

South West Fair Trade Business Awards Entry Criteria

Manufacturer

Who is this category for? Best Manufacturer category is for any South West organisation that manufactures its own Fair Trade products and sells them either direct to the public or to other retailers. It was formerly called Best Retailer (single).

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 manufacturing settings, our judges will expect to see use of Fair Trade products in your manufacturing process, as well as customer or client 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. 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 Manufacturer.

	Bronze	Silver	Gold
Purchasing	At least 30% of the finished products you sell that can be Fair Trade are Fair Trade.	At least 50% of the finished products you sell that can be Fair Trade are Fair Trade. At least one other Fair Trade product relevant to your business is used internally eg. Fair Trade work wear	At least 90% of the finished products you sell that can be Fair Trade are Fair Trade. More than one other Fair Trade product relevant to you is used internally eg. Fair Trade work wear
Communication	Staff understand the benefits of Fair Trade, and are able to direct customers to your 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.

