

## BECOME A FAIRTRADE AMBASSADOR

Fairtrade is an alternative approach to trade that is based on a partnership between some of the most disadvantaged farmers and workers in the Global South and the people who buy their products – us.

When farmers and workers can sell on Fairtrade terms, it provides them with a better deal. Fairtrade terms also empower community-based co-ops in these countries to enhance their lives through locally decided community projects. Many of these projects have a focus on Climate Change (agroecology, climate resilient farming etc.) Thus, Fairtrade offers us a powerful way to reduce poverty and tackle Climate Change through our everyday shopping.

However, if you want to engage more deeply, here's how - **become a Fairtrade Ambassador!**

We are looking for passionate, dynamic and positive people who are interested in making a real difference locally and globally. Fairtrade Ambassadors can join the fun at events such as festivals, team-building events and, potentially could represent Fairtrade Ireland internationally!

So join the Fairtrade Fun in 2023 and make a real difference!

### WHO?

The target group is young adults aged 18-27. A little older than 27 is ok but you must be over 18 i.e. legally an adult. No experience of activism is necessary but it does help... passion for the cause is indispensable!

### HOW?

Complete our training [here](#) and then get added to our mailing list to hear about all of the events we have coming up.

### WHY?

#### WHAT'S INVOLVED FOR FAIRTRADE AMBASSADORS?

- 1. Upskill.** Fairtrade Ireland will organise a briefing session for Fairtrade getting out and about at festivals and events. This is important but no substitute for what is learned getting out and about at events.
- 2. Network & Connect.** Linking up with other Fairtrade Ambassadors in regional and nation-wide activities is encouraged so go meet other passionate people making a difference in all areas of society. In addition, Fairtrade Ireland will organise a team-building event for Fairtrade Ambassadors.

**3. Organise events during Fairtrade Fortnight.** Fairtrade Fortnight is our annual flagship awareness-raising event. A small number of Fairtrade Ambassadors will get to be a part of our community outreach events around the country – we will try to rotate this in as fair a way as possible. Ambassadors will also be supported with resources and we will share all share each other's pictures or videos to our mutual benefit.

**4. Fairtrade Work Place.** Fairtrade Ambassadors are encouraged to ask their work place to stock Fairtrade coffee, bananas, tea and sugar in staffroom or canteen and can help promote Fairtrade coffee and other Fairtrade certified products by organising Fairtrade Coffee Breaks/Fairtrade Breakfast.

**5. HAVE THE CRAIC!** By engaging their friends, Fairtrade Ambassadors will multiply their reach and impact with Fairtrade Ireland. Have the craic by getting your friends/family involved in your events and activities. Just having conversations is very powerful.

**6. Share online.** Fairtrade Ambassadors donate their social media voice and help spread the word about sustainable Fairtrade products and upcoming events. Share it far and wide, spread the word and let's change the world together.

For all activities, there will be a fair selection process. We want everyone to get a chance. If this is something that resonates with you, get in touch! To register your interest, please fill out this [form](#) and we'll be in touch.