

Future Deserves FairDays

Join the Fairtrade Week
15th November to 21st November

Get ready to take back the future
with Fairtrade FairDays!
Use this guide to get your tribe involved.

For Households

#FairDays

What is Fairtrade?

Fairtrade is about better prices, decent working conditions, local sustainability; and fair terms of trade for farmers and workers (producers) in the developing world.

Fairtrade aims to build a responsible consumption movement by promoting sustainable consumption and production. Fairtrade Works across supply chains to get decision makers in the food and fashion industry to commit to greater environmental sustainability and fair working conditions for farmers and workers.

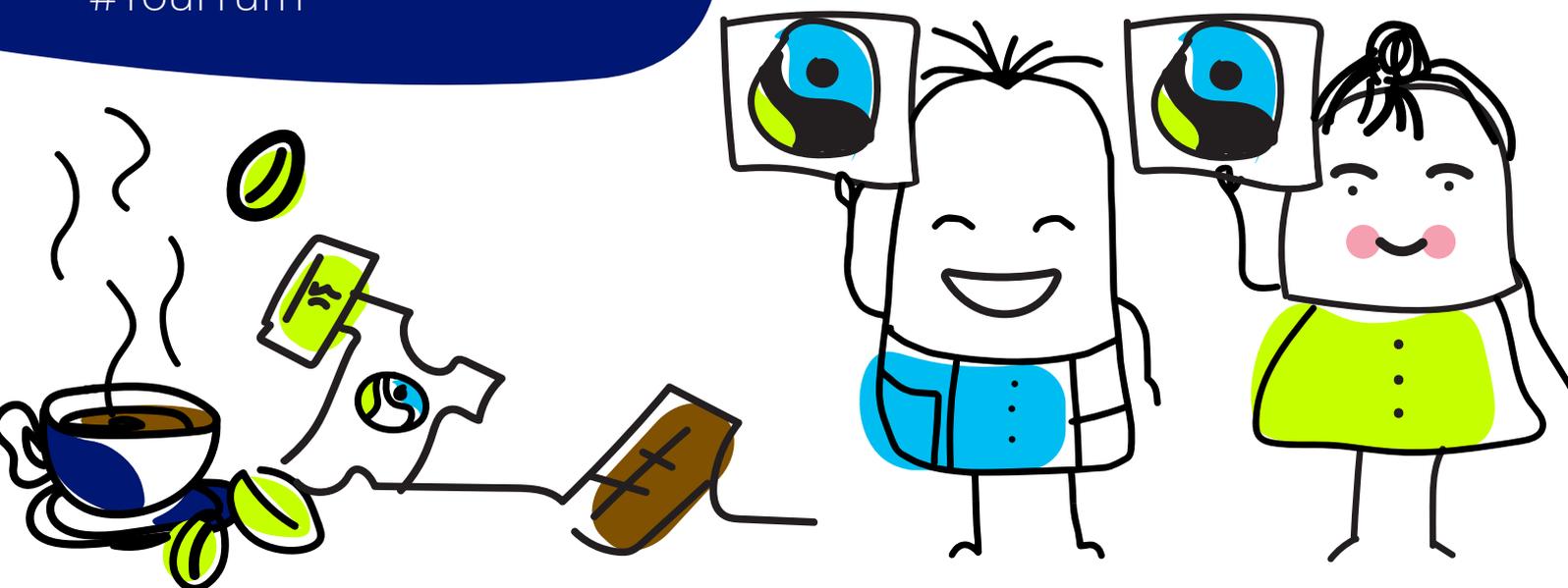
What is the Fairtrade Week Campaign?

A Fairtrade Week is made of #FairDays. Fairtrade Week is a week long celebration of all things fair that we come across in our daily lives and recognising that the future deserves fair days. Our daily fairer choices make fairer futures. This Fairtrade Week you have the opportunity to take back the future with Fairtrade. We need to understand that every trade/purchase decision of today impacts the planet's future and every time you choose Fairtrade can take back the future and reclaim our planet.

The theme for this year is

Take Back The Future

#YourTurn



The Future Is a joint Venture.

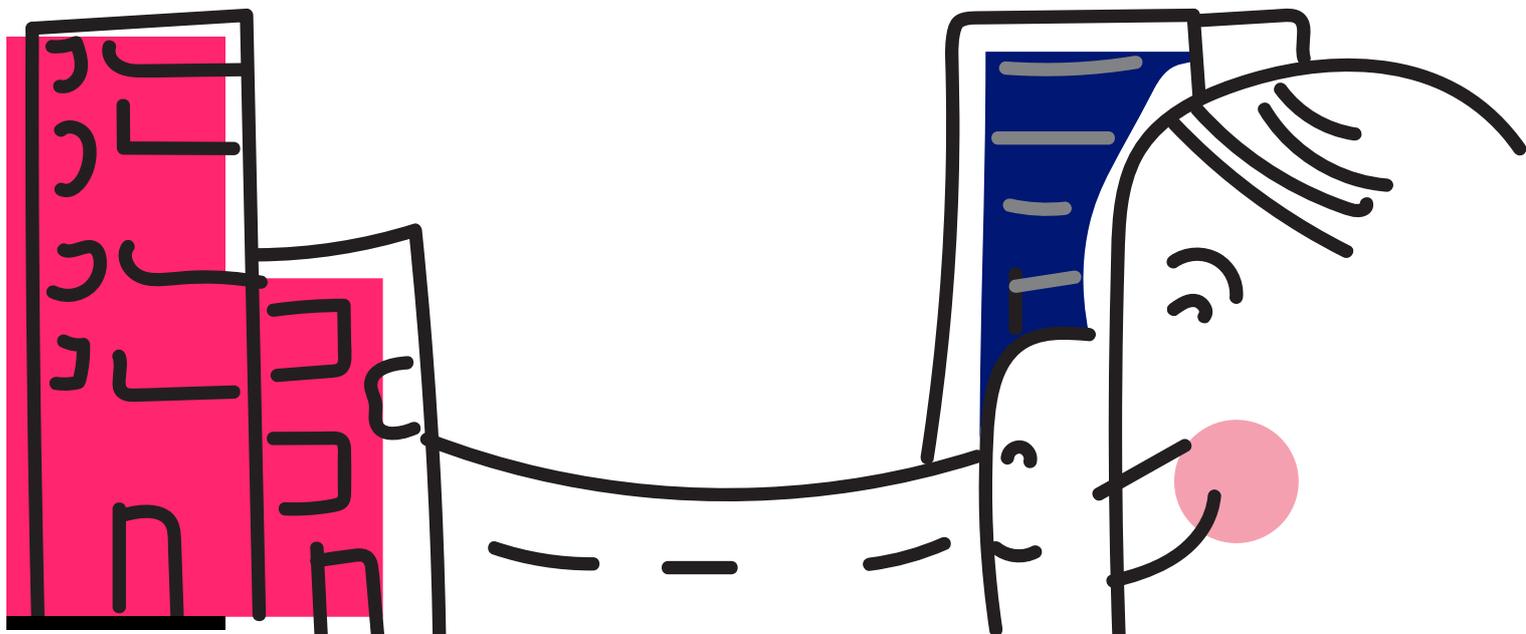
It's too late, they said. What can we do, they ask. Well, it turns out those two statements are connected. The good news is, it's not too late. The better news is, this handbook does have some fun things we can do to take back the future. As partners, let's join hands and take back our future. One activity at a time.

Fridays are the new #FairDays

If we are to take back the future, we need to start today. So, where does it begin? How about this Fair-Day? Fridays are the new FairDays. At the end of every week, take actions for a fairer future, do your bit and what's more, tag your friends, share it with your communities and invite everyone to take back the future. One FairDay at a time.

Let's pledge to take back the future. It's not only a responsibility, it's also a mission. It's not just an action, it's a movement. Choose the last day of the week to take back the future with your team. Choose the last day of the week to take back the future with your family and friends.

Get-togethers are the best time to ask family and friends to take the pledge. You can inspire your community, take the pledge and set the example. Let's step up and inspire action and take back the future.



Fair Quiz

The What

This quiz will have behavioural questions instead of fact based questions! These questions reveal our behaviours, the gaps between our actions. They help drop a penny, instead of preaching. Based on the results you will get a title which can be shared.

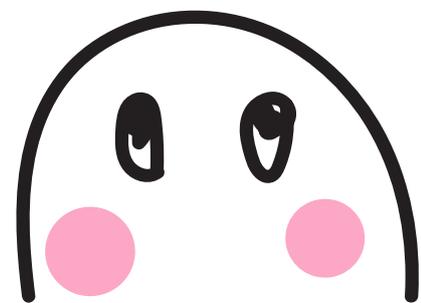
Let's not just talk choices, let's talk the reasons for the choices too. Let's learn about our choices about living sustainability.

The How

You will take the quiz hosted on the Fairtrade Microsite. Before you get intimidated by the word 'quiz', rest assured that these are going to be simple behavioural questions based on our day-to-day choices. You will be scored on your choices and how 'fair' those are. This quiz is going to help you know more about your actions and how can you help take back the future.

Get ready to take back the future with Fairtrade FairDays!
Use this guide to getting your tribe involved.

Ready? Scan the QR code below to get started:



Find The Mark. Make A Mark.

For a world punctuated with marks - be it trademarks or brand-marks or logos - it is time to Find the Mark to Make Your Mark

The What

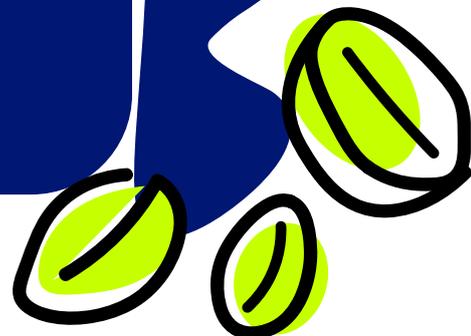
An online treasure hunt! This FairDay, all you have to do is find the Fairtrade Mark on different products. You will be given a list of different items with Fairtrade Mark. The catch? You have just 10 mins.

The How

This will have descriptions like: a dark chocolate bar in a white cover with Fairtrade Mark. Or, An image of a red ant with the Fairtrade Mark.

The team to find these first will be the winner. Find the mark. And win! It's that simple.

Please log on to week.fairtradeindia.org to see a complete list of items.



Twisted

The What

We've all tried our tongues at good ol' tongue twisters. Let's see if we can do one for the future now. Record a video of yourself saying the following tongue twister: Care for fair coz it's fair to care for future that's there.

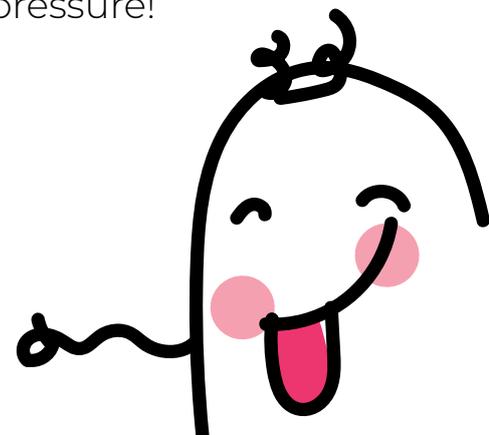
The Twister:

Care for fair coz it's fair to care for the future that's there.

The How

Like any good tongue twister deserves, repeat this thrice. Say it as quickly as you can. Don't worry if you goof it up, that's what tongue twisters are for. Upload it as a reel on Instagram. Tag Fairtrade and most importantly, tag a friend who you'd want to nominate to twist their tongue. All for the future, of course.

Get your family members, building folks and neighbours to take the Fair Tongue Twister Challenge. Post it online and bring out the fairer you! Just turn your phone into selfie-mode, say the line above and go for it. It would be great if you could have your building or society name in the background. But, no pressure!



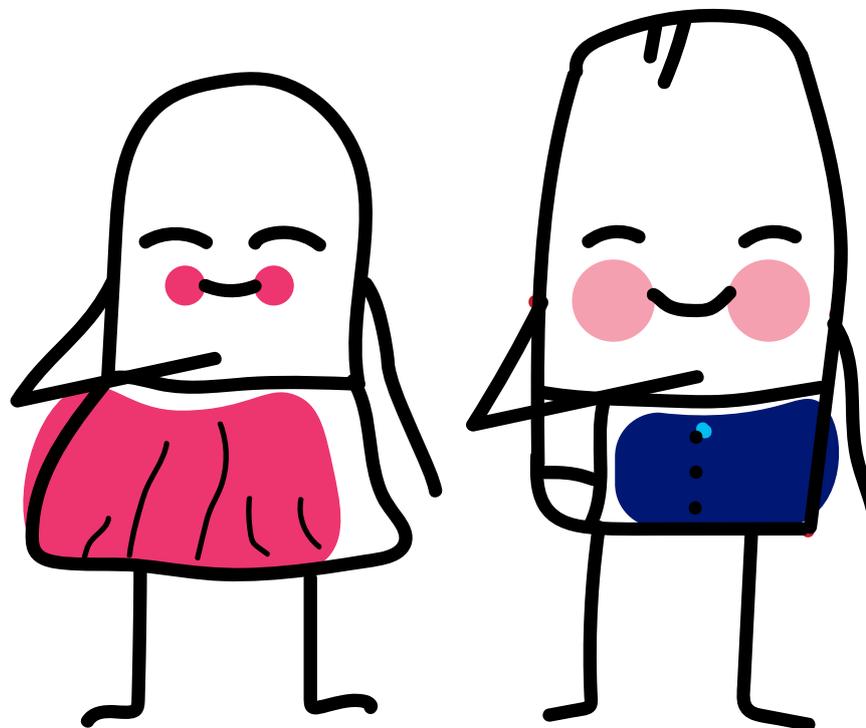
The Fairtrade Pledge

I pledge to be more mindful and conscious of the social and environmental impact of my choices. I support the Fairtrade movement.

To take the pledge, you can also scan the QR code, get to our site and take the pledge!

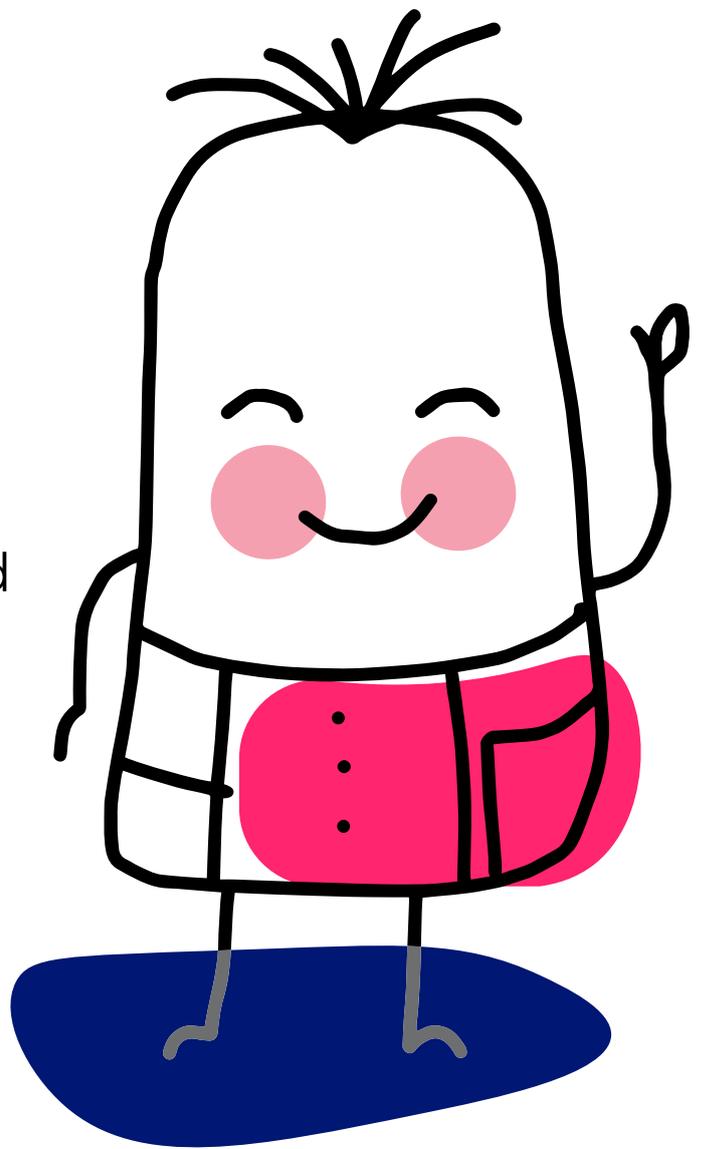


Join the Fairtrade Week
week.fairtradeindia.org



See you this Coming FairDay

Post your activities on your pages. Tag us, share it, spread it. Be in touch with us if you need any help and we'll do everything we can to help you out.



This handbook was created with the financial support of the European Union. Its contents are the sole responsibility of the Fairtrade India project and do not necessarily reflect the views of the European Union.

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