



FAIRTRADE & Electric Picnic



Electric Picnic is a 3 day long music and arts festival with approximately 30,000 people attending each day. Last year it was awarded a Greener Festival International Award, this award recognises environmentally-friendly music festivals and Electric Picnic was the only Irish Festival to receive the award this in 2008.

Fairtrade is a very important part of the ethos of Electric Picnic. In 2008 they required that all tea and coffee served by traders was Fairtrade certified. This year it has been expanded to incorporate Fairtrade certified sugar and bananas. The aim of the Electric Picnic organiser is to make the Festival 100% Fairtrade

Part of Fairtrade Mark Irelands work at Electric Picnic is to audit the traders to check compliancy. In 2008 we found that only 21% of traders were compliant. This year there was a big improvement with 38% of the traders now being fully complaint.

The other part of our work with Electric Picnic involves raising awareness about Fairtrade among the Festival goers. This year we had a Fairtrade Quiz where we gave away 1,000's of Fairtrade Cadbury Dairy Milk bars and 1,000's of Fairtrade Bananas from Fyfees, amongst many other Fairtrade goodies. We also had a very popular Fairtrade chocolate fountain filled with Divine Chocolate!

