



Promotion activities for fair trade products on SNS websites

Purpose of Study

Having heard it is difficult to sell a lot of Fair Trade products from someone we met through SGH activities at school, we want to know how can we contribute to the increase of fair trade products' sales.

What is Fair Trade

Fair trade is a social movement whose stated goal is to help producers in developing countries achieve better trading conditions and to promote sustainable farming.



☐☐ : <http://www.fairtrade-jp.org>

Issues & Causes

- **Most Japanese know what fair trade is, but do not usually buy its products.**
 - (as customers)
 - Public awareness
 - Diffusion of FT products
 - Public perception of FT products
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 - (as shopkeepers)
 - Contribution for sales of the shops

Additional Research

- Kokusai Friend Coffee
 - Most of the purchasers are adults.
- Interview of a shopkeeper
 - Few people buy FT products as they are a bit expensive.



Relationship with SDGs



<http://www.unic.or.jp>

Survey Results

Q1. Do you know the word *Fair Trade*?

	Yes	No
Japanese	82.9%	17.1%
Foreigners	71.0%	29.0%

Q2. Have you ever bought FT products?

	Yes	No
Japanese	42.5%	57.5%
Foreigners	45.0%	55.0%

Solution and Future Perspective

- ☐ Create additional values for FT products ex. visual images
 - ☐ Understand teenage shopping trends
 - ☐ Create products that take less steps before using or having them
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- ☐ Make "Kawaii" FT products for students
 - ☐ Appeal to the merit of Fair Trade through SNS



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