

FOR PEOPLE AND THE PLANET



FAIRTRADE FORTNIGHT

7-20 AUGUST 2020

WHAT IS FAIRTRADE FORTNIGHT?

Fairtrade Fortnight is an annual campaign organised by Fairtrade Australia and New Zealand that celebrates all things Fairtrade.

It is an opportunity to work with you, our partners, to raise awareness, promote Fairtrade products and highlight their positive impact - all with the aim of increasing purchases of Fairtrade products.

Show your customers what your brand stands for and highlight your Fairtrade certification, leadership in sustainability and positive impact.

THIS YEAR

This Fairtrade Fortnight, we're highlighting the unique and simple 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 we collectively empower; amplifying their voice and demonstrating the power of retailers, brands and consumers to make a difference

GET INVOLVED

TELL YOUR FAIRTRADE STORY



1) Promote on social media

We've drafted some content and provided images that you can find [by clicking here](#) and adapt for your audience.



2) Share a newsletter or blog

Want something a little longer? We've got you covered. Find a draft blog [by clicking here](#) and adapt for your audience.



Now, let's get trending!

When you post use [#FairtradeFortnight](#) and tag [@FairtradeAU](#) or [@FairtradeNZ](#)



ARE YOU IN?

ANY QUESTIONS?

As always, we're here to help.

NZ

E: gabriela@fairtrade.org.nz

E: nadia@fairtrade.org.nz

AU

E: stephen@fairtrade.com.au

E: olive@fairtrade.com.au