

From: [Olivia Hayne, Fairtrade Foundation](#)
To: ctcinfohub@gmail.com
Subject: Save the Date: GREAT BIG GREEN WEEK 8 - 16 June!
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Latest news

Hi Ctc,

Mark your calendars for **Great Big Green Week 2024!**

From **8 June to 16 June**, Fairtrade supporters nationwide will come together for a momentous celebration of community action to tackle climate change. Because the same communities punished by unfair trade are living with the worst effects of the climate crisis.

So, this Great Big Green Week, let's **#SwapTogether** for good.



Find out more about Great Big Green Week by watching this video about the week and [joining our online webinar](#) on **Tue 30 Apr 2024 6:00 PM – 7:30 PM.**

Thousands of people will be making all sorts of green and ethical swaps across the UK during Great Big Green Week, whether it's swapping knowledge or swapping clothes. Run a Fairtrade-themed swap or join another being organised in your area and bring the Fairtrade message.

This is a great opportunity to encourage people to swap to Fairtrade. Because the more people swap to Fairtrade, the more Fairtrade

farmers can invest in taking on the climate crisis that's threatening their future right now.

Want to hear more about Fairtrade's involvement in Great Big Green Week?

Sign up for The Climate Coalition's webinar on 30 April, where Fairtrade, alongside other members like WWF and Climate Cymru, will discuss ways to take part in Great Big Green Week.

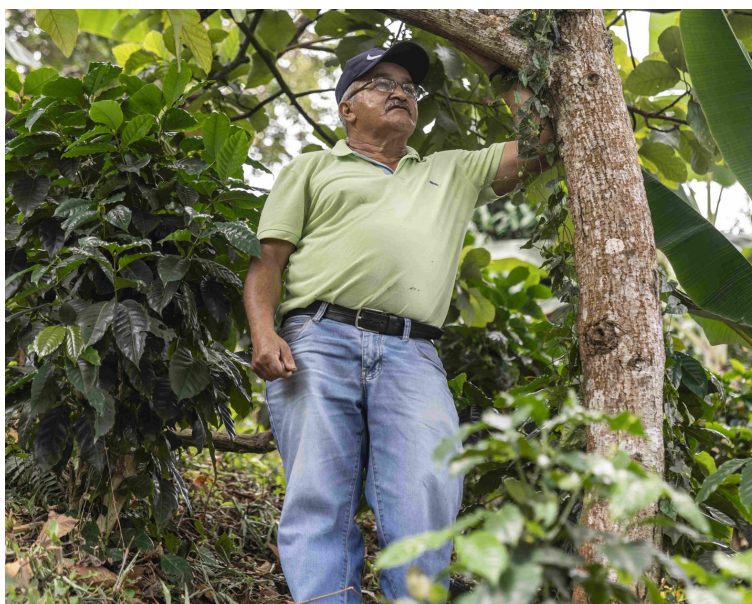
[SIGN UP TO THE WEBINAR](#)

Throughout the week, we're asking dedicated supporters like you get involved to get involved in two ways.

Swap 1: Encourage others to swap to a [Fairtrade product](#).

Encouraging others to choose Fairtrade bananas, tea, coffee, flowers, wine, or any other Fairtrade-certified product is a powerful way to back a fairer world for farmers' whose livelihoods are most threatened by climate change.

When you inspire others to make the swap to Fairtrade, you're amplifying the impact of your own choices.



"We have implemented agro-forestry systems under guidance that bring shade and mitigate some of the effects of climate change, as well as reforesting certain areas, avoiding the degradation of the soil

and minimize our carbon footprint"

~ **Jaime Alberto García Flórez**, who grows cocoa and Fairtrade coffee on his farm in **Colombia**.

More people choosing Fairtrade means farmers like Jaime can invest in sustainable farming techniques and protecting their local environment.

Swap 2: Fairtrade knowledge swap.

Partner with local climate activists or community groups to share Fairtrade's message of climate justice and explore other green initiatives in your community.

Swapping knowledge or running an event with others interested in taking on climate change is a great way to convince more people to join you in [signing our Protecting Forests with Farmers petition](#). **Over 10,000 of us having already signed**, but to make sure politicians understand how much this matters, we need to keep pushing those numbers up.

[Check out this blog](#) for some inspiration on how Fairtrade campaigners have celebrated Great Big Green Week in recent years. And our new set of [Fairtrade Climate Stories and digital campaign resources](#).



Let's make Great Big Green Week 2024 the most impactful yet!

By growing support for farmers tackling the climate crisis and encouraging meaningful action, more farmers like Jaime will be able to build a sustainable future for their land and their communities.

Best wishes,

Olivia

Campaigns Team, Fairtrade Foundation

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Fairtrade Foundation, 5.7 The Loom, 14 Gower's Walk, London, E1 8PY

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