

# FAIRTRADE FORTNIGHT 2022



Commercial Partners' Campaign Toolkit

**CHOOSE THE WORLD  
YOU WANT**



FAIRTRADE

# WELCOME TO THE 2022 CAMPAIGN TOOLKIT

CHOOSE THE WORLD  
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We're so excited that you're interested in taking part in Fairtrade Fortnight 2022. Following on from its success last year, the Choose The World You Want festival is back! This toolkit\* provides information, resources and assets so that you can get involved with the campaign. In this toolkit, you'll find:

- ✓ A refresher on the Fairtrade Fortnight campaign
- ✓ Inspiration for how you could activate this year
- ✓ The asset library
- ✓ Guidance on how best to use this year's assets
- ✓ Links to view and download the assets

Let's build on the momentum of Fairtrade Fortnight 2021 and COP26. Together, we make a huge impact on consumers, their awareness and shopping habits.

*\*This toolkit is provided to our commercial partners who want to support our Fairtrade Fortnight 2022 campaign. However, specific events or arrangements may require an agreement so please contact [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk) to discuss further.*

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**1** A quick campaign refresher

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**2** Fortnight inspiration hub

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**3** Asset library

- ✓ *Host an event*
- ✓ *Online*
- ✓ *In-store*
- ✓ *Brand Guidelines*
- ✓ *Usage and disclaimers*

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**4** Next steps

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# **A QUICK CAMPAIGN REFRESHER**



**FAIRTRADE FORTNIGHT**  
**21 FEBRUARY – 6 MARCH**



# WHY FAIRTRADE FORTNIGHT?

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There are still many farmers and workers growing the food we eat every day who do not earn enough to **feed their families**, **invest in their community** or **build resilience against health and climate shocks**.

**Fairtrade Fortnight** is the time when the Fairtrade movement comes together to show support.

Farmers, campaigners, supporters, shoppers, civil society, commercial partners and the Fairtrade Foundation **work together** to shine a light on the problems farmers still face, and how we can all **be part of the solution by choosing Fairtrade**.



**CHOOSE THE WORLD YOU WANT**  
**CHOOSE FAIRTRADE**



**Fairtrade Fortnight 2022's Choose The World You Want festival** will continue to amplify the voices of farmers and workers, the steps they are already taking to fight the climate crisis, and highlight the role of **businesses, shoppers, governments and citizens** in supporting them to win the fairer future that we all know they deserve.

# DRIVING HOME THE MESSAGE: NO CLIMATE JUSTICE WITHOUT TRADE JUSTICE

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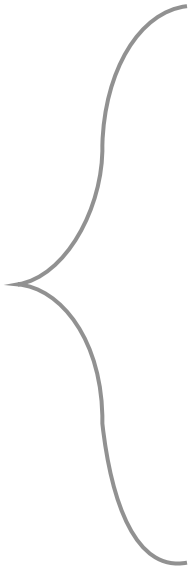


## 2022 OBJECTIVE



Continue to build public visibility and understanding of the role Fairtrade plays in addressing the climate crisis.

## OUR KEY MESSAGES



It's not too late to tackle the climate crisis. Support Fairtrade; with higher incomes, farmers and workers can protect the environment and adapt to a changing climate.

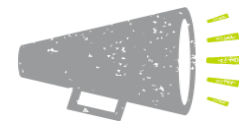
The climate crisis is the biggest threat to the livelihoods of millions of small-scale farmers and workers in low-income countries worldwide. Join the Choose The World You Want festival this Fairtrade Fortnight and hear from those on the frontline.

Farmers need better incomes and financial support to adapt to events like changing weather patterns, rebuild after storms and adopt eco-friendly farming to ensure a low-carbon economy.

## CALL TO ACTION



Choose Fairtrade to get more money to those on the frontline of the climate crisis. Join us this Fairtrade Fortnight and choose to act for climate justice. Choose the world you want.



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# **FORTNIGHT INSPIRATION HUB**



# WHY YOU SHOULD GET INVOLVED AND HOW

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Promoting your Fairtrade products during Fairtrade Fortnight can **boost sales**, **reach new customers**, drive more **impact for your supply chain**, **create positive brand associations** and **generate media coverage!** Use this inspiration hub to explore some great ways to get involved.

## HOST AN EVENT



- Webinars or panel discussions
- Workshops or masterclass events
- Q&A with a producer
- Fairtrade Partnership Quiz
- Employee engagement: Fairtrade film screening, private Q&A event

## ONLINE



- Share on social media
- Competitions and promotions
- Collaborate with local press
- Blog and newsletter articles
- Publish [Fairtrade recipes](#)
- Highlight your online events, quizzes, webinars, panel discussions

## IN-STORE



- Point of Sale posters, till screens and promotional materials
- In-store magazine/newspaper content
- In-store offers and promotions
- Employee engagement

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# ASSET LIBRARY



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## 1 Host an event

### Online

## 2

- *Farmers, workers and commodities – content*
- *Climate change – content*
- *Campaign hero graphics*
- *Lockup graphics*

## 3

### In-store

- *Posters*
- *Till screens*

## 4

### Fairtrade Brand Guidelines

## 5

### Usage and disclaimers

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# HOST A FAIRTRADE FORTNIGHT EVENT

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Whether you're thinking of hosting a webinar, workshop or masterclass event, we've created a range of different tools to support. To learn exactly how to use them, be sure to check out the [Brand Guidelines](#) and the [usage section](#) of this document.



## VIRTUAL EVENT BACKGROUNDS

These images can be added to participants' backgrounds during virtual calls.



## HOST SCRIPT

We've produced a quick two-minute script you can use to introduce your event.



## SUPPORTING IMAGERY

A range of different imagery you can use on invites and social posts to promote your events.

VIEW & DOWNLOAD ALL

# ONLINE: TALK ABOUT FAIRTRADE, PRODUCERS AND CLIMATE

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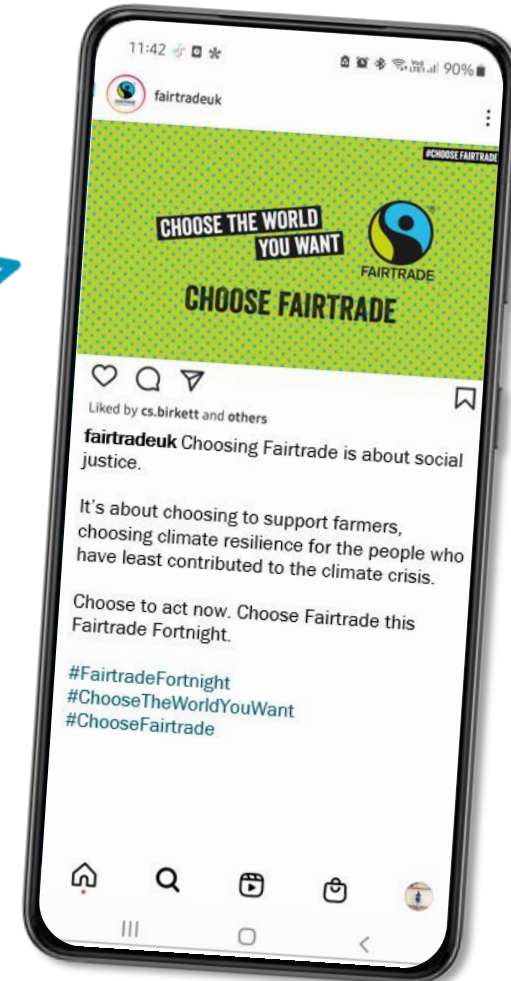
We've collected a range of images, videos and farmer stories. You can use a selection of these to help tell the Fairtrade story this Fairtrade Fortnight.

## FAIRTRADE MULTI-COMMODITY CONTENT

There are some great non-commodity specific assets that give a great overview of Fairtrade and explain more about farmers on the frontline of the climate crisis.

## COMMODITY SPECIFIC CONTENT

Content, stories and quotes from farmers and workers, including cocoa, coffee, bananas, tea, sugar and flowers.



VIEW &  
DOWNLOAD ALL

# ONLINE: TALK ABOUT FAIRTRADE, PRODUCERS AND CLIMATE

CHOOSE THE WORLD YOU WANT



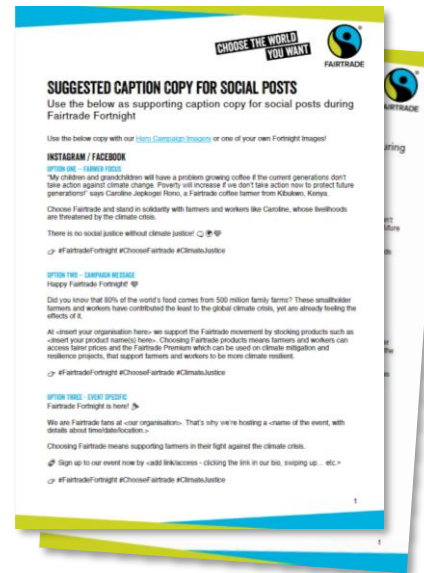
We've created a range of assets you can use online to tell the Fortnight story. That includes designed quote graphics for social media, suggested social copy and a library of quotes that you can use on materials.



## PRODUCER QUOTE GRAPHICS

These images can be used on social media to help deliver our Fortnight message. There are different colours, sizes and logo options for each quote.

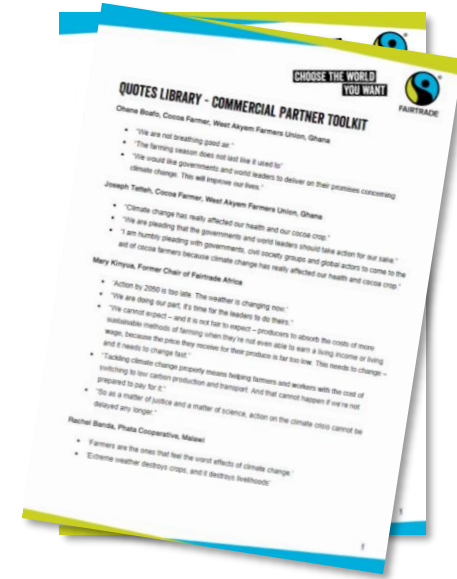
VIEW & DOWNLOAD



## SUPPORTING COPY FOR SOCIAL POSTS

Use this copy to support your social posts during Fairtrade Fortnight.

VIEW & DOWNLOAD



## QUOTE LIBRARY

We've compiled a list of quotes from Fairtrade producers and members of the system for you to use in your events, blogs and social posts.

VIEW & DOWNLOAD

# ONLINE: TALK ABOUT CLIMATE CHANGE

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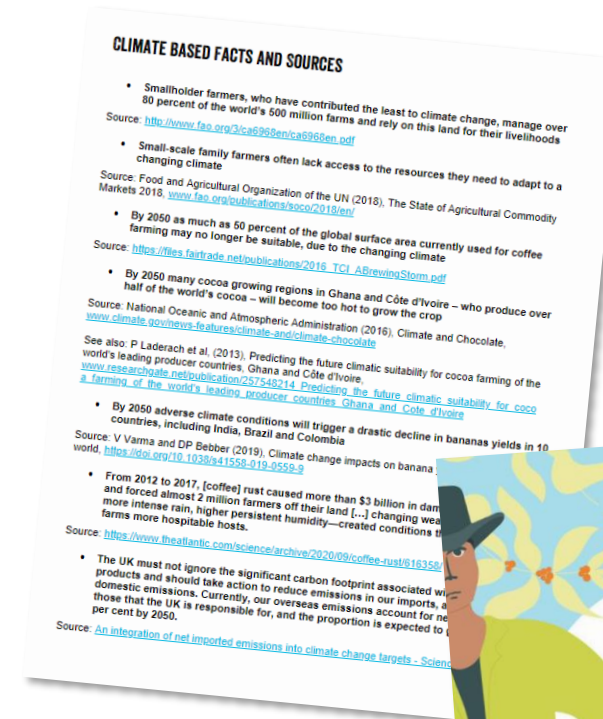
Explore a range of materials focused on climate change. Use them in your social media, at events and in blogs to help tell the Fairtrade story this Fairtrade Fortnight.

## CLIMATE-BASED FACTS AND SOURCES

A document with a variety of verified climate facts and sources you can use to support your activity.

## BE FAIR WITH YOUR CLIMATE PROMISE GRAPHICS

Use these graphics on social media to challenge politicians to act now.



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# ONLINE: POST ABOUT FARMERS, WORKERS AND COMMODITIES

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The assets below are grouped by commodity. You can use these assets online to help tell the Fairtrade story.



## COCOA

Photos and stories directly from cocoa producers.

- Photos and stories from the COAGRICAL Cooperative, Honduras

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## COFFEE

Video, photos and stories directly from coffee producers.

- Short film with Segundo and Hugo Guerrero from Peru
- Photos and stories from the COAGRICAL Cooperative, Honduras

VIEW &  
DOWNLOAD



## BANANAS

Photos and video from producers in the Dominican Republic.

- Content on how Fairtrade banana farmers are responding to climate change in the Dominican Republic

VIEW &  
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# ONLINE: POST ABOUT FARMERS AND WORKERS

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The stories below are grouped by commodity. You can use these online to help tell the Fairtrade story.



## TEA

A short video of Patrick Kaberia, discussing how climate change is affecting tea production in Kenya.

VIEW & DOWNLOAD



## SUGAR

Information on climate challenges to sustainable sugar production, sugar trends, and how change is being driven in Fairtrade sugar supply chains.

VIEW & DOWNLOAD



## FLOWERS

Stories from a Fairtrade flower farm including their journey to delivering carbon-neutral flowers in Naivasha, Kenya.

VIEW & DOWNLOAD

# ONLINE: FAIRTRADE FORTNIGHT GRAPHICS\*



## CAMPAIGN HERO GRAPHICS

This is our climate-focused campaign visual. Perhaps you could use it to signpost followers to your plans for Fairtrade Fortnight, or to draw attention to an event you might be hosting!

[VIEW & DOWNLOAD](#)

**FAIRTRADE FORTNIGHT**  
**21 FEBRUARY – 6 MARCH**



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## LOCKUP GRAPHICS

We've created a set of Fairtrade Fortnight date and 'Choose The World You Want' lockup graphics for you to use on materials you produce.

[VIEW & DOWNLOAD](#)

\*To learn exactly how to use them, check out the [Brand Guidelines](#) and usage [section](#) of this document.



## TILL SCREEN GRAPHICS

These visuals can be used at till points to really amplify the Fairtrade Fortnight campaign across your store.



## IN-STORE POSTERS

Use posters in-store to signpost your customers to our Choose The World You Want festival website and help them learn more about how choosing Fairtrade can make an impact.

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## FAIRTRADE FORTNIGHT BRAND GUIDELINES

Compliance with the Brand Guidelines is a condition of use of our brand. The Brand Guidelines summarise the technical details and how best to use the lockup graphics and materials.

There's also a quick recap on the Fairtrade Foundation partner artwork approval process.



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## Asset rights and usage

In this section, you will find information about the permitted rights of use in relation to certain materials shared with you as part of this Fairtrade Fortnight toolkit ('Materials'). If you do not have a current licence or other agreement in place with us, your rights of use may be limited.

By downloading these materials you are accepting the terms of permitted rights of use of the materials shared by the Fairtrade Foundation, which may include:

- Images
- Video
- Data
- Recordings
- Interviews

Or other forms of information or copyright materials agreed with the Fairtrade Foundation as Materials subject to applicable law. Fairtrade Labelling Organizations International e.V. and/or the Fairtrade Foundation is the owner or licensee of all intellectual property rights in the Materials and Lockup Graphics

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These Materials may be used solely for the following purposes:

- Promotion of Fairtrade Fortnight via online channels or print media.

You are permitted to use the Materials until 31 March 2022 (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 2022 and 'Choose the World You Want' 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 Foundation, 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.

## Disclaimer

Whilst every care has been taken in the compilation of this Commercial Toolkit, and every attempt made to present up-to-date and accurate information, we cannot guarantee that inaccuracies will not occur.

The Fairtrade Foundation will not be held responsible for any loss, damage or inconvenience caused as a result of any inaccuracy or error within the Commercial Toolkit, any related content or any third-party content.



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# NEXT STEPS

# WHAT TO DO NEXT...

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Please share your plans for Fairtrade Fortnight with [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk):

- 1. Public events** – so we can look to promote them on our festival webpage and socials.
- 2. Product promos or launches** – so we can look to pitch for additional PR.
- 3. Offers, competitions or promos** – so we can look to feature them on the festival offers and prizes webpage.
- 4. Fairtrade recipes** – so we can look to include them in our Foodie Tent festival webpage.
- 5. Use #FairtradeFortnight and #ChooseFairtrade** in all your online activity so we can track it.
- 6. Share any marketing or comms materials** that profile Fairtrade at [artwork@fairtrade.org.uk](mailto:artwork@fairtrade.org.uk), giving us five days for approval.



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**THANK  
YOU**

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