

Engaging with Businesses



Value!

But what's in
it for us?



'Fairtrade fits very strongly into our commitment to our communities. As for our staff, with Fairtrade we offer them the choice to follow their ethics as well as satisfy their appetite'

Uzma Hamid, CSR manager at KPMG

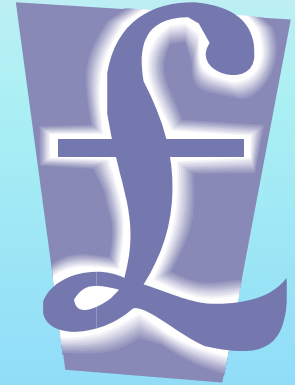
The Business Case

- Recognition of and trust in the Fairtrade Mark is higher than any other consumer mark at 80%.
- Demonstrates to customers that you are a fair and ethical business
- Great boost to staff – improves staff retention
- Contributes to an Environmental Management System (EMS) & CSR commitments.



Make it Easy

- Cost
- Availability
- Stories and information
- International Links
- Materials for Fairtrade Fortnight



Rewards

- Certificates
- Recognition and promotion
- FT Business Awards



Gains for you

- Sponsorship
- Support in kind – venues, equipment, free samples
- Engagement eg on FT Steering Group
- Communication with staff and customers
- Increased FT sales

