

#CREATEFAIRTRADE

Create a Fairtrade Community and bring new people together

Create a Fairtrade School - see our website to find out just how easy it is

Create a Fairtrade Event during Fairtrade Fortnight

Create awareness with local retailers that only 9% of bananas sold in Ireland currently are Fairtrade – use Londis in DCU's 100% Fairtrade banana commitment as an example of what can be done

Create links between your Fairtrade work in your community and other sustainability groups locally – see fairtrade.ie

Create links to the Fairtrade Five SDGs

Create a Fairtrade Workplace and make your work colleagues proud

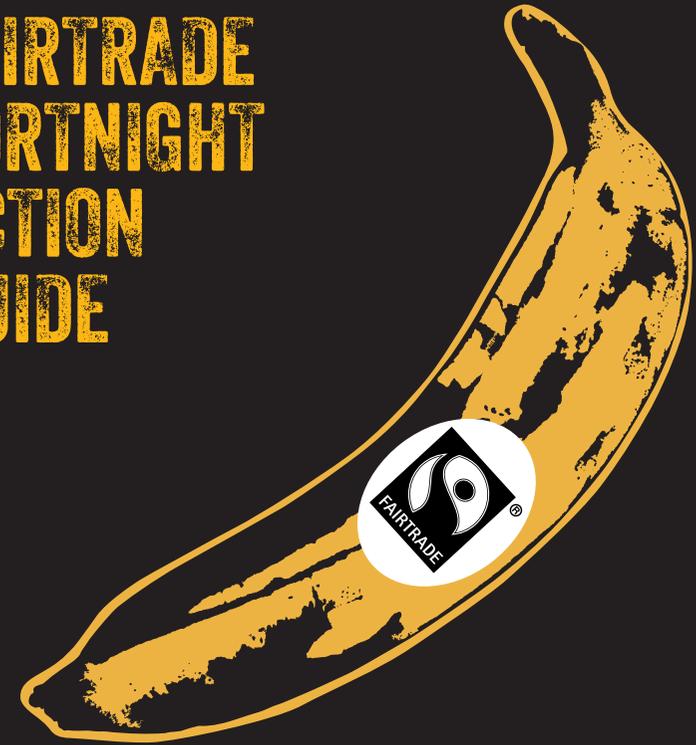
Create a Fairtrade Recipe and treat your friends and family

Create a Fairtrade Social Media Campaign using #CREATEFAIRTRADE

Invent your own CREATE FAIRTRADE ideas and promotions that's what its all about - #createfairtrade

**TO FIND OUT MORE VISIT
WWW.FAIRTRADE.IE**

FAIRTRADE FORTNIGHT ACTION GUIDE



ONLY 9%

ONLY 9% OF BANANAS SOLD IN IRELAND
ARE FAIRTRADE

IT'S GLOBAL..IT'S LOCAL

IT'S PERSONAL

#CREATEFAIRTRADE



Create Fairtrade

FAIRTRADE FORTNIGHT
25TH FEBRUARY TO 10TH MARCH 2019



ITS GLOBAL.. ITS LOCAL.. ITS PERSONAL..

Fairtrade Fortnight 2019 runs from 25th February to 10th March. This year our campaign, 'Create Fairtrade invites us all to use our imagination and 'Create Fairtrade in our lives – whoever we are and whatever we do in the world!

Globally, the extra money earned by farmers and workers in producing countries grew by 19% in 2017 to reach €178 million. **Locally**, through the support of Irish companies and people, the value of Fairtrade sales in 2017 increased by 26% - the highest growth rate in the world! And **Personally**, that consumer spending in Ireland amounted to €342 million in 2017.

CREATE FAIRTRADE !

For this year's Fairtrade Fortnight campaign, we are looking to the future, where are our future customers coming from? And what will they want to buy? Create Fairtrade is a campaign we are rolling out to both primary and secondary schools during Fairtrade Fortnight 2019 so young people can have some say now in what kind of future they will create for themselves and the planet.

Did you know that, only 9% of Bananas sold in Ireland are Fairtrade, what can you do to Create a bigger market for farmers and workers? Visit www.fairtrade.ie to find out more about bananas and the 9% campaign



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The Sustainable Development Goals (SDG's) can provide another platform for you to re-imagine and create your Fairtrade story. Globally Fairtrade is playing our part to reach these goals.

In Ireland we are focusing on the Fairtrade Five SDGs; **SDG1 Eliminating poverty**, **SDG5 Gender equality – empower all women and girls**, **SDG8 Sustainable economic growth and decent work for all**, **SDG12 Responsible consumption and production** and **SDG13 Climate action**.

For example SDG 8, sustainable consumption and production

Fairtrade has combined a social movement with a business proposition to help the world's poorest farmers achieve sustainable livelihoods. Fairtrade brings together thousands of communities and millions of consumers who are committed to buying sustainably from Fairtrade sources, improving the lives of farmers and workers alike.

Fairtrade Standards ensure that environmentally sustainable practice is adhered to at farm level, and that businesses are aware of best practice. Capacity is built for continuous improvement to reduce the impact of agriculture on the planet. Fairtrade Premiums have been invested by some communities in building sustainable farming systems, such as better irrigation, or improving productivity and yields without using more resources.

Find out more about the 5 SDG's at www.fairtrade.ie

