



FAIRTRADE FORTNIGHT
24 FEBRUARY - 8 MARCH 2020

SHE DESERVES FAIRTRADE

GET READY FOR FAIRTRADE FORTNIGHT

DON'T FEED EXPLOITATION.
CHOOSE FAIRTRADE.



THE STORY SO FAR...

It may be hard to swallow but many of the people behind our most-loved food still live in extreme poverty. It is a scandal that behind the sweet delight of chocolate lies the bitter taste of exploitation.

The UK chocolate industry is worth at least **£4 billion** each year.

And yet the average cocoa farmer in Côte d'Ivoire and Ghana, where 60 percent of all cocoa is grown, makes less than **75p a day**.



This is well below the extreme poverty line of around **£1.40 per day**.

[Read our full campaign briefing on living incomes and the challenges cocoa farmers face.](#)

If this wasn't enough to cope with, the climate crisis is already wreaking havoc on global food production. Farmers are battling less predictable seasons, more plant diseases and weather extremes, leading to a lack of food. They are suffering, struggling to harvest crops and working longer hours, for lower prices.

For women, the situation is even more unfair. In Côte d'Ivoire, for example, women carry out more than two thirds of the labour involved in cocoa farming. They work in the fields, look after children, carry water, and help bring the crop to market. And yet they often have fewer rights than men, and often earn less than a quarter of the money generated.

That's why we launched our She Deserves a Living Income campaign last year. Thanks to Fairtrade supporters up and down the land we made the case loud and clear.

But to achieve real change in this bitter-sweet industry we need to keep speaking up for cocoa farmers, and keep our communities involved in writing the next, sweeter, chapter in their story. Keep reading for reasons to be optimistic, but also why we need to keep pressing for change...





1 MILLION PEOPLE REACHED BY
SUPPORTER EVENTS

In Fortnight 2019, a total of 4,000 campaigner events reached 1 million people. Meanwhile, MPs made their voices heard on the issue of living incomes in Parliament.

The momentum kept going. On 7 August 2019, Côte d'Ivoire's Independence Day, Fairtrade campaigners joined Fairtrade staff at 10 Downing Street to hand in a petition – launched during Fairtrade Fortnight – with more than 50,000 signatures calling for the UK government to back cocoa farmers fighting for a fairer deal.



83 MPs ATTENDED THE ALL-PARTY
PARLIAMENTARY GROUP (APPG) RECEPTION

The response was positive to our vision, and opens doors to follow up our demands on UK government departments to take steps to achieve living incomes for cocoa farmers. It won't happen overnight with everything else on the political agenda currently, so we'll keep you up to date with progress.

In October, the Fairtrade Minimum Price for conventional cocoa was raised from \$2,000 to \$2,400 per metric ton, marking a 20 percent increase. For organically-farmed cocoa, the Fairtrade Minimum Price will be \$2,700. And the Fairtrade Premium increased from \$200 to \$240 per metric ton, the highest fixed premium of any certification. Fairtrade is the only certification scheme to focus on price, and as such is already making a tangible and significant difference to farmers' incomes.



OVER 50,000 PEOPLE ASKED THE
PM FOR A FAIRER DEAL

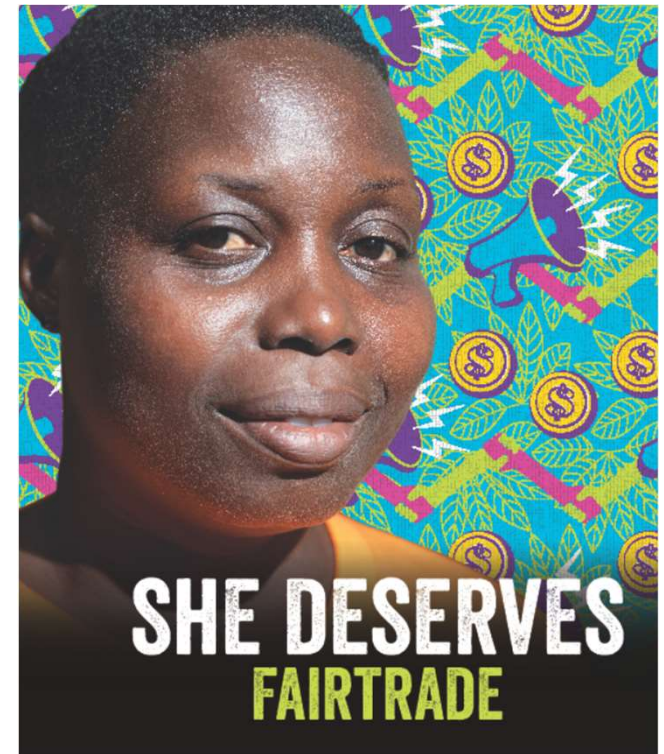
Meanwhile, Fairtrade welcomed announcements by the governments of Côte d'Ivoire and Ghana that they will increase the farm gate price of cocoa for all farmers in October 2020, by requiring companies to pay an extra Living Income Differential on all cocoa exports.

It's a real opportunity to drive change for farmers, and an encouraging hint towards the kind of structural change that we are campaigning for in favour of farmers' livelihoods. We're actively following up the exciting opportunities for all government action but for 2020 we will turn our attention to being loud and proud about the unique difference that Fairtrade makes right now at a critical moment for the cocoa industry.

FAIRTRADE FORTNIGHT 2020 – 24 FEB TO 8 MARCH

SHE DESERVES FAIRTRADE:

- 'SHE DESERVES FAIRTRADE' STRAPLINE
- 'SHE DESERVES A DIFFERENT STORY' SUPPORTING MESSAGE
- **#SHEDESERVES**
- 'STORYBOMBING' CAMPAIGN
- 'STORYTELLING FLAGSHIP EVENTS'



FAIRTRADE FORTNIGHT 2020 MESSAGES

IT IS A SCANDAL THAT BEHIND THE SWEET DELIGHT OF CHOCOLATE LIES THE BITTER TASTE OF EXPLOITATION. THE STORY FOR WOMEN IS EVEN MORE UNFAIR!

THE INEQUALITY IS MADE SO MUCH WORSE BY THE DEVASTATING IMPACT OF CLIMATE CHANGE IS ALREADY HAVING ON FARMERS AND THEIR COMMUNITIES.

THE UK PUBLIC DO NOT WANT POVERTY AND EXPLOITATION TO BE PART OF THE PRICE OF THEIR CHOCOLATE BARS. WE ARE CALLING ON THEM TO JOIN FAIRTRADE IN CHANGING THE STORY.



SHE DESERVES A DIFFERENT STORY

Only Fairtrade is campaigning publicly for the right to a living income for farmers – men and women. Only Fairtrade standards cover:

Price: The Fairtrade Premium and the Fairtrade Minimum Price are driving real change, right now. Fairtrade farmers and workers have a safety net that protects them from low prices for their crops.



Premium: Fairtrade farmers and workers choose how they spend the Premium, which they can use to make their farms and communities stronger. It also allows them to invest in different ways of making money, so that they are less reliant on the unpredictable cocoa market.



Women's empowerment: Fairtrade is also supporting more women cocoa farmers to take the reins and stand tall alongside men. Fairtrade Standards make sure that they have a voice in their community, are represented in decision-making and benefit from Fairtrade. We know that independent income in the hands of women brings positive change to communities even faster.



Environment: While you can't protect the planet without protecting its people first, rigorous Fairtrade Standards support farmers to protect the environment and the Fairtrade Premium is enabling them to invest in climate resilience and adaptation.



We know farmers deserve Fairtrade. But we need more people to know that, too.





HELP WRITE THE NEXT CHAPTER OF THE STORY...

We know the UK public do not want poverty and exploitation to be part of the price of their chocolate bars. Shoppers are asking more questions about where their products come from, and how the people involved were treated and paid, but they are confused by all the different 'sustainable' claims and ethical messages out there.

So, while around 4 million tonnes of cocoa are produced each year, Fairtrade cocoa represents just a fraction of this. In West Africa, it's just 10 percent.

The reality of life for so many of the hardworking women behind our cocoa doesn't get the attention it deserves. That's why we need your support for Fairtrade Fortnight 2020.

To change this story, we need more people in the UK to understand the power they have as consumers and to choose Fairtrade every time. We want to show companies that people in the UK expect them to go much further to pay living income prices to farmers

– and Fairtrade is the most trusted way to show it.

This Fortnight we want your help to tell and share the stories of women cocoa farmers to make the case for Fairtrade. We travelled back to Côte d'Ivoire, and Sierra Leone, to meet some truly inspiring women who want their stories to be heard by the UK.

And we've got some creative ways to get them heard loud and clear. But first, let's meet some of the heroines of Fairtrade Fortnight...

THERESE DESERVES FAIRTRADE

Therese believes her children deserve more. So that's her priority – doing everything she can to offer them better chances in life. In her words *'to leave them higher'*.

Perhaps the single most important thing that happened to Therese – or didn't happen – was that she didn't go to school. *'This was devastating to me.'* She knows the opportunities education can offer, the choices it can open up. And it's left her determined to do whatever she can to make sure her children have those chances.

As an Ivorian cocoa farmer and a woman at that, Therese is one of the fortunate ones. Both she and her husband own their own cocoa farms. She belongs to a group of farmers who have a market for their beans through Fairtrade. Most importantly, this means that she has a safety net in the form of a minimum price for her crop. This is vital, as prices for cocoa are some of the most volatile on the market and frequently plunge to levels that leave farmers like Therese hungry and out of pocket.

It's this security that allows Therese and her husband to support eight children. The oldest is at university in Côte d'Ivoire's capital city, Abidjan. The others study in the biggest nearby town, which is still a bumpy two-hour drive away. They stay there, which means not only that she must pay for their fees and books, but that she must find a place for them to stay and pay for their food. Most of her money goes on their education but there's no question the sacrifices she makes are worth it.

I AM SUFFERING AT THE MOMENT FOR MY KIDS TO HAVE A GOOD JOB IN CITIES SO THAT THEY WILL NOT COME BACK HERE AND SUFFER AGAIN LIKE ME.

Share Therese's story, to show how Fairtrade supports farmers pushed into poverty by unfair and unsustainable low prices.





EDITH DESERVES FAIRTRADE

When Edith talks about harvesting tomatoes, you can see her smiling behind her eyes. She loves the simple act of picking a ripe tomato from a plant, the satisfaction of knowing her hard work has come to fruition.

Edith lives in Côte d'Ivoire, West Africa, in a household of seven, including her son, and her brothers and sisters. As a single mum to one son, Edith's entrepreneurial spirit is driven by her desire to provide a better future for him.

Edith's mother owns a cocoa farm, and together they tend the trees and harvest the cocoa. But even as part of a Fairtrade co-operative, the cocoa trees alone don't bring in enough money. Through Fairtrade, Edith armed herself with leadership skills, teaming up with other women to create a community farm to earn more income.

“ THIS IS TO MAKE OUR DREAMS COME TRUE. IN TERMS OF EMPOWERING WOMEN WE WANT TO HAVE OUR OWN MONEY SO THAT WE CAN USE IT TO SUPPORT [THE FAMILY]... ”

Edith is determined that she will earn enough money to take care of herself and her son into the future, whatever that might bring.

A changing climate is already making it harder to grow cocoa for many farmers like Edith, giving an alarming idea of what the future will bring.

“ WE HAVE MANY DRY DAYS WITHOUT MUCH RAIN... THE COCOA PODS ARE SMALL AND THE TREES MAY DIE. ”

Share Edith's story to show how choosing Fairtrade supports tireless women entrepreneurs who will stop at nothing to provide a better future for their children and communities.

LUCIA DESERVES FAIRTRADE

Lucia is a cocoa farmer in Sierra Leone. She belongs to a Fairtrade co-operative of farmers called Ngoleagorbu, who live around the edge of the Gola rainforest.

This forest-edge community became Fairtrade certified in 2019, which means they grow their cocoa according to Fairtrade Standards. The Standards cover the social and environmental practices the farmers use. Now they're selling some of their cocoa on Fairtrade terms to the UK, receiving the Fairtrade Minimum Price and Fairtrade Premium.

Farming in the rainforest is tough. During the night, chimpanzees wreak havoc, hollowing out the ripe, sweet cocoa beans from the pods, destroying the whole crop and leaving the farm strewn with empty shells. Not only this, but the hot, wet climate provides ideal conditions for the rapid spread of disease, which can lead to food shortages.

Lucia has seen many farmers turn to mining, logging or rice farming as alternative sources of income. But she has also seen the destruction these activities bring to her beloved forest.

Lucia is hardworking, proud and determined. She deserves to use her land in a way that earns her a decent living, but also protects her forest home.

Share Lucia's story to show why fairer trade and better incomes are important to protect the world's precious natural resources.



THE STORIES



SEGUNDO AND HUGO DESERVE FAIRTRADE

SEGUNDO GUERRERO AND HIS FAMILY ARE A MEMBER OF FAIRTRADE CO-OPERATIVE NORANDINO IN PERU.

THEIR STORY SHOWS HOW CHOOSING FAIRTRADE SUPPORTS FARMERS PUSHED INTO POVERTY BY UNFAIR AND UNSUSTAINABLE LOW PRICES, AND HOW INEQUALITY IS MADE SO MUCH WORSE BY CLIMATE CHANGE.

'I wish that more farmers could join the co-operative as many have similar problems, like low education, no training, no access to technology to help them work, and they do not have support to help manage plagues and diseases.'



THE STORIES



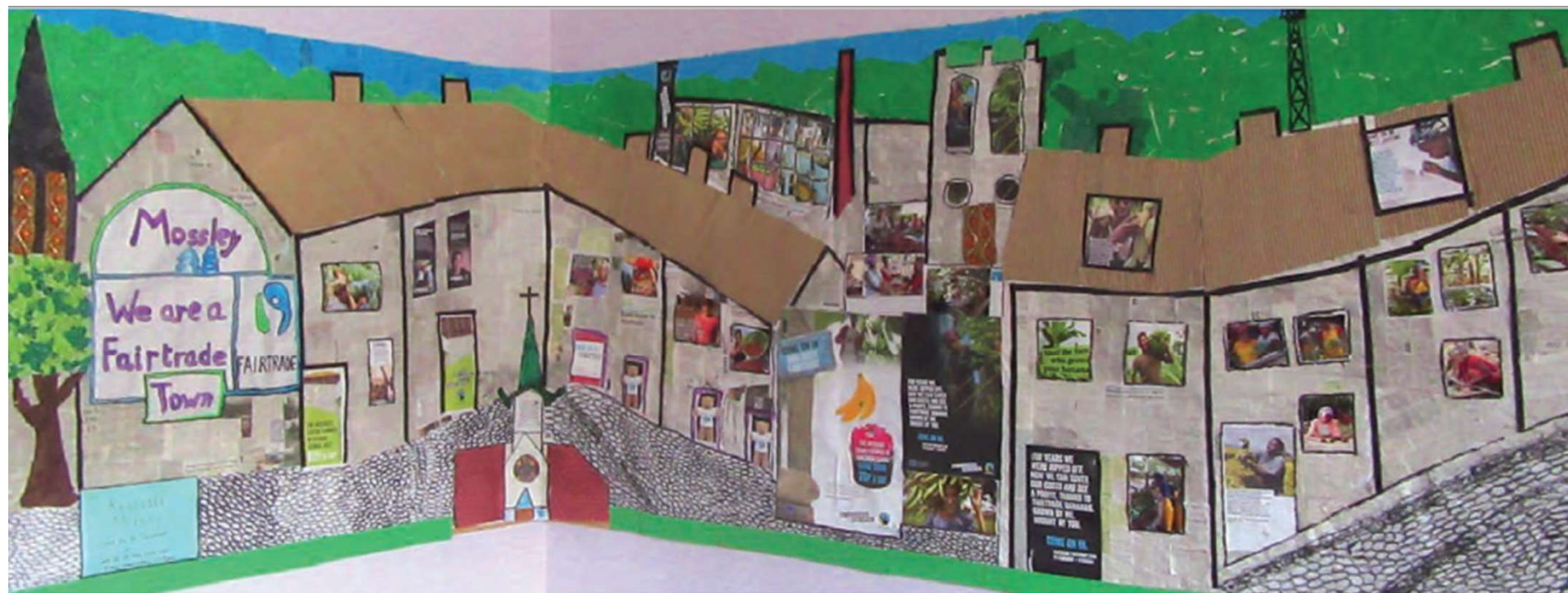
ESTHER DESERVES FAIRTRADE

ESTHER JUMA IS A RECORDER AT BIGOT FLOWERS IN KENYA.

HER STORY SHOWS HOW FAIRTRADE CAN EMPOWER WOMEN WORKERS AND HOW THE FAIRTRADE PREMIUM BENEFITS COMMUNITIES.

'When you empower a woman, you empower a whole community.'





SHARING STORIES IN YOUR COMMUNITY

We know that sharing stories is a powerful way to help people understand the difference they can make in the world.

But we also know that we need to find new ways to cut through people's busy lives and make sure these important stories are heard. This Fortnight we will equip you with the stories of Edith, Therese, Lucia and others. Their stories will help you to show others how only Fairtrade is fighting for cocoa farmers to earn the living incomes they deserve as well as supporting these women to raise their voices, fight back against climate change and protect the planet.

And how you share their stories is up to you!

Fairtrade communities will involve groups and allies in telling these stories in all sorts of creative ways, but and in 2020 we also want you to use 'storybombing' as a way to reach new people in your community. **Read on to find out more!**



STORYTELLING EVENTS



Host a storytelling evening or work in partnership with another group in your community to share stories to a new audience.



Use World Book Day or International Women's Day as a storytelling hook or event opportunity – they both fall in Fairtrade Fortnight this year.



Join a local school to create a storytelling assembly or help revamp their story corner and share these stories.



Share the stories on your local radio station or a podcast.



Work with local artists or crafters to find a creative new way of telling a story in a public space – perhaps a mural or giant banner!

You can share moments from your events or stunts online using **#SheDeserves** to tell everyone that cocoa farmers deserve Fairtrade. We'll try and showcase as many as possible!

STORYTELLING

THE STORYTELLING CAMPAIGN WILL DRIVE DEEPER AUDIENCE UNDERSTANDING AND CONNECTION.

A SERIES OF STORYTELLING EVENTS / 'SOFA SESSIONS' - TO SHINE A LIGHT ON THE STORIES OF OFTEN INVISIBLE WOMEN IN THE COCOA SECTOR.

TAKING PLACE IN 5 LOCATIONS ACROSS THE UK, THE EVENTS WILL INCLUDE TALKS FROM VISITING PRODUCERS, AS WELL AS PARTNERS AND CHAMPIONS OF EQUALITY – CALLING FOR OPPORTUNITIES FOR WOMEN TO TAKE LEADING ROLES AND TO RECEIVE THE INCOME THEY DESERVE.

LOCATIONS AND DATES CONFIRMED:

**MANCHESTER (25 FEB), YORK (27 FEB), EDINBURGH (29 FEB),
CARDIFF (2 MAR), OXFORD (3 MAR)**



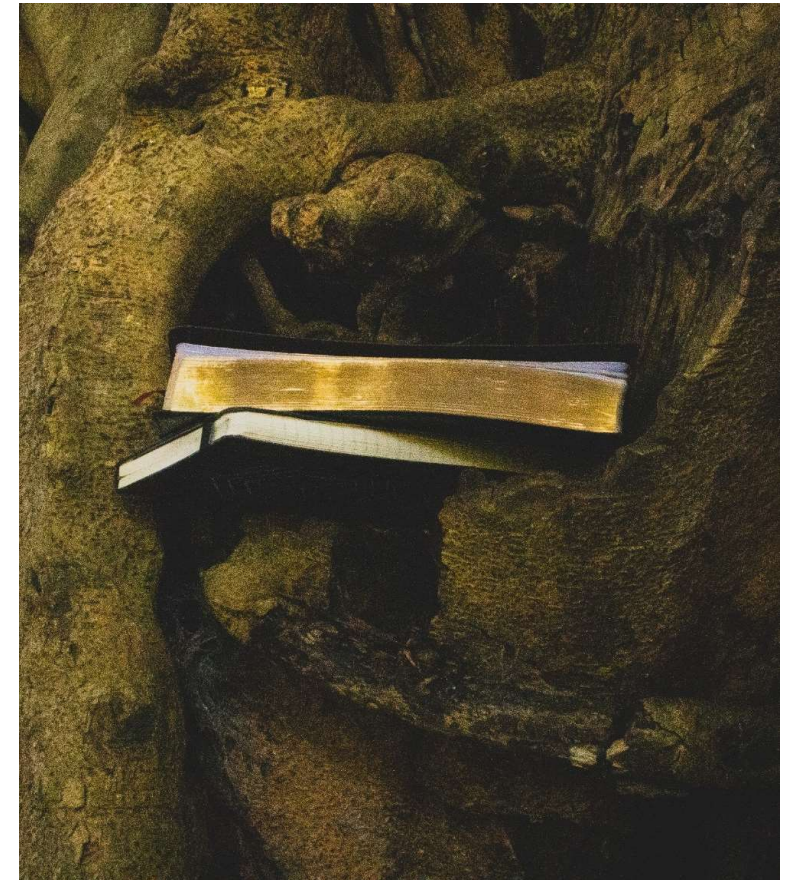
STORYBOMBING

STORYBOMBING:

/ˈstoːriˈbɒmɪŋ/

Noun Noun: storybombing; plural noun: storybombing

1. An act or instance of dropping, sharing or telling a story somewhere. Has an element of the unexpected.
2. A way to insert stories into tiny spaces, e.g. behind products in stores, in envelopes, in pockets of jeans.

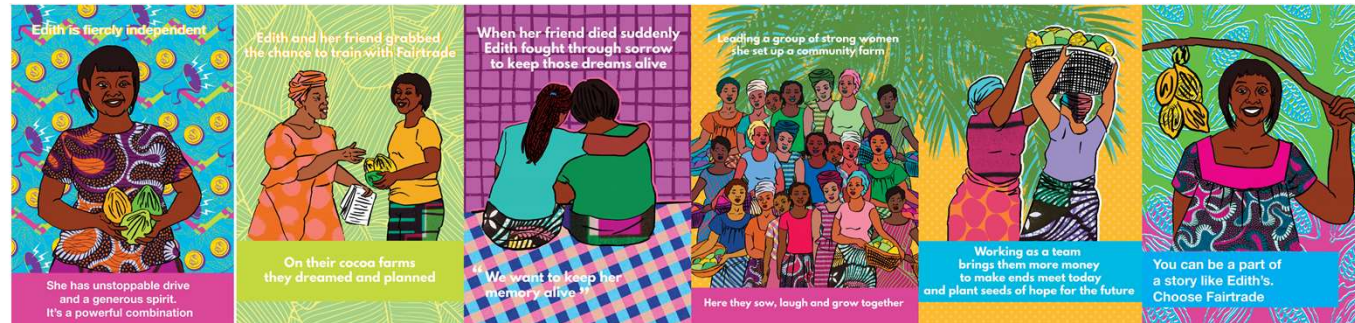


STORYBOMBING NEW AUDIENCES

ENTICING DESIGN AND SLEEVE INVITING PEOPLE INTO THE STORY



ILLUSTRATED STORY BOOKLET WORKING WITH DORCAS CREATES FEAT. TWO WOMEN COCOA FARMER STORIES



A GIFT FOR THE FINDER - 2 X BOOKMARKS
(EITHER ONE FOR YOU AND ONE FOR A FRIEND OR TAKE
ONE AND LEAVE ONE BEHIND.)



STORYBOMBING IN COMMUNITIES



Tell their stories as part of a faith service or Sunday school



Host a storytelling event in your community or add a story telling element to an existing event



Tell their stories on your local radio station



Go big by working with local artists to take over public spaces with the stories of female cocoa farmers



Share their stories as part of a crafting project



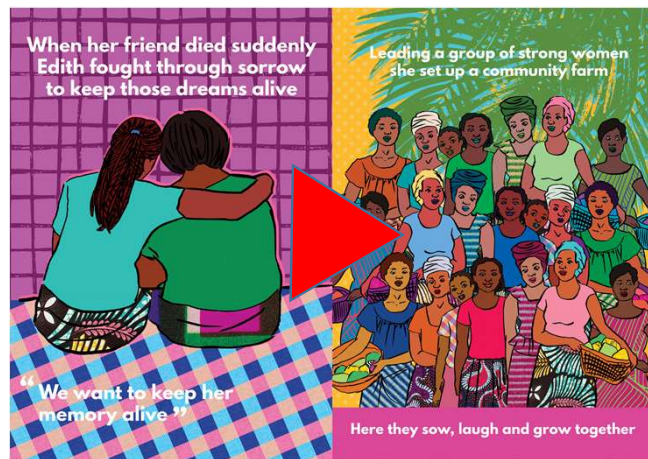
Join up with a local business to tell stories in store with a display or a special event.



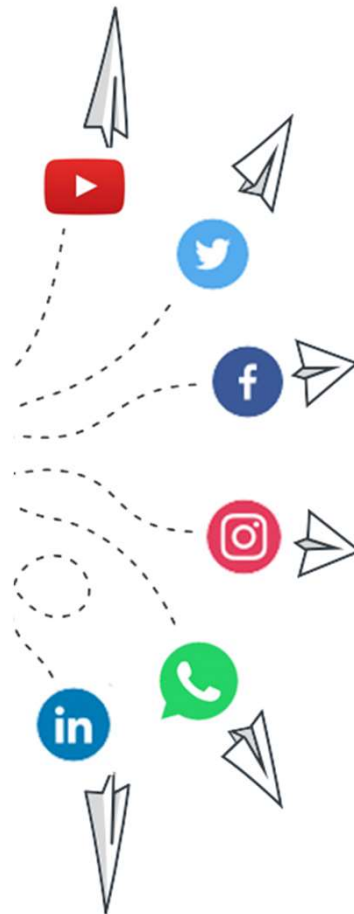
Work with a local school to revamp their story corner and share these women's stories for World Book Day!

STORYBOMBING ON SOCIAL MEDIA

A SHORT FILM IS BEING MADE FROM THE ILLUSTRATIONS TO TELL EDITH'S STORY



VIEWERS WILL BE ENCOURAGED TO SHARE THE STORY



WE WILL ENGAGE A NETWORK OF CONTENT CREATORS TO HELP SHARE THE STORIES





2020 CAMPAIGN INGREDIENTS

RESOURCES LIBRARY

[CONTACT US](#)[MEDIA CENTRE](#)[SCHOOLS](#)[SHOP FAIRTRADE](#)[RESOURCES LIBRARY](#)[DONATE](#)[WHAT IS FAIRTRADE?](#)[BUYING FAIRTRADE](#)[FARMERS AND WORKERS](#)[GET INVOLVED](#)[FOR BUSINESS](#)[HOME](#) ► [RESOURCES LIBRARY](#) ►

RESOURCE LIBRARY

[Back to Resource Library homepage](#)

Click on the sub-categories below to search for individual resources. Please note, the search bar in the dropdown menu is to filter sub-categories, not individual resources.

If you're searching for Fairtrade resources for Schools, please visit our [Schools website](#).

If you're looking for films about Fairtrade to download they can be found under [Multimedia>Films](#). Remember, you can also stream any of our films from the [Fairtrade Foundation YouTube channel](#).

SELECT A CATEGORY



**FAIRTRADE
FORTNIGHT
2020**

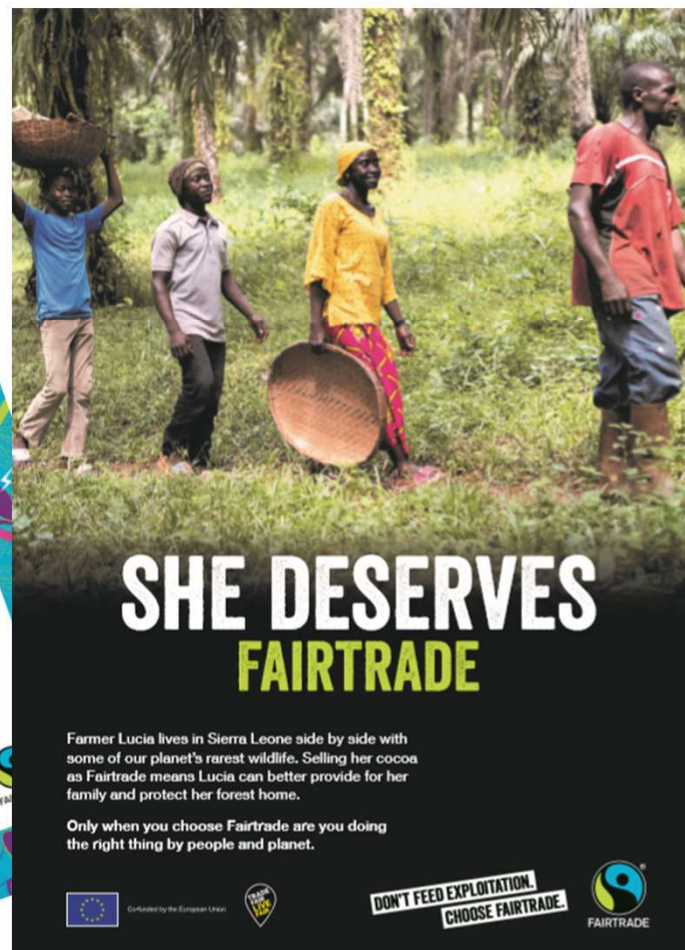
FORTNIGHT 2020 ASSETS

www.fairtrade.org.uk/Resources-Library

DIGITAL ASSETS



DOWNLOADABLE POSTERS

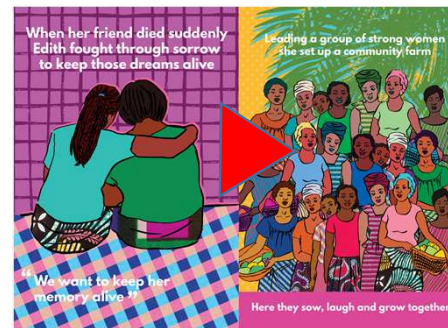


OTHER ASSETS

IN DEPTH LONG-FORM



ANIMATION



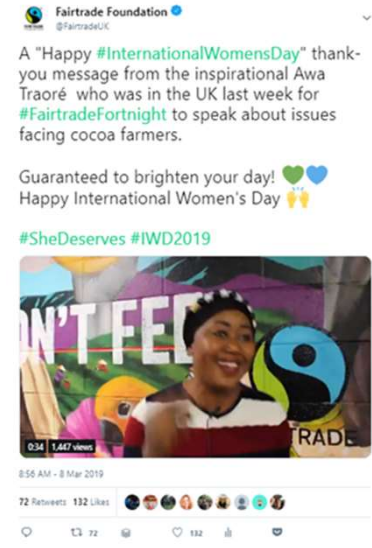
COCOA QUIZ



SOCIAL MEDIA COMPETITIONS



PRODUCER LED VIDEOS



WHERE TO FIND FAIRTRADE CHOCOLATE ON THE HIGH STREET



FAIRTRADE

SHARABLE QUOTES AND LAUNCH DAY ANIMATION



HOW CAN WE GET INVOLVED?

1. **Raise awareness** – posters on campus – print from resource library or order from Fairtrade shop <https://shop.fairtrade.org.uk/fairtrade-fortnight-2020>
2. **Stalls and events** – a speaker, a storytelling event using our producer stories, a debate, an info stall. Invite the community!
3. **Storybombing** – order from Fairtrade [online shop](#) and share on campus and beyond
4. **Amplify on social media** – share the animation on social or via Whatsapp, share any offline storybombing online #fairtrade fortnight #SheDeserves
5. **Fundraise** – donations help grow the Fairtrade movement. More Fairtrade means more farmers getting a guaranteed Fairtrade Minimum Price they can rely on.
6. **Anything else!**



FAIRTRADE FORTNIGHT AND THE FTUC AWARD

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Mandatory

Leadership and Strategy

Campaigning and Influencing

Procurement, Retail and Catering

Research and Curriculum

Outcomes

Innovative Interventions

Save Changes

Completed 0 of 12, Total Points 0 of 115

[+ Show All](#)

(CI001 - CI012) Campaigning and Influencing [Hide All](#) Completed 0 out of 12

CI001	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CI001 - Campaigning and Influencing							Not Done	N/A	Done	
<p>The partnership has included Fairtrade and ethical consumption in staff and/or student inductions.</p> <p>These inductions should state the organisation's commitment to Fairtrade, provide some information on why Fairtrade is important, and state some simple actions staff and students can take to fit in with the organisation's values.</p>										
CI002	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	5	<input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> </td></td></td>	<input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> </td></td>	<input type="radio"/> <td><input type="radio"/> </td>	<input type="radio"/>
CI002 - Campaigning and Influencing							Not Done	N/A	Done	
<p>The partnership has supported one or more student groups to campaign on Fairtrade, ethical consumption or trade justice.</p>										
CI003	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	<input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> </td></td></td>	<input type="radio"/> <td><input type="radio"/> <td><input type="radio"/> </td></td>	<input type="radio"/> <td><input type="radio"/> </td>	<input type="radio"/>
CI003 - Campaigning and Influencing							Not Done	N/A	Done	

FAIRTRADE FORTNIGHT AND THE FTUC AWARD

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Mandatory
Outcomes

Leadership and Strategy
Innovative Interventions

Campaigning and Influencing

Procurement, Retail and Catering

Research and Curriculum

Save Changes

Completed 0 of 11, Total Points 0 of 100

[Show All](#)

(MN001 - MN003) Leadership and strategy - Mandatory [Show All](#) Completed 0 out of 3

(MN004 - MN005) Campaigning and Influencing - Mandatory [Hide All](#) Completed 0 out of 2

MN004	Criteria	Further information	How you will be audited	Comments/Evidence	Total Points	10			
MN004 - Campaigning and Influencing - Mandatory							Not Done	N/A	Done
<p>The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight 2019 and/or 2020 (24th Feb - 8th March 2020) and has measured impact across the events.</p>									

MN005	Criteria	Further information	How you will be audited	Comments/Evidence	Total Points	15			
MN005 - Campaigning and Influencing - Mandatory							Not Done	N/A	Done
<p>The partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students.</p> <p>The campaign/s must have taken place in addition to Fairtrade Fortnight and can demonstrate some measures of impact.</p>									



THANK YOU