Journal of Fair Trade

Action ≈ Learning ≈ Theory ≈ Justice

Guidelines for Contributors

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 demonstrate to your readers that your article is backed by data and or primary sources, and uses references appropriately with 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. We fully welcome critique and reflection on lessons learned from the Fair Trade movement and how these lessons and the relevance of core concepts of Fair Trade apply in a period of Just Transition.

The Journal and the Fair Trade Society is an independent journal publishing articles from a range of sources from academic and scholarly studies to practitioners and activists work: case studies, literature and book reviews, 'manifestos', briefings, essays 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.

Aims and scope

The *Journal of Fair Trade* provides a much-needed independent and inter-disciplinary and open-to-all 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 focuses on multi-disciplinary, peer-reviewed work, methods and approaches that are robust, data-driven (whether quantitative or qualitative or other methodologies) as we want to be impactful, credible and for the articles to be taken seriously and read for a long time to come.

Article types

Fair Trade Futures
Editorial/conceptual/polemic/debate pieces (essays) of no more than 2,000 words in length. While proposals are welcome, generally these will be written by one or more members of the *Journal of Fair Trade* Society or its Advisory/Editorial Boards, with the exception of commissioned guest editorials.

Full length / Research articles
Full research pieces of minimum 4,000 and maximum 10,000 words in length. Longer articles may be agreed at the point at which they are commissioned or prior to submission. For full length articles we are looking for pieces with clear approaches and robust methods (whether quantitative or qualitative or other methodologies), with data-driven analysis.

Shorter articles and essays
Shorter articles and essays (2,000 – 3,000 words) will also be considered, particularly those focusing on case studies or empirical work or studies based on practical experience rather than theoretical work. Shorter articles and essays do not need full literature reviews or bibliographies; data and references showing the source of information may be provided as citations, references, links or hyperlinks.

Collective article sets
A themed set of articles or a set of case studies with each piece a minimum 3,000 and maximum 5,000 words in length on a common topic or theme. For example: Volume 2 Issues 1 & 2 feature a number of essays on a wide range of products, services and industries, but themed around 'atypical fair trade' and a there is a short paper offering a 'conceptual framework' for these contributions.

While case studies or articles in this category may be published as stand-alone contributions, often they will be edited and published as an interlocking set.

Review essays
Descriptions and critiques of recently published books, with a maximum 2,000 words in length are welcome. 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 *Journal of Fair Trade* website.

Note that, from time to time, the Journal commissions collections, essays and articles with set lengths and formats that may vary from those outlined above.

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

Language
The working language for the *Journal of Fair Trade* is English.

With Science Open's Open Access platform, we have the option of adding an original or preferred language version as a PDF alongside the English language version. If this is an option a contributor would like to pursue, this should be raised with us early in the process to establish in which language the peer review may be done and how the translation may be warranted or checked.

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.

All contributors should pay attention to their choice of terminology around references to fair trade – Fair Trade (two words being generally a broader and inclusive concept) and Fairtrade (one word, signifying certification by Fairtrade Labelling International (FLO)).

Short notes and footnotes are welcomed as endnotes (numbered consecutively).

References
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. See explanatory sheet for further guidance and examples.

Format
Contributions should be word-processed in a standard, legible font using 1.5 spacing and an A4 format. Note that the manuscript file should be saved in the native format of the word processor used (Microsoft Word files are preferred). If a submission includes illustrations, photography or other images, these should be submitted as separate, high-resolution image files. The contributor is responsible for securing formal permission for their reproduction.

Title/Abstract/Keywords
The article title and an abstract of 150 words should accompany the submission. Keywords (up to 10) should be suggested to assist accessibility and search functions.

Biographical information
Separately or at the end of the article please supply a short biographical note (maximum 50 words). Please include details of any recent publications or publications relating to the article, together with current interests or website links.

Author photograph(s)

In order to boost the reach and dissemination of your published article, our communications team will publish a Tweet including a portrait photograph of you and your co-authors, as seen in the examples below.

https://twitter.com/JournalFair/status/1525056907106451457
https://twitter.com/JournalFair/status/1521453570423500800

Please supply alongside your submission portrait photographs of all authors that you are happy for the Journal to use for marketing purposes.

Photographs/Artwork

All photographs/artwork should be sequentially numbered as Figure 1, Figure 2, etc. and should be referenced as such when they are referred to within the text. Please supply a caption for each figure. All photographs/artwork should be supplied as individual source files rather than (or as well as) being embedded within the manuscript. Images should be supplied in one of the following file formats and at a minimum resolution of 300 dpi (for photographs) or 500 dpi (for line drawings): JPG, TIFF, EPS, PDF. Credit information should be supplied for each submitted photograph/artwork.

Tables

All tables should be sequentially numbered as Table 1, Table 2, etc. and should be referenced as such when they are referred to within the text. Please supply a caption for each table. Tables should be supplied in editable text format rather than as image files.

Peer review

Articles will first be subjected to desk-review for journal suitability and clarity by the Editor-in-Chief. All articles will be subject to single-blind peer review (the identities of the reviewers are concealed from the contributors) by at least two reviewers. We strive for an average time for review of **12 weeks** from point of submission. The *Journal of Fair Trade* invites content from both academics and practitioners, so reviewers will be asked to factor in who is writing the piece. You may be asked to undertake multiple rounds of revisions. Your article may be subject to rewriting and title changes may be proposed on the advice of the Editorial Board to suit your article. Publication decisions will be made by a sub-group of the Editorial Board. Authors may appeal a decision of Rejection once only. Any final decision will rest with the Editor-in-Chief.

The peer review process is essential to establish the scholarly nature of the content of the Journal of Fair Trade and to ensure the credibility, validity and rigour of each article we publish and to make it attractive to readers, whether they are based on data and research, theory or experience and insight.

Proofs

The Editors reserve the right to copyedit all articles. A PDF proof of the typeset article will be issued for approval after acceptance. The purpose of this proof is to enable you to check the typesetting, editing, completeness and correctness of the article. Significant changes to the accepted article will be considered only at the Editor's discretion. Please ensure that all corrections are returned at once after a careful check of the proof, as further corrections may not be possible.

Post-publication corrections

If errors are identified within a published article we will investigate and, if necessary, correct the article by means of an erratum or, if required, by retracting the article. All authors will be informed and their consent obtained (where possible) before any changes are made.

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Publishing ethics

The journal adheres to the ethical standards endorsed by the Committee on Publication Ethics (https://publicationethics.org/). In particular:

- We expect all authors to state in their article if they have a conflict of interest that could potentially bias their opinions (e.g. funding or employment).

- All named authors on the articles should confirm that they have jointly participated in the research and writing of the article, and that no author has been omitted from the list of authors.

- We require authors to warrant that their articles are original, have not been previously published, and do not plagiarise or otherwise copy someone else's work without attribution. If the article is a translation, we are happy to consider this for publication, but the authors must inform the Editors on submission.

- We also require authors to warrant that their article does not defame, libel, or bring another person into disrepute, and neither does it contain anything illegal (e.g. copyright-infringing).

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To submit your manuscript to *the Journal of Fair Trade*, first ensure that your manuscript meets our criteria in the "Instructions for Authors" and then click on the "Submit a manuscript" button above. All authors are required to have an ORCID and be registered on the ScienceOpen platform (www.scienceopen.com/register) to submit their manuscript. In the submission form you will be asked to upload a pdf document of your manuscript for peer review. You will provide important data such as title, co-authors, affiliations, abstract, keywords, discipline information. After submission the editors will assess your manuscript and make a decision whether it is suitable to move forward to the peer review process.

JoFT author guidelines	
Title	Sentence case: **To what extent does collective marketing contribute to social enterprise development?**
Authors	- display as supplied by author(s)
Author biographies	- 50-word introductory paragraph per author, each opening with author name in bold - to include current affiliation(s)
Affiliation	Example: **Rie Makita** is a Professor in the Faculty of International Social Sciences at Gakushuin University, Japan. Her recent research focuses on relationships between global value chains and sustainable livelihoods. Her publications include *Fair Trade and Organic Initiatives in Asian Agriculture: The Hidden Realities* (Routledge, 2019).
Abstract	- max. 150 words
Keywords	- all lower case unless proper nouns - max. 10
Paragraphs	- indented first line (except first paragraph after heading)

Tables	- all tables should be numbered using Arabic numerals - table heading to appear above table - heading and table ranged left - source and date (where applicable) to follow table in parentheses, ranged right: (<source>, <date>) - in-text references to tables to use table number (e.g. 'As shown in Table 1…'; '(see Table 1)')
Figures	**Figure 1** <Caption in sentence case without closing full point> - all figures should be numbered using Arabic numerals - figure caption to appear beneath figure - figure and caption ranged left - in-text references to figures to use figure number (e.g. 'As shown in Figure 1…'; '(see Figure 1)')
Displayed (block) quotations	- quoted text of 50+ words should be set as block quotation (starting on new line and indented from body text) - no quotation marks for displayed quotations (double quotation marks for quoted text within a block quotation) - source information to follow block quotation in parentheses, on next line and ranged right: (<Author surname>, p.<page number(s)>)
Quotations (in-line)	- single quotation marks for in-line quotations (double quotation marks for quoted text within an in-line quotation) - British-style (logical) punctuation (i.e. punctuation to fall outside quotation marks unless forming part of the quoted material)
Acknowledgements	-please place any acknowledgements at the end of your paper.
Spelling preferences	- UK spelling preferred (make any inconsistent usage consistent as appropriate) - spelling and hyphenation per Oxford English Dictionary unless otherwise stated (see **Word list**) - '–ed' rather than '–nt' endings (e.g. 'spelled' rather than 'spelt') - 'while', not 'whilst'
Latin terms/terms in other languages	- Latin terms or terms in other international/local/indigenous languages should be italicised, with a direct translation following within parentheses
Dates	- written in full as follows: 1st January 2018 - date ranges given in full (not truncated), separated by en dash, as follows: 2018–2022 - decades given in full ('1990s' rather than '90s'), without apostrophe

	- centuries given in full (e.g. 'twenty-first century') other than in headings (where '21st century' is preferred)
Numbers	- zero to ninety-nine written out in full - thousand separator (comma) for numbers over 1,000 - full point rather than comma for decimal points - page numbers and page ranges given in Arabic numerals - page ranges given in full (not truncated), separated by en dash, as follows: 310–315 - 10% (except at start of sentence: 'Ten per cent')
Lists	- list elements may be numbered using roman numerals within parentheses (i.e. '(i)', '(ii)', '(iii)', etc.) or bulleted
Punctuation	- superscript numbers outside punctuation - no serial (Oxford) comma
Ellipses	Spaced periods . . .
Dashes	Spaced en dash
Symbols	Write out 'per cent' instead of % symbol (% ok in tables)
Parentheses	([ ])
Serial comma	No
Abbreviations	- 'for example', 'that is', 'et cetera' in text and 'e.g.', 'i.e.', 'etc.' within parentheses - no./nos - PhD - vol./vols - et al. (not italicised)
Acronyms	- all terms should be written out in full upon first appearance, with acronym following within parentheses (acronym may be used on its own thereafter) - no full points within acronyms
Footnotes, references and bibliography	**JoFT uses Harvard referencing**
Citation	- citations following a direct quote in parentheses: (<Author surname>, <date>, p.<page number>) → (Williams, 2020) - other in-text citations: <Author surname> (<date>) states… …(<Author surname>, <date>). - multiple authors should be dealt with as follows: **Two authors:** <Author surname> and <Author surname> (<date>) state… …(<Author surname> & <Author surname>, <date>). **Three to five authors:**

	List all author surnames upon first citation, then first author surname only followed by 'et al' for subsequent citations. **Six or more authors:** Use first author surname only followed by 'et al' (as above). - cite authors with multiple works published in one year using 'a', 'b', 'c' etc. following the date (to match order of works in reference list) - where necessary, cite multiple works by the same author(s) in one set of parentheses by showing author surname(s) once followed by dates ordered chronologically and separated by commas - where necessary, cite multiple works by multiple authors in one set of parentheses by ordering author name and date alphabetically, separated by semicolons
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Journal article	<Author surname>, <Initial(s)>. (<Year>). <Article title>. *<Journal Title>*, *<Volume number>*(<optional issue/part number>), <page numbers> Mitchell, J.A. (2017). Citation: Why is it so important. *Mendeley Journal, 67*(2), 81-95
Edited book	<Surname>, <Initial(s)>. (Ed(s).). (<Year>). *<Title>* (<edition number as ordinal> ed.). <City of publication (and state if US city)>: <Publisher> Williams, S.T. (Ed.). (2015). *Referencing: A guide to citation rules* (3rd ed.). New York, NY: My Publisher
Chapter in edited books	<Surname of chapter author>, <Initial(s)>. (<Year>). <Chapter title>. In <Editor initial(s)>, <Editor surname> (Ed.). *<Book title>* (<edition number as ordinal> ed., pp.<chapter page range>). <City of publication (and state if US city)>: <Publisher> Troy, B.N. (2015). APA citation rules. In S.T, Williams (Ed.). *A guide to citation rules* (2nd ed., pp. 50-95). New York, NY: Publishers.
Magazine	<Author surname>, <Initial(s)>. (<Year>, <Month> <Day>). <Article title>. *<Newspaper/magazine Title>*, pp.<page numbers>
Website	<Author surname>, <Initial(s)>. (<Year>, <Month> <Day>). *<Article title>*. Retrieved from <URL>.

Terminology around Fair Trade	Ensure that the following terms are used appropriately and consistently: Ethical Trade – specific to membership of the Ethical Trading Initiative and producers/companies operating under its Base Code. ethical(ly) trade(d) – generic term/claim used by a company/producer/non-governmental organization (NGO) or other source without any formal dimension (i.e. without assessment/membership/licence, etc.) Fair Trade – all forms of efforts to trade formally and accountably (social movement, World Fair Trade Organization [WFTO] or similar) in a fair way Fairtrade – specific to certification by Fairtrade Labelling Organizations (FLO) Fairly Traded – specific to initiatives like that of Sainsbury fairly traded – generic term/claim used by a company/producer/non-governmental organization (NGO) or other source without any formal dimension (i.e. without assessment/membership/licence, etc.)

Word List

bachelor's degree	Lower case initial letter and apostrophe (where no degree subject is specified)
bachelor's student	Lower case initial letter and apostrophe (where no degree subject is specified)
Bachelor of X degree from Y	Initial capital letter (where X is degree subject and Y is awarding institution)
co-operative	Hyphenated (not 'cooperative')
co-ordinator	Hyphenated (not 'coordinator')
e-mail	Hyphenated (not 'email')
Fair Trade Society	Always in full, never 'FTS'
focused	Not 'focussed'
fulfil	Not 'fulfill'
fulfilment	Not 'fulfillment'
grass roots	Not 'grassroots'
master's degree	Lower case initial letter and apostrophe (where no degree subject is specified)
master's student	Lower case initial letter and apostrophe (where no degree subject is specified)
Master of X degree from Y	Initial capital letter (where X is degree subject and Y is awarding institution)
multinational	Not 'multi-national'
postgraduate	No hyphen

Last reviewed 26 May 2023