

CELEBRATE THE 20TH ANNIVERSARY OF THE FAIRTRADE MARK BY HOLDING AN EVENT IN YOUR COMMUNITY.

WE'VE GOT 20 IDEAS, HINTS AND TIPS BELOW TO GET YOU STARTED!
THEY RANGE FROM 'FAIR-LY SIMPLE' TO 'FAIR-LY AMBITIOUS' SO
THERE'S SOMETHING FOR EVERYONE.

- 1 Invite all of the individuals, groups and organisations that have been involved over the years. Celebrate together and reflect on the successes and challenges of your campaign in order to recharge and prepare for the next 20 years of making trade fair!
- 2 To engage consumers and retailers, why not create a **Fairtrade trail** of the shops and retailers which stock Fairtrade goods and publicise it in your community.
- 3 Create a **bingo scorecard** of 20 Fairtrade products to help people track their own progress and give them inspiration as to what other items they can add to their shopping basket!
- 4 Organise a **blindfolded taste test** to compare Fairtrade products with regular brands.
- 5 **Challenge yourself** to only use Fairtrade products for 20 days at home, at work or at school...
- 6 ...and **don't stop there**, write about it (and everything else you do) on social media, get in touch with your local paper or even arrange to speak on the radio!
- 7 Get **creative**: The more exciting and original your event, the more likely it is to get picked up by the press. Use our **media toolkit** for more ideas.
- 8 Hold a **dinner party** using Fairtrade ingredients wherever possible: invite important local people from retailers to teachers and councillors and get them excited about your campaign.
- 9 Take your dinner party a step further by having a **Fairtrade Safari Supper** – an evening of dinner parties (using Fairtrade ingredients) where different people in the community cook and those attending travel from house to house.
- 10 Walk one of the **'Fair Trade Ways'**. These long-distance heritage trails link Fairtrade Towns in Wales, the South West and the North of England so why not walk for 20 miles or with 20 people. Find out more at www.fairtradeway.org.uk



**YOUR CHOICE MAKES
A DIFFERENCE.**



EVENT IDEAS AND PUBLICITY TIPS

FAIRTRADE AT 20

- 11** Throw a **Fairtrade Bakesale Party!** Why not see if your local school would like to order their free bakesale party pack to raise money to bring a fairer deal to even more producers. Our learning and fundraising resources with a lesson plan and activity ideas for primary schools can be found at www.fairtrade.org.uk/bakesale



- 12** Hold a **Fairtrade quiz** using the questions provided on our website – hold it in a pub, in your school or even at your dinner party!
- 13** **Link local and global issues** by combining your Fairtrade events with specific reference to your area. Use iconic landmarks, invite local dignitaries and include local produce. This not only enables you to represent your Town but increases the likelihood of getting your event picked up by the local press.
- 14** Plant a **commemorative tree** in the community to mark the occasion and invite the most important stakeholders in your campaign to attend the ceremony.



- 15** **Conduct a survey** in your local area about Fairtrade to gauge how many people recognise the logo and can say what it means. What do people feel are the reasons for poverty in the developing world? Compare the results year on year and use this to inform your future campaigns.

- 16** Get competitive with a **smoothie making competition** using Fairtrade fruits, a flower arranging session using Fairtrade flowers or a bake-off using Fairtrade ingredients.
- 17** Hold a stall at a community event this autumn, from a Harvest festival to a Guy Fawkes night bonfire, the options are endless! Use a chocolate taste test or something similar to draw people in.
- 18** **Engage with your MEP representative** and invite them to your events to build their support for Fairtrade.

- 19** Encourage your **community** to learn more about the farmers and workers producing Fairtrade goods by checking out **100% Fair Trade organisations** or by looking at our **new website** at www.fairtrade.org.uk, which has lots of useful information and resources.



- 20** And finally, don't forget to **tell us** about your activities. Help us to celebrate your achievements over the past 20 years by sending your photographs, past and present, to campaigns@fairtrade.org.uk

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