

# FAIRTRADE MONTH



## 2025 Campaign Action Guide

Advocacy



# Fairtrade Month

Fairtrade Month is a celebration of our work together towards a more equitable world. **Throughout the month of October**, our community of retailers, brand partners, and advocates across the US and Canada are celebrating the farmers and workers behind Fairtrade products, hosting events, and promoting ethically sourced ingredients and products.

**Together, we celebrate the Fairtrade movement and build on the momentum to make fair pay for farmers and workers a reality.**



# How to engage:



Celebrate with us!

This guide outlines a variety of ways you can share farmers and workers' stories to make a difference. Invite your community to be part of the Fairtrade movement:

**Page 5:** Share content on your **social media, website, and newsletters**

**Page 10:** **Host events or experiences** to celebrate Fairtrade with your community

# Social media, website, and newsletters



- **Campaign website**

[www.fairtrademonth.net](http://www.fairtrademonth.net)

Under construction – launching by September 1, 2025

- **Campaign hashtag**

**#FairtradeMonth**

- **[Access the campaign toolkit here](#)**

- **Follow us on Instagram ([@FairtradeCanada](#))** and reshare our Fairtrade Month content to your stories!
- **Tag us on [Facebook](#), [Instagram](#), and [LinkedIn](#)** so we can reshare your content.

# How we're celebrating online:

- Stories of real Fairtrade farmers behind products we all love
- A grand prize giveaway, valued at over \$1000
- Special promotions and discounts on Fairtrade certified products
- A digital event for the advocacy community to connect and celebrate their impact

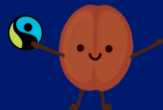
Follow us at [@FairtradeCanada](https://twitter.com/FairtradeCanada), and invite your followers and community to join the campaign online!

# Shout about Fairtrade on social

Use our ready-to-go graphics and captions or create your own content using our photo galleries to celebrate Fairtrade Month with your followers!

This is a great opportunity to educate your audience about the importance of Fairtrade.

Don't forget to search for "Fairtrade" in the Instagram stickers to finish your Stories in style.  
Look for the blue and green Mark!



# Feature Fairtrade on your website, in your magazine, or in your school newspaper

Create a dedicated landing page that talks about your Fairtrade commitment or feature a special Fairtrade section in your magazine.

Not sure where to start?

Check out our [guide on how to communicate about Fairtrade](#).

## SFU Fair Trade

Simon Fraser University is Canada's most community engaged research university, defined by the dynamic integration of innovative education, cutting-edge research and far-reaching community engagement.

Adhering to the practices of Fair Trade is a key part of this strategic vision.

WHAT IS FAIR TRADE?	VOLUNTEER OPPORTUNITIES
FAIR TRADE NEWS & BLOGS	CONTACT SFU FAIR TRADE



### SFU adheres to the objectives and practices of Fair Trade

Better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. SFU's community sustainability, sustainability leadership through support of Fair Trade and advocating for ethical purchasing practices through SFU's Ethical Procurement Policy (EPP) 2017 promotes and encourages participation in trade relationships that are fair and respectful. The United Student Worker's Union (USWU) has worked hard over the past months to change behavior and buying habits of our campus, and to ensure compliance for Fair Trade Canada requirements. This campaign year, we have started to promote the virtues of fair trade on all our available platforms in the coming months and years.

SFU has been a Fair Trade Gold Campus since 2020

[CLICK HERE TO READ MORE](#)



## Fair Trade at York



York University has been named a Fair Trade Campus for its commitment to providing more sustainable options to its campus.

The Fairtrade designation is just one way York can make a global difference in the lives of others by increasing its buying power for good. It also creates learning opportunities for students and encourages an understanding of the impact of buying choices and how they can go a long way toward sustainability, a global concern.

[Learn more about the designation](#)

[Learn more about Fair Trade Programs](#)

### Food Services

York University's Food Services is working closely with suppliers that provide high quality, Fairtrade products, such as Fair Trade coffee and a wide selection of Fair Trade organic products.

[LEARN MORE](#)

### YU Bookstore

The York University Bookstore is committed to working closely with suppliers that provide high quality, Fairtrade products, such as Fair Trade coffee and a wide selection of Fair Trade organic products.

[LEARN MORE](#)

### Green Campus Co-Op

Supplied by students and faculty members of York University who are committed to the ethical supply of sustainable products on campus, and by the York University Bookstore and local vendors of the York University Bookstore.

[LEARN MORE](#)

### Las Nubes

Las Nubes is a project of the Faculty of Environmental and Urban Change (FEUC) and supported by the Fair Trade for Sustainable Consumption. It supports the promotion of the ethical supply of sustainable products and local vendors of the York University Bookstore.

[LEARN MORE](#)

## Social Procurement

SFU University additionally refers to use for operations and purchasing power to benefit local and global economies and promote community upliftment and social progress. York was one of the universities in Canada to implement a Social Procurement Policy (SPP) 2017. Social procurement is defined as: "the process of purchasing goods and services, on campus, that are sourced from socially responsible and socially responsible suppliers, and that are used to support social and economic development and social inclusion. York aims to increase the number of employees, entrepreneurs and young entrepreneurs for people from the University's local neighborhood, other under-represented communities, and Indigenous peoples, and to broaden York's supply chain by providing [more opportunities](#) with equitable access to tender opportunities to foster inclusive economic growth."

## Sustainable Fair Trade @ York Podcast



Are the products we buy produced in a sustainable way? Are the people involved in their production treated fairly and in a living wage?

The Sustainable Fair Trade @ York Podcast will take you into the depths of social and environmental justice through the voices and perspectives of our guests, who are all part of the global fair trade movement. Let's take into the hearts of social and environmental justice, taking you on a transformative journey through the global fair trade movement.

Join us as we gain insight into the lives of our guests and their role in the international movement of responsible trade, embedded within our global trading systems. We'll explore the fascinating lives and experiences of our guests, who are all integral parts of the fair trade movement. Together, we'll explore how individuals, communities, and York University are making a difference and playing the role of change agent in a more just and sustainable future.

Get ready to embark on this insightful journey of discovery, understanding, and action.

Hosted by Sabrina de Lencastre, an International Development Studies student at York, the Sustainable Fair Trade @ York Podcast is a project funded by the Queen's Award for Research Excellence (QARE) awarded by the Faculty of Environmental and Urban Change (FEUC).



# Add Fairtrade Month to your newsletters

Email newsletters are a great place to **build awareness of your commitment to sustainability!**

Tell people where to find certified products on campus, invite them to your Fairtrade Month events, highlight your Fairtrade impact for farmers, and share Fairtrade Canada's Fairtrade Month giveaways in your October publications.



Get inspired by these examples from Fairtrade brands:



# Fairtrade Month content inspo

Use this template to help plan your content throughout Fairtrade Month.

## Week 1 (Oct 1 – 4)

Tell your audiences **why** you are a part of Fairtrade.

Educate your audience on the history of exploitation and inequality in trade.

Explain that Fairtrade works to rebalance trade by offering an alternative system centered in farmer partnership, rigorous standards, and our unique pricing mechanism - [Fairtrade Minimum Price](#) & [Fairtrade Premium](#)

## Week 2 (Oct 5-11)

Tell your audiences **how** you are a part of Fairtrade.

Showcase your Fairtrade initiatives through photos and videos on social media and in your newsletters.

## Week 3 (Oct 12-18)

Encourage your community to **join** the movement.

Set up **contests** for members of your community and ask them to share photos of Fairtrade products in stores. Tell them to look for the Fairtrade Mark!



## Week 4 (Oct 19-25)

**Halloween** is fast approaching!

Encourage your community to have an ethical Halloween with Fairtrade certified chocolate from Canadian brands like [Camino](#) or [OMG](#).

## Week 5 (Oct 26-31)

**Last chance** to join the Fairtrade Month celebrations!

Encourage your followers to enter Fairtrade's **online giveaways** for a chance to win exciting prizes.

# Host events or experiences



# Host a Fairtrade Month event



Looking for ways to build Fairtrade awareness in your community? Use Fairtrade Month as a chance to do something special!

- Fairtrade baking workshop or contest: Showcase certified baking ingredients like cocoa powder and chocolate chips.
- Fairtrade coffee and chocolate pairing: Consider partnering with a local brand and invite community members to indulge and learn.
- Fairtrade film night: Invite your community for a screening of an educational film, like our "Farmers" docuseries.

# Sample Fairtrade products

Fairtrade Month is a perfect time to invite your community to try certified products. Here are some ideas:

- Fairtrade chocolate tasting as people prepare for Halloween and/or holiday season treating
- Chocolate-covered bananas – a tasty, easy, and ethical DIY snack (*that involves 2 key Fairtrade ingredients!*)
- Fairtrade tea and coffee for warming up on cold days
- Host a “food fair” with sampling of a variety of certified products



## Discover Canadian Fairtrade brands

Use our [Fairtrade Local tool](#) to find more brands to share with your community this Fairtrade Month!

# Celebrate with your community

The members of your community are crucial to helping grow the Fairtrade movement – have fun with them during the Fairtrade Month campaign!



- Put together a Fairtrade goody bag as a gift to members of your community
- Organize a competition with Fairtrade products as the prize

## Borrow a Fairtrade banana costume

Fairtrade Month events are more fun with bananas costumes! Until the end of October, your Campus, School, or Town can borrow a banana suit for up to 2 weeks. Return shipping costs must be covered by your organization. First come, first served!

[Contact Loïc de Fabritus Gautier for more details.](#)

# Even more ideas!



The possibilities are endless. What will you plan in your community this Fairtrade Month?

**Fairtrade takeover in the classroom:** Use our educational resources to incorporate Fairtrade topics into relevant classes and encourage project-based learning on trade justice.

**Run a Fairtrade product giveaway:** Organize a social media or in-person giveaway of Fairtrade products like chocolate, coffee, or bananas. This generates buzz and helps people try products they might not have picked up otherwise.

**Fairtrade trivia night:** Host a trivia session focused on global trade, ethical sourcing, and Fairtrade facts. You can offer Fairtrade treats as prizes!

**Create a Fairtrade photo booth:** Set up a themed booth with props and signs like "I support Fairtrade because..." and encourage attendees to snap and share photos on social media.

**Partner with local cafés or stores:** Encourage local businesses to feature Fairtrade products for the month, or to run Fairtrade specials that you can help promote.

**Host a speaker or panel discussion:** Bring in a Fairtrade expert or brand from your community to speak about trade justice and sustainability—either in person or virtually.

**Organize a Fairtrade bake sale:** Sell treats made with Fairtrade ingredients and share recipe cards so others can bake with impact too.



**Start a Fairtrade pledge drive:** Ask students, staff, or community members to commit to choosing Fairtrade products where possible—and display the pledges publicly to build momentum.

**Run a Fairtrade scavenger hunt:** Challenge people to find and snap photos of Fairtrade products around campus, town, or in stores—with a prize for the most creative entries.

**Host a Fairtrade coffee or tea morning:** Invite people to start their day with Fairtrade coffee or tea and use the gathering to chat about the impact behind their cup.

**Organize a Fairtrade art contest:** Invite students or community members to create artwork inspired by themes like global trade, sustainability, or farmers' rights.

**Write letters to local leaders:** Coordinate a letter-writing campaign asking city councils, campus leaders, or school boards to support Fairtrade procurement or policies.

**Create a Fairtrade Recipe Book:** Gather Fairtrade-based recipes from students, staff, or community members and compile them into a fun, shareable booklet or digital download.

**Launch a Fairtrade poetry slam or open mic night:** Give students and community members a creative platform to express themes of justice, trade, and empowerment through spoken word.

**Collaborate on a Fairtrade Mural:** Work with a local artist or student groups to create a mural or chalk art installation celebrating Fairtrade values and farmers.

# Ready to celebrate?

Reach out to Loïc de Fabritus Gautier  
with any questions!

[loic.defabritus@fairtrade.ca](mailto:loic.defabritus@fairtrade.ca)



FAIRTRADE

**[Access the campaign toolkit here](#)**

