Welcome to the Fairtrade Fortnight Action Guide for 2009!
This is designed to give you loads of ideas for activities you
can organise in your town, school, workplace, university,
place of worship or anywhere in the community.

This is just a starting point for you to really get creative –
Fairtrade Fortnight is your opportunity to go wild and do
whatever you can to get new people interested in Fairtrade
and help them understand what it’s all about.

The guide is packed with ideas for Fairtrade Fortnight and
the rest of the year. See how many of them you can use! Think about how you can adapt them for your audiences
or combine them to create a buzz around Fairtrade in
your community. There are also some tips for organising
successful events, getting media coverage and a template
press release.

Don’t forget to check the website regularly for more actions
and ideas and all the latest news on what is happening
nationally during Fairtrade Fortnight.

Fairtrade Fortnight
23 February – 8 March 2009

Use the fabulous online event calendar on the
Fairtrade Foundation website to let everyone
know about all the events you are organising
during Fairtrade Fortnight and throughout 2009.

Go to www.fairtrade.org.uk/getinvolved/events
to enter your details and check what else
is going on in your area.

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This guide is for anyone and everyone. Whether you are an individual or a part of a group, you will find ideas and activities that you can use to bring Fairtrade to life in your community. Special recommendations are made throughout for how individuals, Fairtrade Town groups, Schools and Universities might use the ideas.

Most of the resources described are available to order online at www.fairtrade.org.uk/resources or are downloadable from our website www.fairtrade.org.uk. There is a range of merchandise and materials available including posters, postcards, mugs, aprons and inflatable bananas.
In 2008 the Fairtrade Foundation launched Fairtrade Fortnight in style with a Fairtrade Fairground in central London. Why not brighten up a gloomy winter day by having a Fairtrade Fairground of your own?

There are loads of ideas throughout this guide you could include in a Fairtrade Fair and here are a few more...

**Action**

- Hold an event in your town centre based around a fairground theme with stalls selling Fairtrade products, games and activities that passers by can get involved in – there are lots of activities in this guide which you could incorporate.

- Some fairground–themed activities you could organise include a Fairtrade coconut shy, a hook-a-banana stall where participants get a prize if they ‘catch’ a Fairtrade banana with a rod and hook, or a ball-in-the-basket game with Fairtrade sports balls. The possibilities are endless...

- Contact local companies that are supportive of Fairtrade like the Co-op or your local supermarket and get them to hold a stall, give away products or vouchers, or donate prizes for competitions. Ask the local Fair Trade Shop or a Traidcraft Fair Trader to run a stall with a wide variety of Fairtrade products.

- Invite a local musician, band or dance group to perform and provide some entertainment to draw people in. Even better, make it a participative activity – try getting everyone at your event doing a conga!

- Ask a local celebrity or the local mayor to speak – maybe to open the event or to introduce some of the activity.

- Showcase the wide range of Fairtrade products available now – around 3,000 – and help people to understand where they come from and how Fairtrade helps the producers.
Who can do this?

Individuals
Organise a mini-fair in your office one lunch time. Have some Fairtrade products to sample and a couple of activities – maybe a quiz – for colleagues to take part in.

Fairtrade Town groups
Hold your Fairtrade Fairground in the town square or in the town hall. If there is a town nearby that is not a Fairtrade Town, invite along a delegation and show them how much fun it can be having Fairtrade status! If you are being awarded Fairtrade Town status during Fortnight, have a Fairtrade Fairground to celebrate and use it as an opportunity to have your certificate presented.

Universities
Have a fancy dress fair where people have to dress up as Fairtrade products and Fairtrade wine, juices and snacks are served. You could give prizes for the best costumes.

Schools
Hold a Fairtrade Fair on a Friday and call it Fairtrade Friday. Try to ensure that as many of the lessons that day have some kind of Fairtrade theme e.g. use Fairtrade sports balls in PE lessons, look at where products come from and how they are grown in geography lessons. Check www.fairtrade.org.uk/schools for lots more ideas. Hold a fair at lunchtime and get different year groups to put on different activities to get the whole school involved.

RESOURCES

• Most useful resources for this kind of event are bunting with alternate plain white flags and black flags with the FAIRTRADE Mark, sashes with the FAIRTRADE Mark to wear over clothing and identify you as an event organiser, poster sets, balloons and stickers.
• You can order these online at www.fairtrade.org.uk/resources
STOCK IT!

There is a wide range of Fairtrade products available now, from confectionery to cotton wool, spices to sauces and rice cakes to roses. Although many outlets stock the basics – tea, coffee, chocolate, bananas – it can be hard to find the full range of products. And with The Fairtrade Everyday Cookbook (see Read it! Fairtrade Book Event) and many other Fairtrade recipe books now available, everyone is looking for ingredients so they can try out the delicious recipes.

Make It Happen, Choose Fairtrade is the call to action you may have on our posters and leaflets for Fairtrade Fortnight. But what happens when you get to the supermarket and you can’t find the Fairtrade product you want?

Action

Help is at hand! This Fairtrade Fortnight and throughout 2009, please ask your local supermarkets and shops, catering outlets and retailers to ‘Stock it!’

Hand out the ‘Stock it!’ postcards in the Event Pack at events and at stalls you run and encourage other people to hand these in at their local supermarket and shops when they can’t find the products they want.
Who can do this?

Individuals
- Carry a handful of the postcards in your bag or pocket and try to use one every time you go into a store during Fortnight.
- Give the cards to your friends and colleagues to use in their local stores.

Fairtrade Town groups
In advance of Fairtrade Fortnight, do a survey of your local supermarkets to see the range of Fairtrade products they stock – then you could check to see if they increase their range as a result of receiving lots of postcards from local shoppers.
- Hand out the postcards at stalls you hold in supermarkets.
- Hand out the postcards at all other events you organise during Fortnight.

Schools
Make this into a class project – students could survey their local supermarket and collate the information as part of a project on Fairtrade.

RESOURCES
Stock it! Postcards – available free in packs of 25.
Two exciting books were launched last year which should provide a great springboard for a Fairtrade event. This is a great opportunity to engage people as they browse and for all of us to learn more about the ins and outs of trade!

Harriet Lamb, Executive Director of the Fairtrade Foundation, managed to find the time to write the story of how Fairtrade has got to where it is today. The result is *Fighting the Banana Wars and Other Fairtrade Battles*. The book charts the heroics that went on in the early years of Fairtrade getting products such as bananas onto supermarket shelves, it celebrates the Fairtrade Towns network and how it has raised awareness of Fairtrade across the UK, all against a background of farmers in the field and supermarket executives in the boardroom.

The *Fairtrade Everyday Cookbook* is the result of a recipe competition that the Fairtrade Foundation ran with publishers Dorling Kindersley in Fairtrade Fortnight 2007. We asked campaigners and members of the public to submit their best recipes with Fairtrade ingredients. The panel of judges who taste-tested the recipes included award-winning cookery writer Sophie Grigson, and the book also includes recipes from celebrities and Fairtrade producers.

**Action**

Ask local bookshops and libraries to promote Fairtrade Fortnight. Talk to local bookshop and library managers about having special displays of books during Fairtrade Fortnight. Use the list in this action guide to suggest titles they could include along with posters, leaflets and your local shopping directory.

Organise an event in your local bookshop or library
Make sure they have a selection of Fairtrade related books available to buy or borrow and have them prominently displayed.

Invite a speaker or arrange to give a presentation yourself
You can download and use the PowerPoint presentation from the Fairtrade Foundation website www.fairtrade.org.uk/resources

You could offer Fairtrade refreshments – if you are promoting the recipe book you could make up some of the recipes for people to try. You could also have Fairtrade wine on offer, if appropriate. If your bookshop has a coffee shop, make sure they are serving Fairtrade and try and persuade them to do a promotional deal – a free Fairtrade coffee with every book purchase for example.
READ IT!
FAIRTRADE BOOK EVENT

Are you in a book group?
Why not read Fighting the Banana Wars and Other Fairtrade Battles or one of the books listed opposite for your book group meeting during Fortnight? Some of the non-fiction books could provide interesting material for debate. Don’t forget to make sure that the refreshments are all Fairtrade.
Create your own book

One of the books on our reading list is *50 Reasons to Buy Fairtrade* by Miles Litvinoff and John Madeley. It's well worth a read. You could compose your own *50 Reasons to Buy Fairtrade or 50 Ways to Support Fairtrade in Your Town* by collecting thoughts and ideas from people in the local community and putting them together in a book. This could be displayed in the local library or town hall.

Book crossing

Have you heard of book crossing? It is the practice of leaving a book in a public place to be picked up and read by others, who then do likewise. There is a website dedicated to book crossing, where you can find out all you need to know, but basically you read a good book, register it on the website and get a unique code which you write in the book. You then release your book into the wild – you could do this in a Fairtrade café or at an event you are holding during Fortnight.

Check out [www.bookcrossing.com](http://www.bookcrossing.com) for more info.

There are quite a few other books around Fairtrade available now – a search on the internet will find more, but here are a few suggestions.

RESOURCES

Recipe books:

- *The Fairtrade Everyday Cookbook* with a foreword by Sophie Grigson (Dorling Kindersley, 2008).

Non-fiction books:

- *Fighting the Banana Wars and Other Fairtrade Battles* by Harriet Lamb (Ebury, 2007).
- *50 Reasons to Buy Fair Trade* by Miles Litvinoff and John Madeley (Pluto Press, 2007).

And this novel:

READ IT!
FAIRTRADE BOOK EVENT

Who can do this?

Individuals
Read of one of these fabulous books about Fairtrade and pass it on to a friend.

Fairtrade Town groups
- Get in touch with your local independent bookshop and get them involved in your campaign – make sure they have plenty of copies of Fighting the Banana Wars and Other Fairtrade Battles and The Fairtrade Everyday Cookbook in their window display during Fortnight. Give them the list of the suggested titles and see which other ones they can stock.
- Put up a display in your local library with information about your local campaign.

Schools/Universities
- Hold an event in your library.
- Use the PowerPoint presentation for schools at www.fairtrade.org.uk/schools

To order Fighting the Banana Wars and Other Fairtrade Battles please call 01206 255 800 quoting the respective offer code as above. Orders are non-returnable and include all delivery costs. You are then able to sell the book at the recommended retail price of £7.99 in order to fundraise for your group.

In addition, for any companies interested in making a bulk purchase of Banana Wars for staff, incentives or corporate gifts, please contact Antonia Fowler at Ebury on 020 7840 8467.

NOTE


Fighting the Banana Wars and Other Fairtrade Battles by Harriet Lamb (Ebury, 2008)

Ebury are offering a special deal to campaigners. You can order copies of the book in bulk at a discounted price to sell at any planned events! The following offer prices are available:

30% off 10-50 copies (quote BW1)
35% off 50-100 copies (quote BW2)
40% off 100+ copies (quote BW3)

read it!
fairtrade book event
Games are a great way to help kids and adults alike learn more about Fairtrade.

**Action**

Our version of Snakes & Ladders highlights the challenges facing many farmers in the developing world, to show how Fairtrade can help overcome some of these injustices and how individuals can take action. Use the Snakes & Ladders game idea as the focus of an event in your school, university or in the town centre one Saturday.

Make a giant version of the game which people can actually stand on – this will have a big visual impact and make participants feel much more involved in the game.

**Who can do this?**

- **Individuals**
  Play the game with your friends and family over a selection of Fairtrade snacks and drinks.

- **Fairtrade Town groups**
  Use the game at a Fairtrade Fair or event in your high street to engage members of the public. You could offer Fairtrade products as prizes.

- **Schools**
  - Use the game in lessons with small groups playing at the same time and discuss it afterwards.
  - Create a large version to play during break times and have a stall where pupils can buy Fairtrade snacks.

**RESOURCES**

You can download a copy of the game from [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) and use it at your events.
How to play

• Print out the checkerboard and stick it on a piece of card.
• Make up some small cards with ‘ladder’ and ‘snake’ facts – some ideas are here, but you can make up your own too.
• You might need to make them a bit easier for younger players.
• Using a couple of dice and some counters, move around the board.
• When a player lands on a snake or a ladder, pick up the relevant card, and read it out.
• The first person to reach the end is the winner!

Ladders

• You started to use Fairtrade tea and coffee in your workplace.
• You used Fairtrade ingredients to bake a cake.
• You handed a ‘Stock It!’ postcard to your local supermarket manager.
• You remembered to ask for Fairtrade coffee in your local coffee shop.
• You started a campaign to make your town a Fairtrade Town.
• You wrote a letter to the Secretary of State for International Development about Economic Partnership Agreements.
• You are a Fairtrade co-operative and you buy an ambulance with the Fairtrade social premium that you’ve received.
• The world market price for coffee drops but as a Fairtrade producer you still receive a fair and stable price for your coffee beans because of the guaranteed minimum Fairtrade price and social premium.
• As a Fairtrade producer, your family’s health improves because you’ve reduced the use of artificial pesticides and fertilisers in line with Fairtrade standards.
• As a Fairtrade banana grower, you’ve now started to diversify what you grow on your farm and have started to sell Fairtrade coconuts too.
• With the Fairtrade social premium, your coffee co-operative is able to build its own coffee processing facility.
• Fairtrade Fortnight brings the opportunity for a Fairtrade producer from your co-op to visit the UK. The producer comes back inspired and motivated seeing how supporter groups in the UK are promoting the FAIRTRADE Mark and helping to increase sales of Fairtrade products.

Snakes

• You didn’t look for the FAIRTRADE Mark and bought non-Fairtrade tea.
• You bought a coffee in your favourite café and forgot to ask for Fairtrade.
• Your local council refuses to pass a motion in support of Fairtrade.
• You are a banana farmer selling to conventional markets and the price you get for your bananas drops due to price wars in UK supermarkets.
• Young people start to leave your community to go to the cities because there is no secure income from the crop you grow, and they see no future in farming.
• Money from debt relief is invested in education and a primary school is built near your village. However, due to falling prices of cotton, you can’t afford school uniforms for your children and they can’t attend.
• The local private coffee trader only pays you half the price he originally promised for your coffee beans.
• You are sacked for trying to form a union at your banana plantation, because it is not Fairtrade certified and there is no right to organise.
• Due to highly subsidised imported US rice under cutting the price of the rice you have grown, you are unable to sell it locally.
• You cannot export your cane sugar to the EU due to high tariffs on sugar imports there.
• A hurricane hits your country and your entire crop is wiped out.
In Fairtrade Fortnight 2007, the Fairtrade Foundation along with the publisher Dorling Kindersley held a competition to find the best Fairtrade recipes in the country for inclusion in *The Fairtrade Everyday Cookbook* – for more details, see Sheet 3.

Hundreds of entries were received and after being prepared and taste-tested by a panel of judges including best-selling cookery writer Sophie Grigson, the best were chosen and included in the book along with recipes from Fairtrade producers and celebrities. The book is available to buy from all good bookshops, so make sure you get your copy and use it to cook up a storm during Fairtrade Fortnight.

**Action**

- Host a Fairtrade breakfast, lunch or dinner. See Sheet 12 for more ideas.
- Bake a huge cake and decorate it with the FAIRTRADE Mark and messages about Fairtrade. Use this as the focus for an event – maybe your Fairtrade Town, School or University declaration – then give everyone a slice at the end.
- Create your own recipe with Fairtrade ingredients and try to get it published in the local paper.
- Have a Fairtrade Food day and only cook recipes with Fairtrade ingredients all day.

**REMEMBER**

If you are struggling to find the full range of Fairtrade products for your recipes use the Stock it! postcards to get your local store to stock what you need and check what else is going on in your area.
COOK FOR CHANGE

Campaigner creation

Fairtrade Association Birmingham (FAB) worked together with The Birmingham Vegetarians & Vegans and The Warehouse Café – Birmingham’s longest standing vegetarian and vegan restaurant – to put together a recipe book and then held an event to launch it during Fairtrade Fortnight 2007.

The event consisted of a six-course feast at the café, served with Fairtrade wine, a selection from which people could sample and buy to go with their meals. The event was a sell-out and all 200 copies of the book were sold. Good media coverage of both the event and the recipe book was generated.

Who can do this?

Individuals
Hold a pot-luck dinner party at your house, where everyone has to bring a dish containing Fairtrade ingredients.

Fairtrade Town groups
• Hold a bake-off competition.
• Have a dinner and invite along some of the groups you are trying to involve in your campaign (e.g. local businesses or members of the local synagogue).

Schools/Universities
• Hold a good old-fashioned cake sale with cakes with Fairtrade ingredients.
• Use recipes with Fairtrade ingredients for Home Economics classes during Fairtrade Fortnight.

RESOURCES
• Recipes on website – in the resources section
• *The Fairtrade Everyday Cookbook*
• Other Fairtrade recipe books
International Women’s Day on 8 March falls during Fairtrade Fortnight. Why not use this as an opportunity to encourage people to think about women all over the world?

Fairtrade is helping to empower women across the developing world by giving them their own income and involving them in decision making. As Fode Dembele, a cotton farmer from Mali says: ‘There are two main advantages I see in Fairtrade. One: from an organisation point of view it’s better. Previously the women were not included, the groups did not operate democratically. Two: the price. The farmers get more money, it’s simple.’

**Action**
- Create a Fairtrade Fortnight display with a Mothering Sunday or an International Women’s Day theme. There are lots of case studies of women in Fairtrade and posters featuring female producers.
- Hold a ladies evening and offer Fairtrade wine and chocolate and pampering opportunities. You could show some short films about Fairtrade producers too.
- Encourage your local Brownie and Guide groups to hold events in Fairtrade Fortnight.
Case study – Makaibari

On India’s tea plantations, women do most of the work. They pluck tea, roving through uneven terrain, toss leaves into a woven basket on their back and carry them to collection points for transport to the tea processing factory. It is traditionally the women’s role: a long and hard journey.

On the Makaibari Tea Estate, Fairtrade certified since 1994, women workers are getting their voices heard. Makaibari lies in the foothills of the mighty Himalayas in Darjeeling, India. This is a stunning location where 625 tea workers and their families live. Like on any other Fairtrade certified plantation, the Joint Body committee in Makaibari is responsible for monitoring and implementing the social development programmes financed with the Fairtrade premium fund. On the Makaibari Joint Body, 10 of the 16 elected members are women.

As the tea industry is facing a long-term fall in prices, the women decided to diversify their income generating activities. After long discussions, the Makaibari Joint Body decided to invest in eco-tourism by building eco lodges, an innovative and ambitious project, which aims to bring prosperity to the whole community. ‘We hope that visitors staying at Makaibari spend money on the local shops, generating new income for the whole community’ explains Pratima, one of the women on the Joint Body.
We understand the coffee business now and Fairtrade has taught us how to improve the quality of our coffee. It also helps women sell their coffee, we have a good market now. Fairtrade is also giving women freedom of speech. When we are paid we buy what we want and don’t have to ask our husbands and we know how to budget for our household needs.’

Oliva Kishero

Case study – Oliva/Gumutindo

Oliva Kishero lives in the Mbale district of eastern Uganda, on the lower slopes of Mount Elgon, Uganda’s highest mountain and an extinct volcano. The rich volcanic soil, warm climate and plentiful rainfall make the area ideal for growing high quality arabica coffee. She is a member of the coffee co-operative called Gumutindo, which means ‘excellent quality’ in the local Lugisu language.

For Oliva, being part of a local coffee co-op has not only provided a better income but improved the standing of women in the local society. ‘It’s the women who do all the work in the coffee gardens while men ‘supervise’. Women prepare the food and look after the children; they do everything in the home as well. But now women are getting jobs and getting more respect from men. Women have seen me become a successful farmer and a voice in the co-op and many women farmers are interested in joining our co-op. Now they also want to earn their own money, to be independent and support their families financially. And now some of the men are realising that it is better for their home if they treat women more equally.’

The 3,000 members of the Gumutindo Co-operative sell 99 per cent of their coffee to Fairtrade buyers. This means that the members of the co-op receive at least the guaranteed minimum Fairtrade price for their coffee (121 US cents per pound in 2007) and they can predict their income for the year and plan their finances accordingly. Oliva explains:

‘Fairtrade is a good idea and makes a big difference to us. It is marketing our coffee and giving us a fair price. And we know we are not being cheated. The fair price helps pay school fees for five of my children who attend boarding school.’

As well as a stable price for their coffee, farmers also receive an additional Fairtrade premium (10 US cents per pound) to invest in projects in their local communities. Each year at the AGM the members discuss how they want to spend the money. These are some of the projects that Gumutindo has invested in:

• Building and renovating coffee warehouses and other co-op premises
• Contributions to community projects – building a secondary school; extending a clinic; protecting natural water sources; constructing and repairing feeder roads
• Providing working capital to reduce the need for expensive loans.

Being in control of the future is a big part of Oliva’s confidence in Fairtrade, as she says: ‘I was just a farmer but now I’m a businesswoman.’

1 The best secondary schools are in Mbale, too far for daily commuting.
Who can do this?

Individuals
Use a notice board in your workplace to put up a display for International Women’s Day.

Fairtrade Town groups
Link up with your local Fair Trade shop (see www.bafts.org.uk to find your nearest one) and encourage them or even help them to create an International Women’s Day window display – you could also put information about your local campaign in the window to get more people involved.

Schools/Universities
• Link up with other societies in your school or university e.g. Amnesty International to raise awareness of International Women’s Day and how Fairtrade is helping women workers worldwide.

Faith Networks/Churches
• Use the stories of women in Fairtrade as part of services during Fairtrade Fortnight. You could also show a short film about Gumutindo available to download from www.fairtrade.org.uk/resources

RESOURCES
• Posters, bunting, stickers, balloons and leaflets are all available from the Fairtrade Foundation. Order online to save time and resources, at www.fairtrade.org.uk/resources
• Download more producer case studies here www.fairtrade.org.uk/producers
FILM EVENT

With the successful nationwide cinema release of Black Gold in June 2007 and the DVD now available, Fairtrade Fortnight now offers a great opportunity to promote Fairtrade to film-lovers.

Black Gold is a film about the injustices of the global coffee trade which takes the audience on a journey from the birthplace of coffee – Ethiopia – to the coffee shops of Seattle, via World Trade Organisation talks in Cancun and the New York Coffee Exchange. It features Tadesse Meskela, the General Manager of Oromia Coffee Union, who represents 101 coffee co-operatives and the livelihoods of over 74,000 coffee farmers in south west Ethiopia. He spends much of his time flying around the world meeting coffee buyers who will pay his farmers a better price than that set by the New York Exchange.

Black Gold will help viewers to understand the inequalities of global trade, and the need for Fairtrade as a part of the solution.

‘Our hope is one day the consumer will understand what they are drinking. Consumers can bring a change if awareness is given to consumers. It is not only on coffee, all products are getting a very low price – and the producers are highly affected.’

Tadesse Meskela

PLEASE NOTE
The public showing of a film in the UK is an act restricted by the copyright of the film. For more advice on organising local screenings of films please see www.bfi.org.uk/filmtvinfo/screening.html

The best way may be to get your local independent cinema to organise the technical side of the screenings, but offer to do the promotion and run a stall on the evening. This has worked well for several groups and also offers an opportunity to encourage the cinema to switch to Fairtrade refreshments – tea, coffee and ice cream!
**Action**

- Organise a film screening or a series of film screenings.
- Get a panel of speakers to do a Q&A session after the film.
- Set up a stall with information about your local campaign and encourage people to take action as they come out of the film.

**Who can do this?**

**Individuals**
Have a film night in your home and invite friends round to watch one of the suggested films with some Fairtrade drinks and snacks.

**Fairtrade Town groups**
Work with your local cinema to put on a series of film screenings during Fairtrade Fortnight. Make sure you start planning well in advance.

**Schools/Universities**
Hold a series of lunchtime film screenings – some of the suggested films are quite short e.g. *Pura Vida?* and *Bonita: Ugly Bananas*.

**Campainer creation**

During Fairtrade Fortnight 2007, Fairtrade Chichester partnered with Chichester Cinema, a local independent cinema to put on two weeks of film and debate on the themes of Fairtrade and global injustice – ‘Fairtrade on Film’. On the first day of Fairtrade Fortnight they held a screening of *Blood Diamond* which was introduced by Greg Valerio, a member of the local steering group and director of a fair trade jewellery company, followed by a supper with Fairtrade wine and catering.

For other screenings they drew in local speakers and experts and held panel debates. At these events, Fairtrade refreshments were served and goodie bags with information about their campaign and samples donated by local retailers were given out.

The London Fairtrade Campaign staged the first ever Fairtrade London Film Festival during London Sustainability Weeks in June 2007. A selection of films were shown at three different cinemas, including a kids’ screening of *Dubble Take* with an interactive chocolate workshop afterwards.

A total of around 1,000 people attended the five screenings – many of whom were new to the issues raised in the films and discussions afterwards. Samples and information about the campaign were distributed before and after each screening. The London Steering Group is hoping to build on this and get a wider range of cinemas involved.

**RESOURCES**

There are a selection of short films on the Fairtrade Foundation website about coffee in Uganda, bananas in the Dominican Republic and George Alagiah’s visit to coffee farmers in Nicaragua. You can download them here: [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)

Some other suggested films with a link to trade or fair trade (please check the websites for more details):

- *Bamako*  
  [www.bamako-themovie.com](http://www.bamako-themovie.com)
- *Black Gold*  
  [www.blackgoldmovie.com](http://www.blackgoldmovie.com)
- *Pura Vida?*  
  [www.greengold.org.uk/film.htm](http://www.greengold.org.uk/film.htm)
- *Bonita – Ugly Bananas*  
  [www.greengold.org.uk/film.htm](http://www.greengold.org.uk/film.htm)
- *The Luckiest Nut in the World*  
  [www.fulcrumtv.com](http://www.fulcrumtv.com) and [www.emily-james.com](http://www.emily-james.com)
- *Life & Debt*  
  [www.lifeanddebt.org](http://www.lifeanddebt.org)
- *Blood Diamond*  
  [www.blooddiamondmovie.warnerbros.com](http://www.blooddiamondmovie.warnerbros.com)
- *The Corporation*  
  [www.thecorporation.com](http://www.thecorporation.com)
- *Dubble Take*  
  [www.papapaa.org/ks2/index_5.htm](http://www.papapaa.org/ks2/index_5.htm)
Hunt for Fairtrade Treasure

Treasure hunts can take many different forms depending on the resources you have available and the audience you are trying to reach. Fairtrade Towns and other groups have created brilliant Fairtrade versions of treasure hunts and trails – it is something that you can do on any scale...

Campaigner creation

- Create a Fairtrade Town trail and involve as many stockists of Fairtrade products as you can. There are lots of different ways of doing this – perhaps by using a map of the town with the stockists marked out and participants have to go around and collect the clues from each shop. There is also a Fairtrade Fortnight leaflet/poster specifically for stockists of Fairtrade products – make sure your local store has one – details are overleaf.

- Alternatively a clue in each shop could lead participants on to where the next clue is – though this may take a bit more organising!

- A simpler version is to get as many local outlets to have some kind of Fairtrade message displayed in their windows – you can also include hairdressers, florists and other types of businesses and organisations (like churches or schools) which are part of your campaign and use Fairtrade products themselves, but don’t actually sell them. Participants then have to list as many places as possible where they have seen the message – then they will know who is supporting your campaign!

- These trails have the benefit of involving lots of different outlets in your Fortnight activity and can run for the full two weeks of Fairtrade Fortnight. You could offer a prize for a winner drawn out of a hat or for a best completed sentence for example.

Who can do this?

Fairtrade Town groups
Creating a Fairtrade Town trail might be a good opportunity to link up with the local Tourist Information Office – they could carry copies of your trail along with copies of your local Fairtrade Directory if you have one.

Schools/Universities
Create a mini Fairtrade trail around your school or university campus. Don’t forget to get good prizes to get as many people as possible involved.
HUNT FOR FAIRTRADE TREASURE

Create your own entry form for the town trail – it might look something like this:

Little Bigglesworth Fairtrade Town Trail – Fairtrade Fortnight 2009

Instructions: Using the map on the reverse of this sheet, visit the shops marked and look for the FAIRTRADE Mark in the window. Underneath there will be a question – fill in the answers below and return this sheet to Fairtrade Town Co-ordinator (address) or leave it at any of the outlets you visit.

On 8 March – the last day of Fairtrade Fortnight – the correct answers will be entered into a draw to win a hamper of Fairtrade goods.

Clue 1 answer:

Clue 2 answer:

Clue 3 answer:

Clue 4 answer:

Clue 5 answer:

Clue 6 answer:

Your name and address:

Campaigner creation

Worthing Fairtrade Steering Group partnered with the Environment Agency Southern Region’s Environment Improvement Team during Fairtrade Fortnight 2007 to create a prize draw competition. Participants had to collect three clues from a variety of the 57 local business and organisations that took part. The businesses and organisations displayed entry forms and posters with the answers to one of the three clues. Participants completed an entry form to go into a draw to win one of a selection of prizes donated by those organisations, including a trip for four to the Eden Project!

The group publicised this through the local media as well as through stalls in the local shopping centre and at the Farmers’ Market. They generated a lot of local press coverage and created a really inclusive event which engaged with a wide range of people.

RESOURCES

• FAIRTRADE Mark A4 cards are available to order
  www.fairtrade.org.uk/resources
• There are a range of quiz questions to download from the Fairtrade
• Fortnight resources page on the website www.fairtrade.org.uk/resources
• Stockist leaflets are available to order online
GET ARTY

Over the years, campaigners have become more and more creative with spreading the message about Fairtrade. There are so many ways of doing this – you can use Fairtrade products or product packaging to create colourful displays and murals.

Action

• Customise some FAIRTRADE Mark bunting – it has alternate black flags with the FAIRTRADE Mark and plain white flags for you to decorate. There have been some amazing examples of this – order some for your event and see what you can do.

• Competitions – hold a poster competition to promote your Fairtrade campaign.

• Get people to show their support for your Fairtrade campaign by making their mark (handprint!) on a sheet of Fairtrade certified cotton. You can take this round to all the events and stalls you hold during Fairtrade Fortnight and display it somewhere prominent afterwards.
GET ARTY

Campaigner creation
In the run-up to Fairtrade Fortnight 2007, Liverpool World Centre, Liverpool John Moores University and Envart got together to run an art project around Fairtrade. They ran a series of workshops with a range of multi-faith community groups across Merseyside in which participants made Fairtrade statement flags.

The flags were based on Tibetan prayer flags and the idea was that young people could decorate Fairtrade certified cotton flags with their dreams and hopes and positive messages about Fairtrade. During the workshops, people met each other, chatted about Fairtrade, tasted Fairtrade chocolate and had fun making the flags.

The flags were then displayed in Liverpool World Museum during Fairtrade Fortnight and beyond and the group also held a workshop there for the general public. The flags have been a useful resource for Liverpool World Centre and other partners to carry on spreading the message of Fairtrade.
GET COTTON ON THE CATWALK

The range of Fairtrade certified cotton clothing and homeware is increasing at a phenomenal rate. There are currently more than 1,000 products available from baby clothes to school uniforms. A great way of showcasing these products and having a social event – possibly a fundraiser – is to hold a fashion show.

Action

- Hold your fashion show in the most unusual place you can think of – but keep it practical. How about a catwalk down the local high street? Or on a boat or pier? Or on the steps of the town hall?
- Get in touch with local retailers that sell Fairtrade certified cotton products and get them to support your event by providing clothing samples – an event like this is a great advertising opportunity for them. As well as your local Fair Trade shop (check www.bafts.org.uk) a lot of high street retailers now have a range of Fairtrade clothing e.g. Marks & Spencer, Monsoon and Next – check www.fairtrade.org.uk/cotton for more details.
- Make a night of it and put on some other entertainment – perhaps a band or a DJ. Make sure there is a slot for someone to talk about your Fairtrade campaign.
GET COTTON ON THE CATWALK

Campaigner creation
The University of Derby – a Fairtrade University held a wide range of events during Fairtrade Fortnight 2007 to raise awareness of Fairtrade among students, including their Fairtrade – Fair Fashion – Fashion Show. They managed to get lots of different groups involved including the Students’ Union Events Society, who arranged the staging, lighting and sound, and Fashion Studies students who helped with a lot of the organising and modelling. As well as showing off a range of Fairtrade certified cotton clothing, the group also took the opportunity to raise awareness of the issues through speeches and offering Fairtrade refreshments.

As a result of the event, the Fashion Studies department is considering designing a Fairtrade Fashion Module as part of the Fashion Studies course.

BA Fashion students from the University of Central England in Birmingham designed and created their own dresses from Fairtrade certified cotton. They researched the culture of developing countries and used this as their inspiration, using a variety of techniques to modify the organic, unbleached woven cotton to their own designs. Their designs were modelled at Fairtrade Association Birmingham’s Really Fair Show during Fairtrade Fortnight 2007.

RESOURCES
Fairtrade certified cotton bag
This handy shoulder bag made from sturdy hard wearing Fairtrade certified cotton with reinforced handles to carry all those Fairtrade goodies back from the shops! The bag is available to buy from http://online.fairtrade.org.uk/ or via our Supporter Services team on 020 7440 7676.
With the majority of Fairtrade products being foodstuffs, meals are a great way to communicate the quality and range of Fairtrade foods available. The way to most people’s hearts is through their stomachs, so entice them in with some tasty Fairtrade food and get them changing today and choosing Fairtrade…

Action

• Breakfast – lots of busy people miss the most important meal of the day so breakfast is an ideal opportunity to promote Fairtrade to them. There is a great range of products for breakfast from the basics of tea, coffee and juice to fresh and dried fruit, muesli and yoghurt.
  – Business breakfast – hold a breakfast for local businesses to get them involved in the Fairtrade at Work campaign (www.fairtradeatwork.org.uk). Try getting the local Chamber of Commerce involved and invite their members.
  – Smoothies are a healthy and delicious way to start the day. You could try making them with Fairtrade ingredients like bananas, oranges, apples, honey and vanilla. You can also hire bicycle-powered smoothie makers, which are a fun way of getting people involved in making their own smoothies.

• Lunch – combine local produce with Fairtrade foods to create a sustainable lunch.
  – Get your workplace canteen, school canteen, or university café to have a Fairtrade day during Fairtrade Fortnight when they prepare as much as possible with Fairtrade products. This might help them to switch to more Fairtrade products permanently. Don’t forget to promote it widely and get as many people as possible to try the Fairtrade options.

• Dinner – get local cafés and restaurants to Switch a Dish for Fairtrade Fortnight. Encourage them to use the wide range of Fairtrade ingredients to create a one-off special dish using as many of them as possible. Make sure they are serving Fairtrade tea, coffee, sugar and wine at the same time!
FAIRTRADE FOODIES

Campainer creation
In 2007, several chefs and restaurant chains made one or more of their dishes from Fairtrade ingredients during Fairtrade Fortnight. Michael Caines restaurants across the UK used a variety of Fairtrade products to create dishes like Fairtrade Coffee Potato Puree, Fairtrade Earl Grey Fondant with Confit of Pink Grapefruit, and Chocolate Pudding made with Fairtrade chocolate.

The Hotel du Vin chain made Crème Brulee with Fairtrade vanilla, The River Café made Hazelnut and Espresso Cake with Fairtrade coffee blended specially for the restaurant, and Le Manoir aux Quat’ Saisons served Tiramisu made with Fairtrade coffee and sugar.

RESOURCES
Black Fairtrade certified cotton aprons with the FAIRTRADE Mark are now available – order online at www.fairtrade.org.uk/resources
GET IN THE FAIRTRADE PICTURE

To create visual impact and get a good picture for the local papers, how about trying some innovative ways of representing the FAIRTRADE Mark? Don’t forget that the Mark is a certification label, and as such it is important to maintain its integrity at all times, so check the resources section for how to use the Mark properly.

Action

- Create your own Fairtrade product costumes – everyone loves to dress up – and go bananas in the high street.
- Create a giant map of the world and place Fairtrade products in the places they come from, or have a little quiz and see if participants can correctly place products on the countries they come from.
- Create your own FAIRTRADE Mark mosaic by downloading a high resolution version of the Mark, getting it blown up and cut out into squares, which people can hold above their heads for an aerial photo. Try and get a local printer to do you a good deal (and get them involved in the Fairtrade at Work campaign at the same time).
- If you are holding a stall in your town centre during Fairtrade Fortnight, get permission from the council to use chalks on the pavement to draw the FAIRTRADE Mark, or get a local artist to help out if you don’t have the skills.
- If you are feeling really adventurous, why not try and make a human mosaic, with people dressed in the appropriate green, blue, black and white of the FAIRTRADE Mark and sitting or lying on the ground in order to create an image of the Mark from above? This will take a lot of organisation, but could be a great newsworthy stunt.
- Don’t forget to use the registered ® symbol and try and make the Mark look as in proportion as possible! Read the Promotional Materials Manual which you can download from the website. Use one of the appropriate accompanying lines, like ‘Look for this Mark on products when you shop.’ Get plenty of photos and try to get the local press along too.

Campaigner creation

During Fairtrade Fortnight 2006, a large group of dedicated Fairtrade supporters bared all except for their Fairtrade certified cotton pants in an attempt to mimic the artwork of Spencer Tunick. Over 70 campaigners stripped to their Pants to Poverty briefs on a freezing cold March morning outside the Royal Exchange in the City of London, to raise awareness of the inequalities of global trade. To see the pictures of this and a subsequent stunt in Parliament Square (on a sunny day in April!) check www.pantstopoverty.com
GET IN THE FAIRTRADE PICTURE

Who can do this?
Fairtrade Town groups
Advertise through your networks and in local newspapers for volunteers to take part in your event.

Schools/Universities
Get your fellow students involved in creating a visual stunt.

RESOURCES
Promotional Materials Manual – you can download this at: www.fairtrade.org.uk/resources Make sure you read it before using the FAIRTRADE Mark.
These are only a few ideas for possible events and activities you could arrange to raise awareness of Fairtrade during Fairtrade Fortnight and throughout the year – there are a whole host of other ways to engage people and get them to make it happen and choose Fairtrade.

Here are a few old favourite events if you are still looking for ideas:

**Action**

**Get sporty**
Don’t forget about Fairtrade sports balls – you can now get footballs, rugby balls, netballs, volleyballs and even basketballs! So why not hold a sports day with Fairtrade sports balls and refreshments? Persuade your local football club to use Fairtrade footballs for their matches during Fairtrade Fortnight, or if not for the actual match, then for a half-time penalty shoot-out.

**Fairtrade pledge**
- Ask individuals to pledge that they will switch one of their regular grocery purchases to Fairtrade e.g. bananas – you could create a pledge form and collect them to display somewhere public.
- Workplaces that have made the commitment to use Fairtrade products can also enter details on our Fairtrade at Work website ([www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)) and receive a pledge form to display in the office.

**Fairtrade themed quiz**
- Download quiz questions from the Fairtrade Fortnight resources page – there is a set for primary schools, one set for secondary schools and one for adults.
- Use these for anything from a school quiz to your local pub quiz.

**Blind tastings**
- There are a few people out there who are not aware of the great range and quality of Fairtrade products and get nervous about switching from their usual brand. Put their fears to rest by offering them the opportunity to do some blind tastings of Fairtrade and non-Fairtrade products e.g. chocolate, coffee and tea.
- Get a couple of similar priced Fairtrade and non-Fairtrade products, remove the packaging and ask people to try them. Create a survey to see which are the most popular – hopefully the Fairtrade ones will come out on top!

**PowerPoint/speaker events**
- Download the Fairtrade Fortnight 2009 PowerPoint presentation from our website and use it to introduce Fairtrade to the uninitiated. Invite speakers from other local organisations who might be able to contribute to a debate or discussion.
- Schools can use the Schools PowerPoint on the Fairtrade Schools website – present in an assembly during Fairtrade Fortnight and let the whole school know what you are doing on Fairtrade.

**Supermarket trolley dash**
- Approach your local supermarket and arrange a ‘Supermarket Sweep’ trolley dash in which participants can only pick out products with the FAIRTRADE Mark. This could be really fun and a good way to engage with the supermarket staff as well as their customers and help them learn more about where the Fairtrade products are located in store!

**Note**
Please see overleaf on how to use the FAIRTRADE Mark correctly.
Use of the FAIRTRADE Mark

It is essential that you use the FAIRTRADE Mark correctly. It is a certification mark and as such its integrity must not be compromised by incorrect use.

Please read the Promotional Materials Manual which you can download from the Fairtrade Foundation website: www.fairtrade.org.uk/resources. It contains full guidelines on how to use the Mark correctly and useful information about displaying it at events and in Fairtrade Town campaigns. Artwork that will be seen by more than 500 people must be submitted for approval to artwork@fairtrade.org.uk. Put in the subject line something that makes your message quick to identify e.g. Canterbury Fairtrade Steering Group poster.

From January to March allow at least four weeks for artwork approval as this is a very busy time for everyone. Correct use of the FAIRTRADE Mark and text will greatly reduce the amount of work involved for the Foundation in requesting amendments.

Please note that the FAIRTRADE Mark has changed – as of September 2008 the strapline has been dropped and the international Mark has been adopted in the UK. Please see the website for more details.

OTHER IDEAS

RESOURCES

- Fairtrade Fortnight PowerPoint presentation – www.fairtrade.org.uk/resources
- Fairtrade at Work pledge forms – www.fairtradeatwork.org.uk
- Fairtrade Schools PowerPoint presentation – www.fairtradeatwork.org.uk/schools
- Check out the merchandise available to wear and to decorate your venue. Items include sashes to identify you at events, Fairtrade certified cotton aprons with the FAIRTRADE Mark, bunting, balloons, inflatable bananas, stickers, Fairtrade certified cotton T-shirts with the FAIRTRADE Mark, posters and leaflets.
Organising an event can be great fun, but it can also be quite stressful. Whatever kind of event you hope to put on, get lots of people to help you and start planning as early as possible. It is worth working out a project plan at the start, with a clear list of tasks and deadlines for when they need to be completed.

If you have a good team involved from the start, you can get individuals to take responsibility for specific elements of the event which will make it much easier to manage and should ensure that one person doesn’t get burdened with all the work.

Having different people involved will also give you a range of skills, knowledge and contacts to draw on.

It could also be an opportunity to get new people involved in your group.

Here are some things to take into consideration during the planning of your event:

**Aims and objectives**
- Have clear aims for your event – think carefully and in detail about what you want to achieve.
- Try to have measurable targets for your event – you can have several e.g. to get 150 people to attend your event, to get 50 people to sign up to your mailing list, to get 15 people to pledge to switch to buying a Fairtrade product, to get two pieces of media coverage for your event.

**Audience**
- Who do you want to target and what is the best way to do this?
- Are the activities you are planning suitable for the audience you want to reach? What is going to make this an unmissable event?

**Date and timing**
- What is the best date and timing for your event – will it clash with other things?
- Will the date and time suit your audience?

**Venue**
- Is the venue easily accessible for the audience?
- Does it have all the required facilities for the activity you are planning?

**Advertising**
- How are you going to ensure that you get the people you want to attend your event?
- Are you going to invite specific people or is it a public event?
- Where are the best and cheapest places to advertise your event?

**Maximise your resources**

Don’t forget, if you don’t ask you don’t get, so make sure you use all your contacts and persuasive powers to ensure you get what you need to make yours a great event!
EVENT TIPS

Use this space to plan your own event
Writing a press release
There is a sample press release enclosed – here are some tips for writing your own:

Layout
• Write on headed A4 plain white paper. The font should be plain and easy to read.
  – Top of page: ‘Press release’ heading should appear clearly, name of organisation/network, date (day, month and year).
  – Bottom: two lines from the bottom, insert ‘Ends’ in bold and centred. Two lines below this add ‘For more information or to arrange an interview with [insert named spokesperson], contact [insert named person] with contact details in bold (with telephone numbers including full code for work, home and preferably a mobile).’ You can also add Notes to Editor and list other points of information, for example, information on the history of your local group. If the release is longer than one page, put ‘1 of 2’ or ‘cont’ at bottom of page 1.

Style
Lines should be spaced at one and a half. Use the same typeface throughout. Contact details, location, time and date of event should be in bold type. Remember to run a spell check and avoid jargon. Write in full with abbreviations the first time around – e.g. non-governmental organisations (NGOs).

Content
• The headline should be simple and clear. The opening paragraph should sum up the purpose of the event and give practical details.
• It is essential to have a quotation from one of the organisers/celebrities/other who will be attending your event (preferably in the second paragraph). Give the full name and title of quoted person plus description e.g. ‘Mrs Joan Peterson who has chaired the [insert town name] Fairtrade network for the past three years’ (give the correct title for clergy with name of church, Headmaster with name of school, etc).

Distribution
Send the press release by email to a named person, if possible, at least one week before the event. Follow up with a phone call three days before the event – journalists often say they haven’t seen the press release so make sure you can resend it by email or fax within 10 minutes of making the call. Then call again about half an hour later. Phone nearer the time to remind them about the event.

Send a copy of your press release to the Fairtrade Foundation by fax (020 7405 5943) or by email to media@fairtrade.org.uk To speak to the media team, call 020 7440 7686.

Media tips
Planning
• Plan your local event with a view to making it of interest to the media – you could invite local celebrities/dignitaries.
• Choose a day and a time of day when journalists should be available – don’t choose the day your local paper goes to press, or late afternoon when daily papers are up against a deadline.
• Organise a photocall – as part of your event have a specific 15-minute period when photographers know they can get a good photograph.
• Make sure your spokesperson is contactable at all times.

Radio interviews
Well before the interview
• Define your key messages: three main points you want to get across.
• Establish which programme and what sort of audience it will be.
• Find out how long the interview will be and whether it will be live or pre-recorded.
• Ask for an idea of what questions to expect (bearing in mind, of course, that the presenter will be someone else and will probably ask different questions!).
• Remember that the producer will write up a brief note for the presenter. So it is important to talk at length on the phone to the producer, giving them lots to use for that background note.

When you arrive at the radio station
• Check who your interviewer is.
• Re-check the length of the interview.
• Ask what the first question will be.
• Think about your three main points.

During the interview
• Explain what the FAIRTRADE Mark is and why you support Fairtrade.
• Describe your event and talk about how people can get involved – paint the picture for the listeners with words.
• Remember your three points and get them over.
• Avoid jargon and clichés.
PRESS TIPS

Getting TV coverage

Getting coverage on regional TV can be a highly effective and immediate way to communicate your message to a wide audience. Working with your regional TV station is not always as complicated as you might think. In 2007 campaigners managed to secure regional TV coverage on the regional Politics Show, RTE, ITV Wales, New Consumer TV, and BBC News 24 who covered a London event.

The Fairtrade Foundation press team is here to offer help and support if you have any questions about getting onto regional TV. By working in collaboration with the press team, it is often possible to maximise the likelihood of achieving coverage. We have a small library of footage that we can offer regional TV stations, but it’s up to you to provide the regional story hook. We also have spokespeople who can do studio interviews from London ‘down the line’. Let the press team know about any TV opportunities and together we can turn a small piece into a longer feature.

Why TV?
• Broadcast media reaches the widest audience.
• TV has a high impact because it is visual and tends to engage with an attentive audience, ready to believe what they see.

What makes a good story?
• The story must be newsworthy and timely because TV is immediate.
• TV is highly visual so the story has to be suitable for the TV medium.
• Ensure you organise local case studies and filming opportunities for regional broadcasters.
• Make sure you have a good, preferably experienced spokesperson, who can present your story on TV – if not, ask the Fairtrade Foundation press office to help organise a spokesperson to do a an interview from a London-based studio.

Don’t over-brand the story – a nice Fairtrade poster, product display and a Fairtrade badge worn by the spokesperson is plenty.

Make sure the story is relevant to a large proportion of the TV audience.

What to do
• Email your press release to the newsroom.
• Invite broadcasters to the event.
• Consider the timing – e.g. if your event starts at 11am, you will miss the lunchtime news.
• Offer a case study or local filming opportunity.
• Offer stock footage of producers from the Fairtrade Foundation. Also offer a Fairtrade Foundation spokesperson if necessary.

Let us know...

As interest in Fairtrade grows and grows in the media, the Fairtrade Foundation is constantly being asked for good local stories for both national and local press. If you are running an event or a stunt that you think will make good coverage, please do let us know. Email the details of your event to fortnight@fairtrade.org.uk and don’t forget to add details of your event to the event calendar on the Fairtrade Foundation website.
With the happy memories of British success at the Beijing Olympic Games just starting to fade, why not relive those heady days by holding your own Fairtrade games?

Fairtrade Fortnight 2009 will be launched with a special Fairtrade 2012 event in Trafalgar Square in London on 22 February. Check www.fairtrade.org.uk for more details. We want to make sure as many Fairtrade products as possible are available and used at the London Olympic and Paralympic Games in 2012 – to show the rest of the world that the UK is committed to making a difference to farmers and workers in developing countries. The launch event will demonstrate to the organisers of the 2012 Games what a passion there is for Fairtrade in the UK and encourage them to Make it Happen in 2012.

If you can’t make it to London on 22 February, organise an event in your local area. You could use this as an opportunity to encourage your local sports centre to switch to using Fairtrade drinks and Fairtrade sports balls.

You could also make some of the games ‘unfair’ to highlight the problems with world trade that keep many people trapped in poverty. In ‘unfair’ games, the rules are weighted against one individual or team – a practical demonstration of how global trade negotiations create an uneven playing field for developing countries. See Debate and Discuss section.
Ideas for activities:

- Fairtrade games with sports balls – footballs, volley balls, netballs and basketballs with the FAIRTRADE Mark are all available – you know what to do! Check www.fairtrade.org.uk/products for more details.
- Relay races using Fairtrade products as batons.
- 100 metre chocolate dash. Who will get to the chocolate first?
- Fairtrade coconut shot put – see how far competitors can throw a Fairtrade coconut. Make sure you do this one outside, have plenty of grassy space available and a net to stop the coconut smashing any windows!
- Fairtrade banana smoothie bike race – there aren’t that many velodromes in the UK, so as an alternative bike race, why not organise a race to make the fastest Fairtrade smoothie! You can hire bicycle-powered smoothie makers from a number of places across the UK – try searching on the internet for your nearest.
- Modern Fairtrade pentathlon – create five activities around Fairtrade products that participants can compete in!

Who can do this?

**Fairtrade Town groups**
Work with your local sports centre to organise a fun day out for all the family. Get in touch with local retailers and Fairtrade suppliers to offer prizes and support the event.

**Universities**
Organise teams from different student societies or halls to participate in your event and get a bit of competition going.

**Schools**
Have a Fairtrade sports day and use Fairtrade sports balls for competitions.
GO BANANAS FOR FAIRTRADE

On 6 and 7 March 2009, we want you to help create a new world record for the number of people eating Fairtrade bananas at the same time! This will be fun, inclusive, easy to do and sends a clear message to supermarkets and government – we want more Fairtrade. One of our aims in Tipping the Balance – the Fairtrade Foundation’s 2008-12 strategy – is to make half of all bananas sold in the UK Fairtrade. This is one step to raise awareness through an activity in which everyone can become a world record breaker… we need you to Make it Happen!

Your Fairtrade banana-eating event can take place at any point in the 24 hours from noon on Friday 6 March to noon on Saturday 7 March. This will allow as many people as possible from around the world to take part. We are hoping that producer co-operatives and supporters in the rest of Europe, the US and Australia will also be part of this world record.

Full instructions for the Fairtrade banana eating will be on our Fairtrade Fortnight website www.fairtrade.org.uk Check regularly for more information and details on how to register your event. Here are a few ideas to get you started:

- Organise an event where people can participate in mass banana eating – you could tag this on to another event you are organising like the Fairtrade games, fairground or film screening.
- How about holding a 24-hour Fairtrade banana eating vigil? You could encourage different groups to come along at different times to ensure that someone is eating a Fairtrade banana all the time during the 24 hours – you’ll need a lot of people and a lot of Fairtrade bananas.
- Write a press release and generate as much excitement and interest around your event as possible – perhaps you could create some excitement with a countdown in your local paper in the weeks leading up to it.
- Speak to your local supermarket or Fairtrade supplier about providing Fairtrade bananas for your event or holding an event in the store.
Campainer creation

In Fairtrade Fortnight 2008 a Christian Aid group in Liverpool organised a Fairtrade flash mob. They advertised the event through posters, flyers and a Facebook group and more than 40 people turned up to collect their Fairtrade bananas at the meeting point. They then stood together conspicuously in the city centre, set their mobile phones to ring at the same moment and started speaking into their bananas as if they were phones before handing the fruit out to surprised members of the public. Each banana had a message tied to it about Fairtrade. You can see a video of their event on YouTube www.youtube.com/watch?v=OGKbAqR6PC8

Who can do this?

Fairtrade Town groups
Hold a major event in your town centre and get as many people along as you can. Don’t forget to secure local media coverage – in the lead-up and on the day.

Universities
• Draw in a crowd with inflatable Fairtrade banana jousting in the student union or canteen and hand out Fairtrade products to spectators and jousters.
• How about a Fairtrade ‘banana boat race’ event? Encourage different clubs, societies or sport teams to substitute beer for a Fairtrade banana. Team members sit in lines and relay-eat Fairtrade bananas. The first team to finish wins and everyone plays a part in setting a new world record.

Schools
The range of countries supplying Fairtrade bananas means there’s lots of potential for brilliant geography projects. Create a truly international feel with each form or year group representing the country they’ve studied in a cross-school Fairtrade banana-eating event on Friday afternoon. Why not invite friends and family to come along too!

RESOURCES
• Banana pack (downloadable from www.fairtrade.org.uk)
• Inflatable Fairtrade banana
2009 marks the 15th anniversary of the FAIRTRADE Mark. The Fairtrade Foundation was set up in 1992 and the first products were available in 1994. Thanks to you, we have achieved a great deal in those 15 years, but there is a lot more to be done. In the next few years, we need your help to really tip the balance in favour of poor producers and to significantly increase the impact that Fairtrade is having on communities in developing countries.

The posters and materials for Fairtrade Fortnight 2009 tell the story of the impact of Fairtrade on farmers and workers in developing countries and the importance of shoppers continuing to choose Fairtrade. We are all part of the Fairtrade story – from producers to shoppers, from retailers to campaigners, and from communities benefiting from Fairtrade to communities working towards Fairtrade status.

We would like you to tell your story of Fairtrade – how you got involved, why it’s important to you or your community, and what you think we need to do to tip the balance in the coming years.

There are many different ways of doing this and here are a few suggestions:

- **Exhibitions/public displays**
  - Create an exhibition or display of the story of your involvement in Fairtrade – whether you are involved in a Fairtrade Town, University, Church or other faith group. Detail past awareness-raising activities and your plans for the future. You could illustrate this in a similar style to the Fairtrade Fortnight posters with a striking combination of words and pictures.
  - Put your display up in the Town Hall, local library, community centre or café and let people know how they can be involved.

- **Time capsule**
  - At the end of Fairtrade Fortnight bury your story in a time capsule to be unearthed in Fairtrade Fortnight 2012 (or beyond) to see whether you have achieved your aims. Include some products or a list of products available in your area along with your aims for making this list longer.
TELL YOUR FAIRTRADE STORY

• Online/Im-making
  – Create a photo essay – it could be about a person, a group, or an event – and write the words that are behind the images. You could also record audio to accompany your photos and create a multimedia slideshow. A voice or music can add emotion to a story – but remember you must have permission from a musician/band if you use their song.
  – Put your story into words on the web. If you write a blog, write about your Fairtrade story and if you’ve never written a blog, start now! There are many free blog sites including www.blogger.com and www.wordpress.com
  – Make a mini-documentary by interviewing yourself or others. You could ask ‘why is Fairtrade important to your community?’ or ‘how can we tip the balance for producers in developing countries?’
  – Get creative and make an animation! Experiment with free stop-motion programmes such as www.animatordv.com/download7 or www.stopmotionmaker.com and bring your favourite Fairtrade products to life. You could also make words ‘write themselves’ – how about bringing your thoughts or poetry about Fairtrade to life by spelling them out using Fairtrade nuts, fruit, or socks?

See Action Guide insert Share your Story Section to find out how to show everyone your creations.

Who can do this?

Fairtrade Town groups
Telling your story is a chance to celebrate, reflect, say thank you, and think about what comes next. Share the story publicly and encourage everyone to think about the next chapter and what they can do to Make it Happen!

Universities
Invite film and photography students to create a documentary or photo exhibition.

Schools
Students can act, sing, write or draw their own Fairtrade stories – from the first time they heard about Fairtrade, to the first product they tried, and how they encourage other people to choose Fairtrade.

Campaigner creation

The Aberdeen Fairtrade City Steering Group ran a competition for World Fair Trade Day to encourage people to write their own Fairtrade stories. Apparently Ernest Hemingway once wrote a story, which he considered one of his best works, that consisted of just six words: ‘For sale: baby shoes, never worn’. Very sad, very short, but certainly a story. The competition challenge was to write a Fairtrade story, but in just six words.

Some examples:
(Brian Walmsley, London – winner)
Changing lives through things I buy.
(Karl Letten, Loughborough)
Fairtrade brings justice, life, dignity, future.
(Jackie Hancock, Warrington)
Sainsbury’s goes Fairtrade bananas, growers smile.
(Jim Hollyman, Bolton)

Photography: © Simon Rawles, © Celia Wooley
Fairtrade is growing fast among food and drink we buy when we are out and about – everything from hot drinks in coffee shops, to meals in restaurants, pubs and what we eat in outlets at work and school. In 2007, sales of roast and ground coffee in this sector exceeded those in supermarkets by 19 per cent (TNS). A whopping 7.8 million cups of Fairtrade hot beverages are now consumed per day in the UK. In recent years some travel companies that have made a switch to Fairtrade include Eurostar, Virgin Atlantic, and Virgin Trains. It is easy to get hold of Fairtrade drinks and snacks at railway stations with the likes of AMT, Millie’s Cookies, Ritazza, and The Pasty Shop offering a Fairtrade option and on the high street, EAT, Greggs, Greene King pubs, Giraffe and Michael Caines restaurants.

These switches have a huge impact, meaning thousands more tonnes of coffee are sold through the Fairtrade system, with more farmers across Africa, Asia, and Latin America benefiting from improved trading terms. In a recent online survey 65 per cent of respondents said Fairtrade products should be more available out of home, not just on shop shelves.

You could highlight the availability of Fairtrade on the move in your area through a tour of the town.

- Walk the town calling in on places where Fairtrade is available or used and plot a Fairtrade way to include in local guides or websites.
- Hold a banana relay on public transport.
- On your travels – organised events or not – go into stores to persuade them to stock Fairtrade and congratulate those that already do.
- Use Fairtrade Fortnight as an opportunity to persuade your local transport providers to switch to Fairtrade – for their staff and customers. Create publicity for them by holding celebratory events on their buses or trains.

‘Fairtrade is becoming more readily available for people on the move and Fairtrade Fortnight is a fabulous opportunity for everyone to choose Fairtrade and join the celebrations. By choosing Fairtrade when you are on a train journey or on the go, commuters are helping drive positive change for communities in the developing world. Research shows that six out of ten people see Fairtrade as the most effective way of helping poor people in the developing world. But it’s vital that we all choose Fairtrade whenever and wherever we can so that more farmers and workers can get a better deal.’

Harriet Lamb, Executive Director, The Fairtrade Foundation
Campaigner creation

An intrepid Fairtrade supporter turned heads, caught the attention of the press and took Fairtrade on the move in a very visible way in Fairtrade Fortnight 2008. Gill Chatfield celebrated her 60th birthday with a mammoth bus trip around Lincolnshire. Armed with her new bus pass and a five-foot inflatable Fairtrade banana, she chatted to people about Fairtrade and stopped off at Oxfam stores across the county to check out their range of Fairtrade products. Gill’s journey was a great news story and got passengers across Lincolnshire thinking and talking about Fairtrade.

Who can do this?

Fairtrade Town groups
Get together with other Fairtrade Towns in your region to create a Fairtrade way or a Fairtrade banana relay over the fortnight.

Schools
Map all the places where you can buy Fairtrade products around your school and hand out a guide to students and teachers.
Fairtrade Fortnight 2009 will see the launch of a major academic paper examining the global food crisis and how food and fuel price rises are affecting farmers and workers involved in Fairtrade. You will be able to download this report from our website when it is published shortly before Fairtrade Fortnight.

Following publication, a major conference and a series of debates around the country will examine the issues raised in the paper, along with other topics connected with Fairtrade. Check www.fairtrade.org.uk/fortnight to find an event near you.

You could organise a similar discussion, debate, or public meeting in your local area. Use this as an opportunity to raise awareness of global issues connected to Fairtrade and help people to understand more about how Fairtrade works. You could invite local MPs and MEPs, academics, and representatives from Oxfam, Christian Aid, CAFOD, Traidcraft, WDM and other development organisations to participate. Many of these organisations also have reports and resources that will help you to research different topics. There is lots of information at www.fairtrade.org.uk connecting Fairtrade to these issues too.

Ideas for discussion:
• Fairtrade and climate change – public concern around climate change and carbon emissions has been growing rapidly in recent months and there is no doubt that far-reaching global action has to be taken now to deal with global warming. However if the debate around this issue becomes overly focused on the question of food miles, this could severely damage opportunities for sustainable forms of export agriculture to contribute to the economic and social development of poor producers.

• Fairtrade and trade justice – the European Union is pursuing an aggressive trade strategy that is trying to force many developing countries to open up their markets which could be disastrous for them. The Fairtrade Foundation is a member of the Trade Justice Movement – read more over the page about the current trade campaign.

• Fairtrade and the global food crisis – there are many different factors contributing to the current food crisis: increasing oil prices, increasing demand for agrofuels, population growth, unfair global trade rules and more.

‘The structure of the global food market is changing so rapidly that fair trade is now becoming one of the few means by which small farmers in poor nations might survive. A shift from small to large farms will cause a major decline in global production, just as food supplies become tight. Fair trade might now be necessary not only as a means of redistributing income, but also to feed the world.’
George Monbiot, the Guardian, June 2008
Help stop Europe’s unfair trade deals

The Trade Justice Movement continues to oppose the European Union (EU) trade policy which puts big business above the interests of poor people and the environment. The current campaign addresses Europe’s wider aggressive trade strategy with developing countries and lets decision makers in Europe know that it’s time to make a change and create a trade policy that delivers trade justice, not more inequality.

As well as continuing to push African, Caribbean and Pacific countries into bad trade deals known as Economic Partnership Agreements, the EU is also setting its sights on a further 34 developing countries in Latin America and Asia, where more than 970 million people live on less than US$2 a day. These trade deals seek to aggressively force open markets for European business, on agriculture and services in particular, that could harm the poorest and most vulnerable groups in the developing world, destroying jobs, small-scale industries and the livelihoods of small farmers, as well as increasing environmental exploitation and the abuse of human rights.

However, we have a real opportunity to put a stop to this aggressive trade strategy in advance of European Parliamentary Elections in June 2009. Members of the European Parliament will play a key role in approving a new European Commission and, very importantly, a new European Trade Commissioner, who will have the power to set the agenda on trade for years to come.

In getting involved in this campaign, you will be adding your voice to millions of others through Europe, Latin America and Asia who are opposing these deals.

Who can do this?

Fairtrade Town groups
Organise a public meeting in a community centre or town hall, or why not hook up with your nearest university or college to put on an event together? Are there academics or students who could contribute to the discussion?

Schools
Hold a balloon debate with pupils representing different people in world trade: a Fairtrade farmer, the director of a multi-national company, a shopper, a trade minister for a developing country, and a European trade negotiator. Do thorough research at www.fairtrade.org.uk to prepare your arguments.

What you can do

• Ask Baroness Ashton the EU Trade Commissioner to stop pushing unfair trade deals on poor countries. Order briefings and postcards from www.fairtrade.org.uk/resources
• Target the EU Commission President Barroso by sending him an email. Go to www.wdm.org.uk/campaigns/trade/action/barroso.php
• Visit or write to your MEP on the issue. Check out the TJM website for a lobby action pack (available from late December 2008).
It’s very important to document the Fairtrade projects or events you’re involved in. After all, you’ve created something unique so why not allow that experience to live on by sharing it with others. All these individual stories together tell the whole Fairtrade story...

First you need to collect some memories, and then you need to share them.

**Step one:**
**Collecting your Fairtrade memories**
Collect your stories using different types of media:
- Images (photographs, scans of drawings)
- Video (interviews, performances, events)
- Audio (interviews, music)

Use a permission form when filming or photographing people – see [www.fairtrade.org.uk/shareyourstory](http://www.fairtrade.org.uk/shareyourstory)

**Who, what, when, where, why?**
- Document people! Interesting photos often include close-ups of faces – try to show any emotion and capture people’s spirit.
- Record the location in a variety of wide, mid, close, and extreme close shots. Is there something that will make your project/event stand out from others? For example, if you’re documenting a banana eating record event, is there something that will differentiate your event from the other banana record events happening?
- Capture details such as signs/banners, and products featuring the FAIRTRADE Mark.
- If you’re recording audio or collecting written quotes, ask people ‘why’ or ‘how’ instead of questions they can answer with yes or no.

For more hints about photography and film making techniques, go to our website: [www.fairtrade.org.uk/shareyourstory](http://www.fairtrade.org.uk/shareyourstory)
Step two:
Share
Once you’ve collected all your stories, you’ll want to make sure other people see or hear them.

1) Put it online yourself
• Images: www.flickr.com
• Video/audio: www.youtube.com

If you don’t already have a website for your Fairtrade Town, School or University campaign, now’s the time to create one. Use it to hold your product directory, tell people about your events and encourage others to join your group. You can find links to other campaign websites from www.fairtrade.org.uk

Tagging your media is very important. Otherwise no one will find it! Tag your photos, videos, stories, websites with words such as: Fairtrade, fair, trade, community development, fortnight, farmers, workers, the name of your event, the name of its location, the name of the product (if it relates to something specific such as banana or coffee), the name of a producer or producer group where appropriate.

2) Pass it on to us
• Send your stories/photos/videos to shareyourstory@fairtrade.org.uk Instructions for sending the right types of file formats and sizes will be on the website: www.fairtrade.org.uk/shareyourstory
• If you don’t have access to the internet you can send a disc in the post.

Please address your package to:
Share Your Story
The Fairtrade Foundation
3rd Floor
IBEX House
42-47 Minories
London EC3N 1DN

If you would like your disc returned, please include a stamped self-addressed envelope.

RESOURCES
• www.facebook.com/group.php?gid=18332349736&ref=ts
• www.myspace.com/fairtradefoundation
• www.youtube.com/fairtradefoundation
• www.flickr.com/fairtradefoundation
FAIRTRADE AND THE ENVIRONMENT

Most of us are trying to go a little greener, whether it’s taking a bag with us to the shops, opting for a shower instead of a bath, or recycling as much as we can. The good news is that we also play a part in protecting the planet when we relax with a cup of Fairtrade coffee. By choosing Fairtrade you enable people in developing countries to prepare for a changing future and protect the environment around them. The challenge for the 21st century is to create a balance between social, economic and environmental development and Fairtrade is one practical way to make that happen.

Llano Bonito Coffee Co-operative, Costa Rica

Members of the Llano Bonito Co-operative farm coffee high in the mountains of Tarrazu in San José state, Costa Rica. The coffee they produce is renowned and highly sought after and selling on Fairtrade terms means co-operative members have enough for today and can play a part in creating a sustainable future.

All Fairtrade products, including Gerardo’s coffee, must meet international Fairtrade environmental standards. Long-term trading relationships, better access to information and a higher, stable income mean producers can go beyond these standards, invest in projects that protect the local environment and develop farming techniques which contribute to a more sustainable future.

‘We have planted trees and reduced the amount of pesticides we use by 80 per cent in the last ten years. We’ve used the Fairtrade premium to buy environmentally friendly ovens to dry our coffee. These are powered by coffee skins and macadamia nut shells, which mean we no longer need to cut up to 50 acres of forest every year.’

The new ovens Gerardo speaks so proudly of were one of the investments made by the Café Forestal Foundation. The Foundation is funded by Coocafe, a union of nine Fairtrade co-operatives including Llano Bonito, that invest part of the Fairtrade premium they earn in projects to protect the environment. A steady income and organised co-operative structures enable Llano Bonito and other Fairtrade coffee co-operatives in Costa Rica to invest in recycling programmes for farm and home waste, and tree planting projects to protect soil and reduce erosion. Farmers are taught how to protect springs and rivers and how to produce organic fertiliser and pesticides. This training has reduced the use of chemical pesticides by 80 per cent, allowing the soil to recover its fertility and ensure the success of future harvests well into the future.

‘The Fairtrade price allows us to survive as coffee farmers. It covers our costs of production, lets us send our kids to school, buy clothes and keep a roof over our heads. But Fairtrade isn’t just about helping farmers in poor countries; by helping to protect forests, fields and rivers it helps us all to respond to climate change. We have had to change the way we grow and process coffee to meet Fairtrade standards, and have learnt about more sustainable production methods this way.’

Gerardo Arias Camacho, coffee farmer
COINACAPA Brazil nut Co-operative, Amazon region, Bolivia

Fairtrade brazil nut co-operatives in Brazil, Peru and Bolivia are playing a vital part in preserving the Amazon rainforest. The Amazon is under threat as an estimated 20,000 square miles of forest is logged and cleared each year to make way for cattle grazing and biofuel crops. Gathering brazil nuts means local communities can earn a living without cutting down precious timber resources. The presence of traditional communities in the heart of the forest also makes it harder for illegal loggers to operate.

The Amazon rainforest is often described as the lungs of the world. The forest continuously recycles carbon dioxide – one of the major drivers of climate change – and generates 20 percent of the world’s oxygen this way. Tropical rainforests are home to more than half of the world’s estimated 10 million species of plants, and one-fifth of the world’s fresh water is in the Amazon basin.

Choosing Fairtrade means Roberto, Casildo and other members of COINACAPA can earn a living while acting as custodians of a beautiful, globally significant and threatened habitat. In this and many other cases, Fairtrade is about more than price and premium. Fairtrade shows it is possible to tackle poverty and protect the planet.

‘If we can’t protect our trees by selling brazil nuts, they will be cut down for wood and other companies will exploit the Amazon.’
Casildo Quispe, President, COINACAPA Co-operative, Bolivia

‘Fairtrade combines the social and the environmental. It’s about co-existing with nature. I think a lot of people don’t respect nature. If something is worth millions of dollars they’ll exploit it even if that will affect the entire world. We see nature as our mother and our father. We see the rainforest as ourselves. By selling to Fairtrade, people can buy our nuts in the knowledge that the rainforest hasn’t been damaged.’
Roberto Hermagnez Castro Pilico, member of COINACAPA

RESOURCES
• www.rain-tree.com
• www.wwf.org
Name of group/individual/organisation

Under strict embargo: [insert date]

MAKE IT HAPPEN. CHOOSE FAIRTRADE.
Fairtrade Fortnight (23 February – 8 March 2009)

The [insert group/town] Fairtrade group will join in the national Fairtrade Fortnight campaign Make it happen. Choose Fairtrade (23 February – 8 March 2008), by organising a series of activities in the town centre, culminating in a world record attempt for the number of people simultaneously eating Fairtrade bananas globally. The mass banana eating will take place on 6 and 7 March at [insert time] in [insert location].

[Insert group/town]’s mass banana eating is one of thousands of events taking place around the country during Fairtrade Fortnight, kick-started by the Fairtrade Foundation’s Olympic-themed public launch in Trafalgar Square in central London on Sunday 22 February.

Make It Happen. Choose Fairtrade is a nationwide campaign to encourage people to make small changes in their everyday lives by choosing Fairtrade products when they shop, triggering positive change for small producers in developing countries. This action will directly benefit farmers and workers, empowering them to make changes in their lives and environment.

[insert name] from [insert group] said: ‘We are calling on everybody to do their bit. Join this powerful global movement for change by taking part in Fairtrade events in [insert town] during Fairtrade Fortnight. [Insert name] continued: ‘Fairtrade is a people’s movement that aims to tip the balance of trade in favour of poor producers. Fairtrade is needed now more than ever and we all have the power to create positive change. We hope that over the next five years together we can scale up Fairtrade to benefit more disadvantaged producers. Make It Happen. Choose Fairtrade is telling people that when they buy a Fairtrade product, they can make a positive difference to people and the planet. Two billion people – a third of humanity – still survive on less than $2 a day. Unfair trade rules keep them in poverty, but they face the global challenges of food shortages and climate change too.’

Joining in with the Olympic spirit, on [insert date], [insert town] will team up with [insert name] sports centre to offer a fun day out for all the family. [insert university] is organising teams from student societies and halls to participate in an Olympic-themed [insert sport] match. [insert names] schools are holding Fairtrade Sports Friday during the Fortnight and will be using Fairtrade sports balls for competitions.

Locals will be encouraged to take part in flash mob banana jousting in the town square [insert date and times] every other day during Fairtrade Fortnight.

[insert group] will also be hosting a debate at [insert name] library to discuss how food and fuel price rises are affecting farmers and workers involved in Fairtrade. [insert name] MP will attend, along with [insert name] from Oxfam. This will be an opportunity to learn about issues connected to Fairtrade and to understand more about how global trade works. [insert details here if a producer is visiting your town].
Celebrating the different roles in the Fairtrade story – producers, shoppers, businesses, retailers, campaigners, and communities benefiting from Fairtrade to communities working towards Fairtrade status – [insert town] will create an exhibition of the story of [insert name]’s involvement in Fairtrade. Over the years, the group has achieved [insert detail] and [insert detail]. The exhibition will be displayed at the town hall throughout Fairtrade Fortnight. On [insert date and time] the group will lead a walk through [insert name of town] to highlight the availability of Fairtrade when out and about, calling on places around town where Fairtrade is available.

The annual Fairtrade Fortnight campaign is promoted by networks around the country including development and campaigning agencies CAFOD, Christian Aid, Oxfam, SCIAF, Tearfund, Traidcraft Exchange, People & Planet, Banana Link, Nicaragua Solidarity Campaign, Action Aid, Shared Interest, and the World Development Movement; The Mothers’ Union; the National Federation of Women’s Institutes; Soroptimist GBI; the Public and Commercial Services Union; and churches and faith-based organisations. Major pushes are expected in the 400 Fairtrade Towns where committees have pledged to an ongoing programme to raise awareness about Fairtrade.

In 2008 an estimated 12,000 events took place around the country during Fairtrade Fortnight – everything from Fairtrade parades, concerts and debates to family fun days and a Fairtrade bus tour.

- ENDS -

Notes to Editors

1 The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 59 developing countries benefit from the international Fairtrade system.

2 Currently there are over 400 Fairtrade Towns. Since Fairtrade Fortnight 2008, the network of Fairtrade Towns, Cities, Boroughs, Counties, Islands and Zones has increased by almost 100. Locations that have gained Fairtrade status recently include Tunbridge Wells, Stockton-on-Tees, Rutland, the Isle of Thanet, Queensferry, Edinburgh, and Newport in Wales. Around 20 locations will declare their Fairtrade status during Fairtrade Fortnight.

Check www.fairtrade.org.uk/get_involved_fairtrade_towns.htm