



FAIRTRADE FORTNIGHT 2015

23 FEBRUARY – 8 MARCH 2015

HEAR THEIR
STORIES. SHARE
THEIR STORIES.
CHANGE MORE
LIVES.



ACTION GUIDE



**THE POWER
OF YOU**



WHY WE NEED YOUR SUPPORT FOR FAIRTRADE FORTNIGHT 2015

The FAIRTRADE Mark is a powerful thing. Over the past 20 years, together we've made it the biggest and best known ethical label in the UK.

But we need to keep driving the benefits for Fairtrade farmers and workers – particularly those not selling all of their produce on Fairtrade terms – and make sure those that aren't yet part of the system have the chance to transform their lives too.

Recent research shows that while 78%¹ of the UK public recognise the Mark, over half still don't actively choose Fairtrade products. When asked, people say this is mostly because they don't know what Fairtrade does or don't believe buying it has any benefits².

That's why we urgently need your help to convince them otherwise – because more people choosing Fairtrade means more lives changed.



78%
OF UK PUBLIC RECOGNISE
THE FAIRTRADE MARK

Albert Guébré, member of CANN co-operative, Côte d'Ivoire, West Africa

All references can be found on the back page.

FAIRTRADE PRODUCERS IN THE PICTURE

So for Fairtrade Fortnight 2015, we're asking you to turn the spotlight on the producers who grow the products we love and share their stories. That way, we can remind people of the dramatic difference Fairtrade makes and how much it is still needed.

We have all the tools to help you make this happen – including ideas, tips, resources, plus an emotive new film created especially for our two-week campaign.

Whether you're an individual or part of a Fairtrade Group, there will be other opportunities to take action – including asking businesses directly to switch to Fairtrade. Why not join our 2015 Stock It Challenge? Find out more in the pull-out guide in the centre of this pack.

By working together, we can show all those shoppers who either don't know or don't believe that Fairtrade makes a difference that when they choose products with the FAIRTRADE Mark it really does change lives.

**WHY STORYTELLING
CAN BE SO
POWERFUL**

Stepping into another person's shoes can show us what we have in common – whoever we are, wherever we're from.

And when we can emotionally connect to a person through their story – from celebrating their successes and understanding the challenges they face, to hearing about their hopes and dreams – we often feel moved to act or think differently.

Research for our Make Bananas Fair campaign³ in 2014 showed that when told about the hurdles facing farmers and workers – the story behind the product – the majority of consumers agreed that they had a responsibility to do something.

More than three quarters (84%) said they would be willing to pay more for their bananas – if supermarkets guaranteed that the extra went to the farmers and workers.

So let's bring Fairtrade stories from around the world to life and put the people behind the products back into the picture.



Members of ECOJAD co-operative, Côte d'Ivoire

WHAT'S NEXT?

THE STORY SO FAR

4-5

Successes, challenges and more about why Fairtrade Fortnight 2015 is so important

FAIRTRADE IN ACTION

6-11

Meet three producers of some of the most well-known Fairtrade products – tea, sugar and cocoa – and find out how Fairtrade has made a difference to their lives

TIPS AND INSPIRATION PULL-OUT

**CENTRE
PAGES**

Ideas to make your Fairtrade Fortnight fly and more details about our film

HOW DOES FAIRTRADE TRANSFORM LIVES?

12-15

Refresh your knowledge about the nuts and bolts of the Fairtrade system

SUCCESSSES, CHALLENGES... THE STORY SO FAR

The UK leads the world when it comes to Fairtrade – with more products available and more awareness than anywhere else. Sales of Fairtrade products continued to grow to £1.7 billion in 2013, extending the benefits of Fairtrade to more producers than ever before.

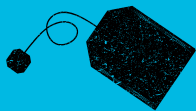
We've achieved so much already in 20 years but there's still a long way to go. We want to drive more benefits for farmers and workers in the Fairtrade system and make sure we can support those who aren't, so they can receive a fairer deal too.

When it comes to the most successful products, the statistics show we're making good progress in tipping the balance in favour of fairness:

PERCENTAGE OF FAIRTRADE PRODUCTS BOUGHT IN THE UK...⁴



73%
COCOA
POWDER



9%
BAGS
OF TEA



57%
DRINKING
CHOCOLATE



22%
GROUND
COFFEE



36%
BANANAS



34%
PLAIN CHOCOLATE
MOULDED BARS



43%
GRANULATED
SUGAR



Albert Guébré, 63, from the community of Sokrogbo

WHAT WE'VE ACHIEVED... AND WHAT WE CAN STILL DO

Every Fairtrade choice counts for farmers and workers, as well as their families and communities. Through fairer prices, better working conditions and an estimated 68.7 million of Fairtrade Premium generated globally last year, every Fairtrade product is helping to transform the livelihoods of more than 1.4 million people in 74 countries around the world.⁵

The fair deal they're receiving is essential – as Albert Guébré, a Fairtrade cocoa farmer from Côte d'Ivoire, explains:

“ COCOA ENABLES ME TO EDUCATE MY CHILDREN... THE CO-OPERATIVE HELPS US WITH SCHOOLING LOANS AT THE BEGINNING OF THE SCHOOL YEAR. NOW THAT I HAVE GRANDCHILDREN, MORE SALES OF FAIRTRADE COCOA WOULD ENABLE ME TO BETTER SUPPORT MY FAMILY. ”



Traore Issouf, cocoa farmer from Woroyiri village, Côte d'Ivoire



Koné Rokya, 31, cocoa farmer and mother of two daughters

For fellow Côte d'Ivoire cocoa farmer Traore Issouf, part of the ECOOKIM co-operative, it means benefiting from a stable income and a business he and other co-operative members can invest in improving. He says:

“THERE'S HAPPINESS IN THE CO-OPERATIVE! BEFORE WE DIDN'T EARN ENOUGH. NOW WHEN I GET ILL THE CO-OP LOOKS AFTER ME. BEFORE PEOPLE CAME, BOUGHT OUR COCOA AND WE NEVER SAW THEM AGAIN... WE HAVE LEARNT TO DO PRUNING AND TO MAINTAIN OUR COCOA TREES AND NOW WE GET A BETTER HARVEST. WE HARVEST GOOD QUALITY COCOA SO THAT CONSUMERS CAN EAT GOOD CHOCOLATE.”

But what also matters for farmers like Albert and Traore, and what makes Fairtrade Fortnight 2015 as important as ever, is the fact that despite Fairtrade's success, on average

Fairtrade cocoa farmers in Côte d'Ivoire are only able to sell around 13%⁹ of their cocoa on Fairtrade terms. This means they only get the benefits of Fairtrade for this percentage – even though 100% of their cocoa is grown and certified to Fairtrade Standards.

And Albert and Traore know what they'd do if they could sell more on Fairtrade terms – as Traore says: 'We need a primary school, a mill for maize and other crops, and we don't have a health clinic.'

Koné Rokya is part of ECOOKIM too:

“MOST IMPORTANT WOULD BE A VILLAGE SCHOOL... I'D LIKE MY DAUGHTER TO HAVE MORE OPPORTUNITIES AND THEY ONLY COME WITH EDUCATION.”

Stories like these show how Fairtrade can make a difference – and how much more could be achieved if producers are able to sell more on Fairtrade terms. Over the following pages, you'll hear from other farmers producing tea, sugar and cocoa about what they and their communities have achieved and the challenges they face...



MEET TEA FARMER FYSON TCHALE

Fyson is married with eight children and 33 grandchildren. The 79-year-old started growing tea as a smallholder farmer in 1964. Eleven years ago, he joined Sukambizi Association Trust (SAT), a co-operative with more than 8,000 smallholder farmers in the Mount Mulanje area of southern Malawi.

The benefits of Fairtrade for Fyson range from being able to drink safe water from a community water tap rather than unprotected wells to a fund for maize which he can buy at a 30% lower price than the market offers – both funded by the Fairtrade Premium.

His grandchildren are schooled in modern blocks and sit at desks also paid for by the Fairtrade Premium.

In the future, Fyson would like to grow more tea and see piped water taps in every household. And for himself? 'A water tap for my house'.



JUST 1% OF THE TEA PRODUCED IN MALAWI IS CONSUMED LOCALLY WHILE THE REST IS EXPORTED. IS IT IN YOUR CUP?

LIFE AS A TEA FARMER

.....

Tea provides up to 70% of smallholder farmers' incomes in the region and they also grow maize, cassava, pineapples, bananas and sugar cane for household consumption and sale to local markets.

The majority of farmers live in houses with thatched roofs rather than iron roof sheets while most have no electricity or running water.

More than 90% of their children attend primary school but only 25% carry on to secondary education. Farmers struggle to buy enough food during the dry, off-peak season when little tea is harvested and sold.

Changing weather patterns and an increase in pests and disease are reducing yields by 15% on average and affecting farmers' incomes.

Fyson Tchale, tea farmer

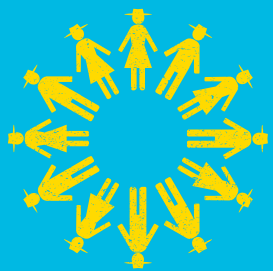
HOW FAIRTRADE AND SAT HAVE MADE A DIFFERENCE

- The Naphimba maternity wing was funded partly from the Fairtrade Premium, with an estimated 400 deliveries a year. The wing is saving expectant mothers a 40km trip and provides an alternative to traditional home births and with them the danger of life-threatening complications
- An ambulance has been bought to serve a community of 30,000 and accommodation built for families and relatives at a medical centre – previously they cooked under trees and slept in corridors
- Support for farmers has included the building of bridges over rivers and streams to connect 4,800 people in 45 inaccessible villages and improve the efficiency of farmers transporting their tea leaves

WHY TEA FARMERS STILL NEED YOU

- Tea producers in the Fairtrade system sell on average under 9% of their product on Fairtrade terms
- Only around 7% of tea sold in the UK is Fairtrade
- Tea production relies on established rainfall patterns. In recent years weather patterns have become increasingly unpredictable, linked to deforestation and climate change, and affecting producers' livelihoods

More tea sales mean more benefits for the 285,900 tea farmers and workers in the Fairtrade system, and the opportunity for more farmers and workers to start selling on Fairtrade terms. So let's convince more shoppers and businesses to choose products that change lives.



£3.92m

IN FAIRTRADE PREMIUM
RECEIVED BY PRODUCER
ORGANISATIONS FROM
2011 – 2012





*Sugar cane farmer
Ruberra Figueroa and son Amilcar*

MEET SUGAR CANE FARMER RUBERRA FIGUEROA

Ruberra, or Ruby as she is known, is part of the Belize Sugar Cane Farmers Association (BSCFA) – which has been Fairtrade certified since 2008 – and a single mother of three.

She supplements her farming income by baking sweetbread and selling it to the local community.

Fairtrade has made a difference to Ruby's life. The BSCFA decided to put some of its Fairtrade Premium towards providing education grants for families struggling to support their children's education.

Ruby's 15-year-old son Amilcar has benefited and is studying to be a chemist.

“ IT'S A SMALL AMOUNT BECAUSE WE ARE A LOT OF CANE FARMERS BUT WE ARE THANKFUL TO THAT GRANT BECAUSE WE HELP OURSELVES AND HELP, AT THE SAME TIME, OUR SONS. ”



ALMOST ALL OF BELIZE'S SUGAR CROP IS EXPORTED TO THE UK AND PORTUGAL

LIFE AS A SUGAR FARMER

.....

Around 15% of Belize's population is reliant on sugar for their income and almost all sugar cane farming is carried out by smallholders.

Poverty is a reality for farmers in the sugar belt, in northern Belize. Between harvests, the income from sugar is often insufficient to meet household needs and farmers struggle to put food on the table without a secondary income such as working in construction or selling vegetables.

Increasingly, students are not completing secondary education because their families cannot afford the school fees, transport and meals.

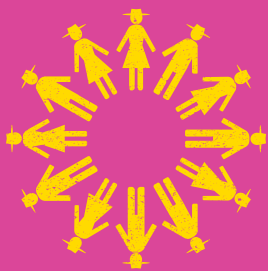
HOW FAIRTRADE AND BSCFA HAVE MADE A DIFFERENCE

- **The co-operative has invested Fairtrade Premium payments in education and community welfare programmes, providing grants to enable children to continue their education and assistance to older and disabled people for medical costs**
- **Farmers now harvest more effectively meaning more sugar is extracted from the same amount of harvest, which means increased income**
- **There is now a more effective and environmentally friendly way of controlling the 'froghopper' insect that can blight whole crops**

WHY SUGAR FARMERS STILL NEED YOU

- **Under half of the sugar produced by Fairtrade certified organisations is sold as Fairtrade**
- **Smallholder sugar cane farmers' ability to export sugar to the EU is under serious threat from changes to the EU sugar regime in 2017. Prices are already falling fast with the anticipation of limitless European sugar production**

More sugar sales mean more benefits for the 61,800 sugar farmers and workers in the Fairtrade system and the opportunity for more farmers and workers to start selling on Fairtrade terms. So let's convince more shoppers and businesses to choose products that change lives.



£7.39m
**IN FAIRTRADE PREMIUM
RECEIVED BY PRODUCER
ORGANISATIONS FROM
2011 – 2012**





MEET COCOA FARMER FORTIN BLEY

Fortin, 42, is a cocoa farmer in Côte d'Ivoire and Secretary General of Coopérative Agricole N'Zrama de N'Douci (CANN). Fortin lives with his wife and has one child.

CANN was set up so that its members could benefit from fair buying practices and better prices. More Fairtrade sales would mean a lot – to Fortin and the wider community.

“ WE WOULD LIKE TO IMPROVE THE QUALITY OF LIFE OF OUR MEMBERS AND WORKERS... BETTER ACCESS TO DRINKING WATER, TO HEALTHCARE, AND TO IMPROVE THEIR HOMES. ”



THE COCOA IN YOUR CHOCOLATE BAR MAY HAVE STARTED LIFE IN CÔTE D'IVOIRE, WHICH PRODUCES AROUND 40% OF THE GLOBAL SUPPLY

LIFE AS A COCOA FARMER

Cocoa is a delicate and sensitive crop that farmers must protect from wind, sun, pests and disease.

The region's extensive vegetation and forest cover is also under pressure from human activities such as agriculture and logging. And the intermittent political unrest means that cocoa prices have been unstable.

Fortin, like other members, relies on cocoa production to support his family but he has struggled to raise the productivity of his farm because of ageing cocoa trees, poor soil and outdated farming methods.

Poverty levels in the region have meant that there wasn't enough money for the farmers to invest in the necessary improvements.

Cocoa farmer Fortin Bley

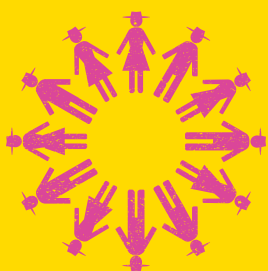
HOW FAIRTRADE AND CANN HAVE MADE A DIFFERENCE

- Around 90% of the co-operative's members have had access to training on good agricultural practices
- Access to subsidized pesticides, machetes and wellington boots has greatly improved productivity and working conditions
- The Fairtrade Premium has been used by the community to rebuild two primary schools in local villages. Both had been in ruins and the one in the village of Tiemokokro had survived with a single volunteer teacher. Now, the rebuilt school has a principal, two teachers and three volunteers teaching 200 students

WHY COCOA FARMERS STILL NEED YOU

- Globally, over 90% of the world's cocoa is grown on small family farms by about six million farmers, who earn their living from growing and selling cocoa beans. The majority are in West Africa
- Cocoa farmers in the Fairtrade system sell an average of just under half (46%) of their product on Fairtrade terms
- Disease and age are damaging cocoa trees – the Black Pod disease is killing one in 10 cocoa trees globally
- Farmers aren't benefiting from an international rise in prices – as their incomes fail to keep up with rising production costs and household expenses, they are falling deeper into poverty
- The next generation is looking for opportunities outside cocoa farming because of the instability and poor returns – the average age of a cocoa farmer is now 50

More cocoa sales mean more Fairtrade benefits for the 166,900 cocoa farmers and workers in the Fairtrade system and the opportunity for more farmers and workers to start selling on Fairtrade terms. So let's convince more shoppers and businesses to choose products that change lives.



£7.54m
IN FAIRTRADE PREMIUM
RECEIVED BY PRODUCER
ORGANISATIONS FROM
2011 – 2012



HOW DOES FAIRTRADE TRANSFORM LIVES?

We know that Fairtrade is more than just a different way of doing business – it's a way of life. But how do the nuts and bolts – the Fairtrade Standards – work to create a system that delivers positive change? Here are just some of the facts you can use to underpin your storytelling – and don't forget our website fairtrade.org.uk has more detailed information...

FAIRTRADE MINIMUM PRICE

[IT] CUSHIONS PRODUCERS FROM VOLATILE MARKETS... ALLOWS THEM TO HAVE PREDICTABILITY ABOUT THEIR CASH FLOW AND INCOMES, AND ALLOWS THEM TO PLAN AT A HOUSEHOLD LEVEL, AT A COMMUNITY LEVEL, AT AN ORGANISATIONAL LEVEL. THINGS THAT YOU AND I TAKE FOR GRANTED.

James Mwai, Director of Programmes, Fairtrade Africa.

- The fair, stable price paid to producers for what they grow
- The lowest possible price that someone buying their product must pay them – producers negotiate the final price above the minimum based on the world market price, quality and other considerations
- Calculated to cover the producer's average costs of sustainable production, the minimum price acts as a vital safety net enabling them to plan for their future
- Minimum prices are set by Fairtrade International with the involvement of producers, and reviewed regularly



Sesame Draman, Fairtrade cocoa farmer from Woroyiri village

FAIRTRADE PREMIUM

OUR FIELDS WERE EXHAUSTED, BUT WITH THE HELP OF THE CO-OPERATIVE WE HAVE LEARNT GOOD AGRICULTURAL TECHNIQUES AND NOW OUR COCOA TREES PRODUCE MORE. I'VE DOUBLED MY ANNUAL HARVEST!

Sesame Draman.

- An additional sum of money that farmers and workers democratically choose how to invest in social, environmental and economic projects that benefit their business or community
- In 2013 an estimated £68.7 million in Fairtrade Premium was paid to producers globally

- Our most recent analysis shows that small-scale farmer organisations overwhelmingly decide to invest their Premium in developing, strengthening and future-proofing their businesses so they can secure a sustainable livelihood
- Fairtrade workers invest around 54% of their Premium in a wide range of projects aimed at directly meeting the needs of them and their families – including education, housing and healthcare

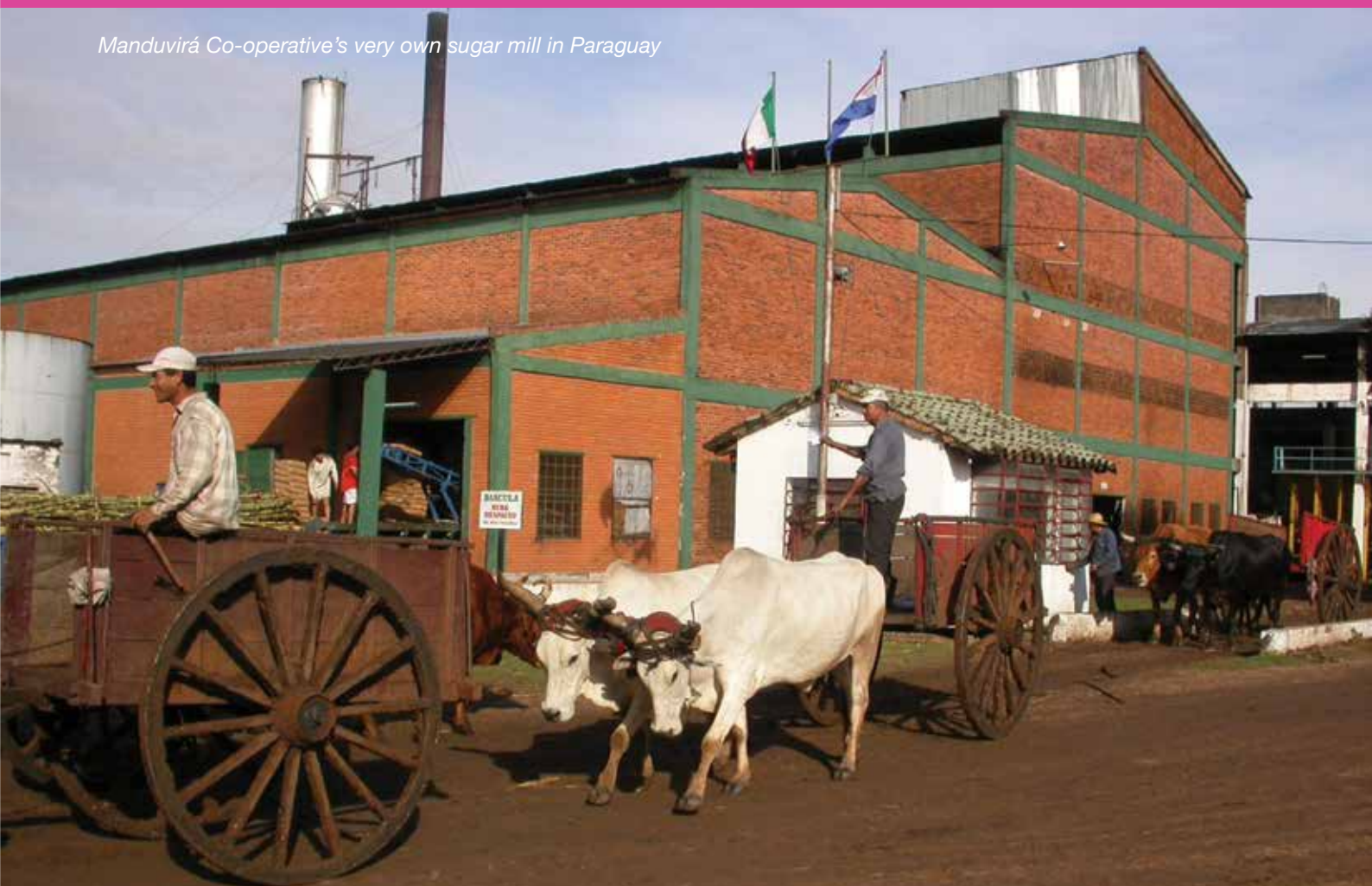
ACCESS TO FINANCE

- Farmers need timely, reliable access to short-term loans to run their farms, as often the seasonality of their crop means they don't have a continuous year-round flow of cash to buy everything they need to grow their crops successfully
- Under the Fairtrade Standards, companies buying Fairtrade products are required to give producers an advanced payment if they ask for it
- Independent research finds that Fairtrade certification helps producer groups attract credit – Fairtrade International also operates a finance scheme to meet the challenge that farmers face in accessing funds to invest in improving their business over the longer term

‘WHEN WE STARTED WE DIDN'T HAVE ANYTHING, AND FAIRTRADE HELPED US CONNECT WITH THE MARKET... IN PARAGUAY PEOPLE SAID, ‘YOU ARE POOR. YOU ARE CRAZY. YOU WILL NEVER BE ABLE TO SELL OR EXPORT YOUR SUGAR DIRECTLY OR THINK ABOUT HAVING YOUR OWN SUGAR MILL.’

Andrés González Aguilera, General Manager of Manduvirá Co-operative in Paraguay, which opened its own sugar mill in 2014, a \$15 million project funded partly by the Fairtrade Access Fund. It has created 200 jobs, including for farmers' sons and daughters, and means the co-operative can process much more sugar far more efficiently – meaning greater profits.

Manduvirá Co-operative's very own sugar mill in Paraguay





Members of Kuapa Kokoo co-operative in Ghana



Dorothy Chikwiti, a Satemwa Tea Estate worker in Malawi

WORKING TOGETHER

IF YOU ARE HONEST AND HAVE RESPECT FOR YOUR FELLOW MEMBERS AND CAN COMMUNICATE EFFECTIVELY, PEOPLE WILL TRUST YOU TO BE FAIR.

Delphin, 45, a member of Kuapa Kokoo, a cocoa co-operative in Ghana which has 83,000 members and a growing number of women on its national governing board. The co-operative is working hard to boost the confidence and position of women.

- For small-scale farmers, the Fairtrade Standards require them to group together in an organised and transparent way – usually through forming a co-operative – which enables them to sell what they grow as a collective
- Benefits include being in a better position to negotiate with buyers and having a stronger voice
- For plantations hiring workers, the Standards require the company to create a Fairtrade Premium Committee responsible for choosing and implementing projects selected by workers

PROTECTION OF RIGHTS

OVER 170,000 WORKERS ARE EMPLOYED ON FAIRTRADE CERTIFIED PLANTATIONS – 13% OF ALL PRODUCERS IN THE FAIRTRADE SYSTEM.⁷

At Satemwa Tea Estate in Malawi, there is now said to be a high level of trust between workers and management, much of which the Premium Committee worker representatives attribute to the changes that have come about due to Fairtrade certification. The Committee reports that their working environment has generally greatly improved, becoming much more relaxed and comfortable, and that the management now better respects the provision of sick leave and annual leave. Additionally, the provision of subsidized maize purchased through the Fairtrade Premium funds have contributed to a higher degree of food security among workers.

- The Fairtrade Standards demand the protection of workers' rights, including the right to join a trade union and collectively negotiate conditions of employment

- They also provide security through requiring written contracts for workers that include paid overtime, no excessive hours of work, sick leave, maternity pay and annual leave
- They prohibit child labour and forced labour and ensure there is no discrimination in areas that include race, gender, politics and religion
- They also require that companies provide adequate health and safety regulations and equipment
- Fairtrade Standards for hired labour have recently been reviewed and strengthened by Fairtrade International, consulting with 400 workers from 14 countries worldwide. Changes include greater autonomy for workers in decision-making, and both advice and targets to support employers progressing from complying with national minimum wages to paying living wages for all workers. Read more about the outcome at [fairtrade.net/workers-rights.html](https://www.fairtrade.net/workers-rights.html)

PROTECTING THE ENVIRONMENT

- The Fairtrade Standards include strong requirements for environmental protection which promote good agricultural practice and the sustainable development of farms
- Producers are required to protect their natural environment and make this protection a part of farm management. They are also encouraged to minimise the use of energy and carefully manage natural resources, including soil and water
- 56% of Fairtrade farmers are also certified organic. Fairtrade does not require organic certification as part of its Standards, but it is promoted and rewarded by higher Fairtrade Minimum Prices
- The Fairtrade Premium provides resources to invest in tackling the impact of climate change

“ A GOOD PROPORTION OF THE SOCIAL PREMIUM IS DEDICATED TO REFORESTATION PROGRAMMES... WE DON'T SEE IT AS JUST A PRODUCT IN A CUP – BECAUSE BEHIND EVERY CUP LIES A FOREST THAT IS BEING PROTECTED. ”

Fatima Ismael, General Manager of SOPPEXCCA in Nicaragua, reflects on why choosing Fairtrade is a positive choice for the environment.



HELP US WRITE THE NEXT CHAPTER OF THE FAIRTRADE STORY THIS FAIRTRADE FORTNIGHT... INVOLVE YOUR COMMUNITY AND TOGETHER WE WILL CHANGE MORE LIVES.

¹ TNS, March 2014

² Research we commissioned which was carried out by Nielsen through a Homescan survey in summer 2014 found that when asked 'If you actively buy Fairtrade food and/or drink, what are your main reason(s) for doing so?', 49% of respondents chose 'I never actively buy Fairtrade food or drink' as one of their answers. When asked for their reasons why, 28% said 'I do not know/ I have no reason'; 17% said 'I am just not that bothered about it'; and 14% said 'I do not believe there are any benefits'

³ ICM online omnibus commissioned by Fairtrade Foundation: nationally representative sample of 2,000 GB adults aged 18+, February 2014

⁴ Nielsen sales data – June, 2014

⁵ 2012 figure, Monitoring the Scope and Benefits of Fairtrade, Fifth edition 2013 – Fairtrade International, 2014

⁶ Fairtrade Cocoa in West Africa – Fairtrade International and Fairtrade Africa, 2014

⁷ 2012 figure, Monitoring the Scope and Benefits of Fairtrade, Fifth edition 2013 – Fairtrade International, 2014

fairtrade.org.uk

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Cocoa farmer Fortin Bley,
Côte D'Ivoire



DOWNLOAD
YOUR STOCK
IT CHALLENGE
POSTER FROM
FAIRTRADE.ORG.
UK/FORTNIGHT

Convincing more people to choose Fairtrade is one important way to grow sales for producers like Fyson, Fortin and Ruberra. Another is to ask businesses directly to show they support farmers and workers getting setting the Stock It Challenge to Fairtrade groups to help get more Fairtrade products into more places, changing more lives.

- Order or download your Stock It Challenge poster from fairtrade.org.uk/fortnight and see which targets you can reach in your community during Fairtrade Fortnight. Return the poster to us afterwards to be entered into the 2015 Campaign Awards with the chance to win a £500 cash prize to reinvest in your local campaigning work
- Mini Stock It Challenge cards suitable for individuals can also be ordered as a handy tool for getting the whole community involved in asking for Fairtrade

WILL YOU TAKE THE STOCK IT CHALLENGE?

GET INVOLVED

SEASONED FAIRTRADE FORTNIGHTERS WILL NO DOUBT HAVE MORE PEOPLE TO PURCHASE FAIRTRADE PRODUCTS, GET SHOPS TO STOCK THEM AND MOST IMPORTANTLY TELL THE STORIES OF THE PRODUCERS BEHIND THEM. FOR INSPIRATION ABOUT HOW TO TELL FRESH AND COMPELLING STORIES IN YOUR COMMUNITY, READ ON FOR TOP TIPS AND RESOURCES TO GET YOU STARTED...

LINKS AND MORE INFORMATION

- **Go to fairtrade.org.uk/fortnight** for information, ideas and resources
- **Visit shop.fairtrade.org.uk to order all you need for Fairtrade Fortnight, including:**
 - Posters
 - Leaflets
 - **Stock It action materials** (including posters, postcards and ideas for getting as many signed as you can)
 - **Film** (will be on DVD)
 - **Further activity guides** for places of worship
- **Media and publicity**
Amplify your message and reach more people through local and regional media. Check out our media toolkit and access a template press release at fairtrade.org.uk/fortnight
- **Awards**
Don't forget to enter your Fairtrade Fortnight activities into the annual Fairtrade Campaign Awards. Visit fairtrade.org.uk/awards to view the different categories and criteria. We recommend taking a look while planning your activities to make sure they include the key criteria
- **Speakers**
Invite a Fairtrade speaker to attend your event by emailing Faieth.Holland@fairtrade.org.uk or call **020 7405 5942**
- **Keep in touch**
Make sure you receive all of the latest news and updates for Fairtrade Fortnight and sign up to receive the newsletters you'd like at fairtrade.org.uk/newsletters



ACTIVITY GUIDE TAKE ACTION IN YOUR COMMUNITY THIS FAIRTRADE FORTNIGHT



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CHOOSE PRODUCTS THAT CHANGE LIVES
FAIRTRADE.ORG.UK/FORTNIGHT



FAIRTRADE ON FILM

We're creating an exciting new film to share the stories of Fairtrade tea producers in Malawi. We can't wait to show you. Meanwhile, here's what's happening and how you can get involved:

- Film to be released in early 2015 – keep an eye on newsletters for updates at fairtrade.org.uk/fortnight
- It will be longer than your usual online clip – about 15-20 minutes with a shorter version available
- We think the more people that see the film, the more will go out and choose Fairtrade
- Can you help make this film (and Fairtrade) a hit by showing it? It doesn't have to be a cinema (although independent and community cinemas would be a great idea) – it could be your community centre, workplace or worship space
- Why not add a speaker, debate panel or even tasting session to the film showing to make a nice rounded event that informs, entertains and drives people to choose products that change lives?
- You'll be able to download the film or order it on DVD from our online shop shop.fairtrade.org.uk



DOWNLOAD TASTING NOTES, STORIES AND MORE INFORMATION AT FAIRTRADE.ORG.UK/FORTNIGHT



TASTING THE DIFFERENCE

Whether seeking out new supporters of Fairtrade or encouraging those who won't swap away from their favourite cuppa, a tasting session is a tried and tested way to get people in one place to show them the difference choosing Fairtrade makes.

For a regular tasting:

- Link up with businesses selling Fairtrade through your local connections, or online at fairtrade.org.uk/fortnight

For tasting with a twist:

- Download our tasting notes with more information and stories to further encourage tasters to choose products that change lives from fairtrade.org.uk/fortnight (available from January 2015)
- Add a blindfold to bring another element of intrigue
- Challenge passers-by to take your taste challenge – can they tell the difference between Fairtrade and non-Fairtrade?

THE MORE PEOPLE THAT SEE THE FILM, THE MORE WILL GO OUT AND CHOOSE FAIRTRADE.



FIVE TOP TIPS FOR THIS FAIRTRADE FORTNIGHT

1. INCLUDE LOCAL BUSINESSES

Set up a Fairtrade trail around your area showing where people can choose products that change lives.

Campaigners in Chester did just that by creating a Fairtrade A-Z trail around the city. This featured a whole alphabet of different artistic creations made by primary school children and were located in shops and cafés selling Fairtrade products.



2. GET CREATIVE

What do you see when you look at Fairtrade products? A new school or health facility? Investment in better farming techniques? Co-operation between small-scale farmers to become stronger together? Bringing this to life in a giant sculpture or mock-up of a school classroom, health clinic, water well or farm not only makes a great activity for all to get involved with but helps tell your Fairtrade story and grabs the attention of passers-by and the media.



3. STRONGER TOGETHER

Join forces with fellow Fairtrade campaigners in your area or further afield to pool resources and create a bigger impact. Let us know if you need a hand getting in touch with them.

Fairtrade Groups around the Derbyshire Dales joined forces to create a giant art cube, each panel featuring a message about Fairtrade created by supporters from different towns. The work went on tour to maximise publicity across the region.



4. GET A CELEBRITY INVOLVED

Is there someone well known living near you that can help get the word out there and add even more appeal to the story you're telling?

Bolton Fairtrade Group has a great track record of bringing celebrities on board to amplify their message including Olympic cyclist Jason Kenny OBE, Bolton Wanderers football players and Danny Jones, right, member of pop band McFly! A local politician from the council, MP or MEP can also be a useful ambassador for the campaign.



5. FUNDRAISE FOR FAIRTRADE

Many groups use their Fairtrade Fortnight events to raise much needed money for the Fairtrade Foundation. Donations help to bring a fairer deal to more farmers and workers, spent on projects that support producers to improve their livelihoods and tackle some of the problems trapping them in poverty.

A taster session or film showing is a great opportunity to raise money through entrance fees or donations. Edenbridge Fairtrade Group went further and raised £103 with an enjoyable 'Come Dine With Us' event in Fairtrade Fortnight 2014.

For more fundraising ideas and information about the difference the money can make, visit fairtrade.org.uk/fundraise

