**For immediate release, [day/date] September 2022**

**Great Big Green Week: [group/school/community name] plant seeds in [location] to ‘sow their solidarity’ with climate-hit Fairtrade farmers**

[Group/school/community and area name] have sown wildflower seeds in [location] as part of a national ‘Sow Your Solidarity’ campaign run by the Fairtrade Foundation during the Great Big Green Week 2022 – the UK’s biggest celebration of community action to tackle climate change and protect nature.

The annual Great Big Green Week (24 September to 2 October) sees tens of thousands of people across the country coming together to participate in hundreds of events designed to protect the planet, and to urge politicians and decision makers to do likewise.

To mark the week, the Fairtrade Foundation is running a Sow Your Solidarity campaign, inviting members of the public to sow a packet of native British wildflower seeds in their neighbourhoods. The campaign is designed to give people of all ages a practical and easy way to tackle climate change locally and show solidarity with farmers in low-income countries who are already planting change in their own communities.

[Number of people] joined the Fairtrade campaign event at [location] on [insert day], mirroring similar grassroots activities taking place nationwide. The local group also took the opportunity to urge their MP [insert name/constituency] to ‘sow their solidarity’ by ensuring farmers have a say in how climate funding is spent, as UK ministers plan their next steps after hosting the 2021 COP climate conference in Glasgow.

[Add more detail about event in your area].

[Local spokesperson name, title, location] said*: “This summer in the UK, we’ve had a glimpse into how hotter weather can make life harder for ordinary people. Right now, farming communities across the world who have done the least to cause the climate crisis are living with its worst effects, such as droughts, storms, food shortages and plant disease.*

*“[Group name] took part in the Fairtrade Foundation’s campaign this Great Big Green Week because we want to ‘sow our solidarity’ with Fairtrade farmers and workers in lower-income countries who are struggling to grow the food we love to eat in the UK – like coffee, bananas and cocoa for chocolate – due to climate change. Planting our wildflower seeds in [location] is a small action but we hope it sends a big message to our local government leaders.*

*“We also sent a packet of seeds to our local MP [insert name], asking them to keep the pressure on and sow their own seeds of change in Parliament. We need our political leaders to use their power to help ensure that farming households overseas, who struggle to make ends meet, have the support and finance they need to thrive. Together we want to show decision makers that people from all walks of life are stepping up to plant seeds of change in the face of the climate crisis – and we need them to step up too.”*

The Fairtrade Foundation is an official partner of the Great Big Green Week, which is run by the Climate Coalition. ​Fairtrade’s Sow Your Solidarity campaign is part its ongoing efforts to challenge governments of the countries most responsible for the climate crisis to, at a minimum, deliver on an unfulfilled promise to fund a $100bn climate investment package for communities most affected by climate change.

Stefan Donnelly, Campaign and Communities Manager at the Fairtrade Foundation, said: “*We’re delighted that people here in [location] have come together this Great Big Green Week to ‘sow their solidarity’ with farming communities overseas. Their seed-planting event in [site name] was a reminder of the depth of grassroot support in this region for the 1.9 million Fairtrade farmers and workers who grow many of our favourite foods. Their communities across Africa, Latin America, the Caribbean, Asia and the Pacific are often already unable to earn enough for a decent life due to unfair trade and extreme global inequality. To make matters worse, right now they’re also struggling with rising living, food and farming costs.*

*“At the COP26 climate summit in Glasgow last year, the UK Government – along with other wealthy and high-polluting nations – reiterated a decade-old promise to give financial support to communities at the forefront of the climate crisis. Those who bear the most responsibility for the crisis have a duty to support farming communities at the climate coalface to invest in building more sustainable futures for themselves and for the whole planet. But many of these communities, including Fairtrade farmers and workers, are still waiting for any support to reach them and waiting to have a say in how that money is spent.​*

*“From reforestation to protecting pollinators, Fairtrade farmers are already investing in the solutions needed to protect their communities and our food supply from climate breakdown. This Great Big Green Week, we call on our politicians to respect farmers' expertise, needs and ambitions. They must have a leading role in deciding how any climate funds are spent. We are running out of time to get this right. Communities here in [location] are playing their part – now our political leaders need to do likewise.”*

Last year over 5,000 events took place during the Great Big Green Week, with more than 200,000 people showing up for the planet in their community and online. To find out more about the Fairtrade Foundation campaign, visit [www.fairtrade.org.uk/climatejustice](http://www.fairtrade.org.uk/climatejustice)

-ENDS-

**Caption: pictured, from left, are [insert names, location, date, photo credit]**

**For more information, contact [insert local contact details]**

**NOTES TO THE EDITOR**

**About Fairtrade**

Fairtrade changes the way trade works through better prices, decent working conditions, and a fairer deal for farmers and workers in low-income countries. Fairtrade International is an independent non-profit organization representing 1.9 million small-scale farmers and workers worldwide. It owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 37,000 products. Beyond certification, Fairtrade International and its member organizations empower producers, partner with businesses, engage consumers, and advocate for a fair and sustainable future. Fairtrade is committed to fighting the climate crisis. Fairtrade Standards encourage producers to protect the environment by improving soil, planting trees, conserving water, and avoiding pesticides, while Fairtrade’s programmes include climate academies for farmers to share best practice. For more information visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

**About Great Big Green Week**

The Great Big Green Week is the UK’s biggest ever celebration of community action to tackle climate change and protect nature. Between 24 September and 2 October this year, Great Big Green Week will unleash a wave of support for action to protect the planet. Tens of thousands of people in every corner of the country will celebrate the heartfelt, brave, everyday actions being taken to stand up for nature and fight climate change. For more information visit <https://greatbiggreenweek.com/>