

FAIRTRADE FORTNIGHT

6-19 AUGUST 2021

COMMUNITY TOOLKIT



FAIRTRADE
AUSTRALIA
NEW ZEALAND





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

Nearly 2 million farmers and workers, over 2k businesses and countless shoppers in 100+ countries are part of our movement.

We are an alternative approach to trade based on partnership instead of exploitation, a partnership between those who grow our food and those who consume it.

The most impact you can make, aside from buying Fairtrade, is supporting us to share the Fairtrade message.

This toolkit is designed to help you do just that.

HOW YOU CAN GET INVOLVED

1. Share our message

Facebook:
@FairtradeAU
@FairtradeNewZealand

Instagram
@fairtradeau
@fairtradenz

LinkedIn:
Fairtrade Australia & New
Zealand

MESSAGING ON PAGE 8

2. Use our imagery

We've created a range of campaign imagery for you to use to tell your Fairtrade story.

- Facebook images
- LinkedIn images
- Instagram images
- Instagram story images
- Posters

DOWNLOAD HERE

3. Buy Fairtrade products

Buying Fairtrade is buying smarter. When you purchase products with the Fairtrade Mark, you're helping eradicate global poverty and inequality around the world – straight from your trolley.

FIND FAIRTRADE PRODUCTS

FACEBOOK + LINKEDIN IMAGERY

[DOWNLOAD IMAGES HERE](#)



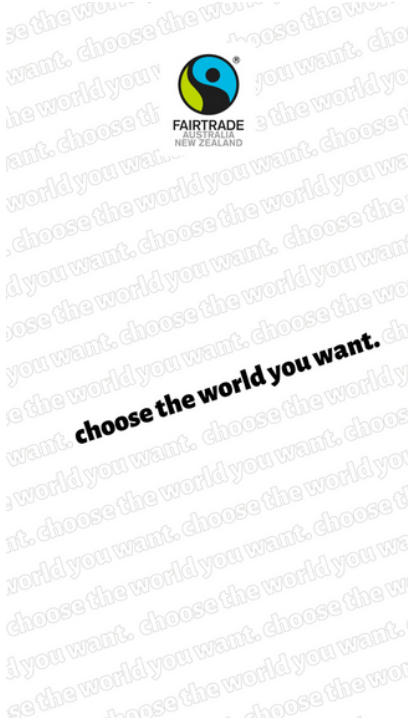
INSTAGRAM IMAGERY

[DOWNLOAD IMAGES HERE](#)

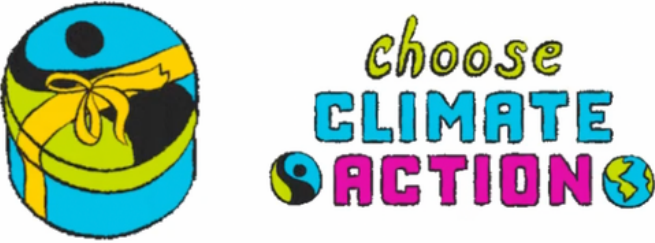


INSTAGRAM STORY IMAGERY

[DOWNLOAD IMAGES HERE](#)



Instagram Story Stickers:
Search Choose Fairtrade
when uploading your story.



POSTERS

[DOWNLOAD POSTERS HERE](#)



USE THE CAMPAIGN MESSAGING

Choose a world where women are respected.

Choose a world where the environment is taken care of.

Choose a world where everyone is treated fairly.

The future is fair
Will you be the last?
Have you bought Fairtrade today?
It's happening all around us
A better future is HERE

