



FAIRTRADE MONTH 2020

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**DIGITAL CAMPAIGN
ACTION GUIDE**





COVID-19 UPDATE

ADAPTING FAIRTRADE MONTH TO BE SOCIALLY RESPONSIBLE



We all look forward to Fairtrade Month, a month-long celebration of the fair trade movement in Canada. But across the globe, each of us has been touched by the COVID-19 pandemic. First and foremost, this crisis is a global humanitarian challenge, and we must all do our part in flattening the curve.

With the need for social distancing and self-isolation in full effect, and little evidence that these requirements will be fully lifted by May, we will be encouraging you to participate in Fairtrade Month virtually.

This means we won't be promoting public gatherings and we ask that you continue to follow the public health official's recommendations on visiting retail stores, opting for home delivery where possible.

But this doesn't mean Fairtrade Month is cancelled! We ask you join us on social media to connect with people across Canada who are fighting for a sustainable world. Fairtrade is all about the human connection, after all, and we're all in need of that right about now. Plus, we will have tons of giveaways and prizes!

Hoping you are all safe and healthy during these difficult times.

Pippa Rogers, Director of Communications, Fairtrade Canada



THEME: FAIRTRADE IS FOR PEOPLE & FOR PLANET

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#4People4Planet

Farmers say the climate emergency is one of the number one threats they face. Millions of farmers around the world who rely on agriculture for their livelihoods are among the worst affected.

Urgent action is needed from everyone in order to address the climate crisis and hold the global rise in temperature to 1.5 degrees or less.

Fairtrade is a choice for nature, and a way of farming that safeguards both humans and the environment. Fairtrade is supporting farmers and workers adapt to the changing climate, and is helping to mitigate other major environmental problems, like biodiversity loss, soil degradation, the use of harmful chemicals and excessive water consumption.

This Fairtrade Month, we stand FOR PEOPLE AND FOR PLANET by choosing to support producers in the Global South.

HERE ARE SOME OF THE WAYS FAIRTRADE AND PRODUCERS ARE HELPING FIGHT CLIMATE CHANGE

Environmental protection is ingrained in Fairtrade. When you choose Fairtrade products, you are helping to support resilient, sustainable agricultural practices.

The Fairtrade Standards

Environmental development and management are equally as significant as Fairtrade's requirements for labour conditions.

Training

Training has a significant impact on environmental awareness and actions of small farmers.

Collaboration within and among producer organisations

Sharing best practices contributes to the spread of environmentally-friendly production methods.

The Fairtrade Premium

Most producer communities use a part of their Premium funds for environmental activities, which can include projects such as training, reforestation programs, composting, and water management.

Advocacy

Fairtrade challenges companies and policymakers to make sustainable decisions.

Consumer Awareness

Raising awareness with social media, campaigns (like Fairtrade Month!), retail activations, and the Fair Trade Programs, which require supporting producers through increasing the sales of Fairtrade products.





GET SOCIAL

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Fairtrade Month is going virtual!

Sharing your Fairtrade Month activities is easy with even more downloadable assets, like social media banners, website banners, and other engaging content for your various communications channels.

GAIN MORE VIEWS WITH THE CAMPAIGN HASHTAG

#4People4Planet

TAG US SO WE CAN SHARE YOUR STORY

@FairtradeCanada on all social channels

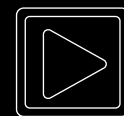
FOLLOW US!



DOWNLOADABLE RESOURCES



[Social Media and Web Banners](#)



[YouTube](#) | [Video Files](#)

MAKE PRODUCERS THE HERO OF THE STORY



Fairtrade Producers are working to combat climate change every day, whether through reducing chemical use, conserving water, finding efficiencies in production, or through reforestation projects.

With the added strains on global markets as a result of COVID-19, Producers will be the first to feel the effects. Now more than ever we need to act in solidarity with Producers.

Producers are the heroes of Fairtrade Month, so why not share their story with your community? Share quotes, profiles, and impact stories of some of the producers we work with.

DOWNLOADABLE RESOURCES



[Producer Photos](#)



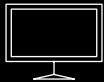
[Producer Quotes](#)



FAIRTRADE BY THE NUMBERS

Whether you are looking for statistics about the Fairtrade system, product-specific facts, or information about Fairtrade and climate change, we have shareable infographics that demonstrate how Fairtrade is making a difference.

DOWNLOADABLE PRODUCT RESOURCES



[Infographics](#)



[Factsheets](#)



VIRTUAL EVENT IDEAS

Trade injustices are serious issues but that doesn't mean campaigning can't be fun. Here are some fun virtual event ideas to get your community engaged...at a safe distance:



GO LIVE ON SOCIAL MEDIA AND HOST A COOKING CLASS



HOST A VIRTUAL FAIRTRADE COFFEE BREAK AT YOUR WORK



PLAY VIRTUAL FAIRTRADE JEOPARDY WITH GIVEAWAYS



USE OUR FILM LIST TO HOST A VIRTUAL WATCH PARTY



LAUNCH A FAIR TRADE DESIGNATION INITIATIVE

FAIRTRADE CANADA CONTEST AND GIVE-AWAYS

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We'll be hosting weekly challenges and give-aways throughout Fairtrade Month so make sure you check our [website](#) for details!



DOWNLOAD YOUR FAIRTRADE MATERIALS

We have currently suspended all shipping of materials until further notice. However most of our materials are available for download!

**DOWNLOAD MATERIALS FROM
OUR ONLINE SHOP**

