce yourselves. If you are a regular shopper at the store, make sure you state this at the outset.
- ii) **Purpose of the meeting:** State why you have asked for this meeting: that as a consumer, you want to make ethical choices when shopping, that you have a concern about SodaStream products being sold in the store, and that you want to discuss this with the manager.
- iii) **Product information:** Provide information about SodaStream. Use the talking points below, and [the SodaStream fact sheet](#) provided.

- iv) **Your request:** Be clear about what you are requesting the store manager to do. Have a written letter prepared with your request to leave with the manager. Use [this letter](#) or adapt it.
- v) **Follow-up and thank you:** Go through the follow-up steps you will be taking and ask that the manager get back to you by a certain date. Make sure you leave contact information such as a phone number and email address. Expressing appreciation for the meeting is important.

Suggested Strategies and Talking points

- ❖ Open with a general statement that you, like more and more consumers, are concerned about the origins of the products we buy, the conditions under which they were produced, the human rights of workers who make them, the corporate practices of the companies that produce them, and so forth. You might want to reference some obvious examples that have been in the news, like the clothing factories in Bangladesh, as examples.
- ❖ It is very unlikely that the manager will be familiar with Israeli settlements, although probably he or she will be familiar with some generalities around the Palestinian – Israeli conflict.
- ❖ The illegal Israeli settlements in occupied Palestinian territory are a significant obstacle to peace. The settlements are illegal under international law. The Canadian government identifies the settlements as “a violation of the Fourth Geneva Convention”. (The Fourth Geneva Convention defines protections for civilians in armed conflict and when their territory is militarily occupied. It is illegal under the Fourth Geneva Convention to transfer your own civilian population into the territory you are occupying. There are over 200 settlements in the West Bank, with over 500,000 Israeli Jews living in them.)
- ❖ SodaStream’s main factory is in an illegal settlement in the West Bank. There is a growing global movement to boycott SodaStream products.
- ❖ This campaign is not a call or a threat to boycott Canadian Tire stores. It is to inform Canadian Tire managers and decision-makers that they are carrying a product that is tainted because it is made in an illegal settlement and therefore contributing to the ongoing occupation in Palestinian territory. It is therefore unethical and contrary to Canadian Tire’s own sourcing policies that require all suppliers to comply with all relevant laws.
- ❖ The action to boycott SodaStream stems from the goal to create a lasting and just peace between Palestinians and Israelis. Emphasize that boycott is a time honoured non-violent consumer response to addressing human rights violations and unethical practices.
- ❖ While purchasing goods produced in an Israeli settlement does not violate Canadian or international laws, doing so provides support to the companies that are violating international laws since they are operating in the settlements. Point out that churches around the world, as well as European states have or are considering boycotting settlement goods.
- ❖ Canadian Tire has a [Supplier Code of Business Conduct](#). Download and print a copy, and bring it with you to the meeting. Use this Code as a reference point. See in particular page 5 at the top, “Compliance with Laws”.

Explore these options for action by the store manager and ask that the manager commit to one or more of them:

- ❖ Local Canadian Tire franchises do not purchase directly from SodaStream. All purchasing decisions are made by corporate headquarters of Canadian Tire as the “national buyer.” Local franchises can then decide if they want to carry the product and they order it through the national office. Ask the manager to stop ordering these products from the national head office (this may not be possible for the manager in some situations, such as when the product appears in the national Canadian Tire flyer brochure—but it doesn’t hurt to ask).
- ❖ Inform the manager that there are [alternative products to SodaStream](#) and ask him or her to speak with Canadian Tire headquarters about replacing SodaStream with one or more of these alternatives. Provide the manager with a list of alternatives.
- ❖ Ask that the manager pass on your concerns (and hopefully his or her concerns as well after the meeting) to senior managers at Canadian Tire corporate headquarters. This is very important: the goal of the campaign is to exert enough pressure on Canadian Tire decision-makers so that they will—at a minimum—raise concerns with SodaStream about their factory in Ma’ale Adumim settlement, and eventually drop SodaStream as a supplier if the company does not withdraw its operations from the settlement.

Provide the manager with your email address and ask if they can send you a copy of their correspondence with the head office.

- ❖ Note that you will be following up with the manager within a given time period to see what action has been taken.

Other points to consider

- Be polite and respectful in your conversation.
- The person you are talking to may have little knowledge of the occupation, Israeli settlements, and related human rights issues. Use simple language and be prepared to explain unfamiliar concepts that may be second nature in your own experience.
- Either before the meeting or at the outset, establish how much time the store manager has to talk with you. If you are not able to cover all the issues in one meeting, arrange another one and continue the engagement.

Tracking progress

Please [report back to us](#) how your meeting went. This is very important in tracking overall progress on the campaign, as well as learning from each others’ experiences.