



FAIRTRADE FORTNIGHT 3-16 AUGUST 2022

FAIRTRADE LICENSEE DIGITAL TOOLKIT

WELCOME TO FAIRTRADE FORTNIGHT 2022

Fairtrade Fortnight is our biggest opportunity of the year to work with you, our partners, to:

- raise awareness
- promote Fairtrade products
- highlight YOUR positive impact.

This year we are focusing on the environment and how your commitment to Fairtrade is saying 'yes' to a fairer future for the planet, as well as for people.

GET INVOLVED



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DIGITAL ASSETS



We have put together a collection of photos, graphics and copy designed for you to share across all your digital channels.

- This collection includes the following:
- Campaign lockup
 - Fairtrade Climate Academy information
 - 'Choosing fair is child's play' ideas
 - Social justice statements
 - Fairtrade + the environment messaging
 - Animated Fairtrade Mark



WINDOW STICKERS

Stick this in your cafe, store or roastery window to show you are a part of the Fairtrade community.

Scroll through to download, or get in touch if you'd like us to print some for you.



PARTNER WITH ANOTHER FAIRTRADE BRAND

We can connect you with other Fairtrade brands so you can collaborate for this campaign. Double your reach with like-minded new audiences.

CAMPAIGN LOCKUP

Stick these in the corner of your own Fairtrade Fortnight imagery to show you are taking action as a part of the Fairtrade community.



[DOWNLOAD CAMPAIGN LOCK UP](#)

FAIRTRADE CLIMATE ACADEMY

Your Fairtrade Premium is helping the planet in ways you probably don't even know about! One amazing example is the Fairtrade Climate Academy in East Africa.

Founded three years ago, Fairtrade's Climate Academy is an extensive program focused on helping coffee farmers become more resilient to changing weather conditions.

This program started in two regions in Kenya, and it does four big things:

1. Raises awareness about climate change and its causes
2. Encourages the adaptation of agricultural methods
3. Highlights the importance of diversification
4. Emphasises alternative energy sources

We have put together some messaging, imagery and a blog to share with your audience to show how your commitment to Fairtrade is contributing to environmental projects like this.



DOWNLOAD CLIMATE ACADEMY ASSETS

CHOOSING FAIR IS CHILD'S PLAY

Share these on your socials or website.

Fairtrade and our partners are committed to protecting the planet for the benefit of everyone, but we acknowledge that future generations are going to feel the impacts of our choices more than anyone.

This is why we are particularly focusing on children this Fairtrade Fortnight and how choosing your Fairtrade product means a better life for children everywhere, now and in the future.

**DOWNLOAD
THESE PHOTOS
AND MORE**



SAY IT WITH US, THE FUTURE IS FAIR

We know it can take a bit of oomph to catch someone's eye on Instagram.

Your Fairtrade Mark means you can make a statement with confidence that you are making the right choice for people and the planet.

DOWNLOAD SOCIAL TILES

Make sure to tag us:
[@fairtradeanz](#) #ChooseFairtrade

Messing up the planet for our future.

Sound fair?



fair is simple.
fair means treating people with respect and looking after the world we live in.



The Fairtrade Standards require small producers to take steps to:

- Adapt to climate change
- Reduce greenhouse gases and increase carbon sequestration
- Avoid deforestation and protect forests
- Tackle soil erosion and increase soil fertility
- Reduce water wastage

Choosing fair is child's play.

"When farmers already struggle to afford essentials like nutritious food, healthcare, children's schooling, due to the low price that they get for their crops, how can we expect them to meet the cost of investing in green energy, planting trees or cutting their on-farm emissions?"

"For those who may have some doubts, I am hereby confirming that farming itself requires financial resources, and sustainable farming requires even more financial resources."

- Anne-Marie Yao, Fairtrade Africa Regional Cocoa Manager and former cocoa farmer



Want to change the font/colour/commodity mentioned?
Make a copy of the original Canva doc and make these your own.
[CANVA LINK TO SOCIAL TILES](#)

YOUR MESSAGE

Copy for your social media posts.

Greenwashing – and fairwashing – are everywhere because big business has realised that you care about the planet and its people, and you want them to care as well.

But don't be fooled. If a T-shirt is \$5 or your favourite coffee brand has vague claims about saving rainforests, then you need to examine more closely. Look for the Fairtrade mark, like the one of our coffee/chocolate/cotton/tea, to know that what you're buying is really sustainable.

If you had to choose between sending your child to school or planting trees for your long-term future, what would you pick?

Sustainable farming isn't cheap farming, but if you buy our Fairtrade certified xxx, farmers can support their families AND look after the environment.

Look for the Fairtrade Mark when you shop so there doesn't have to be a compromise.

We know you want to protect the planet and its people but sometimes it seems complicated. Who do you trust? There are lots of companies who SAY they are doing the right thing but unless they can show you that they are paying EVERYONE in their supply chain fairly AND working to improve social and environmental outcomes, then they're only doing half the job.

That's why we're certified with Fairtrade - there's no second guessing or greenwashing with them, just a fairer future for everyone.

We are Fairtrade certified because we care about the planet - and its people. It's common sense really. If you're struggling to feed your family then planting trees and farming sustainably won't be your top priority.

Buy Fairtrade to help fix the problem of poverty, then everything else, including a more sustainable environment, follows.

if you can't copy and paste

DOWNLOAD MESSAGING HERE

Make sure to tag us:
[@fairtradeanz](#) [#ChooseFairtrade](#)

FAIRTRADE MARK ANIMATION



**DOWNLOAD FAIRTRADE
MARK ANIMATION**

INSTORE WINDOW STICKER

Stick this in your cafe, store or roastery window to show you are a part of the Fairtrade community.

choose



here



**choose
Fairtrade
here**

We can print this for you for free.
Email us at virginia@fairtrade.com.au
Otherwise, download the file and print.

DOWNLOAD WINDOW STICKERS



Do you have other ideas of how you'd like to be involved that we can support?

Get in touch with this or any questions, we're always here to help.

Best wishes,
Virginia Jones

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