

South West Fair Trade Business Awards Entry Criteria

Retailer

Who is this category for? Best Retailer category is for any South West retailer that is selling Fair Trade products manufactured by other brands. It was formerly called Best Retailer (multiple).

NB If your organisation makes and sells its own Fair Trade products, you can enter Best Manufacturer, and/or enter one or more of your products into the Best Product category.



AWARDED ON BEHALF
OF THE SOUTH WEST
FAIR TRADE NETWORK

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 whether the products you're using qualify, please get in touch by emailing awards@bristolfairtrade.org.uk.

How our judges will consider your application: In retail settings, our judges will expect to Fair Trade products on sale, as well as customer engagement on Fair Trade campaigns and values. They will also consider Fair Trade behind the scenes in your organisation, through internal use of Fair Trade products and staff engagement with Fair Trade campaigns and values. Take a look at [this blog](#) for inspiration on creative engagement with Fair Trade.

Returning applicants: Make sure you tell our judges about anything new you're doing since your last application; this will help them see how support of Fair Trade is developing in your organisation.

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.

The following table outlines what you'll need to demonstrate when you [complete your application](#) for Best South West Fair Trade Retailer.

	Bronze	Silver	Gold
Purchasing	At least 30% of the products you sell are Fair Trade (where a Fair Trade version of those products exists).	At least 50% of the products you sell are Fair Trade (where a Fair Trade version of those products exists). At least one other Fair Trade product relevant to your business is used internally eg. Fair Trade work wear	At least 90% of the products you sell are Fair Trade (where a Fair Trade version of those products exists). More than one other Fair Trade product relevant to your business is used internally eg. Fair Trade work wear
Communication	Staff understand the benefits of Fair Trade, and are able to direct customers to Fair Trade products and explain their impact.	As for Bronze, plus Fair Trade is actively promoted to customers through your communications channels.	As for Bronze and Silver, plus Fair Trade is clearly supported on your website or in other organisation-wide communications material.
Management	Support for Fair Trade has been formally agreed at management or director level.	As for Bronze, plus Fair Trade is explicitly supported in the organisation's CSR policy or equivalent statement of values.	As for Bronze and Silver, plus all staff understand the organisation's commitment to Fair Trade.
Community	The organisation actively supports community Fair Trade events and campaigns.	As for Bronze, plus the organisation sponsors, arranges or is involved in one or more Fair Trade event per year.	As for Bronze and Silver, plus staff are involved in supporting Fair Trade events and campaigns.