



**PART
B**

FAIRTRADE FORTNIGHT 9-22 SEPTEMBER 2024

FAIRTRADE LICENSEE DIGITAL TOOLKIT

Fair for all

For Farmers. For Brands. For You.

**CHECK OUT &
STAY UP TO
DATE WITH
OUR WEBSITE**

What does **fair** mean for farmers?

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



INTRODUCING ELIZABETH DUNA

This year we're incredibly excited to announce that Fairtrade ANZ will be hosting Elizabeth Duna a coffee farmer and inspirational woman in leadership from the Highlands of Papua New Guinea.

Elizabeth will be visiting:

Auckland 16th - 17th September

Melbourne 19th - 20th September

Stay tuned to hear where you can catch Elizabeth and hear her inspiring story & the impact Fairtrade has had.

[Read more about Elizabeth's story here.](#)



Keen to talk about Elizabeth's visit, social tile below for your use.

[LINK TO SOCIAL TILE](#)

What does **fair** mean for brands?

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



BE SLAVERY FREE & FAIRTRADE WEBINAR

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

This event is open to licensees and those interested in the chocolate industry.

Tuesday 17th September

More to come.

**B2B
Event**



What does **fair** mean for consumers?

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



FAIRTRADE FORTNIGHT GIVEAWAY

We are happy to confirm the next round of our annual 'Big Fairtrade giveaway' is going live in September!

This year our giveaway creates an opportunity to win a gift that keeps on giving! Lucky winners in (both AU and NZ) will be celebrating 30 years of Fairtrade for the whole year!

More to come.

**2024
CONSUMER
GIVEAWAY**

**BE IN
TO
WIN**



HINT HINT...



FAIRTRADE

Campaign Assets

CAMPAIGN LOCKUP

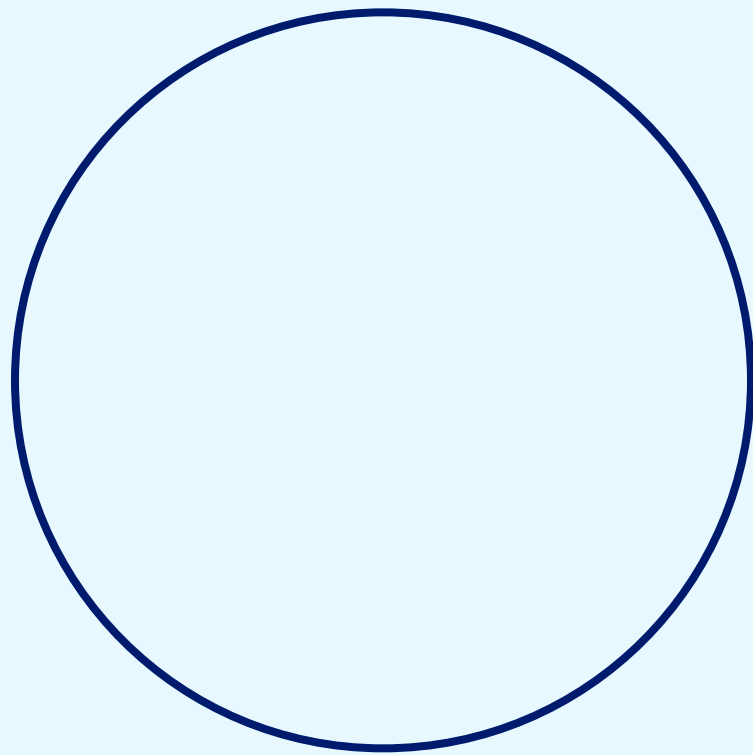
Stick these in the corner of your own Fairtrade Fortnight imagery to show you are taking action as a part of the Fairtrade community.



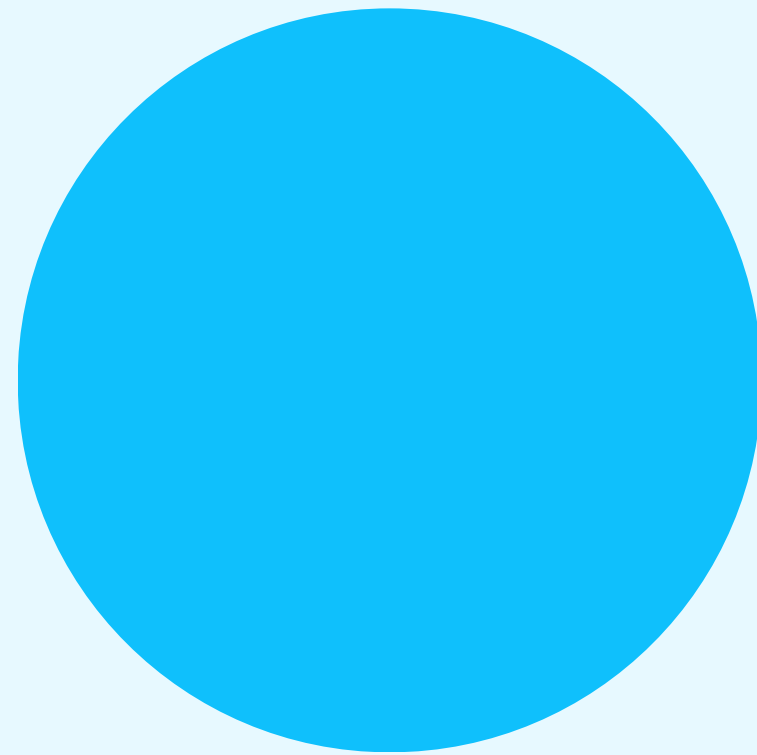
[DOWNLOAD CAMPAIGN LOCK UP](#)

FORTNIGHT COLOUR PALETTE

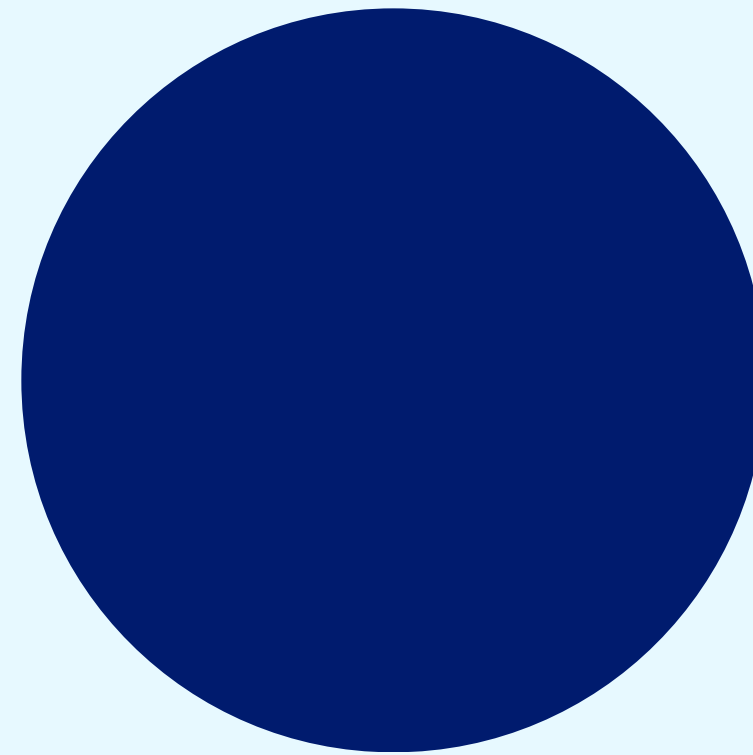
To make things simple, use these colour values to help you when creating Fortnight assets.



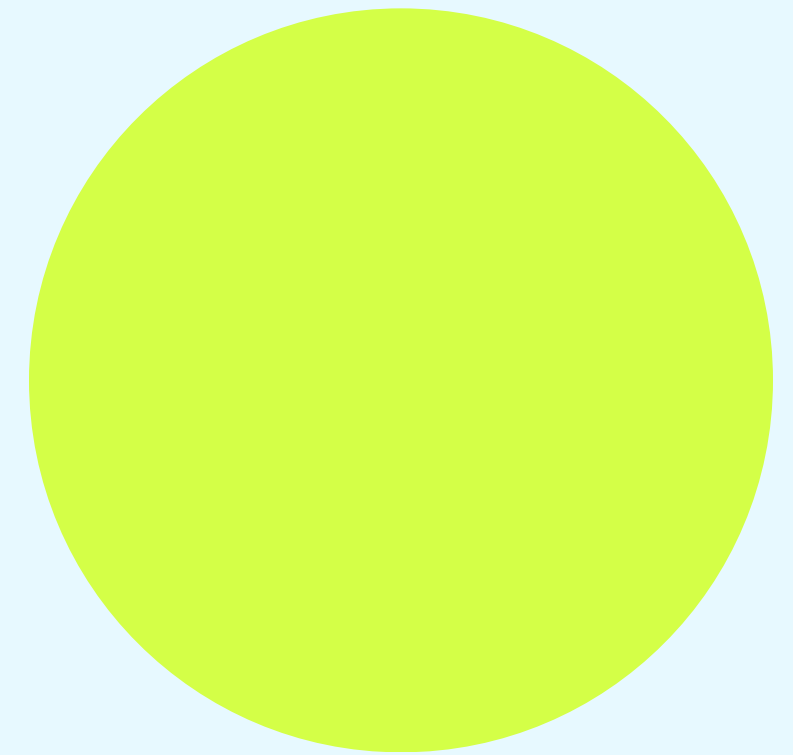
#E7F9FF



#0FC0FC



#001B6E



#D4FF47

IMAGES FOR YOUR USE

Fairtrade has a comprehensive library of images that you can draw upon for your Fairtrade Fortnight messaging.

Check out this selection for you to download here but contact us if you have specific needs and we'll try and help.



[**DOWNLOAD IMAGES**](#)

FAIRTRADE FORTNIGHT ANIMATION

Fairtrade Fortnight 'Fair for all' gif is an engaging way to communicate the 'fair for all' message. This gif has been designed to be shared across social media platforms.

[DOWNLOAD GIF](#)



FAIRTRADE FARMER ANIMATION

Fairtrades waving farmer animation is iconic. Please download and share it across your socials or website.

DOWNLOAD FAIRTRADE MARK ANIMATION



EMPHASIS ON YOUR FAIRTRADE PRODUCTS

Stick this in your cafe, store or roastery window to show you are a part of the Fairtrade community.

[DOWNLOAD WINDOW STICKERS](#)



**choose
Fairtrade
here**

choose



here



FAIRTRADE

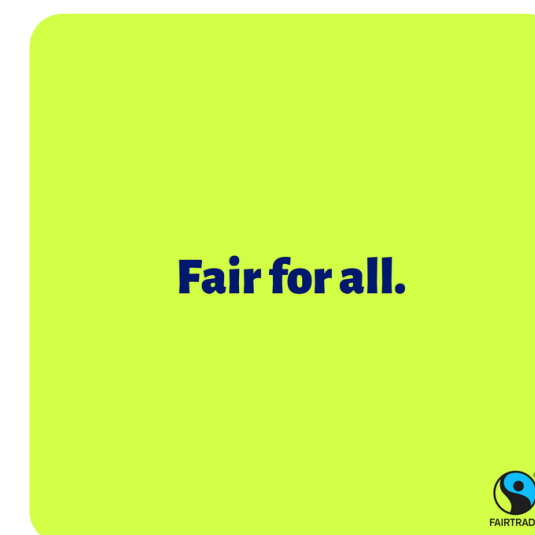
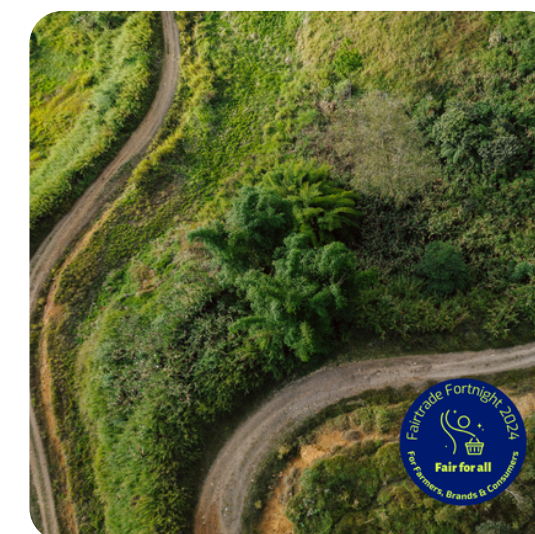
SOCIAL MEDIA

GENERIC FAIR FOR ALL SOCIAL GRAPHICS

Fairtrade's Fair for All social tiles are designed to give insight and understanding to our audiences about how Fairtrade works.

Please use them and share them across your platforms.

Make sure to tag us:
[@fairtradeanz](https://www.instagram.com/fairtradeanz) #FairtradeFortnight2024



Want to change the font/colour/commodity mentioned?
Make a copy of the original Canva doc and make these your own.

[CANVA LINK TO SOCIAL TILES](#)

YOUR MESSAGE GUIDE

Use the messaging below as a guide when talking to different audiences. We want to get across the key benefits of 'Fairtrade' for each of the different audiences.



FOR FARMERS

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



FOR BRANDS

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



FOR CONSUMERS

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

[DOWNLOAD MESSAGING HERE](#)

Make sure to tag us:
[@fairtradeanz](#) #FairtradeFortnight2024

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.

[ACCESS TILES HERE](#)

[ACCESS GENERIC REPORT HERE](#)

**Make sure to tag us:
[@fairtradeanz](#) #FairtradeFortnight2024**



Please change the colours, fonts and design to your preference these are only supplied as a guide.

10 SOCIAL MEDIA THOUGHT STARTERS

1.

CREATE A FAIRTRADE CHALLENGE TO SEE WHO KNOWS THE MOST ABOUT FAIRTRADE

2.

TALK ABOUT YOUR PRODUCTS AND YOUR PRODUCT PRODUCERS AND FARMERS

3.

CREATE A REEL SHARING THE CREATION OR UNKNOWN FACTS ABOUT YOUR PRODUCT

4.

SHARE A SERIES FROM BEHIND THE SCENES OF THE BUSINESS. HOW A FAIRTRADE PRODUCT GETS LAUNCHED

5.

FILM A CHALLENGE WHERE YOU SEE IF YOUR STAFF CAN NAME ALL YOUR FAIRTRADE PRODUCTS

6.

SEE WHO CAN MAKE THE BEST RECIPE USING FAIRTRADE INGREDIENTS

7.

HOST A Q&A ON YOUR CHANNEL. GIVING THE AUDIENCE A CHANCE TO ASK YOU ABOUT YOUR PRODUCT

8.

RUN A COMPETITION WHERE YOUR AUDIENCE HAS TO SHARE HOW MANY FAIRTRADE PRODUCTS THEY USE DAILY

9.

SHARE A FAIRTRADE INFOGRAPHIC FROM THIS TOOLKIT

10.

TALK TO A MANAGER IN YOUR COMPANY TO UNDERSTAND WHAT FAIRTRADE MEANS TO THEM



FAIRTRADE

EVENTS & CAMPAIGNS

30 YEARS OF THE 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 business.

COLOUR VARIATIONS AVAILABLE HERE.



CELEBRATING

30 YEARS OF THE

FAIRTRADE MARK

FAIRTRADE SUPPORTING WORKPLACES

Earlier this year we relaunched our Fairtrade Supporting Workplaces initiative.

Simply purchase two Fairtrade products and provide receipts to the Fairtrade team to become part of the community.

It's an opportunity that allows brands to engage with Fairtrade who wouldn't normally have the opportunity to do so. It's a simple way that they can have a positive impact on tomorrow.

Fairtrade Fortnight is the perfect opportunity to promote this initiative.

[Learn more here](#)



STAFF ENGAGEMENT IDEAS



HOST AN OFFICE FAIRTRADE QUIZ

Hosting a Fairtrade quiz afternoon promotes ethical consumerism and raises awareness about sustainable practices among colleagues.

[Download Fairtrade Quiz here](#)



HOST A FAIRTRADE PRODUCT TASTING

Host a product tasting that educates and share's your brands values with your audience.



SEND FAIRTRADE FOCUSED EDM

Whether it's insights from an impact report or an update on your Fairtrade products.



SHARE EMPLOYEE PERSPECIVES OF FAIRTRADE

Interview or quiz various people around your business about their Fairtrade product knowledge. Be sure to share the bloopers!!!

BE INCLUDED IN OUR FAIRTRADE FIVE FORTNIGHT EDITION

If you have an event planned, a giveaway, a social campaign or a promotion happening please get in touch to be included in our Fairtrade Fortnight EDM.

This EDM will be sent to our network of 21k supporters across Australia and New Zealand.

Get in touch ASAP to be included.



Fairtrade Five
Fairtrade Fortnight Edition

Fairtrade Fortnight 2024
For Farmers, Brands & Consumers
Fair for all

Happy Fairtrade Fortnight! For those of you who were with us last year to celebrate - thank you for your ongoing support. And for those who are celebrating with us for the first time - welcome. Fairtrade Fortnight is a blast!

Fairtrade Fortnight is our annual campaign where we take the opportunity to celebrate the Fairtrade community and the impact we are making together for a fairer future for the planet, and for people.

To keep things simple, this month's Fairtrade 5 breaks down all the ways you can get involved to help us make our voice louder this year, and maybe win some excellent stuff along the way:



1. Win win win

If you love the great outdoors, then you'll want to protect it for the future and the best way to do that is by kitting up

FAIRTRADE FORTNIGHT IDEA SUMMARY CHECKLIST



- RUN A GIVEAWAY
- CREATE A SOCIAL MEDIA CAMPAIGN
- PARTNER WITH OTHER LICENSEES
- CREATE AN INTERNAL EVENT
- SHARE YOUR IMPACT
- RUN AN EVENT
- YOUR OWN INCREDIBLE IDEA!

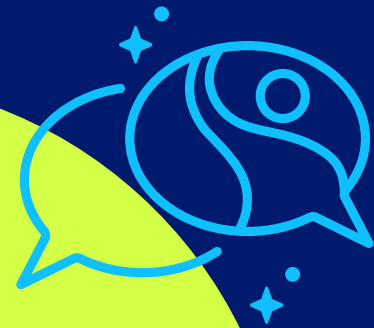
FAIRTRADE FORTNIGHT PLANNING CHECKLIST



- READ TOOLKIT A & B
- BRAINSTORM IDEAS
- CREATE A PLAN
- SHARE WITH FAIRTRADE TEAM
- PROMOTE FORTNIGHT & EVENT
- PLAN & EXECUTE
- TAG & SHARE EVENT PICS WITH @FTANZ

THREE WAYS TO STAY UP TO DATE WITH FORTNIGHT THIS YEAR!

1.



**OUR FAIRTRADE
FORTNIGHT
ONLINE HUB**

**AU
HERE**

**NZ
HERE**

2.



**OUR LINKEDIN
LICENSEE
COMMUNITY**

[Request access here](#)

3.



**MONITOR
YOUR INBOX
FOR UPDATES**

USAGE AND DISCLAIMERS

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Promotion of Fairtrade Fortnight via online channels or print media. You are permitted to use the Materials until October 2025 (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 2024 and 'for people and the planet' 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 ANZ, 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

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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
AUSTRALIA
NEW ZEALAND