

# Fairtrade Directories 2012

From the **Social Publishing Project**

## Do you need a local Fairtrade Directory?

- ✓ reach new audiences
- ✓ help promote Fairtrade businesses
- ✓ engage with your town or area



### Your Directory could look like this...

(example content – can be varied depending on amount of listings required)



**p.1** Cover. Localised with opportunity for sponsor's logos (local councils etc)

**p.16** Back cover. Fairtrade advert



**p.2** Either an advert for the Social Publishing Project or blank for local adverts

**p.3** Intro and welcome from Harry Hill



**p.4-5** Local news



**p.6-7** Fairtrade Raisins



**p. 8-9** What is Fairtrade



**p.10-11** Fairtrade Cotton



**p.12-15** Local directory



**Contact Steve Faragher**

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## Cost

1,000 16-page directories = **£1,000\***

An extra 1,000 (and multiples thereof) = **£150**

There is no VAT charged on publications.

Example prices for more copies: 2,000 directories = **£1,150** 10,000 directories = **£2,350**

*\*Other paginations and print runs can be quoted. Contact us and let us know what you need!*



## Frequently Asked Questions

### What does the directory look like?

The Social Publishing Project Fairtrade Directory is a 16-page, self covered publication. It is roughly B5 in size (larger than A5, smaller than A4) and is printed on FSC-certified 120gsm uncoated paper. It is folded and stapled with two metal staples. We can easily send you a sample if you're interested and haven't seen one before.

We'll also provide you with a pdf version of the directory, free of charge, that's suitable for putting on a website.

### We don't have that kind of money, what can we do?

Although £1,000 may seem like a daunting amount to raise it might be easier than you think.... Try approaching your local authority, if they support Fairtrade they may well already have a budget set aside and be pleased to see something concrete come from it. It's also worth talking to your local co-operative membership who have often made grants to support directories in the past. Look at <http://www.co-operative.coop/membership/local-communities/contact-us/> for your local contact. We can make sure that any supporters can have their logo on the cover of the directory to show off their support.

It's also worth approaching local businesses, especially those that have been long-term supporters of Fairtrade. The directory is a great way for them to promote themselves to people who care about fairtrade. We'd suggest that you ask for something in the region of £500 per page of advertising, £300 for a half page or £175 for a quarter page, but it's up to you what you think is reasonable and achievable. Lastly there's good old-fashioned fundraising - bake some cakes, shake some tins...

### What is The Social Publishing Project?

The Social Publishing Project is a Bath-based social enterprise committed to 'Publishing that makes a difference...' It's run by ex Big Issue managing director Jeff Mitchell and Steve Faragher of Faragher Jones. Faragher Jones published over 50 fairtrade directories in the last seven years working with networks as small as Frome and as large as Newcastle, so they have a lot of experience in producing high-quality, great-looking directories.

### Are these directories 'Official'?

Yes. The directories are endorsed by the Fairtrade Foundation and there is an approval process where the Foundation signs off every page. Because of our long relationship with the Foundation though this is normally a very straightforward process.

### When can we have a directory?

Any time you like, though most people aim for Fairtrade Fortnight.

### Who does the directory belong to?

Your local network. The Social Publishing Project enters into a contract with the steering group and, once payment is made, the directory and all copyright belongs to you.

### How long will it take?

It's best to allow about three months for the whole process in our experience, though if you are well organised (and particularly if you already have listings ready) it can be done more quickly.

### What work do we have to do?

We would expect you to provide any listings for your local area of places that sell Fairtrade products. We'd also expect you to provide local news stories, though our professional journalists and editors are happy to help with rewriting any you want spruced up. Everything else is provided by the Social Publishing Project. Once you have the directory you'll also need to make a plan to have it distributed.

### Okay, what's the next step?

Simply email [steve@socialpublishingproject.com](mailto:steve@socialpublishingproject.com) and we'll get in touch and discuss the project with you. If you're keen to go ahead we'll appoint a project manager to you who will be your primary point of contact throughout the whole process and we'll get started...

**Contact Steve Faragher**

Email: [steve@socialpublishingproject.com](mailto:steve@socialpublishingproject.com)