



FAIRTRADE FORTNIGHT 2-15 AUGUST 2023

FAIRTRADE LICENSEE DIGITAL TOOLKIT

Hello!

We're so excited that you're interested in taking part in Fairtrade Fortnight 2023!

This toolkit provides information, resources and assets so that you can get involved with the campaign.

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 building on the work we did in Fairtrade Fortnight 2022 which focused on the connection between fair pay and protecting the environment.

We want our audiences to recognise how your commitment to Fairtrade means a fairer future for the planet, as well as for its people.





Campaign Refresher



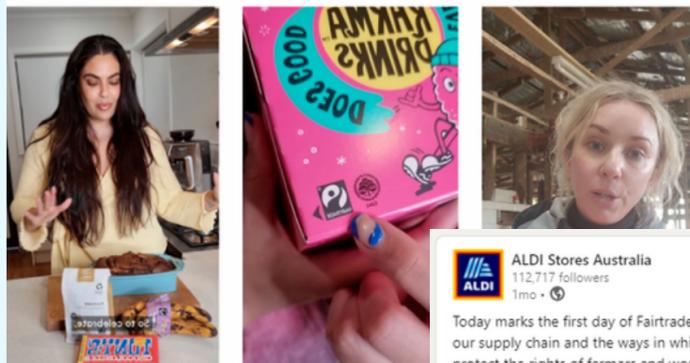
PAST PARTNER ACTIVATIONS



CHOOSE THE WORLD YOU WANT.

Choose Fairtrade.

LEARN MORE



karmadrinksnz Following

ROTATE YOUR PHONE TO PLAY

OH... THAT'S AWKWARD. NO WORRIES. READ THE CAPTION. NO. TELL ME MORE.

KNOW WHAT HE STANDS FOR?

YAY! NAH.

START THE FAIRTRADE QUIZ HERE

KNOW THIS GUY?

Liked by mangofique.gabriela and 51 others

karmadrinksnz The little waving man certifies the products meet the Fairtrade standards to ensure workers' rights, safer working conditions and fair



_sam_low_ · Following Everybody's

_sam_low_ IM HOSTING A NIGHT OF FAIR COFFEE COCKTAILS AND CAKES - an event by @fairtradenz !!!

Bring your friends for a fun night of coffee cocktails and delicious cakes, hosted by MEEEEE! Thursday evening 19th August! 7pm at @everybodysdowntown

Their will be coffee cocktail demonstrations and tastings. Cakes by the incredible @thecaker made with Fairtrade ingredients. I will be using some very tasty Fairtrade coffee from Papua New Guinea roasted by my friends at @kokakocoffee for the cocktails and everyone goes home with a tote bag filled with goodies!

Liked by allgood_nz and 208 others

JULY 8



ALDI Stores Australia 112,717 followers

Today marks the first day of Fairtrade Fortnight, a time to reflect on our supply chain and the ways in which retailers and consumers can protect the rights of farmers and workers in developing countries.

ALDI is proud to partner with Fairtrade Australia & New Zealand a committed to sustaining fair working conditions for all. All of our organic coffee is sourced from producers certified by Fairtrade or other sustainable labels, so our customers can know that ALDI's products farming communities and the environment.

"We understand our impact on the environment and the communities we operate. We work with our business partners, international NGOs, and industry bodies to embed sustainable business practices that contribute to a supply chain being paid fairly for their raw materials and that manage sustainable farming practices. The Fairtrade Certification on products like Moser Roth Chocolate, Diplomat Tea and Lazzio Organic Coffee all help to make a brighter livelihood for the 1.7 million people around the world who make these products and means shoppers can be assured their purchases aren't costing the earth," said Daniel Baker, Director - Corporate Responsibility, ALDI Australia.

For more information, visit: <https://lnkd.in/gPXadEX4>

WIN!

TONY'S CHOCOLONIES

FAIRTRADE

cookandnelson · Following New Zealand

We have joined forces with fantastic fairtrade friends @allgood_nz & @thevegagiveaway to give away the following prizes:

- 1 x 3 pack of @thevegagiveaway cookies
- 2 x bunches of @allgood_nz bananas
- 2 x bars of @tonyschocolonies

TO ENTER:

- Follow all 3 of our pages @thevegagiveaway @allgood_nz @cookandnelson
- Tag a cookie-loving, fair-trade friend!

Liked by allgood_nz and 199 others

commonsenseorganic · Following

commonsenseorganics WATCH / Fair Trade Fortnight ends tonight and, although our focus on this event has been eclipsed by recent events, Fair Trade is still a major commitment for us.

Last week we watched the amazing documentary 'Make the World a Better Place' with our staff and were inspired by the stories of those directly impacted by our purchasing decisions. There's no better time to watch this than now, as you keep safe by staying at home. Find the link in our bio or on stories.

We hope you enjoy this as much as we do!

Liked by allgood_nz and 28 others

August 19

Fair is the way forward

ROASTED COFFEE BEANS

farrofresh · Following

farrofresh Be in to WIN! Fairtrade Fortnight starts today and we're celebrating with an amazing giveaway for a lucky Fairtrade supporter! This fortnight is all about shining a spotlight on the Fairtrade mark and its impact on growers, like the coffee-making community in Papua New Guinea where Kōkako Aotea is grown. To kick off the fortnight, we're giving away the ultimate coffee machine to make delicious Aotea coffee at home, plus some Fairtrade goodies. Follow @fairtradenz and @farrofresh and tag a friend below to tell us how you choose the world you want.

The winner will be drawn at 4pm on Friday 13th August and must be based in NZ.

Liked by allgood_nz and 205 others

August 8

macpac Our cotton tees offer all-day comfort for around-the-town adventures, in any season. Fairtrade Fortnight is a great time to reflect on the power of our choices. By choosing Fairtrade products, you're becoming part of the change. Find out more, link in our bio.

@FairtradeNZ #ChooseFairtrade

Liked by gourmei and 110 others

August 18



CHOOSE THE WORLD YOU WANT.

Choose Fairtrade.

LEARN MORE

FAIRTRADE

PICO Salted Caramel



WHY FAIRTRADE FORTNIGHT

Our 2023 campaign highlights the urgent threat to the future of the foods we love and the livelihoods of the people who grow them. Without our support for fairer prices today, farmers will find it even harder to tackle the climate and economic challenges of the future.

The current financial crisis is taking a heavy toll on smallholder farmers & workers, with the cost of fuel, fertiliser and food all increasing beyond affordable levels - if producers can't earn enough to cover costs or fund climate adaptation today, then they won't be available to grow food in the future.

By choosing Fairtrade now, you are taking a stand with farmers and workers worldwide for fairer incomes, so that they can protect the future of our food.



FAIRTRADE

OBJECTIVE

Grow sales by building public visibility and understanding of Fairtrade's role tackling the climate crisis and the future of food.

ACTION

By consumers taking the simple action of choosing Fairtrade, they are protecting the future of our food by supporting farmers on the frontline of the climate crisis and facing rising costs.

CAMPAIGN THEMES

People



Planet



Together, we can protect the planet and the supply of food now and for future generations to come. And it needn't cost the consumer more.



FAIRTRADE

Fortnight Inspiration Hub



GET INVOLVED

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 lockups
- Fairtrade commodity blogs
- Fairtrade & the environment messaging
- Stories of Fairtrade producers
- Fairtrade "Plant for the Future" information
- Social justice statements
- 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 BLOGS

We've put together few blogs, covering various issues and commodities. You can share links to our website or reuse the content and images on your own platforms



COFFEE

[Empowering Indigenous Coffee Communities](#)



BANANAS

[How do you make a living when costs skyrocket but wages stay the same?](#)



COCOA

[Fairtrade vs. Direct Trade: Exploring Paths for Cocoa Farmers](#)



COTTON

[The women who make our clothes are invisible. It's time to change that](#)



SUGAR

[Sustainable \(and Sweet\) Future](#)



TEA

[Empowering Tea Farmers for People and the Planet](#)

SAY IT WITH US, THE FUTURE IS FAIR

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

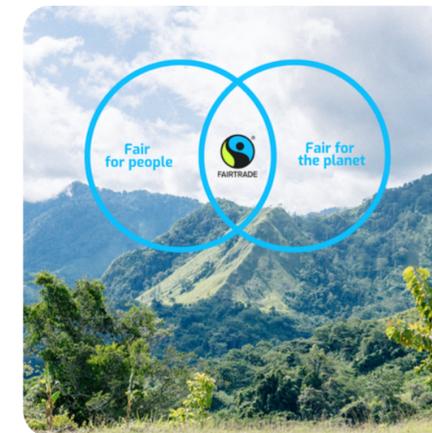
Your Fairtrade Mark means you can make a statement with confidence that you are making the right choice for people and the planet.

DOWNLOAD SOCIAL TILES

Make sure to tag us:
[@fairtradeanz](https://www.instagram.com/fairtradeanz) #ChooseFairtrade

**Planting trees
AND paying
people fairly.**

**Now that
sounds fair...**



**With higher incomes
farmers can take positive
steps.**

**In 2022, using Fairtrade
Premium, Fairtrade
producers across Latin
America and the
Caribbean have planted
more than 300,000 trees
across 20 countries.**

**Over 76% of farmers
surveyed reported
feeling that their co-
operative spent the
Fairtrade Premium on
projects which helped
them prepare for
climate change.**

Fairtrade Foundation: FairVoice Mobile Survey 2022

•As well as the impact of the Fairtrade Minimum Price and Premium, Fairtrade partnerships with government agencies and businesses have introduced big scalable projects like our Fairtrade Climate Academies and agroforestry projects that put farmers in the driving seat and enable them to swap skills and knowledge so they adapt to the climate crisis.

fair is simple.

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

**Research has shown areas
where many Fairtrade
products are produced,
including Central America,
East Africa and the
Caribbean, are very likely to
experience increasingly
extreme weather which will
negatively affect their
ability to grow crops**

**In a recent survey with
Kenyan coffee farmers,
72% of farmers surveyed
agreed that the Fairtrade
price they receive for
their coffee harvests
helps them to invest in
their farms to prepare for
climate change .**



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](#)

STORIES OF FAIRTRADE PRODUCERS

Through recent Fairtrade producer trips, we have gathered stories of the farmers on the frontline of both the climate and cost-of-living crises. We've developed assets based on these findings which you can use to tell the Fortnight story.

This year, we will focus on a collection of cross-commodity case studies (including social copy and quotes), each focusing on an individual farmer, the impacts which they currently face and how they are working to enact change.

Saddick Abanga **Cocoa farmer, Ghana**

A case study exploring farmer Saddick Abanga's work to improve his cocoa harvest and better manage his land through agroforestry training.

Emilia Deborah **Cocoa farmer, Ghana**

A case study focusing on farmer Emilia Deborah's work to improve the productivity of her farm and turn her finances around with support from her Fairtrade co-op.

Odessa Michelle Grant **Coffee farmer, Honduras**

A case study focusing on farmer Odessa Michelle Grant's work to better support women coffee farmers in the face of the climate and cost-of-living crises.

CASE STUDY 1: SADDICK ABANGA

Cocoa farmer, Ghana

This case study focuses on farmer Saddick Abanga's work to improve his cocoa harvest and better manage his land through agroforestry training - an opportunity made available through his Fairtrade co-operative.

'I didn't know I was punishing the land, now because of this project I've seen the benefits, there are more nutrients in the soil.'

[**DOWNLOAD STORY & IMAGES**](#)



CASE STUDY 2: EMILIA DEBORAH

Cocoa farmer, Ghana

This case study focuses on the story of Emilia Debrah, a cocoa farmer who had previously struggled with debt and was able to turn her finances around with the support of her Fairtrade co-op.

Emilia received training and support which allowed her to increase the productivity of her land and become more self-sufficient, meaning that she can better manage rising living costs and continue to protect the future of cocoa.

[**DOWNLOAD STORY & IMAGES**](#)



CASE STUDY 3: ODESSA MICHELLE GRANT

Coffee farmer, Honduras

This case study focuses on farmer Odessa Michelle Grant, who is reshaping coffee-growing traditions and creating opportunities for women through her Fairtrade co-operative.

In the face of the climate and cost-of-living crises, these changes are allowing women farmers to gain more power, independence and financial security through their work.

[**DOWNLOAD STORY & IMAGES**](#)



FAIRTRADE & TREE PLANTING

Your Fairtrade Premium is helping the planet in ways you probably don't even know about! One amazing example is the "Plant for the Future".

Fairtrade producers across Latin America and the Caribbean planted more than 300,000 trees in a six-month tree-planting drive in 2022, with more than 100 Fairtrade organisations across 20 countries getting involved.

This Tree Planting Challenge was launched in May 2022 by Fairtrade's producer network for Latin America and the Caribbean.

Following the launch in Latin America, people and organisations across the Fairtrade movement have also joined the tree planting challenge.

In Ghana 150,000 timber tree species and 30,000 fruits trees have been planted. The reforestation project will help create microclimates, reducing the impact of climate change on cocoa farmers.

In Asia, the Network of Asia and Pacific Producers launched a project to plant one million trees across the region. As part of this, NAPP is sponsoring [an afforestation project in North India](#), providing funding to 20 producer organisations to plant fruit trees and other native species.



[DOWNLOAD ASSETS](#)
["PLANT FOR THE FUTURE"](#)

YOUR MESSAGE

Some copy for your social media posts are below. We have also created a document with some key Fairtrade facts that you can use in your comms.

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.

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.

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 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.

[DOWNLOAD MESSAGING HERE](#)

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

IMAGES FOR YOUR USE

Fairtrade has a comprehensive library of images that you can draw upon for your Fairtrade Fortnight messaging.

Check out this selection for you to download here but contact us if you have specific needs and we'll try and help.



[**DOWNLOAD IMAGES**](#)

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



**choose
Fairtrade
here**

here

We can send these for you for free.
Email us or otherwise, download the
file and print.

[DOWNLOAD WINDOW STICKERS](#)



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- Interviews

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Promotion of Fairtrade Fortnight via online channels or print media. You are permitted to use the Materials until 31 March 2024 (which may be extended in writing unless such Materials become obsolete or consent is withdrawn).

Use of campaign lockup graphics

Where you have a licence agreement in place with us, we have created a set of Fairtrade Fortnight 2023 and 'for people and the planet' lockup graphics for you to use on Materials you produce to support our campaign. Where you do not have a current licence agreement, we grant a limited, non-transferable, irrevocable licence to enable you to use and reproduce the lockup Graphics and Materials to support our campaign in compliance with the terms of this Commercial Toolkit. The use of the lockup Graphics or Materials are provided on the basis that you agree to indemnify the Fairtrade ANZ, its officers, directors, employees from and against any and all causes of action, third-party claims, liabilities, actions, costs or damages resulting from improper use of the lockup graphics or Materials.

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FAIRTRADE

Next Steps

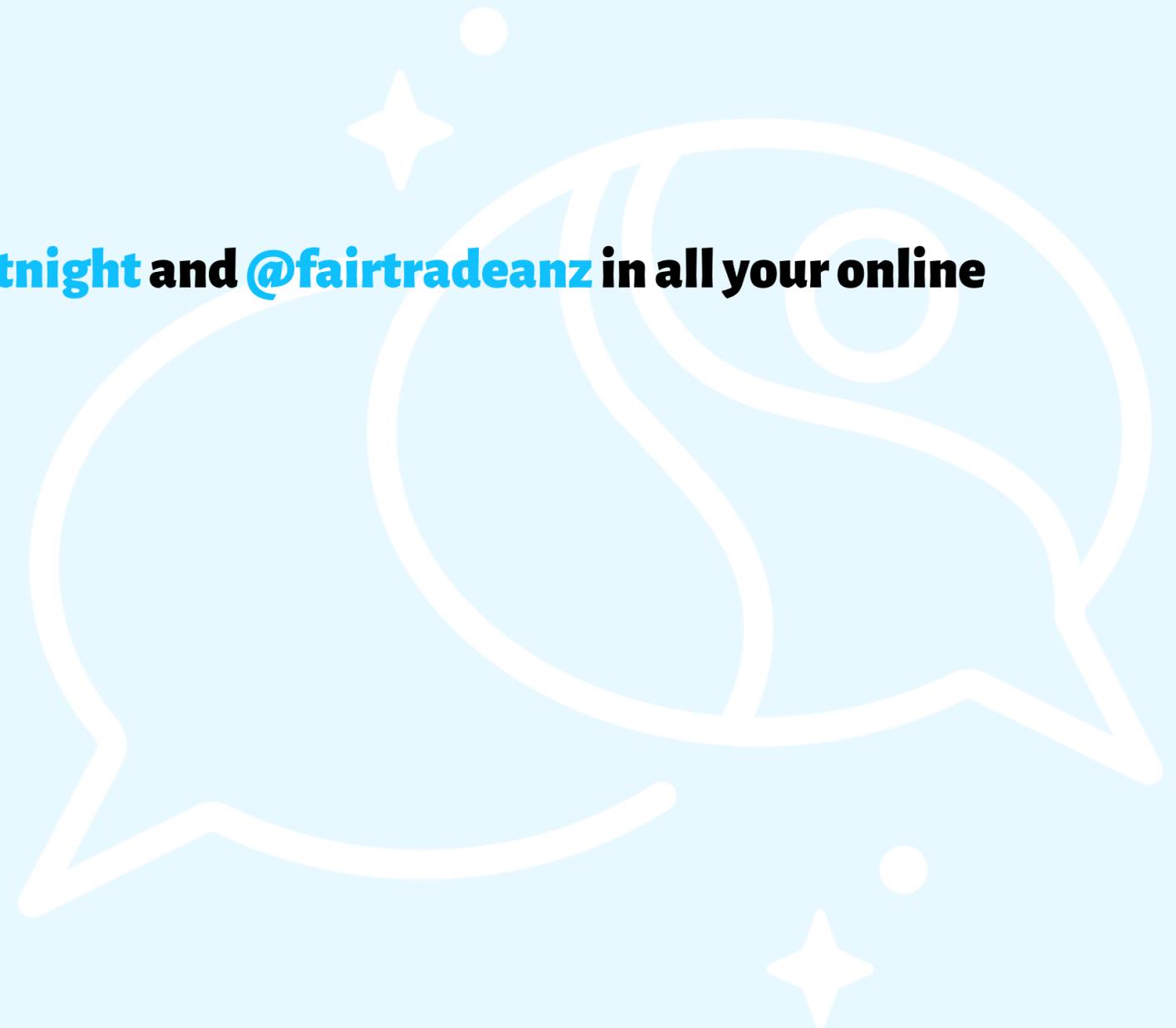


WHAT TO DO NEXT...

Please share with us your plans for Fairtrade Fortnight (our contacts details are on the last page):

- **Product promos or launches**
- **Offers, competitions or promos**
- **Use [#ChooseFairtrade](#) and [#FairtradeFortnight](#) and [@fairtradeanz](#) in all your online activity so we can track it and share too**

THANK YOU!



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.

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FAIRTRADE
AUSTRALIA
NEW ZEALAND