

# 2022 Marketing Calendar for Fairtrade Licensees



## Theme for the year:

The future is fair - fair for women, children and the environment

## Fairtrade Fortnight 2022 theme:

Fair for the environment

## Fairtrade's goal is increasing brand awareness:

We want more people to know who we are and what Fairtrade stands for (leaders in fairness for women, children and climate)

## Campaign approach:

Each quarter, Fairtrade has a key campaign of focus that aligns with the key issues we know consumers care about. Fairtrade will provide licensees with the tools to speak about these issues and how your Fairtrade products are leading the change needed for a fairer future.



## Ongoing

