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Subject: Ready for Fairtrade Fortnight, Ctc?
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Latest news

Big news Ctc!

This Fairtrade Fortnight (Monday 9 September – Sunday 22 September 2024), we are launching our **'Be The Change'** challenge, urging everyone in the UK to get behind our global farmer-led movement for a fairer future.



[READ MORE: FAIRTRADE FORTNIGHT 2024](#)

Following the recent election, we're making a **special effort to get politicians on board**. Starting this Fairtrade Fortnight, can you help convince your local MP to join us by asking them to take our **'Be The Change' pledge?**

We'll share the full wording of the pledge before Fortnight begins. The pledge is a commitment from MPs to work with the whole Fairtrade movement, from local campaigners like you, to the Fairtrade farmers driving positive change in their communities.

Before the election, **more than 20 candidates who are now MPs, from a wide range of parties, pledged their support after being asked by supporters like you**. This is a great start that we can now build on to make sure fairer trade is a real priority for the new government.

But the more MPs we get on board, the bigger the chance we can make sure fairer trade is a real priority for the new government.

[READ MORE: FAIRTRADE FORTNIGHT 2024](#)

How can I get involved?

#1: Run an event or initiative in your community. Spread the word about how everyone can be the change by supporting the campaign for trade justice. Invite MPs along to learn more, and sign the **'Be The Change'** pledge.



Fairtrade Campaigner Mike DeVilliers tells his local MP Anna Dixon all about Fairtrade at the Baildon Carnival. The MP later [celebrated the great work of Mike and Baildon Fairtrade on social media.](#)

#2: Ask your MP to be the change: When Fairtrade Fortnight begins, we'll share an easy online tool that allows you to ask your MP to sign the 'Be The Change' pledge, even if you can't join or organise an in-person event.

#3: And of course – spread the word on Choosing Fairtrade products! MPs have a special role to play, but we can all **be the change** by choosing Fairtrade. If you can convince one single person to pick up an extra Fairtrade item in their weekly shop, you are powering up the efforts of farmers like Maria Doris Calvo.



'Thanks to the Fairtrade Premium, we can provide opportunities to young people in our community.' Maria Doris Calvo, Fairtrade banana grower, Colombia

What's available to help me get involved?

Next week we'll be making packs of **free printed materials** available to order, which will arrive in time for Fairtrade Fortnight. You can also find a range of digital assets, including social media graphics, our new report and our Fairtrade Manifesto on our website. Keep checking back as we add extra resources in the next few weeks.

[EXPLORE FAIRTRADE FORTNIGHT RESOURCES](#)

Fairtrade Fortnight not a good time for you? Don't worry, we're launching the **'Be The Change'** challenge in Fairtrade Fortnight but it will run until the end of the year.

Any events, projects, meetings or initiatives you can get involved in which help convince your MP to sign the pledge, and convince your community to up their commitment to fairer trade, will continue to be really valuable.

We want trade justice to be a long-term priority for this government. Getting as many local MPs backing the **'Be The Change'** pledge is a great first step.

HOW TO GET INVOLVED IN FAIRTRADE FORTNIGHT

We'll be in touch again soon with more details, including how to order printed materials, the digital form to ask your MP to take the Be The Change pledge, and how to share your plans for Fairtrade Fortnight and beyond.

Best wishes,

Olivia

Campaigns Team, Fairtrade Foundation

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