

# FAIRTRADE FORTNIGHT

## 4-17 AUGUST 2025

FAIRTRADE DIGITAL TOOLKIT



FAIRTRADE  
AUSTRALIA  
NEW ZEALAND

# Hello!



Welcome to your 2025 Toolkit. We're so excited that you're interested in taking part in Fairtrade Fortnight 2025!

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 August.

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 and awareness 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.

Please use this toolkit as a guide to craft your own campaign that's unique to your brand. Please reach out if we can be of any assistance.

OUR OBJECTIVE.

**GET** Australian and New Zealand consumers

**WHO** are hesitant to purchase Fairtrade

**TO** Choose the Mark

**BY** Understanding the positive **impact** Fairtrade has on **people**.



OUR MESSAGE.

**PUT PEOPLE FIRST**  
**CHOOSE THE MARK**





FAIRTRADE FORTNIGHT CAMPAIGN 2025.

Unfolds across  
three impact  
driven themes.



# **SPOT IT.**

Opportunity to highlight  
Fairtrade products.

# **SWITCH IT.**

Consumer & workplaces  
focused campaign led  
by Fairtrade ANZ.

# **SHARE IT.**

Consumer based campaign  
led by YOU sharing your  
impact, commitment  
& products via your channels.

**SPOT IT.**



# SPOT IT IMPACT ADDITION

During Fairtrade Fortnight our spot it activation is a chance for Licensees to call out their Fairtrade certified products.

In addition to any online orders, sales, or promotions during this period we've designed cards to be sent out with purchases during the campaign.

Feel free to print these cards and customise them.

**EDIT IMPACT CARD HERE.**



**Please note that this is just an example.  
Feel free to get creative.**

**SWITCH IT.**

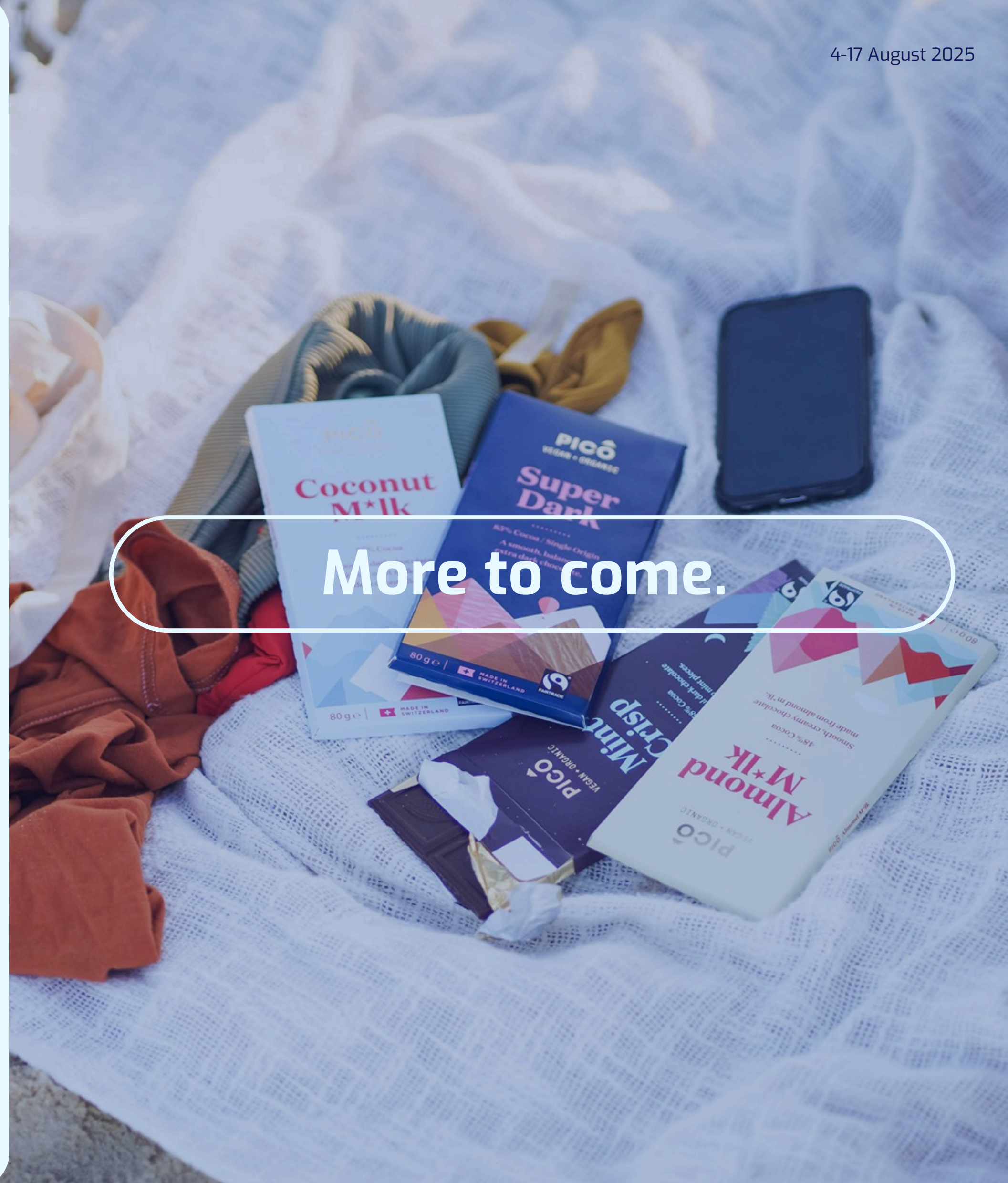


# SWITCH IT CONSUMER ACTIVATION

During FTF 25 Fairtrade ANZ will be running an extensive digital campaign across social channels highlighting 'choose the mark' and calling consumers to switch products to Fairtrade.

We are working on some exciting partnerships and collaborations that we are sure you'll love.

More to come.





# SWITCH IT WORKPLACES

During Fairtrade Fortnight we will be encouraging businesses to make a switch to purchase Fairtrade products in their office kitchen.

This is an opportunity for businesses to make a long term change and commitment with one simple step.

If you have any ideas or would like to reach out to businesses you know please get in touch and we can work together.



# SHARE IT.

Your time to shine!



# CAMPAIGN ASSETS.

Use these assets to create and support  
your FTF 25 Campaign.



# FORTNIGHT BADGE

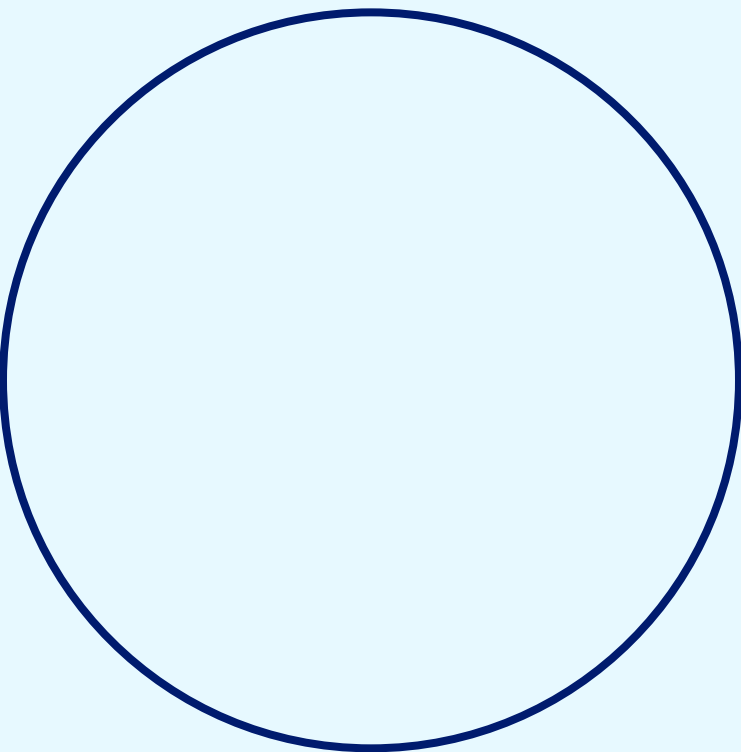
Stick these in the corner of your own Fairtrade Fortnight imagery to show you are taking action as a part of the Fairtrade community.



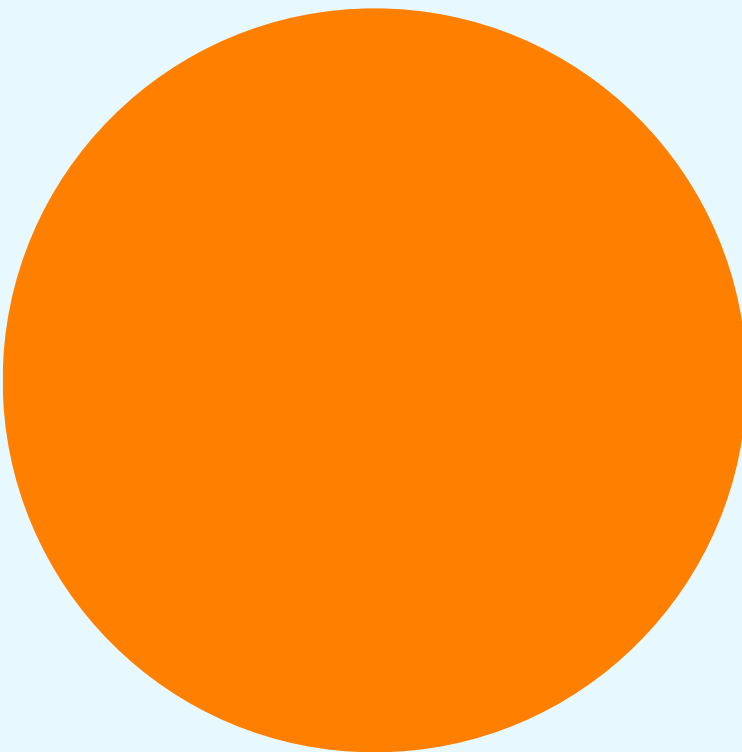
**[Download Badges Here.](#)**

# FORTNIGHT COLOUR PALETTE

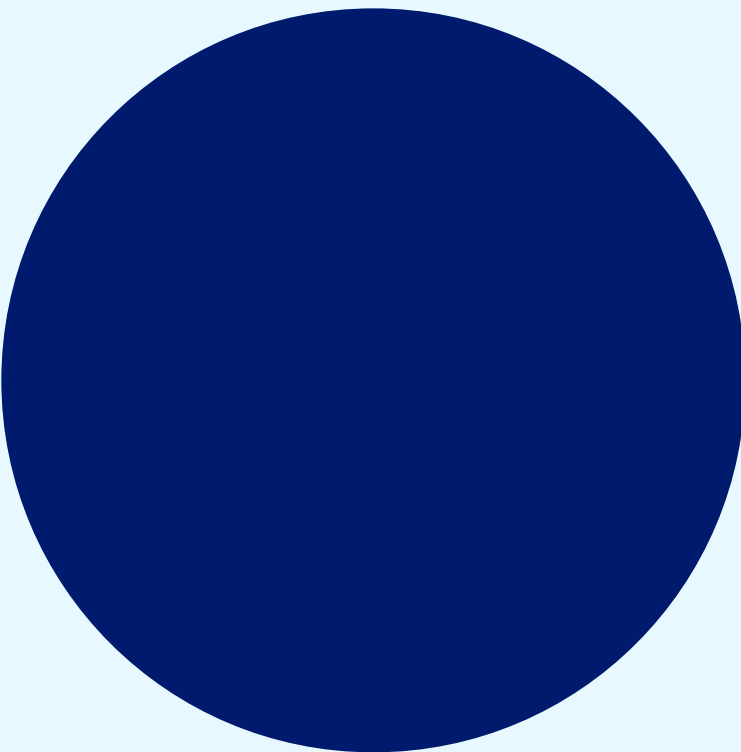
To make things simple, use these colour values to help you when creating Fortnight assets.



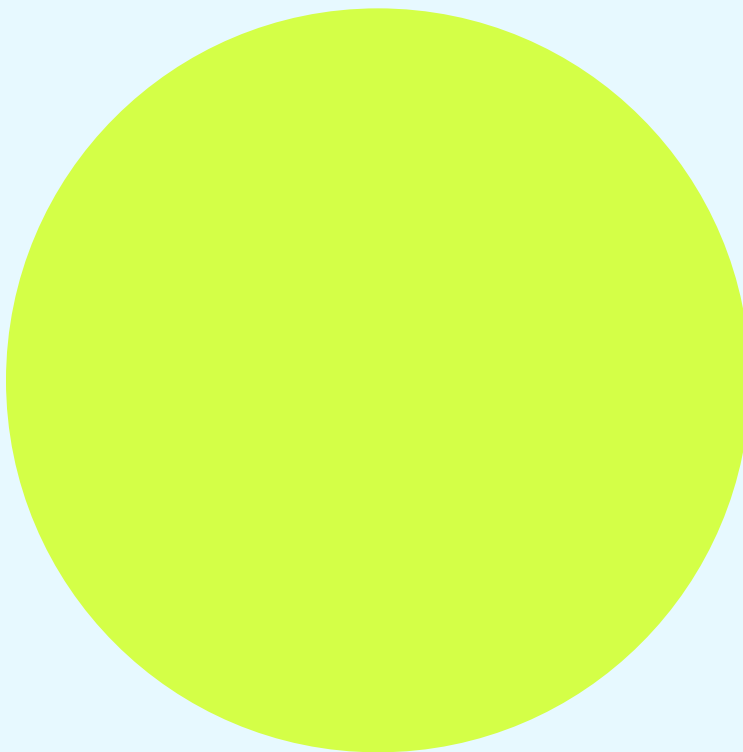
#E7F9FF



#ff8000



#001B6E



#D4FF47



# MESSAGING GUIDE

Use these messaging examples to shape your impact campaign and bring “Put people first, choose the Mark” to life.

1

**CHOOSE  
FAIRER PRICES  
FOR FARMERS.**

Choose the Mark.

2

**CHOOSE TO  
COMBAT CHILD  
LABOUR.**

Choose the Mark.

3

**CHOOSE  
PEOPLE AND  
THE PLANET.**

Choose the Mark.



Flip the order

**[Download Messaging Here.](#)**

# FAIRTRADE FORTNIGHT STICKERS

Use these stickers as a creative way to use our messaging and incorporate it into graphics and campaign assets.



[Download Stickers Here.](#)



# IMAGES TO 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.

Please make sure to credit photographers where appropriate. You can find the names of photographers in the document below.

**[ACCESS CREDIT DOCUMENT HERE.](#)**



**[DOWNLOAD IMAGES HERE.](#)**

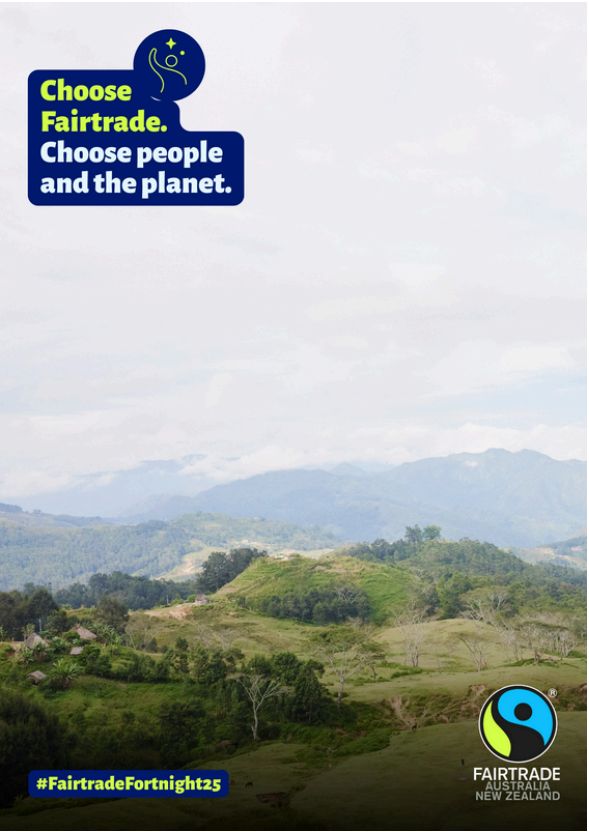


# POSTERS.

These posters are designed to be hung in your cafe, office or HQ to mark Fairtrade Fortnight 25.

## DOWNLOAD POSTERS.

Make sure to tag us:  
**@FairtradeANZ**



## CANVA LINK TO EDIT POSTERS.

# EMAIL SIGNATURE.

To mark the lead up to Fairtrade Fortnight 2025 we'd love it if you join us in promoting Fortnight in your email signatures.

[DOWNLOAD EMAIL SIGNATURE.](#)





# GENERIC SOCIAL TILES.

Our generic social tiles this year focus on the Mark and the difference that choosing the Mark has on farmers and workers within the Fairtrade supply chain.

**DOWNLOAD SOCIAL TILES.**

**Make sure to tag us:  
@FairtradeANZ**

**#FairtradeFortnight2025  
#ChoosetheMark**



**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.**



# SHARING YOUR IMPACT.

With this year's focus on impact and people what better way to talk about the difference you make by using your Fairtrade Impact Report or our Global Impact Report available online.

[DOWNLOAD TILES HERE.](#)

[ACCESS REPORT HERE.](#)

Make sure to tag us:  
**@FairtradeANZ**



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

[CANVA LINK TO EDITABLE SOCIAL TILES.](#)

# WAYS TO ENGAGE.

Whether you're a Fairtrade Licensee, a community group or a Fairtrade Supporting Workplace there's many ways that you can support Fairtrade Fortnight this year. Here's some inspiration to get you started.





# HOW LICENSEES CAN ENGAGE



## RUN A GIVEAWAY OR DISCOUNT

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.



## CREATE A SOCIAL MEDIA CAMPAIGN

We love to see brands and partners sharing and collaborating during Fairtrade Fortnight. Use this opportunity to raise awareness.



## CRAFT A BLOG OR EDM

Whether it's insights from an impact report or an update on your Fairtrade products. Let your customers know its Fortnight.



## RUN AN INTERNAL EVENT

Fairtrade Fortnight is the perfect opportunity to run an event within your workplace or for your community.

Get creative.

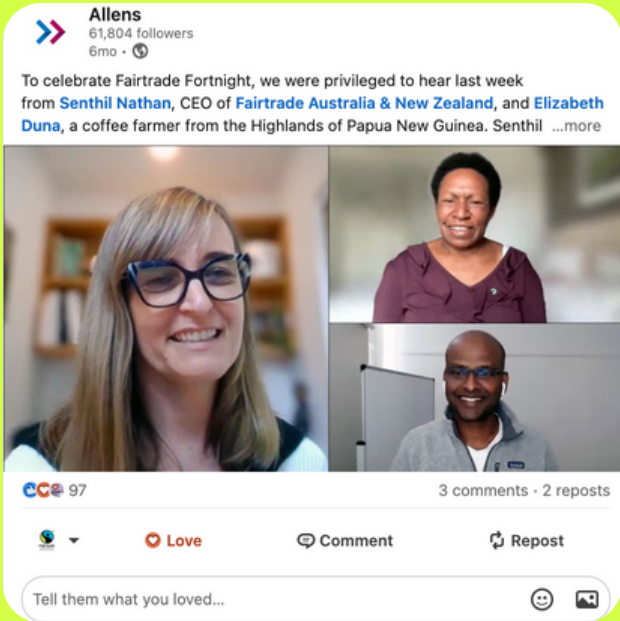


# HOW WORKPLACES CAN ENGAGE



## HOST AN EVENT

Fairtrade Fortnight is the perfect time to host an event with your office, network or community. We are happy to come and talk, interact with a farmer or any other creative idea.



## SHARE YOUR IMPACT ON SOCIAL MEDIA

Fairtrade Fortnight is the perfect opportunity to share on social media what your commitment is and why your apart of it. Use your workplaces report to find custom data.



## FAIRTRADE OFFICE HUNT

Engage your staff and office with a hunt around the office for Fairtrade treats and products.



## RUN A FAIRTRADE OFFICE GIVEAWAY

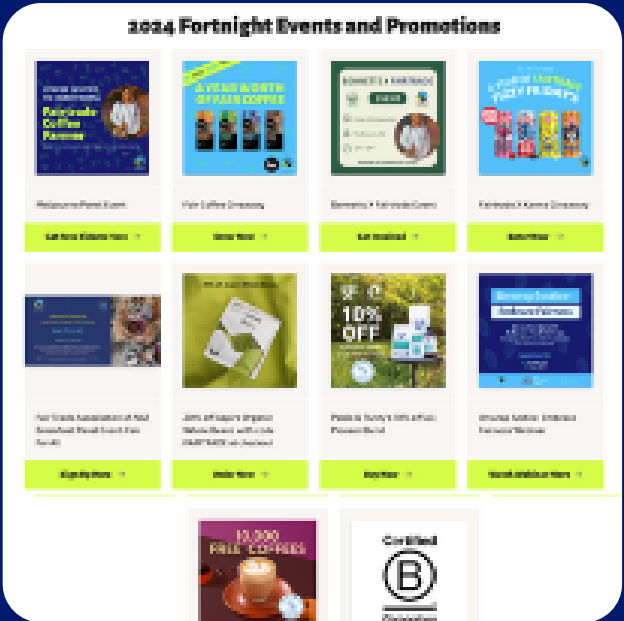
Fairtrade Fortnight is the perfect opportunity to reward your team members with a Fairtrade giveaway.

# ENGAGE WITH FAIRTRADE ANZ



## SUPERMARKET SPOTLIGHT REELS

This year we're sharing highlight reels of products you can find in stores across Australia & New Zealand. Keep an eye out on our socials during Fortnight to see and share them.



## FAIRTRADE FORTNIGHT HUB

Our Fairtrade Fortnight hub is a directory of events and promotions that are happening during Fairtrade Fortnight. Let us know what your doing for Fortnight and we'll feature it.



## LINKEDIN CHANNEL

In the lead up and right throughout the year don't forget to be added to our Linekdln channel where you get to hear first about industry updates, commodity insights and events.

[Request access here](#)



## FAIRTRADE FORTNIGHT EDM

In the lead up and during Fairtrade Fortnight we will be sharing consumer EDM's to have your brand featured please get in touch.

# LET’S GET READY.

Plan your 2025 Fairtrade Fortnight campaign.



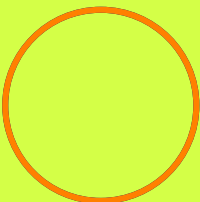


# WHAT TO DO NEXT.

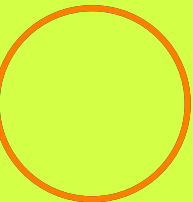
Please share with us your plans for Fairtrade Fortnight (our contacts details are on the last page)



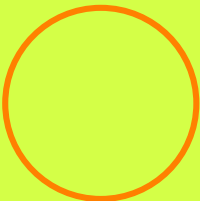
**READ & SHARE  
TOOLKIT WITH TEAM**



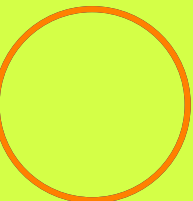
**ADD EVENT TO FAIRTRADE  
FORTNIGHT HUB**



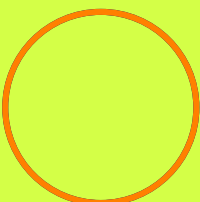
**BRAINSTORM IDEAS**



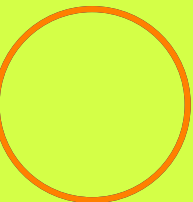
**PROMOTE  
FORTNIGHT & EVENT**



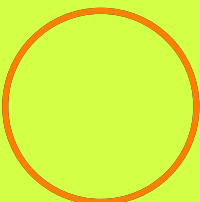
**CREATE A PLAN**



**PLAN & EXECUTE**



**SHARE WITH  
FAIRTRADE TEAM  
BY 10<sup>TH</sup> JULY**



**TAG & SHARE EVENT  
PICS WITH @FTANZ**

Please reach out if we can help.

# USAGE AND DISCLAIMERS

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- Data
- Recordings
- Interviews

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Promotion of Fairtrade Fortnight via online channels or print media.

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Where you have a licence agreement in place with us, we have created a set of Fairtrade Fortnight 2025 and 'Put people first' 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.

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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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**[sophie@fairtrade.com.au](mailto:sophie@fairtrade.com.au)**

