2022 Marketing Calendar for Fairtrade Licensees

Theme for the year:

The future is fair - fair for women. children and the environment

Fairtrade's goal is increasing brand awareness:

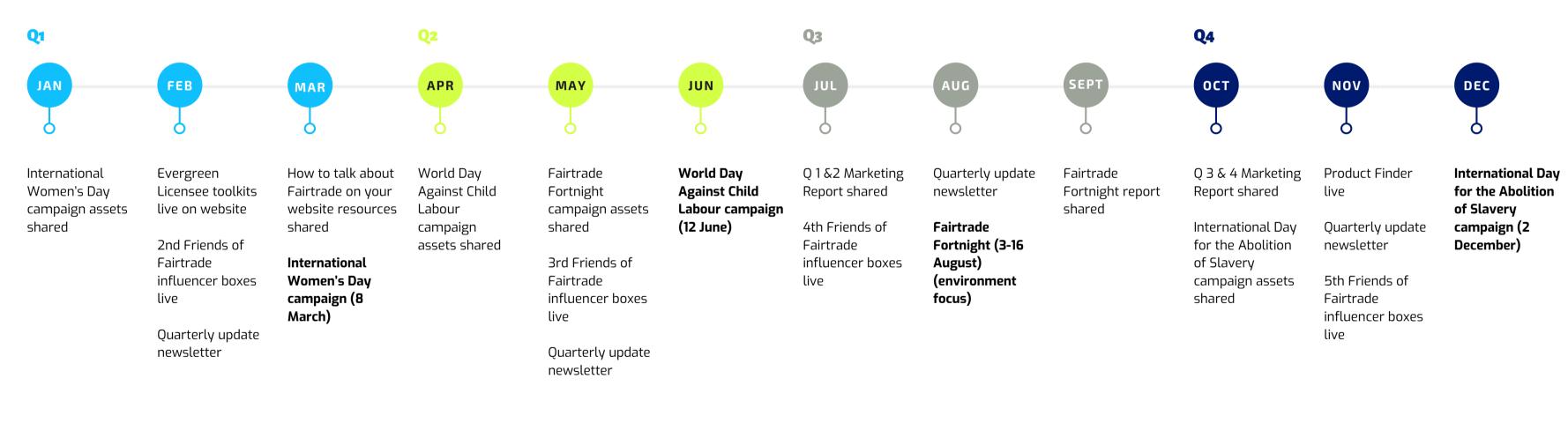
We want more people to know who we are and what Fairtrade stands for (leaders in fairness for women, children and climate)

Fairtrade Fortnight 2022 theme:

Fair for the environment

Campaign approach:

Each quarter, Fairtrade has a key campaign of focus that aligns with the key issues we know consumers care about. Fairtrade will provide licensees with the tools to speak about these issues and how your Fairtrade products are leading the change needed for a fairer future.



Ongoing

Product Finder input | Monthly supporter newsletter | Building thought leadership on social media | Media opportunities that align with our themes



