



Fairtrade@Work recognition



Millions of cups of coffee, tea and cocoa are enjoyed daily in workplaces

- ▶ So, it really matters what kind of coffee we drink during the working day.
- ▶ **Do you want to help make a change?**
Now's your chance. Your workplace, no matter home office or regular, could be making a difference to people's lives by simply switching to Fairtrade.

Õiglane
tassitäis
kakaod



FAIRTRADE
EESTI

Drinking Fairtrade beverages is a small but responsible decision from the work community, that has a huge impact on farmers and the climate

- ▶ Fairtrade@Work workplaces drink Fairtrade coffee and tea, so that coffee and tea farmers receive fair compensation for their work, cultivation and production is environmentally friendly and the climate impact of production is reduced.
- ▶ It's also really easy to switch to Fairtrade coffee and tea, as there is a wide range of Fairtrade products available.



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Baltics



Take a stand on how people in the world are treated and how you treat your employees



Take a stand on how our nature, environment and the planet are treated and how your work community treats it



A growing number of employees, customers and partners expect organizations to be responsible. Fairtrade is one of the world's best-known and most trusted sustainability brands. Responsibility supports also getting good employees and adds to job satisfaction.



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Your organizational policy, the face, the values, the vision, the mission and the principles of your team and your company matters. Responsible coffee, tea or any other production needs good partnerships.



- Make a difference, be socially, economically, and environmentally responsible
- Add to your brand value and competitive advantage
- Add to getting good employees and add to employee`s job satisfaction



- Become part of a national and international network
- Be justifiably and genuinely proud of your actions!
- With every cup and spoonful of sugar you can make a difference, including adding to the Fairtrade Premium which farmers can invest in their businesses, and both farmers and workers can invest in community projects like better health facilities, schools, nursing rooms and clean water



Criteria



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- ▶ **Use** Fairtrade-certified coffee or tea and other Fairtrade products, like sugar, cocoa, juice, honey, snacks and chocolates, fruits, cotton towels, flowers etc.;
- ▶ **Communicate** about your responsible choice quarterly in your channels and participate in Fairtrade Day, Fairtrade Month and other thematic events;
- ▶ **Join** us in [LinkedIn](#) and [Instagram](#) (both in English for all 3 Baltic countries);
- ▶ **Join** us in [Facebook](#) (currently for Estonia. Latvian and Lithuanian sites will be launched in 2022);
- ▶ Use the hashtag **#fairtradeatwork** when posting;
- ▶ Make Fairtrade or **reference visible** in your office, on website and on other channels (we shall sign a simple agreement and provide you with correct logos);
- ▶ Use the **materials** we provide, both digital and physical;
- ▶ Name your **contact**. We send out 2-4 e-newsletters a year (in English, for now)
- ▶ **Confirm** annually that you wish to continue as a Fairtrade@Work workplace.
- ▶ Make sure you **comply** with the law and human rights.





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All workplaces can join: any company, business, organization, café, law firm, human resources team, shop, theater, city office, an association, a schools teachers' room, or just any workplace, or team, where you enjoy coffee or tea.

No fees apply, simply participation, responsible behavior and good will is required.

Let`s make this world fairer, cup by cup!



Recepients of Fairtrade@Work recognition 2023



TALLINN
MUSIC WEEK



Pakume siin vaid õiglase
kaubanduse kohvi

We only serve Fairtrade
coffee here



**Certified Fair coffee is produced
and/or sold by:**



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EESTI



THANK YOU



Jana Jesmin

Fairtrade Account Manager for
Estonia, Latvia and Lithuania

Jana.Jesmin@fairtrade.fi
+372 56 26 5559

International: [Fairtrade International](#)

Baltics:

LinkedIn: [Fairtrade The Baltic States](#)

Instagram: [Fairtrade The Baltics](#)

Facebook (EE): [Fairtrade Eesti – Õiglase kaubanduse klubi](#)

Facebook (LV): [Fairtrade Latvija](#) | [Facebook](#)

Facebook (LT): [Fairtrade Lietuva](#) | [Facebook](#)

Lithuanian partner:

LitDEA

Tomas Kurapkaitis

tomasduku@gmail.com
(+370) 655 022 33

Latvian partner:

Zaļā brīvība

Ariana Apine

ariana@zalabriviba.lv
(+371) 26408763