IT'S FAIRTRADE
FORTNIGHT 2018
26 FEBRUARY – 11 MARCH
COME ON IN
DON'T FEED EXPLOITATION.
CHOOSE FAIRTRADE.
FAIRTRADE

COME ON IN. MEET MARCIAL.

"BEFORE JOINING FAIRTRADE WE DIDN'T SEE ANY BENEFITS, DEVELOPMENT OR PROFIT. THE PRICE WE USED TO RECEIVE PER BOX WASN'T ENOUGH TO COVER OUR COSTS – AND FOR 17 YEARS THE PRICE DIDN'T CHANGE. SINCE STARTING WITH FAIRTRADE IT'S MADE A MEGA-REVOLUTION IN OUR LIVES."

Marcial Quintero is a member of Coobana, a Fairtrade banana co-operative in Panama.

Hear more from Marcial, and meet other producers, at

FAIRTRADE.ORG.UK/FORTNIGHT

WILL YOU OPEN MORE DOORS TO FAIRTRADE?

"FOR HUNDREDS OF YEARS WE WERE TAUGHT TO SERVE, TO BE WORKERS. NOW WITH FAIRTRADE, WE ARE ENTREPRENEURS."

Marcial Quintero

It's a scandalous reality that millions of farmers and workers are being ripped off despite working hard to provide the products we love. Unfairness in global trade is rooted in centuries of exploitation.

Yet across the globe, millions of hard-working producers like Marcial are unravelling this legacy. They're fighting for a fair deal, supported by Fairtrade, earning their way out of poverty and transforming their communities.

Together we're stronger, and more people choosing, sharing and shouting about Fairtrade in the UK means more power to producers like Marcial to break the stranglehold of poverty prices.

There's never been a more important time to stand with producers through Fairtrade – to protect the progress you've achieved and to welcome more producers in to Fairtrade.

This Fairtrade Fortnight, stand with producers like Marcial to close the door on exploitation, and welcome more people in to Fairtrade.

HOW WILL YOU INVITE PEOPLE TO COME ON IN?

OVER RECENT FAIRTRADE FORTNIGHTS THOUSANDS OF BREAKFASTS, BREAKS, BAKE-OFFS AND MORE HAVE OPENED DOORS TO FAIRTRADE.

This Fairtrade Fortnight, invite new people to come on in to Fairtrade in whichever way suits you. Who you want to reach during Fairtrade Fortnight will help you decide the best ways to invite them in.

A few ideas to get you started:

- **Pull the public in with products.**
  From pop-up cafés to tasting events, why not shake up some espresso martinis, blitz some bananas into smoothies and let delicious Fairtrade products open doors.

- **Who else can invite people in for you?**
  Fairtrade breaks and brunches can bring people together, but you don't need to organise them all yourself. Which other groups in your network could you encourage to hold their own event to invite people in?

- **Fairtrade family portrait.**
  Celebrating the wide range of local Fairtrade support helps welcome new people in. Group photo opportunities in local press and on social media are a great way to get across the breadth of support.

Get inspired. Share your ideas. Find out what others are up to. Visit fairtrade.org.uk/fortnight

WHICH FAIRTRADE PRODUCTS SHOULD I INTRODUCE AT MY EVENT?

Fairtrade Fortnight resources for 2018 will focus on coffee and bananas. But you can include any Fairtrade products you fancy. For ideas and to find suppliers, go to **fairtrade.org.uk/fortnight**

OPEN DOORS TO FAIRTRADE.
COME ON IN.

INVITE PEOPLE TO COME IN TO FAIRTRADE BY CREATING YOUR OWN UNIQUE DOOR TO WELCOME THEM IN.

Whether you're simply decorating the doors to your events, or bringing people together to create a unique entrance, a door offers a great photo opportunity for local press, and can be a fun and flexible group activity too!

- **Choose an iconic local door and decorate it with reasons to come in to Fairtrade.** If there's not an obvious door, is there a local artist you could work with to create an intriguing door street mural?
- **Create your own door to Fairtrade** – at an event, as a steering group, or involving other organisations.
- **Show who is already 'in' Fairtrade in your area** by representing supportive organisations, businesses or individuals on your Fairtrade door.
- **Decorate the door to your event** – use the props available to order online and in Event Packs to easily transform the entrance to your event.

We'll be collecting pictures and showcasing doors to Fairtrade from across the UK and beyond, so please send us your pictures.

TOGETHER WE ARE POWERFUL. COME ON IN.

TOWN CENTRE TAKE OVER

For Fairtrade Fortnight 2017, Fairtrade campaigners in Ilkley worked with local organisation the Sanctuary and a local artist to take over the window display. It featured a unique picture of a Fairtrade tea farmer made out of tea bags, posing the question to passersby, 'who brings your tea?'

A FAIRTRADE BREAK WITH A DIFFERENCE

Campaigners from the Tees Valley, including 84-year-old Kitty Grove-Stephenson, abseiled from the Tees Transporter Bridge with a teapot and mugs before having a Fairtrade tea break halfway down. They achieved great media coverage in local press, online and regional ITV news even covered the event.

In Bridgnorth, the Fairtrade Group arranged for a special 18-inch Chelsea bun to be made from Fairtrade ingredients to add a fresh and fun angle to Fairtrade Fortnight coverage.

Tunbridge Wells Fairtrade Town worked with a local artist and involved the community to recreate an iconic image in an eye-catching mural to encourage people to put Fairtrade in their break.

The cumulative impact of all of your Fairtrade Breaks in 2017 was enormous. An estimated 3,000+ Fairtrade Breaks took place, which contributed towards:

1 in 5 people in the UK saying they would actively purchase Fairtrade products (6% more than in 2016)

Over **1,000,000** people watching the Don't Feed Exploitation film

More than **2,500** media articles mentioning Fairtrade during Fairtrade Fortnight – at least half of these were based on local Fairtrade activities

Over **15,000** people signing our petition to Liam Fox MP.

COME ON IN, WE'RE HERE TO HELP.

For ideas and resources to help you invite people in this Fairtrade Fortnight, visit fairtrade.org.uk/fortnight

More information and inspiration. Help kickstart your plans with our powerpoint presentations and further ideas to share with your group.

Event pack. It's got everything you need to put on a great event, including posters, stickers and much more.

Press releases. Use them to let local radio, newspapers and websites know about your Fairtrade events.

Social media tips. Our online guide will help you get likes and shares and reach new supporters on your social channels.

STEP INTO THE FARM...

...with virtual reality. We're developing some immersive 360° virtual reality films you can use to welcome people right into the world of Fairtrade farmers.

...with powerful new stories. Invite people in to hear stories from banana and coffee farmers to show how choosing Fairtrade transforms their communities.

DON'T FORGET ABOUT FUNDRAISING

Whether you hold a bake sale or collect donations at a quiz night, any money you raise at your events will bring a fairer deal to more farmers and workers. For top tips, download our fundraising guide from fairtrade.org.uk/fundraise

COME ON IN. MEET JUSTINE.

“THE FAIRTRADE PREMIUM IS LIKE A MIRACLE TO US, IT COMES DIRECTLY INTO OUR HANDS. IT IS AN ACKNOWLEDGEMENT OF OUR WORK, OF WHAT WE ARE CAPABLE OF AND WHO WE ARE. IT IS SO IMPORTANT TO US, THANK YOU!”

Justine Watalunga, coffee farmer and chair of a women’s group which runs an orphanage, nursery and primary school in Uganda.

Invite people in this Fairtrade Fortnight to stand with producers like Justine who are transforming their communities through Fairtrade.

fairtrade.org.uk

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