



FAIRTRADE INNOVATOR

Business, retailer or trader who has found VISIONARY AND CREATIVE ways to promote Fairtrade or the use of Fairtrade products

The Fairtrade Innovator Award recognizes businesses, retailer or trader that have exemplified innovative ways of promoting their Fairtrade products to Canadians. Whether through in-person events and activations, promotions and contests, or through digital storytelling, the Fairtrade Innovator generates interest and commitment to Fairtrade certified products by engaging Canadians.

- i. How have you/they promoted your Fairtrade products (in-store displays, menu boards, advertising, etc.)? Please describe.
- ii. Did you/they participate in/organize any special events that featured your/their Fairtrade certified products (ex. sampling, demos, cooking classes, trade shows, etc.)? Please describe.
- iii. What incentives to purchase Fairtrade certified products did you/they provide (ex. discounts, specials or coupons, etc.)? Provide examples.
- iv. How have you/they used digital platforms to promote your/their Fairtrade products (social media, Amazon, Google AdWords, etc.)? Please describe.
- v. Tell us why you/they believe you fit the category for this award (Maximum 200 words). See category description above.