



FAIRTRADE

Campaigner Toolkit

Fairtrade Fortnight 2023





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What's Fairtrade Fortnight all about in 2023?





This Fairtrade Fortnight, join us in spreading one simple message:

Making the small switch to Fairtrade supports producers in protecting the future of some of our most-loved food and the planet.



Fairtrade Fortnight 2023 focuses on the future of food

- Did you know coffee, bananas and chocolate could soon be much more difficult to find on our shelves?
- Climate change is making crops like these harder and harder to grow. Combined with deeply unfair trade, communities growing these crops are being pushed to the brink.

Key messages 2023 – Climate and the future of food ([full key messages here](#))

- Fairtrade Fortnight this year will highlight the urgent threat to the future of the foods we love and the livelihoods of the people who grow them, as they face the worst effects of the climate crisis. Without our support for fairer prices today, farmers will find it even harder to tackle the climate and economic challenges of the future.
- Smallholder farmers simply can't foot the bill for adapting to economic and climate change on their current incomes. This fortnight and beyond, Fairtrade is asking shoppers to act now and choose Fairtrade to back the farmers behind some of our favourite products to ensure they are paid fairly and can keep farming through these extremely tough times.
- Whatever your budget and wherever you shop, consumers can choose Fairtrade products today to support farmers by ensuring they have fairer pay to face the climate crisis and continue producing the foods we love.
- By choosing Fairtrade now, you're taking a stand with farmers and workers worldwide for fairer incomes, so together we can protect the future of our food.

[View/Download](#)

Key messages 2023 – Cost of Living ([full key messages here](#))

- The current financial crisis is taking a heavy toll on smallholder farmers and workers, with the costs of fuel, fertiliser and food all increasing beyond what is affordable. If they aren't getting a fair price to cover their costs at this critical time, it means they won't be able to grow food in the future.
- A fair income for farmers and workers is vital now, not only so they can keep farming, but so they can afford to invest in making changes to adapt to the worsening climate and economic crises. It's simply not fair to expect them to do both without our support.

[View/Download](#)

Key messages 2023 – Community Campaigning ([full key messages here](#))

- In every single Westminster constituency, Fairtrade campaigners have started **Community Declarations of Solidarity** in support of Climate Justice. These challenge local MPs to act on the support within their communities for fair, global action on climate change. Throughout Fairtrade Fortnight, campaigners will continue to collect signatures and meet with their MPs to establish to discuss how the UK can deliver on its promises made at COP27 and elsewhere to deliver fair funding for communities.

Sign and view the Community Declaration of solidarity on the [Fairtrade Foundation website](#)

[View/Download](#)

The Endangered Aisle

- To get public attention for the threat facing the future of our food – and the communities who grow it – we are running a special, one-off stunt: **The Endangered Aisle**.
- The Endangered Aisle will shine a light on the supermarket staples most at risk of becoming endangered from the climate crisis, including coffee, bananas and chocolate.
- As part of the launch, Fairtrade will release new research highlighting how climate change is endangering the future of supermarket staples grown by farmers overseas. These findings will be showcased at the Endangered Aisle and available on this website.
- **Please help us spread the word about the Endangered Aisle** when it launches at the beginning of Fairtrade Fortnight. Follow us:
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
 - [email](#)
 - or [keep checking our website](#) for more details.



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Resources



Resources you can use include:

- Presentations and scripts
- Social media graphics
- Farmer stories and images
- New films on the theme of Fairtrade Fortnight
- Template press release and media guide
- Frequently Asked Questions
- Fairtrade icons and logos to use in your campaign materials
- Print-at-home posters and leaflets
- Lots more!

Presentations and scripts



Download a presentation which summarises the key messages of Fairtrade Fortnight 2023.

There's also a script to accompany the presentation, which is available in pdf or PowerPoint format.

[Download from our website.](#)

[**View/Download**](#)

Farmer stories and social media graphics

A selection of graphics which you can use on social media to promote Fairtrade Fortnight.

Each graphic is based on a story of a Fairtrade farmer. You can also find a summary of their story alongside the graphics to help you tell their story authentically. [Download from our website](#)



[View/Download](#)

Fairtrade Fortnight films

Brand new film produced for Fairtrade Fortnight 2023, featuring Fairtrade cocoa farmers in Ghana. With a full four minute version and a short 59 second version for social media, you can use these to spread the word anywhere.

Each film highlights key themes of climate, sustainability and the benefits of choosing Fairtrade. You can [download from our website](#) or [watch on Youtube](#).

Planning a Fairtrade Fortnight film night?

Check out our [Film Night Guide](#) for other films you can show, and some suggested questions to get the discussion started.



Key facts and figures

All the facts used in our presentation and script are sourced from our key facts and figures document, which includes sources for each statistic or piece of information. [Download from our website.](#)

- By 2050, in fact, **up to half of the world's land currently used to farm coffee may be unusable.**
- Between 2012 and 2017, Coffee Rust (aka La Roya) **caused more than \$3 billion in damage and lost profits and forced almost 2 million farmers off their land.** Changing weather has created conditions that has made coffee farms more vulnerable to the disease.
- **93% of the Fairtrade coffee farmers in Kenya surveyed** are already experiencing the effects of climate change.
- In India, research has shown that **Fairtrade tea growers are reporting more flooding, along with extreme temperatures and water scarcity, as a result of climate change.**
- Recent drought events in 2015 and 2017 in East Africa, a key coffee growing region, have been attributed to human-caused climate change. Similarly, the **extreme rainfall and floods in Peru in 2017**, which led to mass agricultural losses, including crops such as bananas, were made more likely by human-caused climate change
- Research has shown areas where many Fairtrade products are produced, including Central America, East Africa and the Caribbean, are very likely to experience increasingly extreme weather which will negatively affect their ability to grow crops
- In a recent survey **with Kenyan coffee farmers**, 72% of farmers surveyed agreed that the Fairtrade price they receive for their coffee harvests helps them to invest in their farms to prepare for climate change

Frequently Asked Questions



A list of Frequently Asked Questions that may come up when you talking about Fairtrade Fortnight.

We'll keep this up-to-date throughout Fairtrade Fortnight so keep checking back for more info, or email hello@fairtrade.org.uk with any questions.

[Download from our website.](#)

Fairtrade Fortnight logos and icons

A selection of logos and graphics to help you spread the word on Fairtrade Fortnight, including versions with and without this year's dates. [Download from our website.](#)



Get media attention

Read our [guide to working with local media](#) and adapt our [template press release](#) to get local and national media outlets to cover your excellent work.

TEMPLATE PRESS RELEASE FAIRTRADE FORTNIGHT 2023

PRESS RELEASE

[insert date]

[XXX – insert name of Fairtrade group] to host a Fairtrade Fortnight event highlighting the urgent threat to the future of British staples produced overseas

GUIDE TO GETTING MEDIA ATTENTION

Tips on engaging your local media

A brief guide on how to make the most of local media opportunities and share the Fairtrade story in your community this Fairtrade Fortnight.

Local journalists are always looking for engaging stories that capture people's attention. Getting coverage in local or regional media is an ideal way to raise Fairtrade's profile in your community, raise awareness of your Fairtrade Fortnight events and encourage local people to get involved.

Whether you invite your local paper to attend an event or send a press release to your local radio station, every piece of news coverage you can get helps us spread the word about Fairtrade.

How to get your local media's attention

More resources to run an event

Looking to run an event? Here's a few resources to give you some inspiration!

[Our Fairtrade Fortnight 2023 quiz](#): Test your knowledge – and those of your community – on all things Fairtrade and beyond with our special quiz.

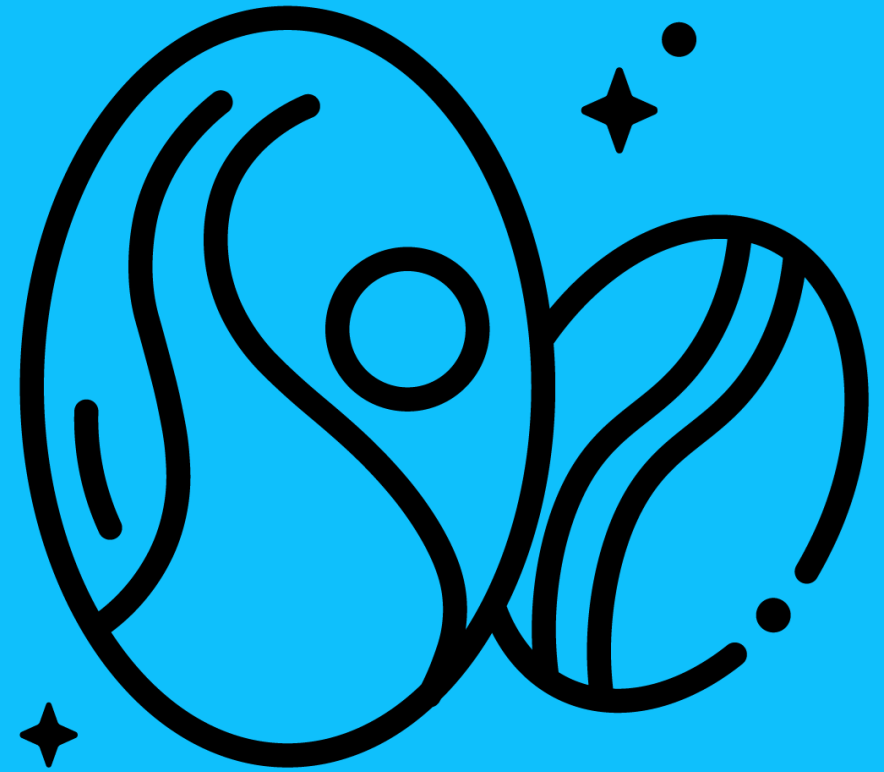
[Guide to a Fairtrade Film Night](#): Get people talking Fairtrade with our series of short films, including conversation starter questions and links to download for offline viewing.

[8 event ideas from fellow campaigners](#): If you want more inspiration, check out this amazing selection of campaign ideas from Fairtrade campaigners.



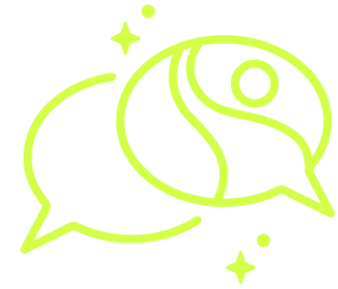
Getting involved

Taking action & getting involved



Take action

- 1. Choose Fairtrade whenever you can.** Choose to invest in the farmers doing amazing work to secure a sustainable future for food.
- 2. Spread the word.** If more of us choose Fairtrade we can make an even bigger difference. Visit our social media channels, including Facebook, Twitter and Instagram, or sign up for emails by visiting fairtrade.org.uk/join
- 3. Make a Community Declaration of Solidarity.** In every single UK constituency, Fairtrade supporters have started a Community Declaration of Solidarity for farmers taking on the climate crisis. Visit our [Fairtrade and Climate Justice campaign page to sign and share today.](#)



Join the Big Fairtrade Get Togethers

This year we're bringing the whole Fairtrade movement together in **seven different online Big Fairtrade Get Togethers**.

With sessions for children of all ages and adults, there'll be lots of opportunities to hear from experts, Fairtrade farmers and to ask questions in our interactive sessions.

[Visit our website to sign-up now.](#)

Remember to share after you sign up to help others hear about this great opportunity.

You can also join with your school, community group, friends or family and watch together!



Help us publicise your Fairtrade Fortnight activities

Over **400 amazing Fairtrade Fortnight events and initiatives** are already planned all over the UK, all organised by people passionate about Fairtrade.

This year, we want to share as grassroots events as we can!

Please tell us about your event by adding the details to [this online form](#).

By sharing on our social media channels we hope we'll be able to get more people noticing your hard work. With so much activity, we won't be able to share them all – but we'll do our best to share as many as we can.





**Thanks for
making Fairtrade
Fortnight special!**



Please send any other
questions to
hello@fairtrade.org.uk