



FAIRTRADE

Campaign Catch Up: Fairtrade Fortnight 2023 – let's get ready!



“ I didn't know I was punishing the land, now because of this project I've seen the benefits, there are more nutrients in the soil.”



FAIRTRADE

**the
future
is fair**

What is Fairtrade Fortnight 2023 all about?

- During Fairtrade Fortnight, join us in spreading a simple message: [choose Fairtrade now and help save our favourite foods.](#)
- Did you know cocoa, bananas and coffee could soon be much more difficult to find on our shelves?
- Climate change is making crops like these harder and harder to grow. Combined with deeply unfair trade and a global cost-of-living crisis, communities growing these crops are being pushed to the brink.

What is Fairtrade Fortnight 2023 all about?

But here's the good news. More of us choosing Fairtrade means extra income, power, and support for those communities, as they work to build sustainable and prosperous futures.

So not only is choosing Fairtrade best for people and planet, it could help save everyday treats like chocolate bars, bananas and a warm cuppa!

We know cost-of-living is affecting people here too, so we'll emphasise choosing Fairtrade doesn't have to cost shoppers more

What is the goal of Fairtrade Fortnight 2023?

Grow Fairtrade sales, and so impact for farmers, by building understanding of Fairtrade's role tackling the climate crisis and in preserving a sustainable future for our favourite foods

Emphasising that **only a fairer income for the farmers and workers can secure a sustainable future for our favourite foods** will help us do that.

And all the benefits of Fairtrade – taking on climate change, training, gender equality, worker rights, global campaigning – only come with people choosing Fairtrade.

Fairtrade Foundation support for 2023

Limited resources now available

COMMUNITY PACK

This pack is designed to support the great work of Fairtrade community groups. It includes:

- Fairtrade Stickers
- Inflatable Banana
- Fairtrade Badges (pack of 10)
- Fairtrade and Climate Justice Poster A4
- Fairtrade and Climate Justice Leaflets
- Posters



CHURCH PACK

This pack will equip with all the materials you need to spread the Fairtrade message within your place of worship. Items include:

- Fairtrade Church poster



Online Big Fairtrade Get Togethers



**JOIN THE BIG FAIRTRADE
GET TOGETHERS**

**GET INVOLVED IN
FAIRTRADE FORTNIGHT!**

This Fairtrade Fortnight, join our live **Big Fairtrade Get Togethers** - free online events bringing together the whole Fairtrade movement to hear from Fairtrade farmers and other experts.

Add your details to sign up now. You can join as an individual, with friends, your school or a local campaign group, to hear why choosing Fairtrade is choosing a sustainable future for our favourite foods.

Other assets we are producing

- More digital assets to come which will be shared on all the usual places – check [Resource Library](#) and [Fairtrade Fortnight campaign page](#).
- But a Fairtrade Quiz and a Fairtrade Film Night guide area already available to download from the [‘Eight Ideas for Fairtrade Fortnight’](#) blog



**The Fairtrade and Climate
Justice Film Night**

EIGHT IDEAS TO CELEBRATE FAIRTRADE FORTNIGHT

Want to get involved in Fairtrade Fortnight? Here's eight ideas for events and initiatives you can run locally, all with a top tip from a Fairtrade can

But you don't have to organise an event to join in the fun. You can also join our virtual Big Fairtrade Get Togethers, with friends, your local com group or by yourself. [Find out more and sign up using this form.](#)

HAVE A FAIRTRADE COFFEE MORNING

A caffeinated campaign classic. The perfect way to spread the word on Fairtrade is over a Fairtrade cuppa.

Order in some of [the dozens of Fairtrade coffees on offer](#), a few Fairtrade biscuits and chocolates



The Fairtrade Quiz

Test your knowledge of all things Fairtrade (and beyond) with a few rounds of testing trivia.

Round one: Fairtrade and the Climate

Sharing campaigner content

← Thread



Fairtrade Foundation
@FairtradeUK

The classic Fairtrade banana costume was back in action for a super and sunny #GreatBigGreenWeek event from @FairtradeTatsfield.

Planting seeds with their parish council, the public and their local MP 🍌🌱

6/

Tatsfield Fairtrade @TatsfieldFT · Oct 1

Thanks Tatsfield for coming along to our #GBGW event with @RSPB today and signing our Community Declaration letter to @ClaireCoutinho Planting seeds with Tatsfield Parish Council to #SowYourSolidarity



← Thread



Fairtrade Foundation
@FairtradeUK

The Fairtrade Tunbridge Wells team was out in force, as they planted their #SowYourSolidarity seeds in Calverley Grounds.

Here they tell @timeslocalnews why it's so important to join Fairtrade farmers and workers taking action on climate:

8/



timeslocalnews.co.uk

Group sows the seeds for change

Last week Tunbridge Wells Fairtrade Town Group planted seeds in Calverley

← Thread

Fairtrade Foundation
@FairtradeUK

...
...wcastle, @ChiOnwurah joined the Friends of es Park for a Fairtrade Coffee Morning ☕ and to our #SowYourSolidarity seeds in the Friends en. 🌱



1 - Oct 4, 2022

... 1 Quote Tweet 12 Likes

How you can get involved

The simple message we want to share this Fairtrade Fortnight...

- Choose Fairtrade and help save the future of our favourite foods.
- Without fairer incomes for farmers and workers taking on the worst of the climate crisis, some of our favourite foods could be much harder to find in future
- Choosing Fairtrade is one simple way you can choose a fair, sustainable and greener future for food.

Ways to support #1: Share content

Share content

A stunt during Fairtrade Fortnight will create some video content highlighting the threat to the future of food

There is also a film in production based on interviews with cocoa farmers in Ghana

Other reports, social media graphics and Fairtrade products announcements will be released during Fairtrade Fortnight

Social media is one quick and effective way to share – but not the only way. Local media, channels of partner orgs, council websites & magazines, places of worship

The image shows two overlapping screenshots. The top screenshot is from the Sutton Council website, featuring the Sutton logo and navigation links for 'Services' and 'Mayor and Council'. A banner for 'Celebrating Fairtrade Fortnight 2022' is displayed with a globe graphic. Below this is a photograph of a large, historic stone building at night. The bottom screenshot is from the Wigan Today news website, showing an article titled 'Ethical primary school wins national honours' and another titled 'Ludlow is going bananas for Fairtrade Fortnight'. The Ludlow article includes a photo of a group of people holding a large inflatable banana with the Fairtrade logo and the text 'Go bananas for Fairtrade!'. A newsletter sign-up form is visible at the bottom of the Ludlow article.



Services Mayor and Council



This is a new website – your [feedback](#) will help us to improve it.

[Home](#) > [Latest news](#)

Celebrating Fairtrade Fortnight 2022



Wigan Today

Wigan Observer
Wigan Post

News you can trust since 1853



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Ethical primary school wins national honours

Pupils who have immersed themselves in the ethically-aware practices of Fairtrade have landed their school national honours.

Ludlow is going bananas for Fairtrade Fortnight

By [David Tooley](#) | [Ludlow](#) | Published: Feb 19, 2022

Ethical consumers in Ludlow are going bananas for Fairtrade Fortnight later this month.

Subscribe to our daily newsletter!

Email Address

Sign Up



Newcastle Fairtrade

9 December at 14:29

Are Fairtrade products really more expensive?



FAIRTRADE.ORG.UK

Are Fairtrade products really more expensive? - Fairtrade



Ways to support #2: Run an event or local initiative

Run an event: Any event you can run that helps get those key messages out there will be a real boost. A few ideas campaigners have already shared

Highcrest Academy school: a talk & presentation by the Ambassador of Costa Rica and the unveiling of a plaque celebrating the Fairtrade Towns Partnership between Grecia, Costa Rica and High Wycombe.

Also plan to have a CoopeVictoria single origin celebration coffee produced by a local micro-roaster for the occasion and to be marketed locally.

Edinburgh : I will be involved in Edinburgh Fairtrade City events

East Grinstead: Fairtrade Quiz and Meal organised by Fairtrade EG plus information stall and display at EG Library.

Chorley: I will be giving an update on the Chocolate Has A Name project as the children do their first chocolate making workshops

University of Manchester: Wednesday 1 March all day event at The University of Manchester

Dewsbury: Our Eco Council are having a fairtrade stall at our International Womens Day event.

The Challenge

How will you take this message – that choosing Fairtrade is one way to secure a fairer, more sustainable and greener future for food – to your community?

Let's share some ideas!

To the Breakout Rooms!

Some questions to get you started

- 1: Does anyone already have plans for Fairtrade Fortnight 2023? How could your existing plans tie in with Fairtrade Fortnight's focus this year?
- 2: What could we do in our areas to get the message across that the future of food is under threat?
- 3: What have you done in previous years that you think worked well?
- 4: Have you been to any other local events that you think worked well? Is there a way we could reuse these ideas for Fairtrade Fortnight?
- 5: What challenges have you faced in previous Fairtrade Fortnights? How could we get around those?



FAIRTRADE

Thanks!

Any questions?

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