



FAIRTRADE

Fairtrade Fortnight 2023

Monday 27th Feb - Sunday 12th Mar

Commercial Partners' Campaign Toolkit



Hello!

We're so excited that you're interested in taking part in Fairtrade Fortnight 2023.

This toolkit* provides information, resources and assets so that you can get involved with the campaign.



*This toolkit is provided to our commercial partners who want to support our Fairtrade Fortnight 2023 campaign. However, any other specific arrangements or alternative content plans may require an agreement so please contact commercial@fairtrade.org.uk to discuss further.



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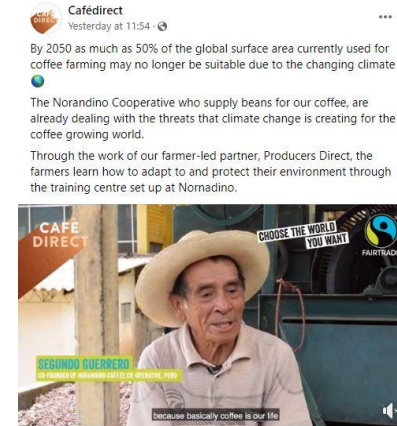
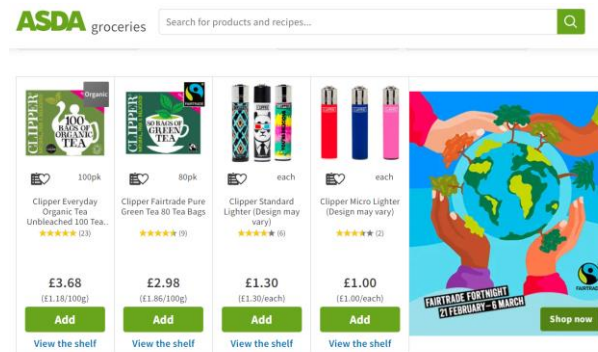
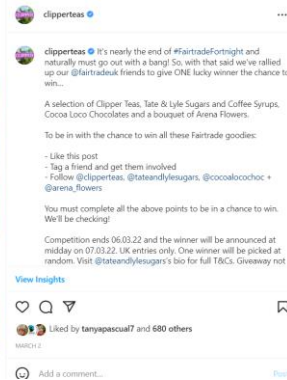




Campaign Refresher



Past Partner Activations



Why Fairtrade Fortnight?

Our 2023 campaign highlights the urgent threat to the future of the foods we love and the livelihoods of the people who grow them. Without our support for fairer prices today, farmers will find it even harder to tackle the climate and economic challenges of the future

The current financial crisis is taking a heavy toll on smallholder farmers & workers, with the costs of fuel, fertiliser and food all increasing beyond affordable levels - if producers can't earn enough to cover costs or fund climate adaptation work today, then they won't be available to grow food in the future.

By choosing Fairtrade now, you are taking a stand with farmers and workers worldwide for fairer incomes, so that they can protect the future of our food.

Key Messages

- Our **Endangered Foods** campaign highlights the urgent threat to the future of the foods we love and the livelihoods of the people who grow them, as they face the worst effects of the climate crisis. Without our support for fairer prices today, farmers will find it even harder to tackle the climate and economic challenges of the future.
- Smallholder farmers simply can't foot the bill for adapting to economic and climate change on their current incomes. This fortnight and beyond, Fairtrade is asking shoppers to act now and choose Fairtrade to back the farmers behind some of our favourite products to ensure they are paid fairly and can keep farming through this crisis/these tough times.
- By choosing Fairtrade now, you're taking a stand with farmers and workers worldwide for fairer incomes, so they can protect the future of our food.

Objective

Grow sales by building public visibility and understanding of Fairtrade's role tackling the climate crisis and the future of food.

Action

By consumers taking the simple action of choosing Fairtrade, they are protecting the future of our food by supporting farmers on the frontline of the climate crisis and facing rising costs.

Campaign themes

The Future of Food



Cost of Living



Together, we can protect the supply of food now and for future generations to come.
And it needn't cost the consumer more.



Fortnight Inspiration Hub



Why You Should Get Involved and How

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.



Online

- Share content across social media & D2C platforms
- Highlight Fairtrade products through badging, virtual aisles & rewards platforms
- Run competitions and promotions
- Collaborate with press & influencers
- Create blog and newsletter articles
- Publish Fairtrade recipes



In-store

- Point of Sale posters, till screens and promotional materials
- In-store magazine/newspaper content
- In-store offers and promotions to engage customers at all price points
- Retailer & brand collaborations
- Employee engagement



Case Studies & Other Assets

- Online Resources
- In-store Resources
- Fairtrade Brand Guidelines
- Usage & Disclaimers



Online: Hero Case Studies

Through our recent producer trips, we have gathered stories of the farmers on the frontline of both the climate and cost-of-living crises. We have developed assets based on these findings which you can use to tell the Fortnight story.

This year, we will focus on a collection of cross-commodity hero case studies (including social copy and quotes), each focussing on an individual farmer, the impacts which they currently face and how they are working to enact change:

Saddick Abanga **Cocoa farmer, Ghana**

A case study exploring farmer Saddick Abanga's work to improve his cocoa harvest and better manage his land through agro-forestry training.

Emilia Debrah **Cocoa farmer, Ghana**

A case study focussing on farmer Emilia Debrah's work to improve the productivity of her farm and turn her finances around with support from her Fairtrade co-op.

Odessa Michelle Grant **Coffee farmer, Honduras**

A case study focussing on farmer Odessa Michelle Grant's work to better support women coffee farmers in the face of the climate and cost-of-living crises.

Banana Farmer Case Study

In progress - to be provided shortly.

Further stories to follow in the coming weeks.

Case Study 1: Saddick Abanga

Cocoa farmer, Ghana

This case study focuses on farmer Saddick Abanga's work to improve his cocoa harvest and make better use of his land through agro-forestry training - an opportunity made available through his Fairtrade co-operative.

'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.'

[**View/Download**](#)



Case Study 2: Emilia Debrah

Cocoa farmer, Ghana

This case study focuses on the story of Emilia Debrah, a cocoa farmer who had previously struggled with debt and was able to turn her finances around with the support of her Fairtrade co-op.

Emilia received training and support which allowed her to increase the productivity of her land and become more self-sufficient, meaning that she can better manage rising living costs and continue to protect the future of our cocoa.

[View/Download](#)



Case Study 3: Odessa Michelle Grant

Coffee farmer, Honduras

This case study focuses on farmer Odessa Michelle Grant, who is reshaping coffee-growing traditions and creating opportunities for women through her Fairtrade co-operative.

In the face of the climate and cost-of-living crises, these changes are allowing women farmers to gain more power, independence and financial security through their work.

[View/Download](#)



Case Study 4: In Progress

Banana farmer, Colombia

A study based on the results of the Fairtrade Foundation's recent Colombia trip, to be uploaded once finalized.



Online: Talk About the Future of Our Food

We are currently developing a media-focused report outlining some of the challenges facing the future of our food, containing:

- Case studies of staples under threat
- Consumer survey data
- Narratives and predictions from a futurist/economist
- Fairtrade's impact through better prices, adaptation training and programmes.

You can support and amplify this messaging by talking about the future of the products you sell. A range of insights and statistics can be found in the [Key Facts for Fairtrade Fortnight 2023](#) resource.

[View/Download](#)

Further reports and information can be found in the Fairtrade Foundation's [Policy Briefings and Reports](#) pages and Fairtrade International's [Library](#) platform.

Online: Lockup Graphics

We've created a set of Fairtrade Fortnight date and lockup graphics for you to use on materials you produce. Check out our brand guidelines on how to use Fairtrade lock-ups.



[View/Download](#)

Online & In-store: Icon Library

We have also made our icon library available for use in Fairtrade/Fairtrade Fortnight materials*. This library includes icons for commodities, organisational priorities and key social and environmental impacts.

*These icons may only be used in materials which promote Fairtrade or Fairtrade Fortnight, and are not permitted to be used in non-Fairtrade materials.



[View/Download](#)

In-store: Poster

We have created a poster which can be used in-store to tell the Fortnight story, focussing on Fairtrade coffee farmer Odessa Michelle Grant, Honduras.

'Climate change is devastating crops we all rely on. But with Fairtrade, Odessa from Honduras has more power, more independence and crucially in the climate and cost-of-living crises, more income. Which means she can keep the coffee coming for our cups.'

[**View/Download**](#)



Fairtrade Brand Guidelines

Compliance with our new Brand Guidelines is a condition for 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.



[**View/Download**](#)

Usage & Disclaimers

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

You are permitted to use the Materials until 31 March 2024 (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 2023 and 'the future is fair' 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 excludes liability and 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.



Next Steps



What to do next...

Please share your plans for Fairtrade Fortnight with commercial@fairtrade.org.uk:

- **Product promos or launches** - so we can look to pitch for additional PR.
- **Offers, competitions or promos** - so we can look to feature them on the festival offers and prizes webpage.
- **Use #FairtradeFortnight and #ChooseFairtrade** in all your online activity so we can track it.
- **Share any marketing or comms materials** that profile Fairtrade at artwork@fairtrade.org.uk, giving us five days for approval.



Thanks!





fairtrade.org.uk

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