

## Fairtrade Fortnight (23/02/09)

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As part of our United Nations Global Compact ([UNGC commitments](#)) to respect human rights and labour rights, Article 13 supports Fairtrade Fortnight (<http://www.fairtrade.org.uk/>), which runs from the 23 February to 8 March, 2009. Fairtrade advocates fairer conditions for workers, suppliers and producers in less developed areas, has a critical role in [alleviating poverty conditions and working towards more sustainable and fairer world](#). Article 13 have made it a priority to regularly purchase fairtrade products (i.e. coffee and biscuits) and raise awareness of the difference fairtrade can make.

### Why Fairtrade?

It has been reported that a third of humanity still survive on less than \$2 a day (<http://www.fairtrade.org.uk/>). Unfair trade is said to undercut producers in developing countries, which leads to farmers being driven further into poverty. Unfair trade also plays a large role in increased poverty within developing countries, with farmers and producers having their human rights infringed and not receiving nearly enough compensation for their long work hours.

Fairtrade refers to the promotion of sustainability and social empowerment of producers, primarily within developing countries. Fairtrade fortnight is a social movement which aims... "to tip the balance of trade in favour of poor producers"... (<http://www.fairtrade.org.uk/>). Through choosing to purchase fairtrade products individuals can have a beneficial impact on the fairer treatment of the farmers and producers who operate mostly at the bottom of the supply chain.

### Fairtrade Fortnight

Fairtrade Fortnight (2009) is an important campaign to encourage people to purchase Fairtrade. The campaign is titled "Make it happen. Choose Fairtrade". This campaign aims to encourage individuals, retailers, businesses, producers and campaigners to organise fairtrade events, promote awareness and incorporate fairtrade in their purchasing decisions. Through a collective response to this campaign from a huge range of stakeholders, we have the power to potentially change the livelihoods of farmers, sustainably benefit areas of the developing world and on a larger scale help reduce world poverty. This Fairtrade Fortnight (2009) will hopefully culminate in a sales world record for the purchase of fairtrade products, despite the recession.

### What we can do?

Below is a list of examples how we can make a difference:

- Make fairtrade a part of your purchasing decisions.
- Start a fairtrade event, e.g. run a fairtrade breakfast club or set up a fairtrade stall.
- Businesses can promote greater awareness of their full range of fairtrade products and make their products more visible in store.
- Increase media coverage of fairtrade and wider trade justice issues, e.g. magazine and newspaper articles.

For more ideas and information visit <http://www.fairtrade.org.uk/>.

### Contact information

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Please also see Article 13's website [www.article13.com](http://www.article13.com)

Tags: Fairtrade, poverty, sustainable, farmers, producers, and social empowerment.

# article **13**

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