

LOCAL LISTING GUIDELINES as approved by the Fairtrade Foundation

These guidelines are in place to ensure that you get the maximum benefit out of your Fairtrade Guide 2006/7.

What do we want from you?

The purpose of the Fairtrade Guide is to inform and excite residents and visitors in or to the area. You want them to get involved in your campaign and to know where Fairtrade products can be found, or are being used, locally.

Please seek to ensure your Guide promotes the full variety of involved parties, rather than any single group. Focus your information on the positive aspects of the campaign, avoiding any negative viewpoints which may undermine its core purpose.

The following information are guidelines as to what you could include in your Fairtrade guide. We have suggested covering information under the following 5 headings.

1 Short introduction

You could get your local personality – maybe your local MP, mayor or celebrity to introduce your local guide, stating why they are actively supporting Fairtrade.

2 Fairtrade diaries

You could provide details about future events that you plan for the forthcoming year, to inspire more people in your area to take part in local Fairtrade campaigning and to help you gain momentum and wide-spread support from your community.

3 Your achievements

How about doing a review of the year as to what your local community have been doing to support your local Fairtrade campaign?

- Have you just achieved Fairtrade status? Is now the time to announce it to the world?
- Are you working towards Fairtrade status? Have you organised fairs, Fairtrade football tournaments, Fairtrade fashion shows or fundraising events you want to talk about?

How is your area supporting Fairtrade? What are your achievements?
This is your chance to blow your own trumpet!

4 Local Fairtrade Listings

Outlets and availability of Fairtrade products. Please look at the comprehensive guidelines later in this document.

5 General information

Do you want people to get involved in the local steering and action groups? You could provide all the information about how people can get involved.

Are you looking for more financial support, or trying to encourage local organisations to switch to Fairtrade? You can campaign here!

Format to supply

Copy

Word count: To Be Confirmed.

When referring to FAIRTRADE Mark products please use the recognised standard as approved by the Fairtrade Foundation and note the use of CAPS. i.e. a Fairtrade coffee; the FAIRTRADE Mark guarantees.

Photographs

We would like you to supply us with photographs to accompany the information you have provided.

These pictures need to be of high quality resolution : -

- 300 DPI and jpeg format

Please ensure you remember to add details of the photographs - including names of people within the photograph if relevant (from left to right)!

Sponsorship

Some of you have asked about the potential of getting local sponsorship within your local listings to help support you with the Fairtrade Guide costs. This is encouraged by us.

If you have received sponsorship from local companies who are having advertisements within your local listings, please ask them to contact jen@newconsumer.org to discuss specifications, or if you have offered them our FREE design service, please ask them to get in contact with Wendy Martin wendy@newconsumer.org to discuss how we can support them. We are unable to accept more than two pages of sponsorship within your local listings.

Local Listings

Here is your chance to educate and inform your local residents of where they can purchase Fairtrade products nearby. We have found from experience that the most accessible and user-friendly local listings tend to be ones that are not full of detail on local shops. It is sufficient to state the name of the shop, general location and a telephone number. If you have details on what Fairtrade products are available in each outlet, this can also be helpful.

You must be specific when referring to FAIRTRADE Mark products, as opposed to fairly traded products in general. If a shop is not stocking FAIRTRADE Mark products, it should not be listed in the main listings section, but you can still include this information under a separate heading or section.

To break the listings up, try putting the local shops into categories such as the ones below : -

- Local Wholesalers
- Catering Outlets & Cafes / Restaurants, Cafes & Snack Bars
- Places of Work & Study
- Places of Worship
- Local heritage spots
- Stores
- Catering Supplies

If you want to submit simple local listings to us, please supply it in a four column table as below. If you do not want to provide all the information outlined here, please leave the relevant column blank.

Example

TYPE OF LISTING	NAME	ADDRESS	TELEPHONE NUMBER
Place of worship			
Local wholesaler			

What do we NOT want from you?

As we provide all the information you would ever need for introducing Fairtrade to a new and/or interested audience, you do not need to explain what Fairtrade is or how achieving status works. Try to keep your focus on Fairtrade activities locally.

We also strongly discourage especially religious or political bias, as the objective of the Fairtrade Guide is to educate and communicate the range and availability of FAIRTRADE Mark products throughout your local area.

Deadline for Copy

Please supply your final copy to us by 27th October 2006

You will receive a proof of your local listings on the **4th December 2006**, which you then have two weeks to agree you are happy with it. This must be finalised with us by the **15th December 2006**.

We look forward to working with you.
The New Consumer Team ☺

PLEASE NOTE:

If you are concerned over time constraints or want to talk through any of the points above, please contact Jen or Wendy at New Consumer on 0131 555 2594 and we'll happy to discuss.