



FairWild Foundation

FAIRWILD WEEK

2018 OVERVIEW AND CONCEPT STRATEGIES

BACKGROUND AND CONTEXT

There is **insufficient awareness** concerning sustainability for wild harvested plant ingredients or of the existence of the FairWild certification standard

“FairWild Week” will work to **create a dialogue** with consumers about plight of wild plants and work towards **market transformation** through engaging companies on sustainability issues

FAIRWILD WEEK 2017 : quick recap

A campaign to promote **FairWild** and the **responsible use of wild ingredients** to **consumers** (and companies)

INITIAL OBJECTIVES

- ▲ Raise awareness of wild plants and their use amongst consumers
- ▲ Promote FairWild certification as a conservation standard
- ▲ Encourage other organisations to join



KEY SUCCESSES

- ▲ Instrumental collaboration and investment by our friends & licensees
- ▲ Amplification of messaging through collective social media accounts
- ▲ Media coverage in **Huffington Post**, **Green Guide** and **Pebble Magazine**



DR JACKSON'S



OrganicHerb
Trading Co



TRAFFIC



RESONATING MESSAGES

- ✓ Footage of wild harvesting
- ✓ Success stories from the 'field'
- ✓ Information on everyday species in use



FAIRWILD WEEK 2018 OVERVIEW

Our core goal remains the same

Our methodology, focus, reach and ambition expand ...

CORE OBJECTIVES

- ✓ Continue to **raise awareness** of the general issues behind wild plants
- ✓ Build increased consumer knowledge, momentum and **advocacy for sustainable wild plant ingredients**
- ✓ **Engage media**, partners and industry on larger scale
- ✓ Expand the “**plant profiles**” messaging – reference specific, threatened species in trade, led by **TRAFFIC** report
- ✓ **Highlight species/products** and engagement in unsustainable/uncertified trade

FAIRWILD WEEK 2018 NEW AND ONGOING ACTIONS

Outreach – proactively approach media, industry and NGO partners

Re-engage **celebrity advocates**

Harness existing partnerships / relationships for involvement of additional brands

TRAFFIC report to provide anchor for messaging

Develop tangible, impactful **calls to action** for consumers

Decide on suitable date

Broaden **international reach**

Build **momentum** for week

FAIRWILD WEEK 2018 THE REPORT - I

A TRAFFIC report into trade in wild plants, threatened species, sustainability recommendations and guidelines for industry

INITIAL AIMS WITHIN CONTEXT OF FW WEEK:

- ✓ To provide context for threatened wild plant species in trade
- ✓ Identify key species needing attention
- ✓ Act as a reference tool to guide industry engagement / influence
- ✓ Means to further engage partners and media
- ✓ Evidence to Influence tool for market transformation



FAIRWILD WEEK 2018 THE REPORT - II

- ✓ Bring together the **existing data around the trade of wild plants**;
- ✓ Present the information about **threat status of wild plants**, and the issues of social inequality around harvesting and trade;
- ✓ **Exemplify particular value chains** important in trade;
- ✓ Provide **positive case study**: what does good practice look like – FairWild impacts stories;
- ✓ Provide **recommendations and call for action for industry**, consumers and other stakeholders for addressing the issue of unsustainable, inequitable trade;
- ✓ Annex the **list of key species in trade** that need to be prioritized for action

FAIRWILD WEEK 2018 ADDITIONAL IDEAS

SUPPORTING OUR DIGITAL ACTIVITIES

- **Taking to the streets** in our home towns
- **Increased consumer action**
 - “**Ask your brands**” encourage/facilitate consumers to ask the brands they buy from about their sustainability frameworks – **how does one know whether wild ingredients are present in a product?**
 - Re-connect with Nature campaign – link to ReWilding
- **Peer-to-peer** action / industry engagement
- Celebrating **10 years of FairWild**
 - **Partners** – how has FairWild Certification made a difference to your products / brand?

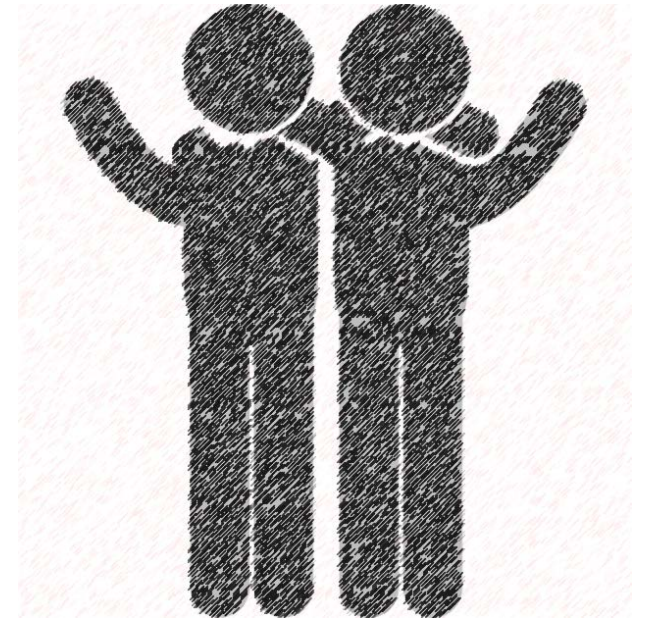
FAIRWILD WEEK 2018 TO DO LIST

- ✓ Begin / develop a **media and industry outreach programme**
- ✓ Provide suggestions, feedback and ideas
- ✓ Allow time to **plan, budget and develop actions**

Ready for co-ordination and collaboration calls for everyone involved (audio conference in March?)

FAIRWILD WEEK 2018 WHAT YOU CAN DO!!

- ☺ Let us know how we can help *you*
- ☺ Support us with outreach – any good media / industry contacts would be very much appreciated
- ☺ Plan how to include FairWild into your own campaigns and events
- ☺ Supporting FairWild's operation, for example through contribution to the Friends of FairWild scheme



FAIRWILD WEEK POST-2018 INITIAL IDEAS

- ✓ Engaging retailers
- ✓ Industry engagement and FairWild uptake 'push'
- ✓ In-depth report/update on the wild plant reliant industry
- ✓ ???