



This Fairtrade Fortnight, we're choosing the world we want

Fairtrade Fortnight is fast approaching and we're excited to update you on our plans for what will be a very different Fairtrade Fortnight in 2021...

[Fairtrade Fortnight 2021 – Fairtrade, Climate and You](#)

2020 has been a hard year and we know that physically campaigning and meeting people will continue to be challenging as we head into the new year, but we have also heard from so many of you that you want to continue to support Fairtrade through this time.

The COVID-19 pandemic has shown us more than ever how interconnected we are globally. This interconnection is at the very heart of the Fairtrade message and is where your role begins.

You are part of the Fairtrade movement and you have the power to drive long term change not only with your shopping choices but with your support in spreading the message. **We just have to do this a little differently next year!**

In Fairtrade Fortnight 2021, we will host an **the 'Choose the world you want' online festival that will highlight the growing challenges that climate change brings to farmers** and workers in the communities Fairtrade works with.

The full programme and details for joining the festival will be released in the new year, but in the meantime [find out more about getting involved](#) and putting farmer's voices at the heart of tackling the climate crisis.

FAIRTRADE, CLIMATE AND YOU

And that's not all....

We have also updated our [Resources Library](#) to make it easier for you to find what you need to campaign with Fairtrade and take the message to your community.

It has a simpler structure and brand new social media materials you can use, as well as new artwork for flags and banners.

There is also a new [guide to using social media and campaigning online](#) which features some great examples of what some of your fellow campaigners have been doing online in 2020. **Keep an eye out for more to come too!**

Thank you so much for continuing to support Fairtrade in what has been a difficult year for everyone. We are continuing to think of new ways to support you all to continue all the good work you do for Fairtrade so please do always get in touch with your ideas, challenges and success stories!

We will be in touch soon as our plans for Fortnight grow, keep your eyes on the webpage for updated information as it comes.

Thank you for all your support!

Stefan

Fairtrade Foundation, Campaigns Team