To write for the *Journal of Fair Trade* you do not have to be well known, but you must know a lot about the subject you’re writing about. You need to prove to your readers that your article is backed by facts and primary sources with references/adequate graphs/drawings, etc. Your contribution must be original and not published elsewhere. You will be answerable if somebody challenges your work for plagiarism.

We particularly look to engage with contributors who can explain the thought process, learnings and actions of their subject matter in detail, so that the reader understands how to apply the innovation in a real situation. Articles should aim to describe realities and experiences that are replicable and scalable, as these are likely to be widely read, debated and taken forward by others.

**Aims and scope**

The *Journal of Fair Trade* provides a much-needed independent space in which to discuss the ever-changing practical and theoretical approaches to making the world a more just place through business and trade. The term ‘Fair Trade’ includes certification systems and all efforts to ensure trade is fair for all. Unafraid to be outspoken, the goal of the Journal is to catalyse significant improvements in the way all types of trade deliver social and environmental justice.

The Journal and the Fair Trade Society publish independent academic work, briefings and articles. They promote new voices and experiences from cooperatives, producer organisations and practitioners, as well as Fair Trade businesses and corporations striving to be responsible global citizens. The founders of this Journal want to encompass the full range of interests and voices that need to be heard on these issues.

**Article types**

*Fair Trade Futures*

Editorial/conceptual/polemic/debate pieces of no more than 2,000 words in length. Written by one or more members of the *Journal of Fair Trade* Advisory/Editorial Boards only, with the exception of commissioned guest editorials.

*Full length articles*

Full research pieces of minimum 3,000 and maximum 5,000 words in length. Longer articles may be agreed at the point at which they are commissioned or prior to
submission. Shorter articles will also be considered, particularly for publication on the Members’ Forum of the Fair Trade Initiative website.

**Collective article sets**
A themed set of articles of minimum 3,000 and maximum 5,000 words in length (preferred length 3,000 words, maximum total set length 15,000 words) on a common topic or theme (e.g. ‘Chocolate challenges’), to be edited and published as a set.

**Review essays**
Descriptions and critiques of recently published books, maximum 2,000 words in length. Review essays should act as a springboard for thoughtful discussion and exploration of topics. Where not published in the Journal, review essays may be published on the Publications pages of the Fair Trade Initiative website.

**Word count**
Note that all stated word counts are inclusive of abstract, references and any notes.

**Language**
The working language for the *Journal of Fair Trade* is English. Where possible, contributors should provide an English translation of their article. Some support may be available for translation. Please apply for support prior to submission.

**Style**
Articles must be rigorous, relevant and balanced. The Journal is aimed at a wide readership, so academic or specialist terminology must be explained or kept to a minimum. Local names and contextual information may be included, but we recommend an explanation within the text to make reading easier, or a short and educational glossary at the bottom of the article. Acronyms should be spelled out in full when used for the first time. Short notes and footnotes are welcomed as endnotes (numbered consecutively). Bibliographical and other references and citations must be presented accurately and in full. Please refer where possible to primary rather than to secondary sources, and give all direct quotations in single quotation marks.

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