



Home of Fair Trade  
Enterprises

**#BusinessRevolution**

**CAMPAIGN GUIDE**

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**Welcome to the Business Revolution campaign guide. In this document, you will find comprehensive information and resources to help you actively participate in the #BusinessRevolution campaign.**



A group of people holding hands in a circle, symbolizing unity and community. The image is overlaid with a blue tint.

**The World Fair Trade Organization  
is the global community and  
verifier of enterprises that fully  
practise Fair Trade.**

We are an association of visionary Small and Medium-sized enterprises (SMEs) that believes that a new economy is possible: together, we stand as a collective of entrepreneurial activists and changemakers who are at the forefront of advocating for an equitable and sustainable world.



# WFTO's theory of change.

How **our economy** is set up at the moment **is not working**. Neither for the planet nor for the people. We believe that our current economic system is by its foundation extractivist, hindering equitable distribution of wealth, perpetuating social and economic inequality, and speeding environmental degradation at an alarming pace. Businesses nowadays keep prioritising short-term profit over long-term sustainability: they want to produce more and more to transfer the profit to the shareholders, careless of who or what is paying the price for it.

[Find out more](#)





**we advocate for sustainable  
business models,**

**policies to support  
SMEs, and we are  
against a culture of cheap.**



# The campaign.

WFTO is launching the [#BusinessRevolution campaign](#), a yearly call to action aiming to advocate for an active shift in our economies and build resilient, inclusive, and fair economic systems through promoting sustainable and profitable businesses.

# Why #BusinessRevolution?

The hashtag encapsulates the essence of the campaign – a revolutionary shift in the way we perceive and conduct business. It signifies a departure from traditional profit-centric models toward a new paradigm where businesses actively contribute to a **global well-being**.



# Fair Business Practices.

The campaign is a collective effort to emphasise the significance of Fair Business practices, championing the idea that businesses, **both big and small**, can be a force for positive change.

# Business models matter.

We believe that our economy can be changed and that traditional approaches are not sustainable, neither for the people nor for the planet. Businesses that are designed for both positive impact can be a key driver of that needed **change**.



# A matter of balance.

Through our global community of Fair Trade Enterprises, we are **proving** that our economy and businesses can be sustainable and profitable at the same time.

the current economy



the new economy





# A different approach.

Businesses **designed for positive impact** distinguish themselves from conventional profit-centric models by prioritising local communities, social responsibility, supplier relationships, and environmental protection —areas often overlooked by large corporations driven solely by profit motives. While profit-maximizing companies may not always align with these values, acknowledging the essential role of businesses in creating jobs, sustaining livelihoods, and delivering vital services is crucial for reshaping our economic system.





# Working together.

Irrespective of their specific industry or model, **entrepreneurs and companies** can provide a promising blueprint for redefining the essence of a business. They can go beyond profit extractivist practices, directing resources to reinvest in local communities, addressing pressing social and environmental concerns, and ensuring that the benefits extend broadly to employees and suppliers.





# Mark your calendars!

Starting from the 1st of February 2024, our #BusinessRevolution campaign will highlight different aspects of how businesses can positively impact society and the environment.

Start Date  
February 1st, 2024



End Date  
September 28th, 2024



The background is a solid dark blue color, overlaid with several large, overlapping, organic shapes in lighter shades of blue. These shapes are irregular and fluid, resembling liquid or smoke, and are scattered across the frame. The text is centered horizontally and vertically.

**Our key campaign messages:**





# thriving planet = thriving people

We are calling for all businesses to strive for a positive impact on both people and the planet, as long-term sustainability encompasses both. Without a thriving planet, we can't have thriving people.

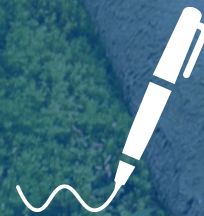




# SMEs, backbone of the economy

We believe in the power of SMEs to drive change, having a ripple effect on both local communities and the environment by accounting for 60 to 70% of the jobs in most countries.\* Their role is pivotal in decentralising work from big cities, and fostering economic resilience in diverse regions by promoting a more inclusive and sustainable development model.





# our 10 Fair Trade Principles

Incorporating all of our 10 Fair Trade Principles, which are aligned with the SDGs, in the business model can provide a concrete roadmap for positive change.





# business as a force for good

We believe that entrepreneurship can be empowering and that businesses can be a force for good, globally. When business models are designed for positive impact, companies can drive change.



# You are invited to join!

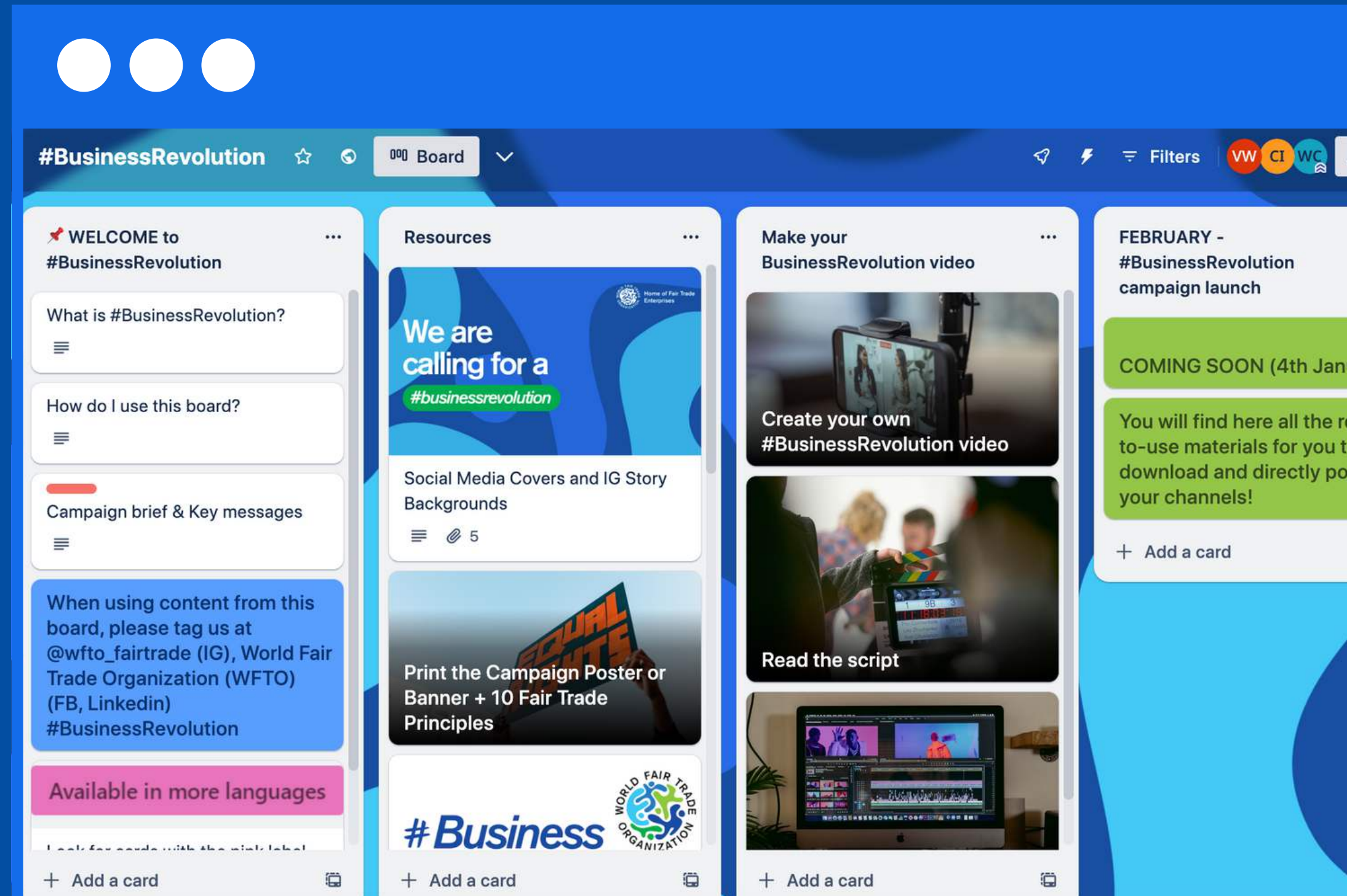
Whether you are a part of our global community, an ally organization or an individual Fair Trade Enterprises supporter,

**we invite you to join** the #BusinessRevolution.

Let's amplify each other's voices and demand change.

# Get our assets!

Find our whole campaign in one place!  
Use our Trello board to explore  
#BusinessRevolution digital and social  
media assets, as well as posters, banners,  
stickers, and much more!



 [#BusinessRevolution](#)  
[Assets](#)

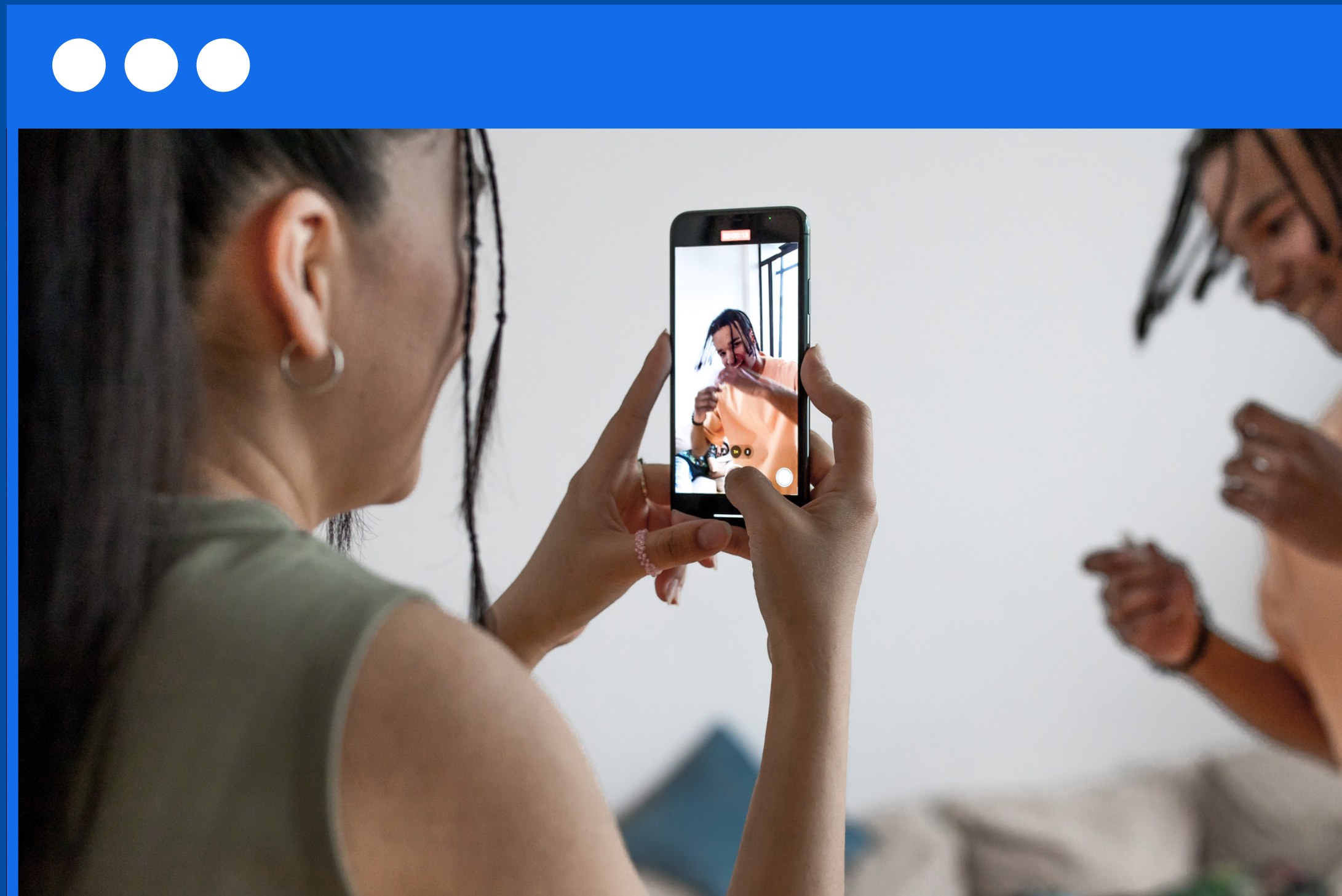




# Be the face of the campaign!

Join us in creating a #BusinessRevolution! Share your thoughts on why we need to take a stand and raise our voices. Submit your video and get featured on our website and social channels. Your voice matters!

 [How to film your video](#)





# Reshare our content!

Throughout the entire campaign period, WFTO Global will be sharing relevant #BusinessRevolution content such as explainers, podcasts, blog posts, and opinion pieces. So keep an eye out for it and share it with your networks! Let's raise our voices together!





# Organise campaign activities

Check out some of our favorite ways to organise campaign activities and mobilise your communities and networks to join the [#BusinessRevolution](#) today!



# Campaign Activities



## shout

throw a  
#BusinessRevolution  
rally or march using our  
printable banners and  
posters



## educate

organise online  
webinars on how your  
enterprise is fighting for  
a #BusinessRevolution



## inspire

share personal narratives  
or testimonials about  
your path towards a  
#BusinessRevolution

**Big changes start with small steps.  
Join us today.**





# Do you have questions?

Please contact us at [info@wfto.com](mailto:info@wfto.com)

