

FairTrade Fortnight - 25th February to 09 March 2008

22nd February 2008

Once again, the Article 13 team is taking action in support of Fairtrade Fortnight. As a company, we already choose fair trade for our caffeine fixes and other standard grocery needs. As individuals outside the office, we are not always so diligent. So, this Fairtrade Fortnight, we have pledged to make the fair trade choice a conscious one each time we walk down the aisles of our local supermarkets or add items to our virtual shopping baskets.

We advocate the fair trade choice for two reasons. Firstly, we believe it makes a positive difference to millions of people in poverty across the developing world. Fair trade products guarantee a minimum price which covers the cost of production, as well as an extra premium for community investment. Secondly, as increasing numbers of people turn to fair trade, governments will take more notice and take concrete steps to introduce just global trading rules.

Business is a key player in this movement. Article 13 has successfully implemented a purchasing policy favouring fair trade products. Internally the fair trade choice has become standard business practice, embraced and enjoyed by staff across the business. Externally, in the workshops and training courses we run as well as in our interaction with stakeholders, the journey to achieve the demanding target we have set ourselves in 2008 is well underway.

We encourage you, as a valued member of our network, to take action this Fairtrade Fortnight. It might be as straightforward as buying a fair trade coffee or chocolate bar in your next break. Or it might require some logistical arrangements, such as arranging a fair trade morning tea with your colleagues. No matter what it is, you will be helping to bring a fairer deal to farmers and producers worldwide.

For further information on Article 13 UNGC initiatives visit:
http://www.article13.com/csr/ungc_our_csr_events.asp or:

Contact: Fiona Banyard
 Email: fionab@article13.com
 Phone: +44 (0) 208 840 4450
 Website: www.article13.com

Article 13 are experts in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership.

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Article 13 Ltd 71a The Grove, London, W5 5LL

T: +44 (0) 208 840 4450 F: +44 (0) 208 566 4738
 E: Info@article13.com W: www.article13.com

Registered in the United Kingdom No. 03624247
 Registered Office: Canada House, 272 Field End Road
 Ruislip, Middlesex HA4 9NA