

FAIRTRADE FORTNIGHT

PREVIEW TOOLKIT 2026



3 - 16 AUGUST 2026



FAIRTRADE
AUSTRALIA
NEW ZEALAND

WELCOME!

Fairtrade Fortnight 2026 is all about helping people **Look for the Mark**.

The Fairtrade Mark is the simplest way for shoppers to recognise Fairtrade products and choose products that support fairer outcomes for farmers, workers and communities.

This preview toolkit introduces the early campaign direction, core message, campaign badge and initial ideas for how partners can bring Look for the Mark to life across their own channels, products, communities and customer touchpoints.

It is designed as a thought starter to help you begin planning your activity. You might use the ideas as they are, adapt them for your audience, or build on them in your own way.

This year, the campaign also aligns with the International Year of the Woman Farmer, creating an opportunity to highlight the women behind everyday products and the role Fairtrade can play in supporting fairer, more inclusive farming systems.

Further resources, assets and campaign updates will follow in the coming weeks as the campaign develops.



CAMPAIGN THEME

Last year's Fairtrade Fortnight campaign encouraged people to make The Fairtrade Switch.

This year, we're building on that momentum by helping people take the next step: knowing how to recognise Fairtrade products when they see them.

The campaign theme, Look for the Mark, is a simple reminder to notice the Fairtrade Mark across everyday products, from coffee and chocolate to tea, bananas, cotton and more. For partners, this is an opportunity to create more moments where people can see the Mark, understand the impact behind it, and choose Fairtrade.

With 2026 marking the International Year of the Woman Farmer, the campaign also creates space to highlight the women behind everyday products and the role Fairtrade can play in supporting fairer, more inclusive farming systems.

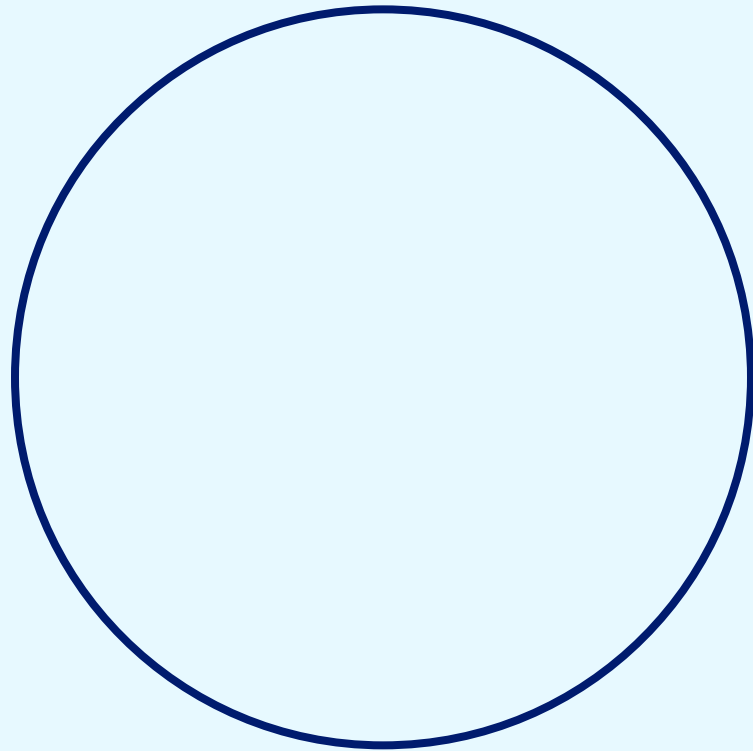




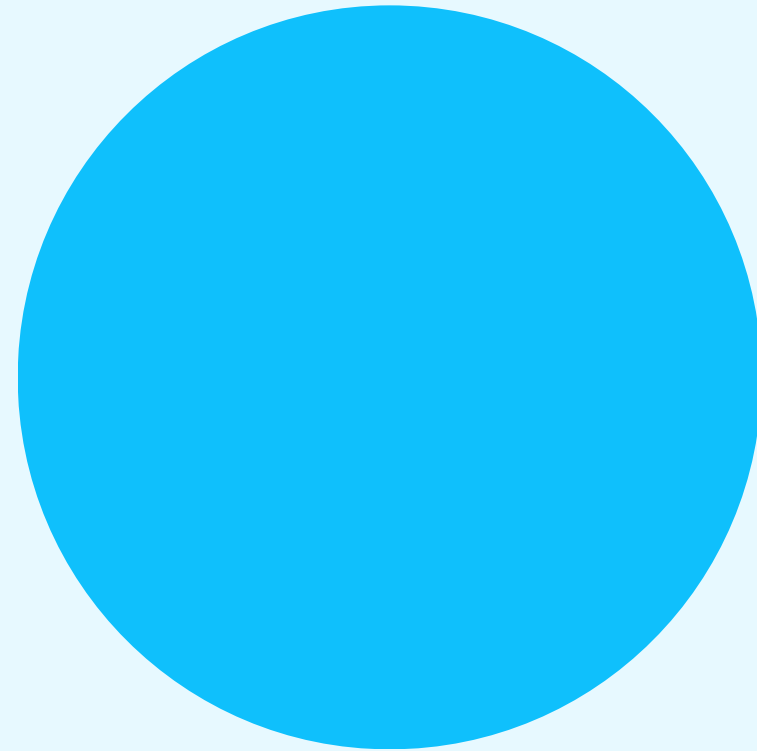
**LOOK
FOR THE
MARK.**

FORTNIGHT COLOUR PALETTE

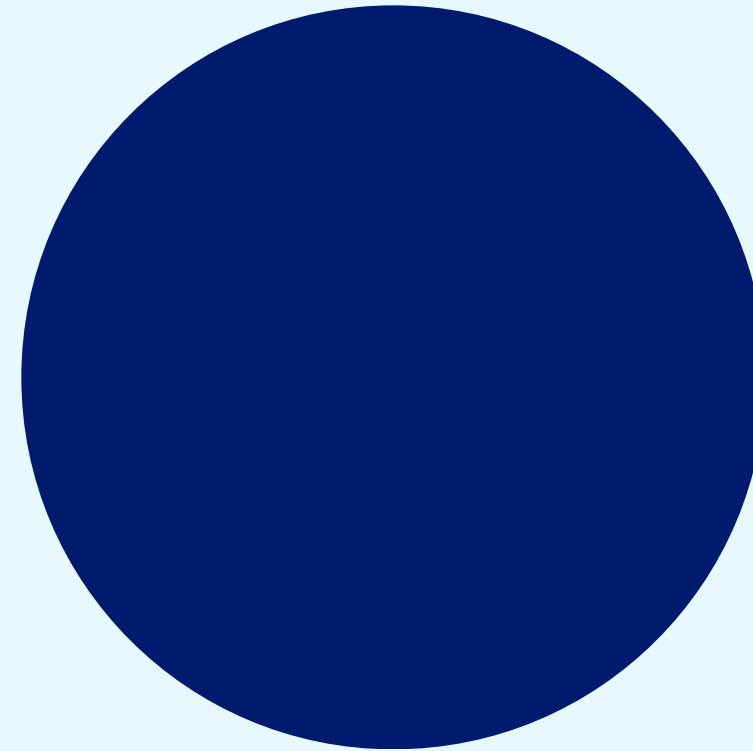
To make things simple, use these colour values to help you when creating Fortnite assets.



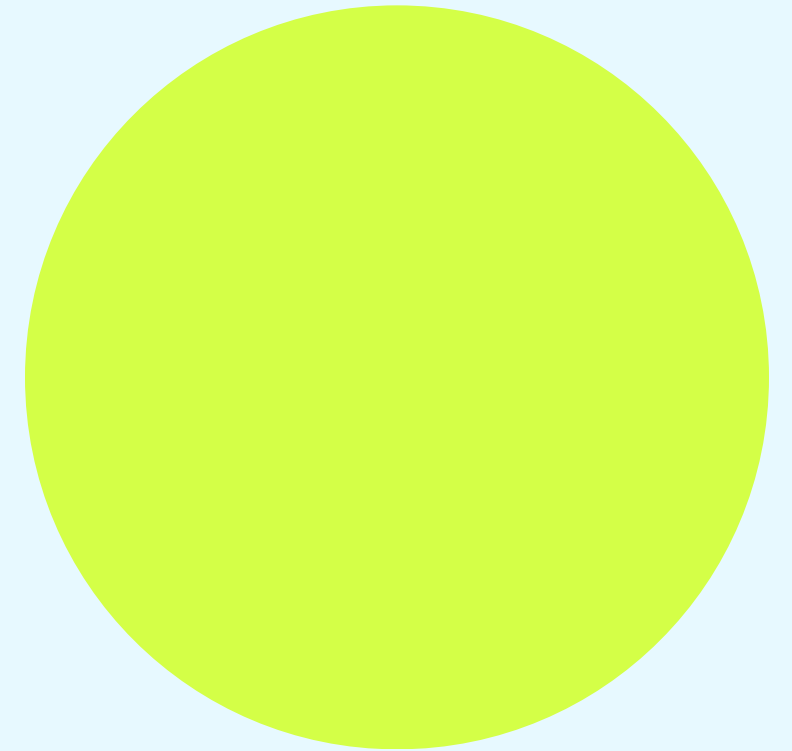
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CAMPAIGN LOCK UP



[Canva Link](#)

[Download Files](#)

YEAR OF THE WOMAN FARMER

Women play an essential role in growing the world's food. Yet they often don't own the land and see little of the profit made from it. Fairtrade is working to change this.

Fairtrade works towards equality for women, enabling women farmers and works to earn better incomes and become leaders in their organisations and communities.

Gender equality is embedded in the Fairtrade Standards. Our Standards make sure that women have a voice in their cooperatives and workplaces, are represented in decision-making and benefit from Fairtrade.

Targeted innovative programmes, such as Fairtrade's Women's School of Leadership, are improving women's opportunities and helping redress the gender imbalance in farming communities.



CAMPAIGN CORE MESSAGES

1. From switching to recognising

Building on last year's Fairtrade Switch, this year's campaign helps people know how to recognise Fairtrade products.

2. Look for the Mark

The Fairtrade Mark is the simplest way to identify Fairtrade products that make a difference.

3. Recognise the impact behind the Mark

The Mark represents farmers, workers and communities working towards fairer, more inclusive supply chains.

4. Year of the Woman Farmer

In the International Year of the Woman Farmer, the campaign highlights the women behind everyday products and the inequalities they continue to face.

5. Create moments for recognition

Brands and partners can support the campaign by creating moments across their channels that point people towards the Mark and the impact behind it.

MESSAGING GUIDE

Examples on exact messaging on how products that carry FT Mark differ from those that don't.

Long Captions

That little Fairtrade Mark on the pack? It's not just a label. It's a sign that the product is part of a system working towards fairer trade for farmers and workers. It means international Fairtrade Standards have been met, and that farmers and workers are part of a system that can support fairer prices, better working conditions, stronger communities and greater control over their future. So next time you're shopping, take a second look. Because that small Mark carries a much bigger story. Look for the Fairtrade Mark.

Every product has a story. Some you see. Most you don't. The Fairtrade Mark helps make part of that story visible. It shows that farmers and workers are part of a system where international Fairtrade Standards have been met, supporting fairer prices, better working conditions and stronger communities. It doesn't change everything overnight, but it can help shift the balance so the people behind our everyday products are better supported in building more secure futures. It's a small stamp, but it connects everyday purchases to real people and real communities. Look for the Fairtrade Mark.

Sometimes it's just a small Mark on a pack. But behind it is a connection that stretches much further. The Fairtrade Mark links everyday products to farmers and workers who are part of a global system working towards fairer trading relationships, better livelihoods and stronger communities. So when you spot it, you're not just looking at a product. You're seeing part of a bigger network of people and places connected through trade done differently. Look for the Fairtrade Mark.

Short Captions

A small Mark with a bigger story.

Choosing the Mark means choosing fairer trade.

Small Mark, big impact.

The Fairtrade Mark makes better choices easier to see.

Behind the Mark are farmers, workers and communities.

Small choice. Real impact. Look for the Fairtrade Mark.

Choose the Mark. Choose people.

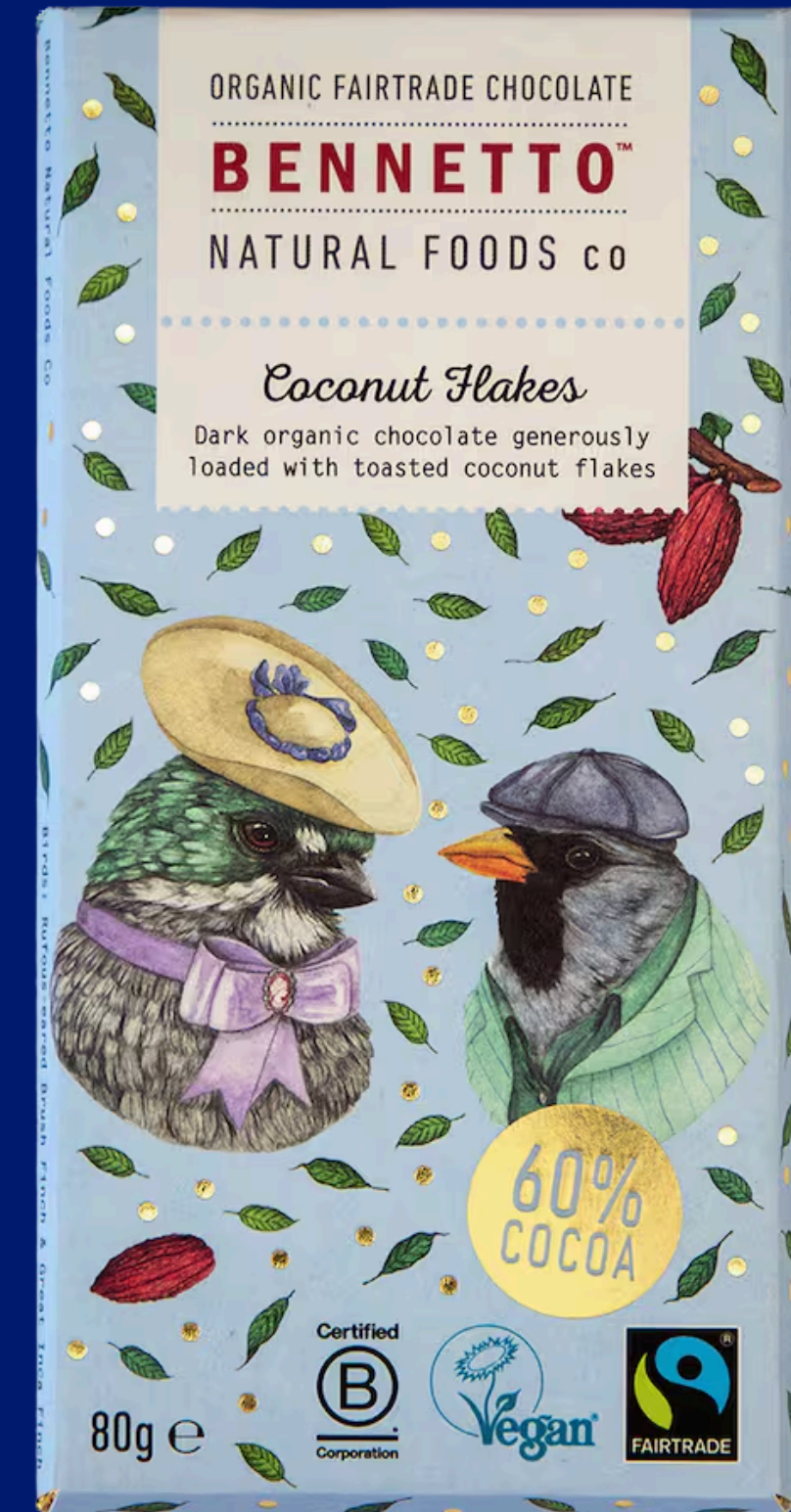
Fairtrade starts with a choice.

The Mark helps people choose products that put people first.

LOOK FOR THE MARK SOCIALS IDEAS

A simple way to help people look for the Mark is through a “spot the difference” style activity. Show two similar images side by side, with the Fairtrade Mark visible in one and missing or harder to find in the other. Use the caption or description to explain what the Mark means, helping people understand that choosing Fairtrade can make a difference for farmers, workers and communities.

SPOT THE DIFFERENCE



LOOK FOR THE MARK SOCIALS IDEAS

Another way to highlight the Mark is to create a simple graphic or short video in your own brand style, showing where the Fairtrade Mark appears on your product. This could be a close-up of your packaging, a product-in-use moment, or a quick behind-the-scenes clip. Use the caption or description to explain what the Mark means for your brand, and how choosing Fairtrade supports farmers, workers and communities.



INSPIRATION

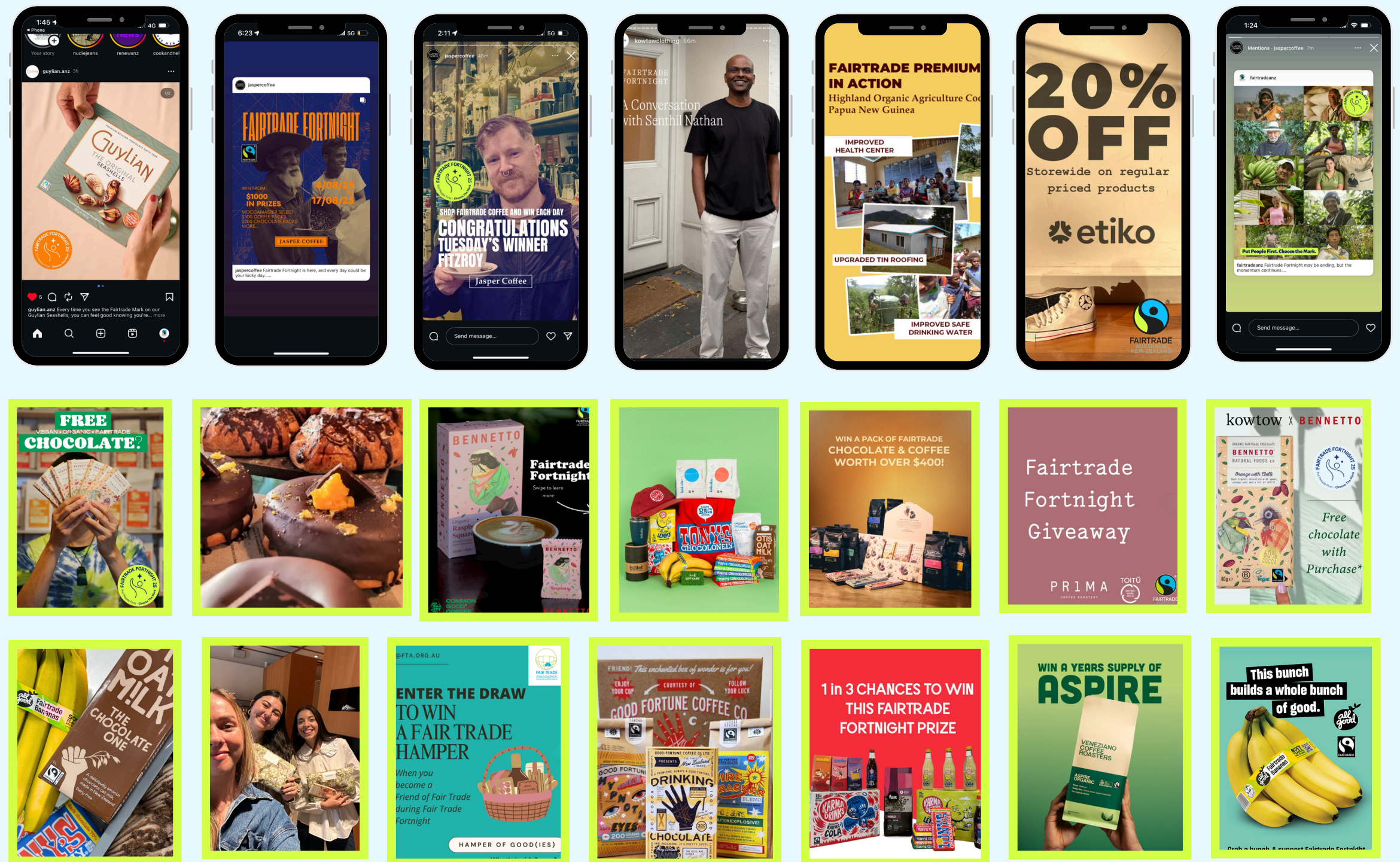
Fairtrade Fortnight is a chance to get creative and help more people Look for the Mark.

In previous years, partners have brought the campaign to life through giveaways, founder reels, blogs, coffee moments, in-store activations, Fairtrade gelato and more.

This year, we're encouraging partners to build on that creativity by finding simple ways to make the Fairtrade Mark more visible across their own channels, products and communities.

You might spotlight the Mark on your products, share the story behind your Fairtrade range, create a social moment, run a giveaway, host a Fairtrade morning tea, or add Fairtrade Fortnight messaging to your website, EDMs or product pages.

The opportunity is simple: help people notice the Mark, understand what it stands for, and feel more confident choosing Fairtrade.



POINT OF SALE

Point of sale is one of the simplest ways to help people look for the Mark at the moment they're making a choice.

For Fairtrade Fortnight, we may be able to provide simple assets such as posters, stickers, counter cards, shelf talkers, window decals and QR codes to help make the Fairtrade Mark more visible.

These assets can be used in cafés, stores, offices or community spaces to show that choosing Fairtrade can make a difference for farmers, workers and communities.

If point of sale is something you'd like to explore for Fairtrade Fortnight, we'd love to hear from you. Let us know what kind of asset, format or message would help you bring the campaign to life, and we can explore how best to support you.

The goal is simple: make Fairtrade easier to see, understand and choose.



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

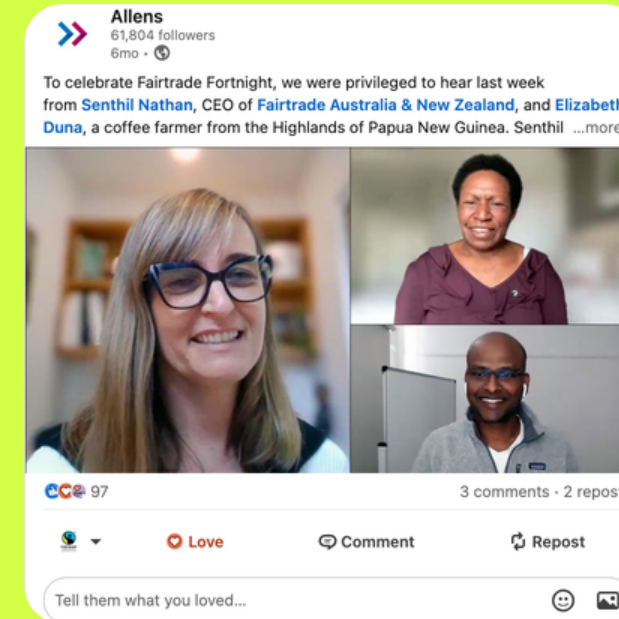
Fairtrade Fortnight is the perfect opportunity to run an event within your workplace or for your community.

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

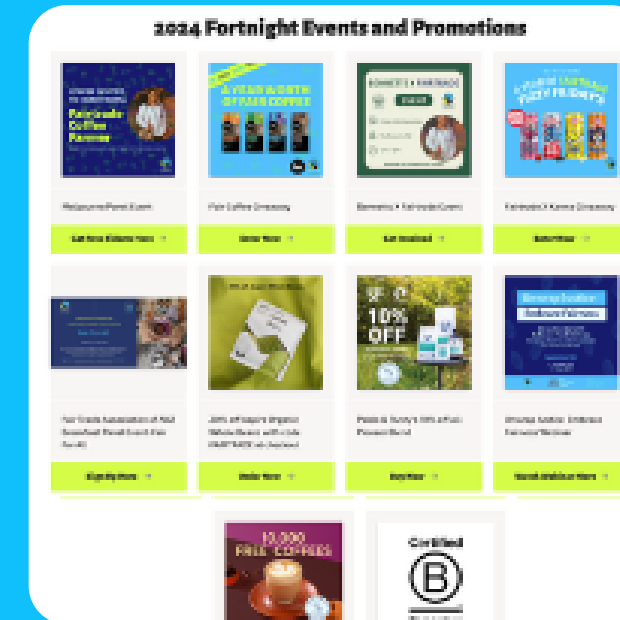
Fairtrade Fortnight is the perfect opportunity to reward your team members with a Fairtrade giveaway.

ENGAGE WITH FAIRTRADE ANZ



ENGAGE WITH OUR WIDER NETWORK

Within the Fairtrade community there's various groups and amazing partners who you can collaborate with. Reach out to us if you're interested in being put in contact with a fellow licensee.



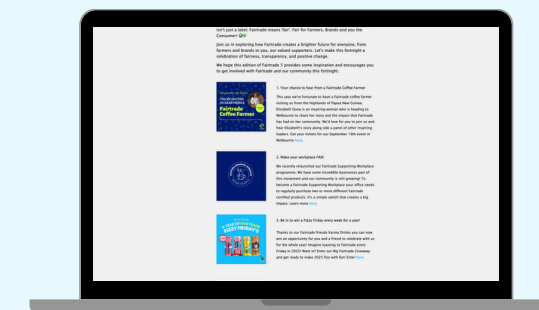
FAIRTRADE FORTNIGHT HUB

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 LinkedIn channel where you get to hear first about industry updates, commodity insights and events.



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.

WHAT HAPPENS NEXT?

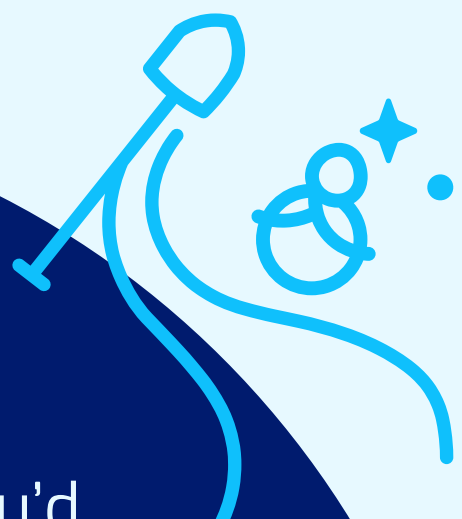
Thanks for taking the time to read through this toolkit.

We'll be in touch soon with more context, campaign updates, and ways you can get involved in Fairtrade Fortnight.

In the meantime, we'd love to hear from you. If you have ideas for how your team, store, café, workplace, or community could bring Fairtrade Fortnight to life, please get in touch.

We're also looking at ways to support partners with point-of-sale ideas and campaign materials, so let us know if that's something you'd be interested in.

We're excited to work together to make Fairtrade Fortnight visible, meaningful, and impactful across Aotearoa and Australia.



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.

Best wishes,
Sam, Sophie & Gabriela

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Gabriela: gabriela@fairtrade.org.nz



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