



FOR IMMEDIATE RELEASE

26 October 2021

MEDIA ADVISORY

The Future is Fair:

Launching Fairtrade's Global Strategy 2021-2025

Can we achieve a fairer future for all?

As calls for social justice and human rights echo around the world, climate change, a global pandemic, and rampant economic inequality continue unabated. Fairtrade has long advocated for a more just world, where producers and businesses engage in mutually beneficial relationships, and shoppers everywhere can choose products that contribute to a healthy planet and a higher quality of life for all. But the complex challenges we face today as a global collective have placed enormous strain on our ability to believe: can the future indeed be fair?

Enter ***The Future is Fair***: a global conversation during which Fairtrade will share key learnings about the impact of the Fairtrade approach, consumer and global trends in sustainability, and how Fairtrade has infused these insights into a new global strategy that is a launch-pad for sustainability and value.

Moderated by award-winning Ghanaian journalist **Odelia A. A. Ofori**, the panel event will feature Fairtrade's leadership in a conversation exploring the key elements behind how consumers, producers, and traders across the globe can come together and build a fairer and more sustainable future for all.

Panellists include **Dr. Nyagoy Nyong'o**, Global CEO at Fairtrade International; **Lynette Thorstensen**, Fairtrade International Board Chair; **Miguel Munguía**, President of CLAC and Fairtrade International Board Member.

WHAT: *The Future is Fair: A Global Conversation on the Future of Fairness and Social Justice*

WHO: **Dr. Nyagoy Nyong'o**, Global CEO at Fairtrade International



Lynette Thorstensen, Fairtrade International Board Chair

Miguel Munguía, President of CLAC, Fairtrade International Board Member

Moderator: **Odelia A. A. Ofori**, Journalist

WHEN: Wednesday, 27 October 2021 @ 15:00 CEST

***** REGISTER *****

About Fairtrade International

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

Fairtrade International is an independent non-profit organization representing 1.7 million small-scale farmers and workers worldwide. It owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 30,000 products. Beyond certification, Fairtrade International and its member organizations empower producers, partner with businesses, engage consumers and advocate for a fair and sustainable future.