



**PART  
A**

# **FAIRTRADE FORTNIGHT**

**9-22 SEPTEMBER 2024**

**FAIRTRADE LICENSEE DIGITAL TOOLKIT**

# Hello!

**KEEP AN EYE ON  
YOUR INBOX AS  
TOOL KIT PART B IS  
COMING EARLY  
AUGUST.  
INCLUDING ASSETS  
& SOCIALS**

**Welcome to Part A of your 2024 Toolkit. We're so excited that you're interested in taking part in Fairtrade Fortnight 2024!**

This toolkit provides information, resources and ideas to help you get involved with the campaign. Please use this toolkit to generate ideas and get you thinking about what you can do this September.

Fairtrade Fortnight is our biggest opportunity of the year to work with you, our partners, to:

- raise awareness
- promote Fairtrade products
- highlight YOUR positive impact

All with the aim of increasing purchases of your Fairtrade products.

Show your customers what your brand stands for and highlight your Fairtrade certification, leadership in sustainability, positive impact and what Fairtrade means to you.



FAIRTRADE

# 2024 Fortnight Theme

**OBJECTIVE**

To generate awareness of what it means to be 'Fairtrade'.

**ACTION**

Explain what 'fair' means for each of Fairtrade's key stakeholders. Farmers, Brands and Consumers.

**CAMPAIGN  
THEME**





# Fair for all

For Farmers. For Brands. For You.

# SO, WHAT DOES **FAIR** LOOK LIKE?



## For Farmers

That receive a fair price and can invest to protect their communities and the environment.



## For Brands

That need a trusted partner to enable their commitment to ethical and responsible sourcing.



## For Consumers

That can be assured that every Fairtrade purchase makes a positive impact for people and planet.

# SO, WHAT DOES FAIR MEAN TO YOU?

We realise that we have an opportunity to educate our audiences and consumers about 'what' Fairtrade actually means.

For every brand, every farmer and every community it means something different.

We encourage you to think about this and talk about it with your audience during Fairtrade Fortnight this year.

Thought starters:

- 1. CREATE A FAIRTRADE CHALLENGE TO SEE WHO KNOWS THE MOST ABOUT FAIRTRADE**
- 2. SHARE AN EDM HIGHLIGHTING THE YEAR & IMPACT YOUR BRAND HAS HAD (HINT HINT IMPACT REPORT)**
- 3. CREATE A REEL SHARING THE CREATION OR UNKNOWN FACTS ABOUT YOUR PRODUCT**
- 4. SHARE A BLOG TALKING ABOUT WHY 'FAIR' IS IMPORTANT TO YOUR BRAND**
- 5. FILM A CHALLENGE WHERE YOU SEE IF YOUR STAFF CAN NAME ALL YOUR FAIRTRADE PRODUCTS**

# WHAT'S HAPPENING THIS YEAR



## BE SLAVERY FREE & FAIRTRADE WEBINAR

We're super excited to announce that during Fairtrade Fortnight we will be hosting a webinar along side our friends at Be Slavery Free. Be prepared to hear all things chocolate.



## STAY UP TO DATE WITH OUR WEBSITE

Throughout the build up to Fairtrade Fortnight we will be updating our website with what's happening and the latest events.

[Follow along here.](#)



## 30 YEARS OF FAIRTRADE MARK

As part of this years Fairtrade Fortnight campaign we will also be celebrating 30 years of the Fairtrade Mark. We encourage you to share what it means to your business to be Fairtrade Certified.



## BECOME PART OF OUR FAIRTRADE LINKEDIN COMMUNITY

You may not be aware but we have a LinkedIn group dedicated to legends like yourself. It's the perfect opportunity to engage with like minded brands and individuals and share ideas.



# WAYS TO GET INVOLVED



## HOST AN EVENT

Whether it's a tasting morning, a workshop, a webinar, a paint and sip coffee edition or a impact quiz. The opportunities to generate awareness and community are endless.



## RUN A GIVEAWAY OR CAMPAIGN

Running a giveaway is a fantastic idea to drive awareness of your Fairtrade certified products. Please let us know if you plan on running a giveaway or campaign as we will be featuring all events on our dedicated Fairtrade Fortnight Hub.



## HIGHLIGHT YOUR FAIRTRADE PRODUCT

A lot of businesses choose to celebrate Fairtrade Fortnight by putting their products on promotion in retail or on their online store. Let us know if you're doing this and we can help share the word.



## PARTNER WITH ANOTHER FAIRTRADE BRAND

We can connect you with other Fairtrade brands so you can collaborate for this campaign. Double your reach with like-minded new audiences.

# SHARE & CELEBRATE YOUR IMPACT

Earlier this year we sent out our 2023 Impact Reports. These reports were filled with real life stories, insights and impact created with the intention of sharing and celebrating what's been achieved.

We encourage you to share & celebrate these stories with your audiences and use them to help with your Fortnight 2024 strategy.

**[ACCESS TILES HERE](#)**

**[ACCESS GENERIC REPORT HERE](#)**

**Make sure to tag us:  
@fairtradeanz #ChooseFairtrade**



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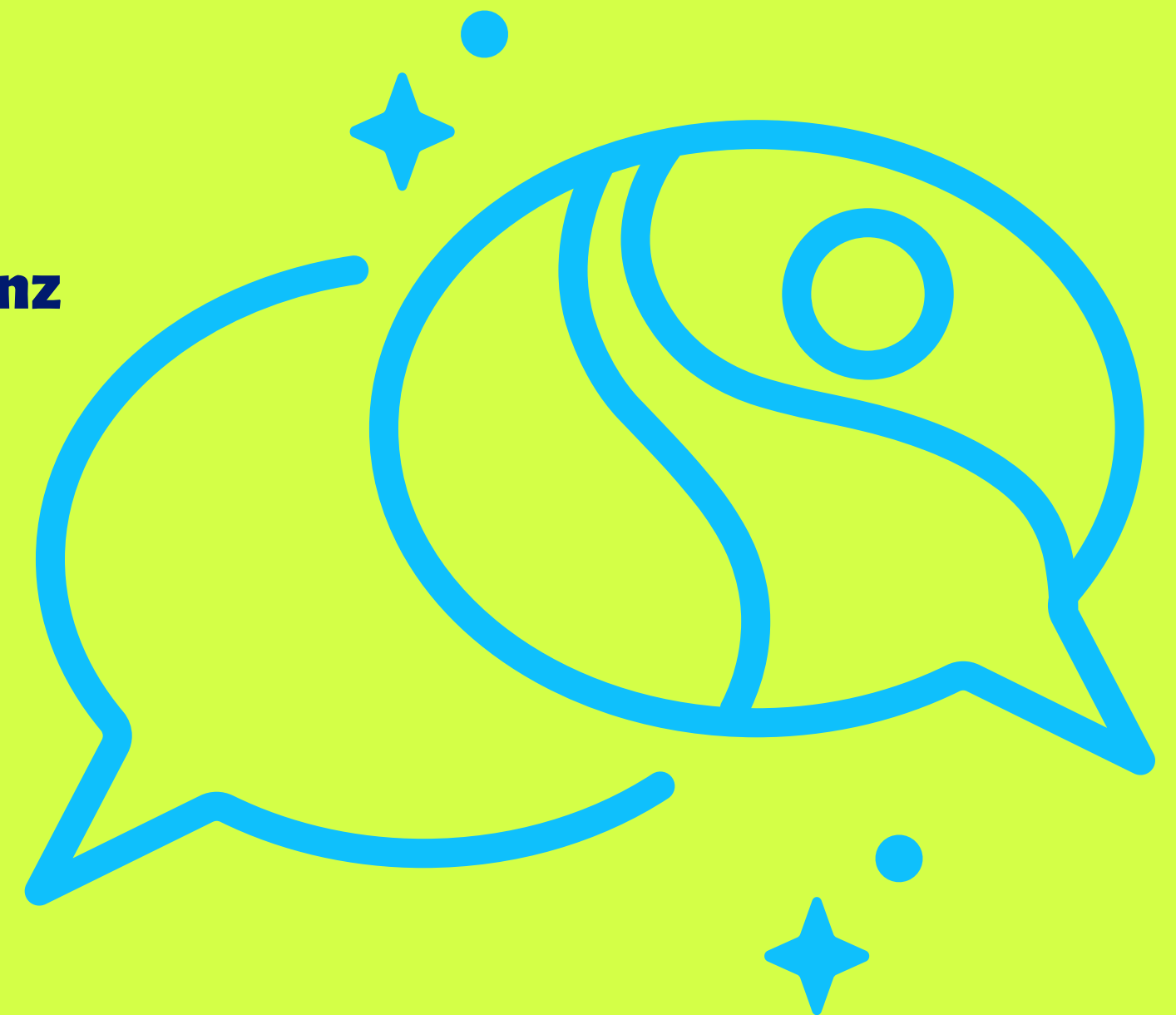
# WHAT TO DO NEXT...

Please share with us your plans for Fairtrade Fortnight (our contacts details are on the last page):

- **Product promos or launches**
- **Offers, competitions or promos**
- **Use #Fairforall and #FairtradeFortnight and @fairtradeanz in all your online activity so we can track it and share too**

**PLEASE KEEP AN EYE OUT AS TOOLKIT PART B INCLUDING THE COMMUNICATION ASSETS & STRATEGY WILL BE WITH YOU IN AUGUST.**

# THANK YOU!



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Do you have other ideas of how you'd like to be involved that we can support?

Get in touch with this or any questions, we're always here to help.

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**FAIRTRADE**  
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