

## South West Fair Trade Business Awards Entry Criteria Champion

**Who is this category for?** Entrants to the champion category can be nominated by others or you can enter yourself. It's for any individual who champions Fair Trade in the workplace or the community.

**What counts as Fair Trade?** There are a number of Fair Trade certification schemes that our judging panel will consider in their appraisal of your application. These include Fairtrade, Fair for Life, Fair Wild and WFTO, and other third party audited schemes that honour a Fair Trade minimum price and premium. If you're unsure if the schemes you or your nominee are supporting qualify, please get in touch by emailing [awards@bristolfairtrade.org.uk](mailto:awards@bristolfairtrade.org.uk).

**How our judges will consider your application:** This category is judged on an individual basis – our judges will consider what activity you or your nominee are undertaking to champion Fair Trade, looking for inspiring stories and creative approaches. Although there is an overall winner of the Champion category, certificate winners are not assigned a Bronze, Silver or Gold level.

**Returning applicants:** Make sure you tell our judges about anything new you or your nominee is doing since the last application; this will help them see how your/their support of Fair Trade is developing.

**Keep it relevant!** When filling out your application, read the questions carefully and ensure that your answers are relevant, focussing on Fair Trade, unless otherwise requested.

**What to consider when submitting your or nominee's [application form](#):**

- Why is Fair Trade important to you/them?
- What kind of activity have you/they undertaken to champion Fair Trade?
- Who is your/their audience?
- Have you/they used any creative or innovative means to champion Fair Trade?
- Have you/they organised or been involved in any events to champion Fair Trade?
- Have you/they taken part in any Fair Trade campaigns or fundraising activity?
- Anything else that you think might support an inspiring application.



AWARDED ON BEHALF  
OF THE SOUTH WEST  
FAIR TRADE NETWORK