



Home of Fair Trade  
Enterprises

# FAIR ~~BLACK~~ FRIDAY GUIDE

How-to break the cycle and avoid falling  
into the rush of overconsumption.

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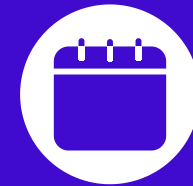




**This guide aims to inspire a more conscientious approach to consumption during Black Friday but also to shift the narrative of viewing this day as a consumer-driven phenomenon.**

We at WFTO, stand against the exploitative practices perpetuated by mainstream corporations and advocate for ethical production today and every day.

# What is Black Friday?



Black Friday is an annual event that originated in the United States and marks the beginning of the holiday shopping season. It occurs the day after Thanksgiving, which falls on the fourth Thursday of November.



Traditionally, Black Friday is known for its massive sales, discounts, and promotions offered both in physical stores and online and has become synonymous with consumers seeking exceptional deals on a wide array of products.

# Is **Black Friday** truly driven by consumers who are over-consuming, or...?

In today's economies, large corporations have mastered the art of shaping our desires and perceptions, particularly during events like Black Friday. Through persistent marketing strategies, this relentless promotion of consumerism seeps into our collective consciousness.



# What are we buying into?

The rush for mass production often leads to unfair wages, unsafe working conditions, and environmental harm. Workers might not be fairly compensated for their labour, enduring tough conditions to meet the demand for these discounted products, while the mountains of waste produced put an immense strain on our planet's resources.

# We need change.

Breaking free from this cycle requires a shift in perspective and a multi-faceted approach involving **both policy-makers and consumers.**

Policy-makers, with their influence and authority, are the ones who hold the power and means to impose regulations that will **push industries** to practice more ethical and sustainable business models.



But, let's not forget:

**Change comes  
in numbers.**

**We as **citizens** hold power!**

By redefining the values and the brands we support, questioning the narrative imposed upon us, and being vocal about our choices we can steer away from this culture of consumerism.



# Take action!

What are some **practical steps** we, as citizens, can take towards beating over-production?



## get informed

It's not about complex statistics or exhaustive research; it's about uncovering the story behind the products we buy. By seeking information, we gain insights into how our purchases impact both people and the planet.



## align your values

Every time we support ethical businesses, like Fair Trade Enterprises, we are supporting a system that advocates for a positive change.

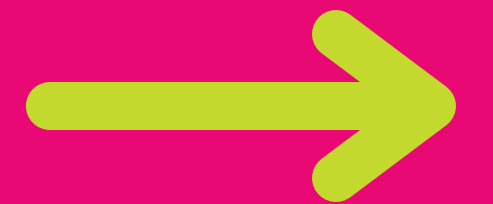


## advocate

Be vocal about your support for policies and initiatives that promote Fair Trade, environmental sustainability, and ethical labour practices. You'll create a chain of mindful consumption patterns, inspiring others around you.



# 8 Ideas for a Fair ~~Black~~ Friday



**01**

## **Set a mindful budget for your Black Friday.**

Or create a list of what you need to avoid falling into expensive and unnecessary temptations that might cause trouble to your savings long term.

**02**

## **Organise a Sip & Swap with your friends.**

Gather your close friends and everyone brings various items or clothing pieces that they would like to swap.

**03**

## **Do research on the shop's impact.**

If you plan to buy from specific shops, before buying, do research on their impact on the planet & people. If you don't know how a business operates, ask questions!

**04**

## **Value what you currently own.**

Spend your day appreciating what you currently own, consider if will still want it in the long term.

**05**

## Spread the word and promote your values!

Re-share any posts you might find in social media about being mindful during Black Friday or you could check WFTO's channels too.

**06**

## Watch a documentary on the impacts of overconsumption.

Some recommendations from us are: The True Cost, David Attenborough: A Life on Our Planet, or The Story of Stuff!

**07**

## Explore our member search at [wfto.com](https://www.wfto.com)

From our list of Guaranteed Fair Trade Members, find a shop near you with products made by prioritising people and planet.

**08**

## Fix and repurpose!

Repair an item that you already own or bring it to a repair shop or a tailor near you. Have you checked if the brand has a repair program in place?

every  
purchase  
decision is a  
vote for the  
world we want  
to live in.



Fair Trade Enterprises are offering consumers the chance to endorse a world where humanity and the environment take precedence. They are leading the change not only by producing ethically and fairly but by **reshaping** the entire business landscape.

With their practices, they are pioneering a new business model— one that's **shifting the norms** in the economy. They're about creating a positive impact by ensuring fair wages, safe working conditions, and environmentally sustainable practices. They're **rewriting the rules of commerce**.

This change in the business model isn't just a trend; it's a **revolution**. Fair Trade Enterprises are proving that profitability doesn't have to come at the expense of workers' well-being or the environment. They're setting a precedent, showcasing that ethical practices are **not only possible but also profitable**.

The background of the image is a solid magenta color, overlaid with a repeating pattern of semi-transparent, dark magenta megaphones. The megaphones are scattered across the frame, some pointing towards the center and others towards the corners, creating a sense of movement and broadcast.

We wish to transform  
Black Friday into an  
occasion to spread the  
**urgency** of a new  
economy far and wide.

# Get involved!

Join us in the fight for a new economy!

Source Fair Trade Products or learn about our movement and get involved!



wfto.com



Source Fair Trade

