



FAIR & GREEN FOOTPRINT



BETTER CHOICES, FAIRER FUTURE

#FAIRFOOTPRINT



Fair & Green Footprint

Hello,

We know that it is the urgent need of the hour to be mindful of how green our footprint is. It's about time we think about how fair it is too. We often only think about immediate results and rewards, but it is our consistent and sustained actions that will build a fairer world. Fairtrade India invites you to leave a **Fair & Green Footprint** 🧦 + 🌸 and we encourage you to support the campaign from wherever you are. It is time for you to start identifying yourself as a **'fair person'**.

How will others know that you are fair and willing to take actions to live in a fairer world? Well, we've thought of an easy and simple way in which we can identify all those around us who are trying to take steps towards a **#FairFuture**. Those who are committed to leaving a **#FairFootprint** on this planet.

Why do we need to think about leaving a Fair & Green Footprint?

We need to be mindful of the impact our everyday food and fashion choices, have on farming communities and the planet. Consumption leaves a huge footprint on the planet. A major portion of what we consume today is irresponsible and often linked to unfair working conditions for the people who make our products. Farmers today who put in the most effort in growing what we eat face a lot of challenges with climate change, and are frequently underpaid for their efforts.

Fairtrade is a global movement that is working to address the social and environmental challenges in trade supply chains. We are making it easier for you to choose wisely. By choosing products with the Fairtrade label on it, you are taking a step towards a **#FairFuture** for you and your farmer, and leaving a **#FairFootprint** 🧦 + 🌸 as you go. As you start to make better choices with **Fairtrade**, you can drive the responsible consumption. We want you to join us in demonstrating your **support for the movement**.



What do you need to do to leave a #FairFootprint 🧦 + 🌸 ?

Collect some wild flowers from around you and put them in your socks. Hold an image of the **#FairFuture** campaign on your phone and shoot a boomerang. Have a Fairtrade product around you? Even better—hold it as if you are eating it or sipping it, and it will play on a loop in your reel and you can add a video after. Time to get creative and leave your mark 🧦 + 🌸

How will you do this?

The Future is calling upon you to take step towards a Fair Future. 🧦 + 🌸

- Collect some wild flowers or leaves from around your house, your neighborhood, your friend's house, or by the side of the road. A few, don't uproot that tree! :)
- Stick it in your Fairtrade socks (Don't have Fairtrade socks? That's okay, fix the pretty flowers in your socks or shoes.)
- That's how you demonstrate your support for the campaign!
- Stand in nature with a clean and green background. It can be your backyard, your school lawn, the garden in your apartment complex or anywhere with a nice background and take a picture, live photo or boomerang 📷
- Print a placard or download it on your phone from the **Fairtrade Week microsite** and hold it in your hand. You can also screenshot it from the highlights on Fairtrade India's Instagram.
- Show us how you are fairer. Hold onto that product you've switched to, sip on that cup of tea ☺️, strike a yoga pose in your Fairtrade athleisure 🧘 or bite into a Fairtrade chocolate 🍫.

There is a whole list of Fairtrade products to buy on **week.fairtradeindia.org**.

- Shoot a boomerang of you doing all 3 things together, from any phone (Or take a live photo if you have an iPhone around you and convert it into a boomerang by uploading it on Instagram and tapping on the boomerang icon on top)
- Post the boomerang video as a reel and Tag 3 of your friends to participate in the challenge with their own demonstration of their **Fair & Green footprint** 🧦 + 🌸



You could also:

- Use any trending audio of your choice But we'd ideally like for you to use the reel audio titles 'Fair Footprint' from Fairtrade India's instagram post .

- Before you post, you can include your message in the reel and enc.

1. Pluck wild flowers
2. Wear the Fairtrade socks and stick the flower in them
3. Shoot a 3-6 seconds boomerang and upload. (or do it the other way round).



Post the video with the hashtags:
**#FairFootprint #FairFuture
#SwitchToSCP**

Don't forget to tag Fairtrade India

 [@fairtradeindia.org](https://www.facebook.com/fairtradeindia.org)

 [Fairtrade.india](https://www.instagram.com/fairtrade.india)

 [@fairtrade_india](https://twitter.com/fairtrade_india)

 [Fairtrade India](https://www.linkedin.com/company/fairtrade-india)

What is Fairtrade?

Fairtrade is a global movement that aims to improve the lives of the farmers and workers in food and fashion supply chains, thereby enabling them to have greater control over their future. Fairtrade India is a not-for-profit that aims to give you an option to make better choices and is a way through which you can differentiate the products that are conscious.

The Fairtrade Mark can be spotted on products from different brands that have made a commitment to social and environmental sustainability through Fairtrade.



The Fairtrade mark on any product means



Fairer prices
for farmers



Gender
equality



Fairtrade Premium for
community
development projects



Social, economic
& environmental
sustainability



Prohibition of
child labour



Better working
conditions for
workers

**Switch to some Fairtrade-labeled products in your life
and leave a Fair Footprint:**





#FairFuture

