

# DOUBLE YOUR CERTIFICATION POWER WITH FAIRTRADE AND 1% FOR THE PLANET

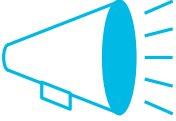





THE GOLD STANDARD OF ENVIRONMENTAL PHILANTHROPY

## WAYS TO MEET YOUR 1% COMMITMENT THROUGH FAIRTRADE:

You earn 1% for the Planet Certification by contributing 1% of your annual sales to environmental causes.

Here's how your Fairtrade certification can help you meet your 1% for the Planet:

**1.**  **+** **2.**  **+** **3.**  **=** 

Advertise your Fairtrade products. Tell your customers how your products support environmental sustainability and the inclusive economy. **25%**

Donate product to Fairtrade for events and grassroots supporter activations. **25%**

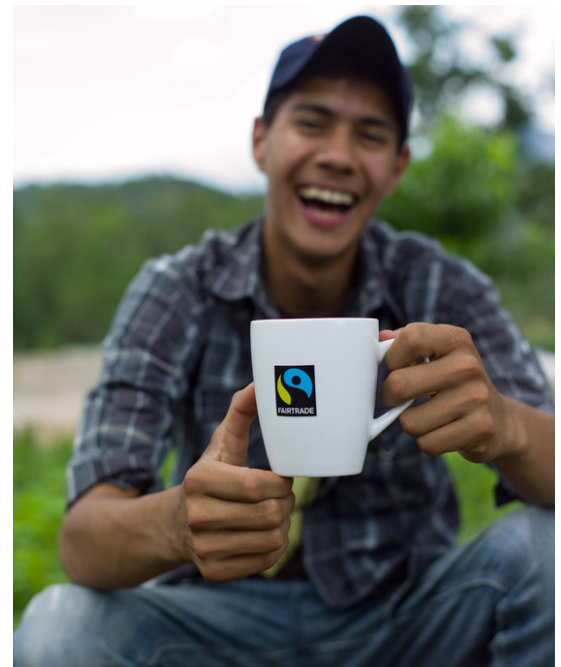
Contribute to Fairtrade through licensing, certification fees, and farmer premiums. **50%**

**FOR THE PLANET**  
—NONPROFIT PARTNER—

## YOUR SUPPLY CHAINS FIGHT CLIMATE CHANGE!

Fairtrade's smallholder farmers and rural communities have contributed the least to climate change and are often affected the most. For Fairtrade producers, climate change is not a computer model or political controversy – it's every-day life. Climate change leads to food insecurity and income losses because of decreasing yields due to soil erosion, pests, diseases and changing weather patterns. Get recognized by 1% for the Planet for your commitment to community-led climate solutions for farmer organizations like KNCU, Tanzania's oldest Fairtrade cooperative.

[Check out KNCU's story here.](#)



## YOUR FAIRTRADE SOURCING SUPPORTS FARMERS IN:

-  Long-term soil & watershed management
-  GMO Free
-  Sustainable protection
-  Minimum use of agrochemicals
-  Biodiversity protection

**FAIRTRADE  
BUSINESSES**   
**FIGHT CLIMATE CHANGE**

**FAIRTRADE IS GREEN**

Want to get recognized for your environmental commitments?  
[Click here to join 1% for the Planet](#)  
You may already meet the requirements!