

FAIRTRADE FORTNIGHT 2010 THE BIG SWAP SWAP IT GUIDE

The goal of the Fortnight has always been a simple one: to get more people talking and buying Fairtrade. From baking competitions to pineapple monuments, netball matches and record-breaking banana scoffing; there have been creative, clever and sometimes downright ridiculous ways to get the Fairtrade message out there loudly and proudly.

And this year we're going to get everyone doing it through The Big Swap, encouraging people to swap their normal stuff for Fairtrade stuff.

And we're being ambitious, we want one million and one swaps made. Every registered swap will count. This guide gives you everything you need to know about getting stuck into the highlight of the Fairtrade year. Here you'll find lots of different ways to get you, your auntie, your office, your university or your Mother and Baby group swapping. Let's be ambitious, let's make it our biggest and best Fortnight yet.

Let The Big Swap begin.



IN THE BEGINNING THERE WAS TEA

We're proud to say that this will be our 16th Fairtrade Fortnight, each and every one has been brilliantly eventful. And an awful lot has been achieved over the years, by ordinary people with an extraordinary ambition: to transform the lives of millions of farming families in developing countries. Fairtrade is a passionate movement for change, tackling poverty and injustice through trade. Our development organisation brings together producers, businesses, communities and individuals to campaign for a fairer trade system. Two billion people – a third of humanity – survive on less than \$2 a day. Unfair trade rules keep them in poverty, but they face the global challenges of food shortages and climate change too. There's still a long way to go, but here is a potted history of where we've been. A small reminder to let you know what true people power can achieve.

1994

Clipper swapped its tea to Fairtrade, becoming one of the first products to carry the FAIRTRADE Mark in the UK

1995

The first Fairtrade Fortnight ever

1997

The Houses of Parliament swap to Fairtrade tea and coffee

1998

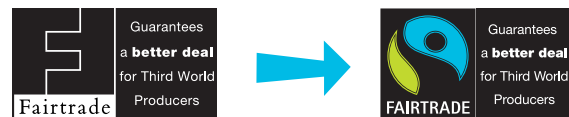
Bristol, Nottingham, Bath and Norwich City Councils become the first local authorities to swap to Fairtrade coffee and tea

2000

Co-op becomes the first supermarket to swap its own-label chocolate to Fairtrade and Garstang declares itself the world's first Fairtrade Town

2002

The UK FAIRTRADE Mark swaps from this to align internationally



2004

AMT becomes the first coffee chain to swap to 100% Fairtrade

2005

Fairtrade certified cotton is launched in the UK

2007

Sainsbury's swaps all its bananas to Fairtrade (estimated £4 million Fairtrade premium generated in 2007)

2009

470,001 people go bananas for Fairtrade during Fairtrade Fortnight



Uddingston village Fairtrade Fortnight 2004.





For this year's Fairtrade Fortnight we're inviting people to join us in The Big Swap. For two whole weeks we'll be asking people to swap their usual stuff for Fairtrade stuff. Their usual bananas for Fairtrade bananas, their usual cotton socks for Fairtrade cotton socks, and most of all, their usual cuppa for a Fairtrade cuppa.

And we need lots of swaps made. One million and one in fact. Each and every single swap proves that the people of the UK want producers in the developing world to get a better deal. So whether it's swapping your sugar or organising a community event, each and every action helps raise the issues that affect farmers, workers and their communities all over the developing world. So please don't forget to register your swap at thebigswap.org.uk. Every swap counts.



SWAP YOUR SHOP

As a Fairtrade supporter, no doubt you've already developed a strong swapping mentality and over Fairtrade Fortnight it's important to encourage others to do the same. Tell them about the basics they can swap, the things they pop in their baskets every week – tea, coffee, bananas, chocolate, rice and sugar. And then there are the things that you might not have swapped either (they might be a bit harder to find), like spices, fruit juices, shower-gel, nuts, cotton wool, ice cream or herbal teas. Let people know that swapping doesn't begin and end with food and drink. They can swap what they wear with Fairtrade cotton T-shirts, socks and pants. And what they sleep in too: they can even swap their sheets and duvet covers.

Try and get your local store managers swapping by asking them to make more Fairtrade products available. They'll only know what you want if you tell them. Use your purchase power and let them know that there's a real consumer demand for Fairtrade.

You don't have to stop at shops either – take heart, be bold. There's a whole world of swapping out there. Get your local cafés to swap their tea, coffee and sugar to Fairtrade. They'll want to keep their customers happy. And you could even get involved in a spot of late-night swapping too and ask for swaps down the pub. Fairtrade nuts anyone?

You can order our free Swap Your Shop postcards from thebigswap.org.uk. Carry some when you go shopping, and pass them on to family, friends and colleagues.

It's really important that you record your swaps at thebigswap.org.uk. Whether it was a cuppa or a bottle of wine that you swapped, we want to know. It'll all be added up on the mighty Swap-o-meter.

And remember we are aiming for one million and one swaps.



Alexandra Travis

BANANA POWER

Here's one amazing idea: Alexandra Travis from Oadby (another great Fairtrade Town), made it on to the Fourth Plinth in Trafalgar Square in August 2009. She used the opportunity to promote Fairtrade by dressing as a Fairtrade banana. Now that's what we call dedication to the Fairtrade cause.



Photographer: Anette Kay

SUPER NUTS

At Fairtrade, local victories are just as important to shout about as big corporate ones. The Woking Fairtrade group crawled their local pubs to promote Harry's Nuts – Harry Hill's brand of Fairtrade peanuts from Malawi. They chatted to pub managers and customers about Fairtrade and offered samples. The nuts were a hit. The owner of three local pubs is now planning to stock the nuts and get more involved with Fairtrade.

LET'S HAVE A SWAPATHON

Think big for Fairtrade Fortnight. How about a Swapathon? It could be an event in the Town Hall or a community centre. Get everyone to bring their favourite Fairtrade product to swap with someone else's. That way everyone gets to try something new. Deliciousness all round. And you don't need to stop at products either. You can swap recipes, homemade cakes, cookies or jams that all use Fairtrade ingredients. Or what about a Fairtrade fashion show? You could encourage the audience to swap their look for a Fairtrade cotton look.

Find a full list of all available products at fairtrade.org.uk/products

Whether it's a hospital, school or building site, work is a brilliant place to get swapping. If the tea, coffee and sugar in your canteen or kitchen is already Fairtrade, what else could you swap? How about uniforms? They can go Fairtrade – lots of companies now offer Fairtrade certified cotton options. And what about catering? Swap the biscuits and snacks for meetings. What about the canteen? See if they could create a special dish for the Fortnight to tuck in-to.

SWAP YOUR TOWN

Give your local newspaper reporter something to write about. As you'll know from past experiences, the more fun or fabulous the better. Catch their interest and you can reach thousands of people. Another sure-fire way to grab a headline is to get a celeb involved, never underestimate the power of stardust. It'll all help spread the mighty word of swap.

WORK THAT LOOK

The bronze bull in Birmingham's Bullring is way ahead of the fashion pack: he was swapping back in '09. For Comic Relief one of the UK's most famous bovines was seen donning a Fairtrade certified cotton T-shirt. It got the media attention it deserved and a fabulous Fairtrade look too.



Comic Relief

Swap a local landmark to Fairtrade. Decorate a monument, statue or building with all the trimmings. Inflatable FAIRTRADE Mark bananas or mugs are sure to raise a smile. You could use cotton T-shirts with the FAIRTRADE Mark and then there are loads more resources to add to the effect: banners, FAIRTRADE Mark bunting, posters, aprons, bags or you could even make your own (see page 14 for guidelines on using the FAIRTRADE Mark).

And please get permission from the relevant authorities if required, and please do not attempt to make any non-permanent changes to public or private property without a full risk assessment.

You can order merchandise and materials (but unfortunately not celebrities) from thebigswap.org.uk

Photographer: Ray Macleod



SAY IT LOUD

Sometimes, it's not what you say but how you say it. Weymouth & Portland campaigners spent hours with their bottoms to the traffic forming their Fairtrade message in stone, Alnwick campaigners said it beautifully with flowers and Simon from Ealing pledged his support to the Fairtrade movement with a rather bold haircut.



Fairtrade Foundation



Alnwick Fairtrade Town

BRITAIN! SWAP YOUR CUPPA

This year's campaign focus is tea and we need you to encourage tea swapping in as many creative ways as possible. Because however you take your cuppa, it's all the more satisfying knowing that the people who grew and picked it are getting a fairer deal for their hard work.

The real cost of a cuppa

Tea growers and tea pluckers are the most vulnerable in the tea supply chain. Small-scale growers face a whole host of problems in maintaining their livelihoods. They get low prices for their output (receiving only a fraction of the international price their produce fetches), poor access to credit and limited markets to sell their produce to.

Growing and picking tea is tough manual work with labour costs accounting for half the costs of production. Tea grows best in warm, humid climates and is hand-plucked and collected on a basket carried on the plucker's back. Reward isn't great for this back-breaking work. Pluckers are often exposed to harmful pesticides and wages are notoriously low – often they provide too little to properly feed families. And in some countries, workers have no job security either.

A fairer brew

Fairtrade certification is open to both large tea estates and small farmer organisations which are owned by the farmers themselves. Fairtrade standards for tea act as a safety net against the unpredictable market. They ensure that farmers and workers always get a price that covers their costs of production through the Fairtrade minimum price. The Fairtrade premium allows farmers to invest in their businesses alongside estate workers who get to invest in education, health and other community improvements. For tea workers on estates Fairtrade guarantees a decent wage and working conditions. Being Fairtrade certified has a lighter environmental impact too. Fairtrade standards make environmental protection integral to each organisation's development plan, restricting the use of agrochemicals and encouraging sustainable practices.



Why Britain should swap its cuppa

Tea is big business. Over 1 billion cups of tea are sipped every day – 165 million of them here in the UK. Globally, the tea trade is worth nearly \$4 billion and over 15 million people in the developing world rely on it for a living. While the auction price of tea has risen in recent years, Food and Agriculture Organisation data shows a long-term downward trend in real prices. With producers today receiving only half of what they did 30 years ago, they're staking their livelihoods on people like us swapping to Fairtrade tea.

Tea was one of the first products to carry the FAIRTRADE Mark way back when in 1994. Today 10% of tea sold in the UK is Fairtrade; we want that Fairtrade market share to increase to 50% by 2012. By getting Britain to swap its cuppa we can change the lives of millions of tea farming families around the world trapped in unfair trade. Just our proud nation of tea drinkers alone can really make a massive difference.

WHY YOU SHOULD SWAP YOUR CUPPA



Photographer: Simon Rawles

We'd like to introduce you to Irene Kijara. She's 33, has three children and is a teacher as well as a successful businesswoman. She's an extremely busy lady.

Irene runs her family's two tea farms which are six and seven hectares in size, situated on the slopes of the Rwenzori Mountains near Fort Portal in west Uganda. They provide 50% of Irene's cash income and she employs 15 workers who pick tea, carry out weeding and apply fertiliser and herbicides six days a week, from Monday to Saturday. Irene also has a small dairy business, keeping 60 cattle for their milk and she also runs a provisions store in her village once a week.

Mabale Tea Factory

Irene is one of 1,000 shareholders who own the Mabale Growers Tea Factory. 80% are small-scale tea growers and subsistence farmers who supply the factory with their freshly picked green leaf tea. The big benefit of being a shareholder means that Irene has a commitment from the Factory to buy her tea, as well as collect it from her farms. Non-members have to carry their tea to collection sheds but have no guarantee from one day to the next if they will have a buyer.

Twice a year Mabale also subsidises expensive inputs like fertiliser and herbicides and equipment such as plucking capes to protect farmers during the wet season.

Fairtrade benefits

Irene puts her business experience to good use as treasurer of the Mabale Factory Joint Body, a committee of elected farmers and factory workers plus representatives of the management. They consult members and workers on which projects to fund with the Fairtrade premium, an additional sum of \$0.50 a kilo paid by Fairtrade buyers that is reserved for social and community development.

Irene is a firm believer in Fairtrade because even though it represents a small percentage of total sales, it's helping fund some important projects throughout the community. 'Fairtrade is a very good benefit to us. It has helped us by building roads, schools, leaf collection sheds, and a clinic at the factory. And field extension officers trained by Fairtrade Labelling Organisation International (FLO) have helped us improve the quality of our tea.'

Thinking big

Mabale is planning ahead. The Joint Body plans to complete a primary school the government has left unfinished. It's not much more than a shell. No floors, no doors, no windows, and at present the children have to sit on the dirt floor where they are prone to contracting jiggers, a tropical flea that burrows into the skin of its host.

Concrete covers for community wells is another issue high on the list to stop their water supply becoming contaminated by rats or other animals falling into them. Irene and the workers at the tea factory are also keen to build a social hall on land outside the factory where they can hold wedding parties and dances or just meet after work to watch TV or have a beer. They also suggested buying sports kits for local football and netball teams. These projects will make a real difference to the Mabale tea growing community. 'Thank you for your support,' says Irene. 'We hope we will sell more tea to fund these projects. We have the best teas!'

STRICTLY FAIRTRADE TEA DANCE

Two simple rules to make your strictly tea dance a success.

Rule 1: It's a dance - any kind of dance.

Rule 2: It involves tea - but strictly Fairtrade tea.

From salsa to ballroom, break-dancing to ballet, tango to disco, join us on Saturday 27 February for a Strictly Fairtrade Tea Dance of your choosing. Taking over streets, church halls and shopping centres alike, we want the nation to slip on their dancing shoes to the rallying cry: Britain, swap your cuppa! Each and every person dancing will prove that the UK wants tea producers to get a better deal.

Call in the professionals to help your event go with a swing. Invite a nearby salsa club, an after school ballet class or a committed line-dancing crew to lend their expertise. Are there any local dance students who could help out? Or what about asking traditional Indian or Ghanaian dancers to show off some expert moves? And to keep people firmly on their feet, get local musicians and bands involved too.

How about introducing some healthy competition? Find the best-dressed tea dancer, the most creative couple on the dance floor or the future stars of the ballroom. For the wallflowers, or those with two left feet, screen a film about the difference every Fairtrade swap makes to tea farmers and their families.

Dancing can be thirsty work and just like the tea dances of old, it's vital to keep those all-important cuppas brewing. So set out a tea-tasting table where people can find a new Fairtrade favourite by offering a range of Fairtrade tea varieties.

If you can't borrow an urn for the day (community centres, churches and councils are good asks) find the best deal from catering equipment hire companies. And if your outdoor tea dance doesn't have a power supply, then stock up on flasks. Help keep flagging energy levels up by serving Fairtrade biccies, flapjacks and bananas. And don't forget Fairtrade juice for the junior movers and shakers. Ask nicely and you never know, local shops may be able to help out with samples.

We want as many people as possible swapping their cuppa over Fairtrade Fortnight. So use your event to make some noise. Add your event to the Big Swap event calendar as well as posting details on local event calendars. There are lots of materials too for your Strictly Fairtrade Tea Dance. Everything from inflatable mugs and information about the tea industry, to promotional flyers and the Big Swap tea action can be found at thebigswap.org.uk

The biggest ever open air tea dance was held in Glasgow on 30 December 2008 with 418 dancers in George Square during the city's Winterfest celebrations.



FAIRTRADE FLASK MOBS

Get together a Fairtrade Flask Mob – our very own take on a Flash Mob. Organize a group of people to assemble suddenly in a public place with flasks of lovely hot Fairtrade tea. They then can enjoy a swift cuppa together before dispersing. It's a nice quick action with great impact. A great photo opportunity for the local press.

Hand out leaflets explaining what you're doing and why. Invite passers-by to share a cuppa and a Fairtrade chocolate biscuit with you and encourage them to swap their tea. Let us know how it goes and how many people you persuade to swap their cuppa at thebigswap.org.uk

Use Facebook, Twitter, MySpace, Bebo and other social networking websites to promote your event – it's a great way to get new people involved.

You could hold a flask mob anywhere at all. If there is a particular organisation that you would like to persuade to swap to Fairtrade, you could have your flask mob outside it. Or in your town centre, outside your office or at a local tourist attraction.

TEA FACTS

Tea made its British beverage debut in the 1660s.

Tea. It's the most widely sipped beverage in the world after water.

96% of tea drunk in the UK is from tea bags, but tea bags have only been around for just over 100 years.

We're official tea lovers:
165,000 cups of tea are drunk in the UK every day and of those, only about 16,500 are currently Fairtrade. For now that is.



MORE TEA SWAPPING EVENT IDEAS

As well as a tea dance or flask mob, there's lots of ways you can organise events to help get up the tea swapping numbers. They can be as little or as big as you're prepared to make them. And of course, the more the merrier.

Mad Hatter's Tea Party

Fancy dress Alice in Wonderland-style.
Hold a mad hat competition – send us your photos.
Play card games or indoor croquet with balloons.
Make some jam tarts using Fairtrade ingredients.
Label Fairtrade food and drink: 'Eat Me', 'Drink Me', 'Swap Me'!

Extreme Tea Parties

Where can you hold the most extreme tea party? – at a local monument, on top of a mountain, on a boat, in the local railway station.

Teddy Bears' Fairtrade Picnic

Perfect for schools, nurseries and Brownie groups. Make all the food and drink Fairtrade and check the website for a Fairtrade quiz and other games (check the Fairtrade Fortnight 2009 Action Guide).

Tea Swaps

Get your local cafés, bars and restaurants to swap to Fairtrade tea and offer special Fairtrade tea recipes for the Fortnight. Cafés can offer Fairtrade teas with cakes made with Fairtrade ingredients.

Find the best Fairtrade cuppa in your area

Run a competition in your town or region to find the best British Fairtrade Cuppa. Get the local paper on board to promote it and ask local people to vote on their favourites. Or, organise a Town Tea Tour stopping at all your favourite Fairtrade tea

stops or Tea in the Park, Tea in the Square, Tea in the High Street or even Tea in the Town Hall.

Cuppathons

Organise a local Fairtrade Cuppathon – a competition to find and celebrate the business, school staffroom, club, church, council team or household that downs the most Fairtrade cuppas over Fortnight. Or follow the example of Bexhill Fairtrade Town and others in East Sussex. Open the Cuppathon up to find the Town in your region that downs the most Fairtrade cuppas over Fortnight.



**RECORD
BREAKING
CUPPAS**

The largest cup of tea measured a gut-busting 400 litres, in a cup 4 ft high by 4 ft wide. It was prepared by Lancashire Tea on 13 November 2008.

The record for the largest tea party is 32,681 participants and was achieved by Dainik Bhaskar (India) for the City of Indore, at Nehru Stadium, in Indore, India, on 24 February 2008.

WHAT DO YOU NEED?

Here's a checklist to help you organise your tea event and to help it go smoothly. Tea isn't just about a mug of the good stuff you know, it's about everything that goes with it to make sitting down for a brew that little bit more special.

Fairtrade tea: you're spoilt for tea choice, from basic teabags to single origin loose leaf Darjeeling. There are organic, caffeine free, chai, herbal and green teas as well as thirst-quenching iced tea. Check out [thebigswap.org.uk](#). And don't forget the Fairtrade sugar, and milk.

Boiling water and cups: the best tea is made with freshly boiled water, so make sure you have a kettle (or an urn if it's a big event) and plenty of cups or mugs – check out the FAIRTRADE Mark mugs available from our website [thebigswap.org.uk](#).

Lots of other lovely Fairtrade drinks: you don't have to be a tea-lover to enjoy tea-time. Cater for the non-tea drinkers (especially the kids) with Fairtrade juices, smoothies or cola.

Food and snacks: endless delicious Fairtrade possibilities here. You can tuck into all sorts of snacks from biscuits and cakes to fresh fruit, dried fruit, nuts and cereal bars.

Decorations: use the bunting, balloons, posters, stickers, T-shirts, aprons, inflatable mugs and bananas with the FAIRTRADE Mark to brighten up your tea party.

Games and entertainment: depending on who is coming to your tea party, you could have some party games like: a quiz, show some short films about Fairtrade, or give an interesting talk on Fairtrade.

Lots of people: whether you are holding a tea party in your home, office, student union or town hall, make sure you invite lots of people. Or if you can't do that – have a tea party for one.

Tea action cards: if you only want to drink a fair cup, wherever you are, join the campaign to make every cup of tea drunk in the UK Fairtrade. You can start by encouraging the five biggest tea companies to switch to Fairtrade by using the postcards or taking action online – see [makeitfair.org.uk](#). Get everyone who comes to your tea party to sign up too.

DON'T BE SHY

Whatever you do this Fairtrade Fortnight, make sure you let us know about it. All of it, the mad hats, the flask mobs, the cuppathons. Enter the details of your events on our events calendar [thebigswap.org.uk](#). Send us your photos bigswappics@fairtrade.org.uk, and enter the Fairtrade Fortnight Awards – it's only right that your hard efforts are recognised and rewarded – more details on the website soon.

WHY YOU SHOULD SWAP YOUR COTTON



Photographer: Simon Rawles

This is Moussa Keita. He's a 43-year-old entrepreneur from the Kita region of Mali.

Moussa used to grow cereals such as millet and corn. But like all savvy businessmen he moves with the times. In 1995 he switched to farming cotton and in 2005 his village co-operative in Dougourakoroba successfully became Fairtrade certified. And he's finding that this change of direction is really paying dividends for himself, his family and his local community, as he explains: 'There have been lots of changes since we have been able to sell to the Fairtrade market. With the extra profit I was able to buy my first cart. The cart allows me to transport the cotton, which makes the farm more efficient and productive.'

Moussa has also taken on the role of Secretary of his village co-op. But he's not just a driven businessman. He also has a life outside of work where he's a dad to eight children.

A family business

We all know how important a good education is and so do the people of Dougourakoroba. The extra money Moussa receives from Fairtrade has made a huge difference to his family. It means he is able to afford to pay the school fees so all his children can attend school. So maybe one day they'll be able to take on the family business themselves.

'Before, it was difficult to find enough money to get by. Only three of my children used to go to school; today all of my children go to school. Our kids are well dressed, they have uniforms and they have materials for school.'

Moussa's children used to have to walk 2.5km to school but with a lot of hard work and the premium from Fairtrade they have been able to build two new classrooms in the village. Now more children than ever are attending the school and a total of 119 children between the ages of 6 and 11 are feeling the benefit.

This premium has also helped build a staff room for the other important people at the school – the four teachers. And the way the teachers are paid is also cleverly linked to Fairtrade. All of one teacher's salary is paid for by the villagers using the Fairtrade premium. Three of them receive two thirds of their salary from the government. The remaining third of their salary is paid by the village, again using the premium.

Moussa and the other villagers are looking to the future with excitement and optimism. Their next venture is to construct a garden for the women of the village to grow carrots, lettuce, potatoes and tomatoes. Another project high on their to-do list is to dig a well for water and further down the line they'd also like to build a mill.

The bottom line

Fairtrade has made a huge difference to Moussa and the people in his village. They feel more secure in their livelihoods and are much more positive about their future.

USING THE MARK

It is essential that you use the FAIRTRADE Mark correctly. It is a registered trade mark as well as a product certification label and as such its integrity must not be compromised by incorrect use.

Please read the Campaigner and Supporter Promotional Materials Manual which you can download from the Fairtrade Foundation website: fairtrade.org.uk/materialsmanual. It contains full guidelines on how to use the Mark correctly and useful information about displaying the Mark at events and in Fairtrade Town campaigns.

Artwork that will be seen by more than 500 people must be submitted for approval to artwork@fairtrade.org.uk. Put in the subject line something that makes your message quick to identify e.g. Canterbury Fairtrade Steering Group poster. Please also state a deadline date that you require approval of your artwork by (normal turnaround time is three weeks), however, from January to March allow at least four weeks for artwork approval as this is a very busy time for everyone. Correct use of the FAIRTRADE Mark and Fairtrade text will greatly reduce the amount of work involved and can help to reduce the turnaround time for approval.

THE FAIRTRADE TOWN IDENTITY

All Fairtrade Towns (and cities and boroughs and islands and counties and ...!) are awarded the Fairtrade Town identity which links their achievements around the five Fairtrade Town goals with the FAIRTRADE Mark.

This identity can be used by Fairtrade Town steering groups on promotional materials without the need for approval from the Fairtrade Foundation. All you need to do is follow the guidelines in the Fairtrade Towns identity manual which you can download from fairtrade.org.uk/townidentity



TIPS FOR BIG SWAP SUCCESS

To make sure that you get the most coverage from your Big Swap event it's important that the right people hear and know about it. So we've given you some handy tips to help things go as smoothly as possible. Everything from a sample press release, to making the most out of valuable air space on local radio.

Writing a press release

Layout and style

Use A4 headed plain white paper with 'press release' written at the top. Use a simple font and stick to the same typeface throughout with key details – time and date of an event, for example - in bold. Use 1.5 line spacing.

Content

Write a clear and simple headline. And write about your event or activity in a clear and simple way also.

Include a quote – from an organiser or a celebrity, for example. It really helps to bring a press release to life. Give the full name of the person who is quoted and describe their link to Fairtrade.

Do a spell check but also read and re-read the press release to pick up errors yourself.

Include your contact details, including a telephone number and email address if you have one.

Distribution

Send the press release to named person and give them notice – around a week for a newspaper, longer for magazines. Follow your press release with a phone call a few days later and be ready to re-send if necessary.

Send a copy of your press release to the Fairtrade Foundation by email, media@fairtrade.org.uk or fax, 0207 405 5943.

To speak to the media team call 0207 440 7686.

Media tips for newspapers and magazines

Think about what will make your event of interest to local media – invite a celebrity or well-known person, for example, or plan a stunt.

Hold the event at a good time for your local paper. Phone and ask them when their deadline is and then avoid it.

Plan a photocall – have a slot when photographers will know they can get everyone's attention and get a good picture.

Make sure your spokesperson is easily reachable.

While many newspapers and magazines are happy to accept press releases or notes via email, if you are able to build a personal relationship with the journalist then delivering press releases to his or her office can be a way to maintain contact.

Media tips for radio interviews

Define your key messages – three main points usually works well. Include a description of the FAIRTRADE Mark and why you are a supporter.

Find out about the programme and its audience by talking to the station producer.

Check if the interview will be live or pre-recorded.

Try to get an idea of what the presenter is likely to ask – although be prepared to think on your feet!

Remember that it is radio – you have to paint a picture with words.

Click [here](#) for press release template ready for you to personalise for your own event.

Name of group/individual/organisation
Under strict embargo: (insert date)

Get ready for the Fairtrade Fortnight 'Big Swap' (22nd February - 7th March, 2010)

The **(insert group/town)** Fairtrade group is set to take part in the national Fairtrade Fortnight campaign - which this year is has the theme of 'The Big Swap'.

(insert group/town)'s xxxxx is one of thousands of events taking place around the country during Fairtrade Fortnight, (22nd February - 7th March) which will be kickstarted by the Fairtrade Foundation's public launch in central London on xxth February. Fairtrade Fortnight 2010 will encourage people to swap their usual brands for Fairtrade ones and reflects the urgency of expanding Fairtrade to benefit more farmers and their dependents in developing countries.

(insert name) from **(insert group)** said: **(suggested quote)** "We want everyone in **(insert town)** to get busy swapping for Fairtrade. Swap your usual bananas for Fairtrade bananas, your usual socks for Fairtrade socks and your usual cuppa for a Fairtrade cuppa. Each swap will help show how people in **(insert name)** want producers in the developing world to get a fairer deal.

"We've come a long way in 15 years, but there is still a long way to go. Buying Fairtrade products shows that we want trade to work in favour of producers in developing countries. Although Fairtrade products are much more widely available these days, buying them is still not yet the norm for everyone. So, for Fairtrade Fortnight 2010, let's get swapping and build on the progress we have made so far."

(insert group) is encouraging people to host a 'Swapathon' to encourage as many people as possible to swap to Fairtrade. The idea is for people to bring along a favourite Fairtrade product and then swap with someone else giving them a fun chance to try new products.

Joining in with the xxx spirit, on **(insert date)**, **(insert town)** will xxxx with **(insert name)** xxx to offer xxxxxxx

So far, around 7.5 million people in the developing world have benefitted from Fairtrade deals - but there is a long journey ahead as Fairtrade still accounts for a tiny percentage of world agricultural trade.

The Fairtrade Foundation will be toting up the swaps, aiming for more than ONE MILLION AND ONE swaps during the Fortnight. Campaigners and supporters will also call on supermarkets and retail outlets nationwide to make landmark fairtrade product swaps.

Harriet Lamb, executive director of the Fairtrade Foundation says: "When times are tough for families here, they are desperate for producers in developing countries. Getting involved delivers real change for producers."

The annual Fairtrade Fortnight is promoted by networks around the country which include: development & campaigning agencies CAFOD, Christian Aid, Oxfam, SCIAF, Tearfund, Traidcraft Exchange, People & Planet, Banana Link, Nicaragua Solidarity Campaign, Action Aid, Shared Interest and the World Development Movement; The Mothers' Union; the National Federation of Women's Institutes; Soroptimist GB; the trade union PCS; and churches and faith-based organisations. Major pushes are expected in the 400-plus Fairtrade Towns where committees have pledged an ongoing programme to raise awareness about Fairtrade.

In 2009, despite the economic downturn, Fairtrade Fortnight reached 17.7 million people and sales of Fairtrade products bucked the national trend with 7% year-on-year growth in the first half of 2009. A study commissioned at the end of Fairtrade Fortnight showed that 7 in 10 people in the UK recognised the FAIRTRADE Mark.

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Notes to Editors

1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7 million people - farmers, workers and their families - across 59 developing countries benefit from the international Fairtrade system.
2. Currently there are over 400 Fairtrade Towns. Since Fairtrade Fortnight 2009, the network of Fairtrade Towns, Cities, Boroughs, Counties, Islands and Zones has increased. Almost xx locations have gained Fairtrade status since last year, including xxxxxxxx. www.fairtrade.org.uk/get_involved_fairtrade_towns.htm