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To: ctcinfohub@gmail.com
Subject: Fairtrade campaigning: what's new, Ctc?
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Latest news

Fairtrade is more than just a Mark on a product Ctc,

It's a shared commitment to a fairer future, where deep injustices of income, race, gender and other damaging inequalities are no longer part of the foods and goods we use every day.

It's clear the need to campaign with Fairtrade is as important as ever. **And our brand new campaign tools make it easier than ever to get involved.** These include **a new way to renew or apply for your Fairtrade Community Commitment.**

All the details are below, but if you'd like to hear more then please [sign up to our next online Campaign Catch Up from 6pm on 13 June!](#)

[SIGN UP: CAMPAIGN CATCH UP](#)

The New Fairtrade Community Space

Start or continue your journey as a Fairtrade Community with our [new Fairtrade Community Space!](#) If you are in a Fairtrade Town, City, Village or any other area, **this is the new, simpler way to renew your status.**



If you are a key contact of a Community Group, you should have received an email instructing you on how to log in to our new online Community Space.

If you did not receive an email, please check your spam folder or email us on communities@fairtrade.org and we can look into this for you.

And if you'd like to start, or restart, a Fairtrade Community group in your area, this is the perfect time to jump in. All you need is three like-minded people and the energy to bring the Fairtrade message to your area.

As an extra incentive, your Fairtrade Community can now earn **new digital badges to recognise excellent campaigning activities in different areas.**

[VISIT THE FAIRTRADE COMMUNITY SPACE](#)

The Fairtrade Campaign Action Guide

Whether you are a Fairtrade Community member, support a Fairtrade Place of Worship, work in a Fairtrade school or are just a passionate individual supporter of Fairtrade, there's lots of practical ways you can get involved in campaigning.

Our brand new **Campaign Action Guide** has some top tips for campaigning on Fairtrade in 2023 and beyond.

From social media activism to selling your own Fairtrade products, the

guide is bursting with ideas and inspiration on how to get others excited about Fairtrade and the fairer future we're all working towards.



[READ THE GUIDE](#)

The Fairtrade Action Areas

Fairtrade campaigners are endlessly creative and always coming up with new ways to make a difference. But if you need some inspiration, our 5 new Fairtrade Action Areas highlight different approaches to campaigning with Fairtrade.





Although the **Action Areas** are new, they reflect exactly the actions Fairtrade campaigners have been doing for years. Whether it's getting political support for trade justice at a local level or promoting the sale of Fairtrade goods through shops and stalls.

If you are in a Fairtrade Community group, your group can earn digital badges every time you complete an activity in a Fairtrade Action Area. Check out the [Campaigner Action Guide](#) for more details.

[READ MORE ABOUT THE ACTION AREAS](#)

Want to hear more? [Sign up to our next Campaign Catch Up](#)

During this session, we'll talk more about the future of Fairtrade campaigning, show you how to make a renewal or application using the new Community Space and give you a chance to ask questions.

[SIGN UP: CAMPAIGN CATCH UP](#)

We've produced these new resources because committed campaigners like you have told us they need new tools to keep speaking up for Fairtrade. We hope the [Community Space](#), new [Fairtrade Campaigns Guide](#) and the Fairtrade Action Areas help you continue and grow the great work you do make trade fairer.

If you have any questions, be sure to sign up for our [Campaign Catch Up next week](#). Even if you can't join on Tuesday at 6PM, if you sign up we will send you a recording by email.

Best wishes,

Stefan

Campaigns Team, Fairtrade Foundation

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