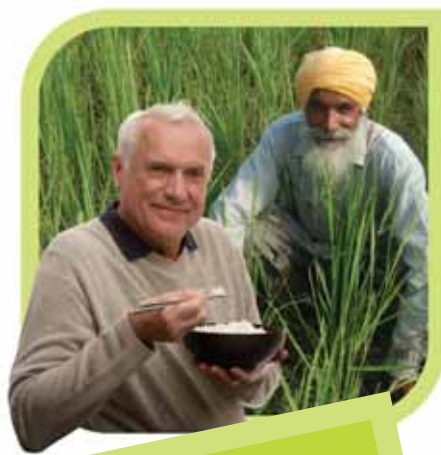


Commercial Briefing

# FAIRTRADE FORTNIGHT

25 February – 9 March 2008



Fairtrade Fortnight, the most important date in our promotional calendar, brings together retailers, licensees, producers, and campaigners in a massive nationwide effort to promote awareness and sales of Fairtrade products. In 2006, UK sales of Fairtrade reached £290m and global sales continued in 2007 as awareness of the FAIRTRADE Mark reached its highest level at 57% (TNS Omnimas, March 2007). Fairtrade Fortnight presents a key opportunity for you to communicate your support for Fairtrade. Read on to find out more...

[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

CHANGE  
TODAY  
CHOOSE  
FAIRTRADE



Guarantees  
a **better deal**  
for Third World  
Producers

®



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If you would like to hear more from producers about the impact of Fairtrade, visit [www.fairtrade.org.uk/films](http://www.fairtrade.org.uk/films) to watch our patron George Alagiah interviewing producers who visited us during Fairtrade Fortnight 2007

## PRODUCERS – THE HEART OF OUR WORK

The participation of our commercial partners is paramount in encouraging more consumers to buy Fairtrade products, to benefit the lives of the farmers and workers who produced them. Fairtrade is making positive impacts on communities facing poverty or hardship in the developing world. This is the motivation for our work for Fairtrade year-round, and the reason why we hold the Fairtrade Fortnight promotion. Here is a glimpse into the impact Fairtrade has made on one community in the Dominican Republic...

Aquilino Duran's banana farm is in the northwest of the Dominican Republic. He is a member of ASOBANU, a 191-strong farmer co-operative that has been certified to sell to the Fairtrade market since 2004. Fairtrade has meant the co-operative has been able to support the farmers in understanding the requirements they must meet to sell to European markets, and in upgrading their farms to allow them to do this. In Aquilino's own words:

"The Fairtrade premium has helped many farmers improve their packing facilities...We have also used the premium to establish projects in the community such as sports facilities, schools, repairing houses and many more things. It's also been used to improve health, and with the sports facilities we've focused on young people, because sport can help keep them out of trouble."

In Amina town centre, ASOBANU's efforts are clear to see. A bright new basketball and volleyball court has been constructed and down the road, ASOBANU is a proud sponsor of the community baseball stadium and team. In a neighbouring village, the farmers have helped with the construction of a new wing for the local school. The organisation can see many more things they'd like to help change through Fairtrade premiums such as improving farm roads and investing in a local maternal health centre.

"For us it feels like God has come down from heaven and been sent to our farms," says Aquilino. "My hope is that I will be able to continue making progress, and be able to educate my children and my family. As for the farm, with all the help that we get from Fairtrade, we have hopes of a good future."

To watch a two-minute video of how Aquilino and other banana farmers have benefited from Fairtrade, visit [www.fairtrade.org.uk/films](http://www.fairtrade.org.uk/films)



## OBJECTIVES OF FAIRTRADE FORTNIGHT 2008

Using a strong visual campaign with call-to-action consumer messaging and promotional activities, our aim is to:

- recruit new consumers to Fairtrade
- increase awareness of the growing range of Fairtrade products
- drive sales through stakeholder support and campaigner events
- build loyalty and encourage repeat purchasing by communicating the positive impact Fairtrade has on producers' lives
- increase the perception that Fairtrade can be part of people's everyday lives, with campaigns targeting schools, universities, workplaces, faith groups and regional communities in the UK.

## STRATEGY TO ACHIEVE THESE OBJECTIVES

- A clearly focused promotional strategy for Fairtrade Fortnight (pages 6-7)
- Support in the form of information and resources, advice on planning, and implementing awareness-raising promotions both for Fortnight and all year round for all of our stakeholders (pages 8-12).

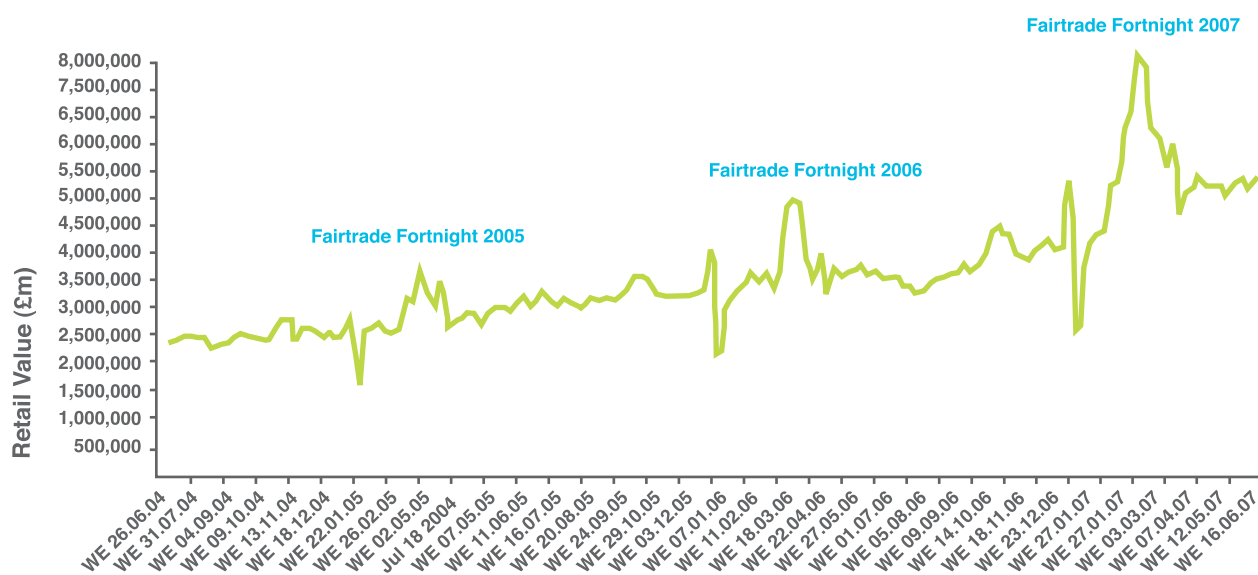
## TARGET AUDIENCES

We aim to target anyone that eats, drinks, wears clothes and shops. So this means everyone! From our schools campaign to educate young children about trade issues and encourage them to raise awareness with parents, to workplaces challenging employees to begin sourcing Fairtrade catering options at work, to working with supermarkets to target shoppers of all ages with point of purchase campaigns, we aim to reach as many people as possible.



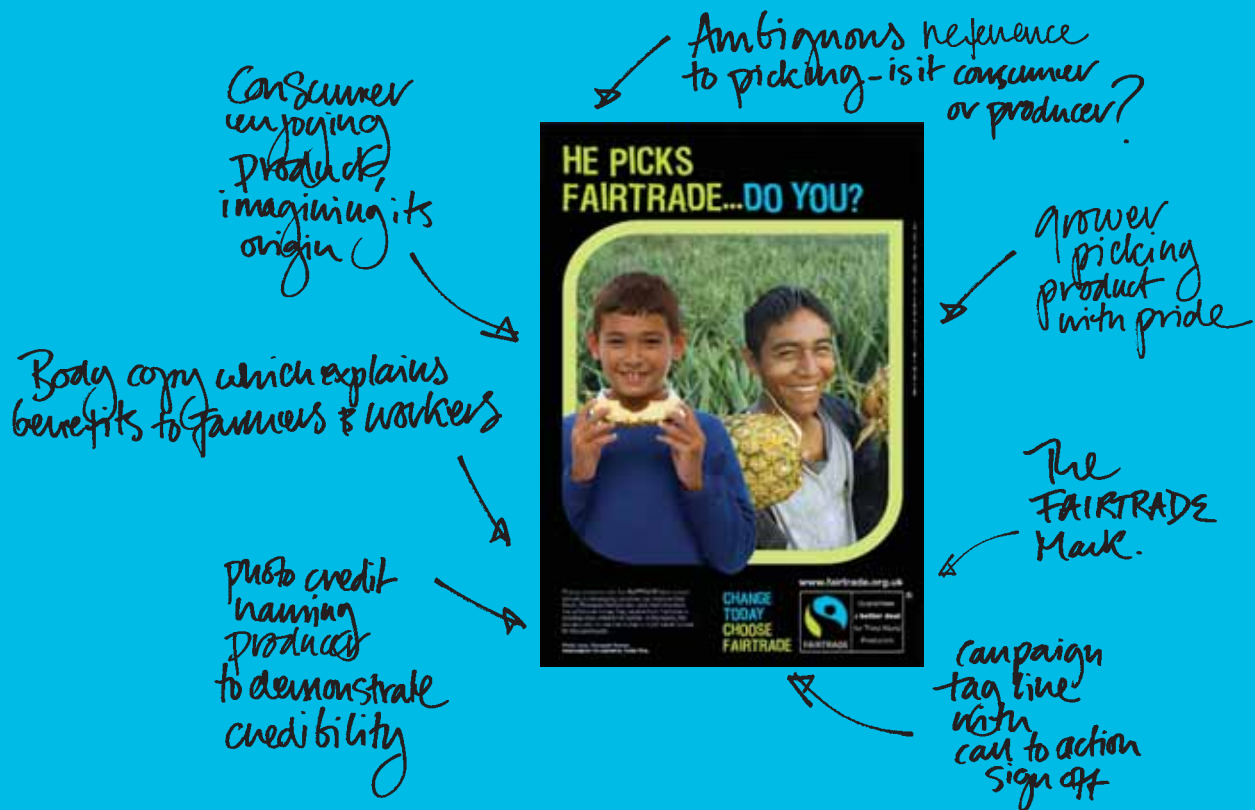
## UK SALES OF FAIRTRADE PRODUCTS

Fairtrade Fortnight boosts sales of Fairtrade products across retailers. This graph shows not only peaks during the campaign period but also sustained growth after the campaign duration.



Total Fairtrade Sales

Source: Nielsen  
Copyright The Nielsen Company 2007



## CREATIVE DESIGN CONCEPTS AND KEY MESSAGES

Creative concepts will retain and build on the successful "Change Today Choose Fairtrade" theme of 2007 harnessing the awareness achieved, particularly as we received very positive feedback from consumer focus groups and our campaigners, NGO members, licensees and retailers. The theme's framework demonstrates to consumers that through their daily choices, their actions can have a significant impact to benefit producers' lives in developing countries. The sign-off remains a strong call-to-action to purchase Fairtrade.

The Fairtrade Foundation tested the 2007 campaign in consumer research groups and key outputs have driven the emphasis to shift for 2008 as follows:

- Strengthen the connection between the purchase of a Fairtrade product and its impact on producers
- Link the world of the consumer with the world of the producer
- Create real connections using strong imagery of consumers and producers thinking about the origins of the product
- Continue with poster copy style showing Fairtrade is credible because it has a direct impact, using actual case studies of farmers and producer groups. Consumers reported they find this emotionally motivating, encouraging them to purchase products for the long-term.

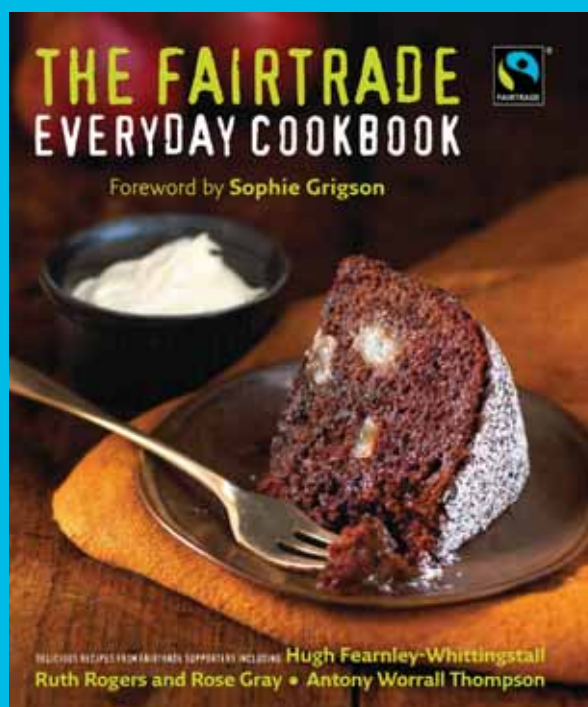
### CORE PROPOSITION FOR 2008:

Feel good by changing your choices, and changing people's lives.

Campaign design will retain use of the primary colour palette of black, green and blue, as per the FAIRTRADE Mark and 2007 campaign to further brand recognition.



We are organising a range of other promotional activities to support Fairtrade Fortnight including an online Advent-style calendar to countdown from 1 Feb to the launch on 25 Feb! For the latest updates, please check our Fortnight pages regularly on [www.fairtrade.org.uk/fortnight](http://www.fairtrade.org.uk/fortnight)



## FAIRTRADE FORTNIGHT PROMOTIONAL STRATEGY 2008

What's in store from the Fairtrade Foundation

### THE CHOOSE FAIRTRADE BUS TOUR!

To launch Fairtrade Fortnight, we will unveil a "Choose Fairtrade" themed bus at a large-scale event in London to raise awareness to the general public. This bus will tour a selection of Fairtrade Towns around the UK over the fortnight, with replica events. Activities at these events will include games, music, campaigners leafleting, and stalls. Regional press will be invited to cover events.

### THE STOCK IT! POSTCARD

Although there is a wider range of Fairtrade products available than ever before, our consumer research shows that a key barrier to purchase has been non-availability and low visibility in store. We are counting on you to increase the availability of Fairtrade products. With this aim in mind, Stock it! postcards will be available to supporters to enable them to draw attention to existing products they would like to buy in their local stores. The postcards can be given to store managers or dropped in suggestion boxes.

### COMMERCIAL PRODUCER TOUR

In response to numerous requests, a designated producer will be available to give presentations on Fairtrade at your head office, to enable more of your colleagues to meet the people it benefits. If you are interested in organising an event, visit [www.fairtrade.org.uk/fortnight/producerstour](http://www.fairtrade.org.uk/fortnight/producerstour) to submit your event proposal by 4 January 2008.

### REGIONAL PRODUCER TOUR

The regional producer tour will travel to key events in UK regions organised by campaigners. One producer will be dedicated to the Choose Fairtrade Bus Tour with a blog posted on our website during Fortnight to capture the producer's experiences in the UK.

### THE FAIRTRADE TASTE EXPERIENCE

During Fairtrade Fortnight, participating licensees will have the opportunity to sample their products to the general public through a sampling roadshow. The roadshow will tour shopping centres around the UK to encourage people to try Fairtrade products.

### BOOK LAUNCHES

In her spare time, Harriet Lamb, Executive Director of the Fairtrade Foundation has been penning her thoughts on Fairtrade, charting the early years, all set against a background of farmers in the field, campaigners on the high street and executives in the boardroom. "Fighting the Banana Wars and Other Fairtrade Battles" will be published on 7 February 2008.

The Fairtrade Foundation has also been working in partnership with publisher Dorling Kindersley to create a recipe book. A competition was launched in Fortnight 2007 for supporters to enter their favourite Fairtrade recipes, with the chance of getting published! The winning entries have now been chosen by a select judging panel including celebrity chef Sophie Grigson. The "Fairtrade Everyday Cookbook" will be in stores from 7 February 2008.

**Did you know...**  
 Fairtrade Towns, Universities, Schools and Church campaigns must organise an event every Fortnight as part of the criteria for achieving and renewing Fairtrade status, so numerous nationwide events are guaranteed!



## HOW THE FAIRTRADE FOUNDATION SUPPORTS ITS STAKEHOLDERS:

### COMMERCIAL PARTNERS

- Support and advice on your marketing and promotional plans and activities, PR strategies, packaging, advertising and in-store merchandising
- Themed POS ideas – visit [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) to download our Fairtrade Fortnight Design Guidelines
- Support for sign-off of new product development (NPD), certification, packaging and promotional materials
- Promotion of major new product launches where possible through: supporter mail-outs, website announcements, press releases
- Assistance with producer tours
- Where appropriate we will pass on relevant advertising, press or marketing opportunities – for example, reduced rate advertising opportunities etc.

### CAMPAIGNERS

- Provide merchandise, materials and online tools for campaigner events designed to reach the widest audience possible, ranging from fêtes to fashion shows and debates to dinner parties
- Offer resources packed with ideas to motivate supporters nationwide to hold community events
- Support campaigns to work with a local community group to achieve Fairtrade status through Towns, Universities, Schools and Faith networks – with criteria including promoting Fairtrade at local councils, in church meetings, at cafés and workplaces, and internal vending outlets.

### MEDIA

- Distribute general press releases with significant announcements/news, celebrity support and PR stories at targeted trade and consumer press publications
- Aim to place high-profile pieces in national broadsheets and television. Examples from previous Fortnights include GMTV, BBC Breakfast, and an eight-page supplement in the Guardian devoted entirely to Fairtrade.

### NGO MEMBERS

- Work to incorporate Fairtrade Fortnight into their campaigns, in mailings to their supporter databases and through their own websites
- Our members also run their own specific campaigns during Fortnight such as Tearfund's 2007 "Fairtrade Man" who only ate and drank Fairtrade products during Fortnight 2007, and was then offered clothes made with Fairtrade certified cotton to wear! To find out more, visit [www.newconsumer.com/news/item/569/](http://www.newconsumer.com/news/item/569/).

### PRODUCERS

We invite a number of producers from a range of countries who we host for two weeks, to tour regions of the UK giving talks at public events. These events are organised by campaigners, and are a mutual exchange – campaigners hear first-hand the impact Fairtrade has had on producers' lives, and producers gain an understanding of the awareness and support of Fairtrade in the UK which they take back to inspire their own communities.



## PRODUCTS BRIEFING YOUR FAIRTRADE FORTNIGHT STRATEGY: ALL COMMERCIAL PARTNERS

Now it's over to you...Here are some ideas to consider for promoting Fairtrade Fortnight

### STAFF & CUSTOMER ENGAGEMENT

- ❑ Create a Fairtrade taskforce and hold a brainstorm to plan ideas for promoting Fairtrade Fortnight
- ❑ Raise awareness and generate support of Fairtrade by holding internal staff workshops, to tell people about Fairtrade
- ❑ Hold an event or competition with/for your customers to support Fairtrade Fortnight and promote your FAIRTRADE Mark products
- ❑ Organise a sampling event at head office/ in-store employee canteens
- ❑ Organise a wine-tasting event for staff
- ❑ Invite a producer supplying your product to visit during Fortnight, to meet and inspire your key contacts or take part in our regional producer tour
- ❑ Hold a quiz night to learn more about Fairtrade – you can download our quizzes from December 2007 from [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)
- ❑ Have a themed lunch and ask everyone to cook up a dish to share, using different Fairtrade certified ingredients
- ❑ Make sure your workplace procures Fairtrade products for staff – if you do, enter your details on our Fairtrade At Work website to promote your organisation and inspire others. You can then download a pledge card showing your support to display in your office. Visit [www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk).
- ❑ Create a Fairtrade section on your website with information on your organisation's activities, and use our web banners to help communicate a consistent message about Fairtrade with links back to our website
- ❑ Use internal newsletters, intranets and notice boards to inform your colleagues of your plans for Fairtrade Fortnight
- ❑ Design your own promotional materials using the look and feel of the Fairtrade Fortnight 2008 campaign. Download our Fairtrade Fortnight Design Guidelines with some ideas of how you could use this year's theme on [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)

All artwork for promotional usage including POS and press/TV advertising must be sent to [artwork@fairtrade.org.uk](mailto:artwork@fairtrade.org.uk) for sign-off. Please remember, the FAIRTRADE Mark is a registered trademark and we have a duty to ensure it is used appropriately.



## PRODUCTS BRIEFING YOUR FAIRTRADE FORTNIGHT STRATEGY CONTINUED:

### COLLABORATION WITH OTHER COMPANIES

Companies selling FAIRTRADE Mark products might like to consider joint activity to increase the impact of in-store product promotions such as sampling or gondola end displays, to raise awareness of the range of products. For example, approach your buyers together to create a cross-product promotion such as wine & nuts, coffee & chocolate, tea & biscuits. Consumer research has identified that cross category penetration can drive awareness and sales across Fairtrade products. Please visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk) to view the full list of product categories now available.

### COLLABORATION WITH THE FAIRTRADE TOWNS NETWORK

There are currently 300 Fairtrade Towns across the UK and a further 250 that are working towards achieving Fairtrade status. Why not become the Fairtrade champion in your organisation to work with your local Towns group promoting Fairtrade in the local community?

### NEW PRODUCTS

Historically, sales and awareness of FAIRTRADE Mark products have risen considerably during Fairtrade Fortnight, making it an excellent time to launch a FAIRTRADE Mark product. Please submit all new product applications to [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk) by 30 November 2007. Please submit all new product application artwork to [artwork@fairtrade.org.uk](mailto:artwork@fairtrade.org.uk) by 18 January 2008. This is the final deadline if you want to launch in time for Fortnight as approval can take at least 3 weeks. Please note artwork will only be approved for fully licensed products.

### DON'T FORGET!

- Tell your account manager/key contact at the Fairtrade Foundation about your plans beforehand
- After Fortnight, please fill in the online survey we will send you to let us know how Fortnight was, and to feed into future plans
- Order our resources to decorate your events or to boost awareness at your offices. They include posters, T-shirts, mugs, quizzes, mini films... To see our full range of free materials and saleable merchandise, please visit the resources section on our website. You can order everything online!



## COTTON BRIEFING – PRODUCER PROFILE

Since its launch in November 2005, retail sales of products made from Fairtrade certified cotton are on target to reach an estimated value of £45m by the end of 2007. With over 1,000 products made from Fairtrade certified cotton in the market and engagement from 20 retailers and 60 licensees, Fairtrade certified cotton is starting to make a real impact on the lives of cotton farmers in the developing world. Read a cotton producer profile to find out more about how Fairtrade has benefited the lives of cotton farmers...

Agrocel Pure & Fair Cotton Growers' Association is a group of cotton farmers from the Mandvi area of Kutch in India. Until recently, they were an informal group of farmers who met a few times a year to discuss organic farming issues. With guidance from Agrocel Industries, this loose association was formalised in 2005 into a legal entity with a democratic structure. This enabled it to achieve Fairtrade certification and to supply the seed cotton for the UK launch in November 2005.

Khima Ranchhod lives on his four-acre farm with his wife Jamnaben, son Sujubhai and daughters Jomiben, Gitaben and Nariben. Khima has farmed cotton all his life, like his father before him. Growing cotton is hard work. With the help of his neighbours he gathers his harvest over an eight-day period, starting at 6am and finishing at 4pm and breaking only for lunch. Khima used to sell his seed cotton to local traders and often received a poor price. He now sells his entire crop to

Agrocel for a higher, stable price and, with the help of their field officers, has converted the farm to organic production. A big advantage is that organic farming improves the soil's ability to retain moisture. Khima and his wife have struggled to keep their son in school but their daughters weren't so lucky as they couldn't afford the only option of sending the girls to a boarding school. Khima sees a brighter future for the education of both boys and girls, now that Agrocel is supplying his cotton to the UK Fairtrade market.

*"We will benefit economically, but more than this we will be able to improve the education of all the children in the village."*

So far the premium from Fairtrade has gone towards providing school books and uniforms for children, clean drinking water for a local primary school, organising vet care for cattle and farm animals, and the construction of organic compost pits.



## COTTON BRIEFING YOUR FAIRTRADE FORTNIGHT STRATEGY: COTTON COMMERCIAL PARTNERS

Now it's over to you...Here are some ideas to consider for promoting Fairtrade Fortnight

### STAFF & CUSTOMER ENGAGEMENT

- ❑ Get everyone on board! Hold your own internal staff workshops to encourage engagement with Fairtrade prior to Fairtrade Fortnight and to outline in-store merchandising and promotional plans
- ❑ Invite a cotton producer to visit during Fortnight to meet and inspire your buyers and merchandising teams
- ❑ Organise a head office/in-store employee product awareness session and trying-on/testing sessions
- ❑ Make sure sales staff are wearing products made from Fairtrade certified cotton and Fairtrade badges during Fortnight where possible
- ❑ Organise a movie showing of 'White Gold' for colleagues to raise awareness of issues within the cotton supply chain
- ❑ Build up awareness through staff newsletters and information and posters on notice boards. Put a Fairtrade Fortnight banner on your website linking to the Fairtrade website
- ❑ Find out whether a Fairtrade representative can come and present to your team, or ask us for materials available for any of your internal staff presentations about Fairtrade
- ❑ Hold an event or competition with/for your customers to support Fairtrade Fortnight and promote your FAIRTRADE Mark certified cotton products
- ❑ Make sure your workplace procures Fairtrade products for staff – if you do, enter your details on our Fairtrade At Work website to promote your organisation and inspire others. You can then download a pledge card showing your support to display in your office. Visit [www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk).

### COLLABORATION WITH OTHER COMPANIES

Companies selling FAIRTRADE Mark products might like to consider joint activity to create a higher impact product promotion, and raise awareness of the range of products. For example, why not organise a joint fashion show using clothing made with Fairtrade certified cotton in a shopping centre or in an outlet that sells FAIRTRADE Mark products? Please visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk) to view the full list of product categories now available.

# Check out what happened in 2007

Visit [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) to download our Fairtrade Fortnight 2007 Review – and just imagine what we can achieve in 2008!



Coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, citrus & other fresh fruits, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jam & preserves, chutneys & sauces, rice, quinoa, herbs & spices, seeds, nuts & nut oil, wines, spirits, ale, confectionery, muesli, cereal bars, yoghurt, ice cream, flowers, sports balls, sugar body scrub, cotton products including clothing, homeware, cloth toys and cotton wool

[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

The Fairtrade Foundation, Room 204, 16 Baldwin's Gardens, London, EC1N 7RJ  
Tel: 020 7405 5942 Fax: 020 7405 5943

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