



FAIRTRADE FORTNIGHT AWARDS 2009

**SUPPORTED BY
SHARED INTEREST FOUNDATION**



Thank you and congratulations for all your hard work during Fairtrade Fortnight 2009. We love to hear about everything you are doing to promote Fairtrade in your community, university, college, workplace or faith group. And this is your opportunity to tell us. The Fairtrade Fortnight Awards are our chance to recognise and publicise your amazing creativity and effort during the Fortnight. All of which means that more and more people hear about and buy Fairtrade, helping us to tip the balance in favour of disadvantaged farmers and workers in the developing world.



**MAKE IT HAPPEN
CHOOSE FAIRTRADE**



WIN FUNDING FOR YOUR CAMPAIGN

This year, for the first time ever, we are offering your group cash prizes to invest in your campaigns. These prizes can go towards materials, for example a campaign leaflet or Fairtrade directory, events or perhaps a Fairtrade website for your area. There is also a new photography category, with tokens for photographic equipment as a prize.

FAIRTRADE FORTNIGHT 2009 AWARD CATEGORIES

Best Outreach and Networking

- How did you encourage different people to make it happen and choose Fairtrade?
- Which individuals and groups in your area/region did you involve?
- Did your group work with other Fairtrade supporters in your region to spread the word?
- Will the links you made with these people continue? If so, how?
- How and where did you use different resources, products and events to target them?
- Did you create your own materials to motivate a specific group?
- Did you engage any new or harder-to-reach groups?
- How many people do you think you reached?

Winner £500, runner up £400

Best Media Campaign

- Did you get good local press coverage?
- Did you get local radio or TV coverage?
- Did you involve well-known local figures or celebrities?
- Did you stage any unusual stunts or photo opportunities for the press?
- How did you ensure the Fairtrade message was communicated widely and effectively in your community through local media?
- How many people do you think you reached?

Winner £500, runner up £400

Most Imaginative Campaign

- How did you use your imagination to encourage people to make it happen and choose Fairtrade?
- Did you develop new and creative resources or events?
- Did you do something that has never been done before?
- What kind of events and materials did you use to inspire action in people?
- How did people react to your campaign?
- How many people do you think you reached?

Winner £500, runner up £400

It is with the kind support of Shared Interest Foundation that we are able to offer these prizes.

The closing date for entries is 15 May 2009.

Shortlisted entrants will be invited to the Campaign Conference in London on 3 October 2009, where the winners will be announced and the awards presented.

Best Fairtrade Banana Activity

- What did you do to get as many people as possible involved in your Fairtrade banana-eating event?
- What creative ideas did you use to help engage your audience with the event?
- Did people participating in your activity learn about the importance of buying Fairtrade bananas?
- What materials did you use to inform and inspire people?
- Did you get media coverage for your Fairtrade banana-eating?
- How many people do you think you reached?

Winner £500, runner up £400

Best Fairtrade Fortnight Image

Tokens for photographic equipment will be awarded for the best Fairtrade Fortnight images submitted. The judges will be looking for pictures that:

- Convey the essence of the event or activity
- Capture people in action
- Represent Fairtrade campaigning through people engaging with Fairtrade

There are tips for taking good photos in the Share Your Story section of the Fairtrade Fortnight Action Guide 2009.

Winner £250 worth photographic equipment, runner up £100 worth photographic equipment

Outstanding Achievement Award

This will be awarded to the group the judges feel have excelled in all areas – an integrated, well-planned and creative campaign that reached lots of people, engaged the media, and communicated the Fairtrade message imaginatively.

Winner £600, highly commended £400

Award for the best Fairtrade Fortnight event in a school

There are also cash prizes for the best events in primary and secondary schools. Please check www.fairtrade.org.uk/schools for details and a different application form. Please do not use this form to apply for an award if you are applying from a school.

HOW TO ENTER

Please complete the form below and explain on attached sheets what you did in reference to the category for which you are applying. Use the questions for each category to help you set out your application. Please send us no more than six A4 sheets.

Please send any photos or samples of posters, leaflets or media coverage to accompany your application. Please submit these on a CD if possible. If you are sending media coverage, please send the full newspaper page without circling, highlighting or writing on the article or cutting, tearing or damaging it and try to keep folding to a minimum. **Please note we are not able to return these items.**

ENTRY FORM

Can we use these materials for publicity purposes? **If yes, who should we credit?**

NAME _____

CONTACT DETAILS (please use block capitals)

NAME: _____

ORGANISATION / GROUP NAME: _____

EMAIL ADDRESS: _____

POSTAL ADDRESS: _____

CITY _____ POSTCODE _____

DAYTIME TELEPHONE NUMBER: AREA CODE _____

Submitting Entries

Please submit entries for the Best Fairtrade Fortnight Image to awards@fairtrade.org.uk

Please return your completed entry to:

Fairtrade Fortnight Awards, Fairtrade Foundation
3rd Floor, Ibex House, 52-57 Minories
London, EC3N 1DY
or email it to: awards@fairtrade.org.uk

CATEGORY (select only one – if you would like to enter more than one category, please submit it under a separate entry form)

- Best Outreach and Networking Campaign
- Best Media Campaign
- Most Imaginative Campaign
- Best Fairtrade Banana Activity

To submit an entry for the Best Fairtrade Fortnight Image, please email it to awards@fairtrade.org.uk with Image Award Entry in the subject line. Include your name and contact phone number in the email. Only one entry per person may be submitted.

Entry guidelines

- All categories are open to Fairtrade Towns, Universities, Colleges and faith groups (e.g. church, diocese, synagogue, mosque) that have either achieved Fairtrade status or are working towards Fairtrade status, apart from the Best Fairtrade Fortnight Image, which is open to any individual.
- Prizes will be awarded in the form of a cheque and groups should have a suitable bank account with two signatories in order to receive their prize.
- The judges reserve the right to split prizes if deemed appropriate.
- The judging panel will include representatives of the Fairtrade Foundation and Shared Interest.
- Please see www.fairtrade.org.uk/awards for full terms and conditions.

Shared Interest Foundation

Shared Interest Society Ltd. is a co-operative lending society that aims to reduce poverty in the world by providing fair and just financial services. Shared Interest Foundation is the charitable arm of Shared Interest Society and was established to support disadvantaged producers by improving and developing the social impact of Shared Interest, widening access to fair finance, supporting the development of the fair trade movement, developing capacity within producer organisations and providing education and training. Read more about Shared Interest at www.shared-interest.com

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