

FOR PEOPLE AND THE PLANET



FAIRTRADE FORTNIGHT

7-20 AUGUST 2020

WHAT IS FAIRTRADE FORTNIGHT?

Fairtrade Fortnight is an annual campaign that celebrates all things Fairtrade. It is an opportunity to work together to raise awareness, promote Fairtrade products and highlight their positive impact. Together we can amplify the message, reaching a larger audience. Show what you stand for and your support of Fairtrade!

THIS YEAR

This Fairtrade Fortnight, we're highlighting the important difference we can all make on people and the planet by choosing Fairtrade. Let's celebrate the positive Fairtrade transformation and what it means to the people and communities that are a part of the Fairtrade system and demonstrating the power of retailers, brands and consumers to make a difference

GET INVOLVED

TELL YOUR FAIRTRADE STORY



1) Post on social media

Help spread the word and tell us why you #choosefairtrade on social media.

When you post use #FairtradeFortnight and tag

@FairtradeAU or

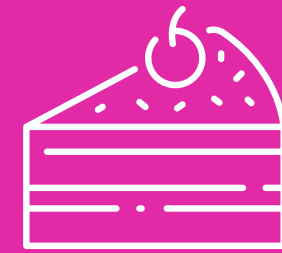
@FairtradeNZ



2) Get together and quiz

Organise a morning tea (virtual or in real life) with a selection of delicious Fairtrade treats and play a fun Fairtrade game. We have a quiz to test your knowledge.

[Kiwis can find their quiz by clicking here](#) and [Aussies can find their quiz by clicking here](#).



3) Bake to empower

Nothing says celebration like sweet treats, so get on your oven mitts and bake your best Fairtrade creation. Make sure you post a picture of your creation and tag #FairtradeFortnight and @FairtradeAU or @FairtradeNZ



4) Knowledge is power

Educating yourself and others on Fairtrade is the best way to empower yourself to share the message of how important Fairtrade is. Head to our website [by clicking here](#) and read all about it.



ARE YOU IN?

ANY QUESTIONS?

As always, we're here to help.
Email: Tess@fairtrade.com.au