



New Internationalist Publications Pty/Ltd IFAT Self-Assessment April 2007

(Using Fair Trade Support Organisation and North America Pacific Rim FTO Guidelines)

New Internationalist Publications (NI) is a communications co-operative based in Oxford, UK, with editorial and sales offices in Toronto, Canada; Adelaide, Australia; Christchurch, Aotearoa /New Zealand; and Lewiston, USA. It is wholly owned by the New Internationalist Trust and cooperatively managed. The Australian co-op, New Internationalist Publications Pty Ltd, is an independent non-profit company, wholly owned and cooperatively managed by its directors, the majority of whom are working directors.

NI campaigns for social and environmental justice worldwide, communicating its message and ideals through the New Internationalist magazine, self-published books, internet and other media. The Australian co-op is responsible for printing and selling the Australasian edition of the magazine.

NI also promotes values of global justice and sustainability through sales of a range of books, calendars, CD Roms and DVDs, (published by NI itself or bought in), along with a growing range of fairly traded and organically made goods and sustainable energy products. The Australian co-op has recently begun selling a growing range of Fair Trade products, which are primarily sourced from IFAT registered FTOs or are FLO labeled.

It is the Australian co-op which has joined IFAT, and this Self Assessment is primarily concerned with the work of the Australian co-op, but also refers to activities done in conjunction with the wider group where relevant. Since New Internationalist Publications Pty Ltd is a Support Organisation member, but is also increasing our Fair Trading activity, this report uses relevant guidelines for both FTOs and FTSOs. The Stakeholder discussion (Part 2) was combined with the Questionnaire (Part 1) using contributions by all serving staff: Paul Deighton, Sandy Loffler, Brian Loffler, Simon Loffler, Helen Parsons and Pam Evers, plus our independent Board director Stephen Lavender. However, other stakeholder input was sought from Fair Trade suppliers via a short questionnaire, and their responses are summarized in Part 2.

“This report is a true reflection of the activities of our organization. We accept any responsibility for the accuracy of information that it may contain”.

Signed:

Date: 23rd April 2007.

Part I: Questionnaire and Staff Discussion

Organisation's Name: New Internationalist Publications Pty Ltd		Country: Australia
Contact Person: Paul Deighton		Telephone: +61 8 8232 1563
Organisation's Activities: Publishing, campaigning, importing, retailing and wholesaling		Fax: +61 8 8232 1887
		E- mail: pauld@newint.com.au
Standard	Question	
Creating opportunities for economically disadvantaged producers	Do you have a mission statement. If yes, What is it? <i>"The New Internationalist workers' co-operative exists to report on the issues of world poverty and inequality; to focus attention on the unjust relationship between the powerful and powerless worldwide; to debate and campaign for the radical changes necessary to meet the basic needs of all; and to bring to life the people, the ideas and the action in the fight for global justice."</i>	
	Does it include the aim of poverty reduction through income generation, business and trade? If yes, how? <i>Our campaigning and publishing work deals often with issues of Fair Trade and Trade Justice, as part of the wider global issues that limit the social development of world communities. This constitutes a major contribution to awareness of the issues amongst the general public, academics and politicians.</i>	
	Do you keep records of the clients/beneficiaries of your services/purchases? Please indicate who they are by Ticking (✓) Individual producers (✓) Cooperatives (✓) Community groups (✓) Enterprises (✓) Others (Magazine Subscribers, Customers) (✓)	
	Do you have a development plan outlining what you do to promote sustainable development (especially, of livelihood options) for producers either directly or indirectly? If yes, briefly state what it seeks to do. <i>NI promotes values of global justice and sustainability through sales of a range of books and other media, (published by NI itself or bought in), along with a growing range of fairly traded and organically made goods and sustainable energy products. The Australian co-op has dramatically increased its range of Fair Trade products, primarily sourced from IFAT registered FTOs. It is the hope of the NI Australia Co-op that this will become a major focus for growth and outreach into the broader community, and engagement with the Fair Trade movement, as well as contributing directly to the livelihoods of those producers we work directly with.</i>	
Transparency	Are your clients, beneficiaries and employees aware of the organization's mission? <i>Our mission is published on the website at http://www.newint.org/index4.html</i>	

& Accountability	<p>Does the organization produce an annual report inclusive of financial accounts, on its activities?</p> <p><i>We do not publish an annual report.</i></p> <p>Who receives a copy of the annual report? (✓)</p> <ul style="list-style-type: none"> The board Staff Clients/Beneficiaries Donors <p>Others (Please specify)</p>
	<p>Do you produce audited annual financial reports or year-end financial statements? Please elaborate.</p> <p><i>Audited financial reports are produced each year, and distributed to all members of the co-op (in Australia and overseas) and to IFAT.</i></p>
	<p>Do you have a record of prices paid to your suppliers in the last two years. Please elaborate.</p> <p><i>Records of all prices paid to suppliers are kept on our database.</i></p>
	<p>Are the producers aware of the selling prices and how they are set? Please explain.</p> <p><i>While we do not usually specifically make producers aware of our selling prices, the selling prices are all available on our on-line shop, which we promote widely to our suppliers as a source of information about us when setting up a relationship.</i></p>
	<p>Do you have surpluses? How are they used?</p> <p><i>We are a non-profit organization. Any surpluses are used to further the aims of the co-op by increasing the reach of the magazine and merchandising sales.</i></p>
	<p>Does your organization have a well defined operation manual/policy, outlining all its support functions? Please explain?</p> <p><i>We do have an operation manual and policies about what we do, but in general these do not outline support functions for producer groups specifically.</i></p>

	<p>Do you hold meetings with:</p> <ul style="list-style-type: none"> - Your staff/employees/workers? Yes - Your beneficiaries/clients? <i>On an ad-hoc basis</i> <p>How many meetings have you held with staff over the last 2 years?</p> <p><i>Most staff are members of the board, who meet as a board 2 or 3 times a year. Informal staff meetings are also held on an ad hoc basis. At any time a staff person can call a meeting to discuss any issues of concern.</i></p> <p>Do you keep minutes? Are they available to staff? Please explain.</p> <p><i>Minutes of all NI board meetings are circulated to all staff</i></p> <p>Please explain the purpose of these meetings.</p> <p><i>Strategic, operational and financial planning and decision making.</i></p> <p>How many meetings have you held with beneficiaries/clients over the last 2 years?</p> <p><i>As far as FT suppliers are concerned, very few so far. We have hosted some FT suppliers and potential suppliers, and discussed issues of trade etc with them, but no minutes have been kept. Most "meetings" of this sort are electronic. Our merchandising manager does meet with suppliers while traveling on business for IFAT. These meetings mostly concern product sourcing, but also cover other areas where we can use our (sometimes) limited resources for other assistance.</i></p>
<p>Capacity Building</p>	<p>What skills training have you provided to producers? (e.g product development, quality control, marketing etc) Please elaborate. Do you provide any design/market information to your partners ? Please explain.</p> <p><i>To date little has been done in this area with our Fair Trade producers, apart from some occasional product development/design work, and quality feedback, as we have only recently begun working with most of them. Visits to more producers are being planned.</i></p> <p>Do you develop the skills and capabilities of your staff? (e.g through training activities, workshops, visits etc.) Please explain.</p> <p><i>Staff are encouraged to attend training programmes, seminars etc related to their functions, at the co-ops expense.</i></p> <p>What other capacity building work do you do?</p> <p><i>We worked with Mahaguthi to produce a large order of lokta paper DVD covers for use with a New Internationalist promotional DVD distribution. We sell Freeplay radios at cost price in a scheme that provides one radio free to African children for each one we sell. We are in discussion about how we may assist an Asian FTO in promoting their Fair Trade tourism scheme. Other than these sort of examples our assistance is mainly product/design oriented.</i></p>

	<p>Does the organization carry out specific activities to promote the concept, values and practices of fair trade? Please explain.</p> <p><i>The New Internationalist Magazine campaigns strongly on issues of Fair Trade and Trade Justice, as part of the wider campaigning on the big global issues that limit the social development of world communities.</i></p> <p><i>Our product catalogues contain much information about our Fair Trade producers, and also about Fair Trade issues more generally. These are available on request.</i></p>
<p>Promoting Fair Trade</p>	<p>Do you conduct any activities promoting awareness of FT. Please explain.</p> <p><i>Since its inception there have been dozens of articles on Fair Trade and many more on broader Trade Justice issues in the NI magazine, including some complete magazines devoted to these topics. These constitute a major contribution to awareness of the issues amongst the general public, academics and politicians. Over 20 years of NI magazine articles on Fair Trade - and all other topics – are freely available through the website at www.newint.org.</i></p> <p><i>In addition discussion articles on Fair Trade issues are occasionally placed on our web site.</i></p> <p><i>Our product catalogues contain much information about our Fair Trade producers, and also about Fair Trade issues more generally. These are available on request.</i></p>
	<p>Do you produce publications to promote fair trade? Please elaborate.</p> <p><i>In addition to the magazine, NI has published “The No Nonsense Guide to Fair Trade” book, which was revised in 2006. Our Fair Trade catalogues contain information promoting and discussing Fair Trade.</i></p>
	<p>Please report on the following (<i>All figures apply to <u>merchandising sales only</u>, not magazine subscriptions. Figures for magazine subscriptions are available on request.</i>):</p> <p>Total Product Gross Sales over past years (specify currency):</p> <p><i>2004, AUD\$568,000 (Retail = \$482,000)</i> <i>2005, AUD\$738,000 (Retail = \$630,000)</i> <i>2006, AUD\$908,000 (Retail = \$787,000)</i></p> <p>Proportion of retail sales from IFAT members (<i>we have only been selling products from Fair Trade Organisations since the last part of 2005</i>):</p> <p><i>2004, 0%</i> <i>2005, 2.5% (\$18,000)</i> <i>2006, 9% (\$68,800)</i></p> <p>Proportion of retail sales from all Fair Trade sources:</p> <p><i>2004, 15% (\$71,000)</i> <i>2005, 25% (\$160,000)</i> <i>2006, 36% (\$282,000)</i></p>

	<p>How many of your suppliers are IFAT members?</p> <p><i>Four in 2005, eleven in 2006.</i></p> <p><i>It is important to note in this discussion that the majority of our product sales (at the moment 64%, but declining as a percentage) are books, DVDs, and other educational/campaigning material, either bought in or published by NI. More detail can be found in appendix 3.</i></p>
<p>Payment of a Fair Price</p>	<p>Are your (purchase) prices mutually agreed on with southern partners? Please explain.</p> <p><i>Prices of products purchased from southern FTOs are those that they request. Other products are priced after consultation with the suppliers.</i></p> <p>Do you have procedures to establish that your southern partners provide fair pay to all producers involved (in the local context)? Please explain.</p> <p><i>Most of the southern partners are now registered FTOs. Local suppliers supply us with Fairtrade registered product. The major export partner who is not an IFAT member, an organic fair trade cotton manufacturer in India, has been visited by several other northern FTOS, Greenpeace, NI and Oxfam staff to ensure working conditions and pay in the manufacturing units are fair. They work under the auspices of the Clean Clothes Campaign, and are SA8000 and ISO 9001:200 compliant The co-operative which supplies the raw cotton, and is an integral part of the project, is FLO registered. A further visit is planned by NI staff in 2007.</i></p> <p>Do you offer pre-financing facilities to your southern partners? If so, what percentage, and to how many?</p> <p><i>At the moment 100% advance payment is offered to all FTO producer organizations on receipt of a proforma invoice. While we may not be able to continue doing this we will continue to offer at least 50% to all southern Fair Trade suppliers.</i></p> <p>Do you have a policy regarding length of relationships with southern partners? Please explain.</p> <p><i>New trading relationships have begun on the understanding that the relationship is a trial, as we have little capacity to enter such relationships with an immediate long-term commitment with some certainty. We intend to make every effort to continue purchasing from the same producers if they have products we can sell, and have in fact made room in our second year of Fair Trade purchasing for poorer selling products in our range specifically to assist some producers. We do not switch from one producer to another if the original producer can provide the products we require.</i></p> <p><i>So far only one partnership we have started has been discontinued, due to extremely poor sales and little hope of improving or finding suitable alternative products from them. More information on our Fair Trade suppliers, and the sales from their products, are in Appendix 4.</i></p> <p>Do you use the FLO price as a minimum where it exists?</p> <p><i>Yes – coffee and teas are usually purchased through Fairtrade licensees in Australia, while the organic cotton used in our range is grown and traded under FLO conditions.</i></p>

<p>Gender Equity</p>	<p>Do you have systems in place which ensure prompt payment of bills? Please explain.</p> <p><i>Whenever we are paying producers or their agents final payments directly we pay by telegraphic transfer to their account within 2 to 3 days of receipt of invoice, if not prepaid. In addition we pay an extra amount to cover bank fees at the supplier end.</i></p>
	<p>Does the organization have a gender policy in place which ensures that the special needs of women are met and that women are not discriminated against in any way in the work place? Please explain</p> <p><i>NI's UK co-op has an Equal Opportunities policy, which by default applies to the Australian Co-op, and which states: "The Co-operative is committed to the principle of equal opportunities and is working towards this goal. In practice this means no discrimination against people on the grounds, for example, of race, gender, sexual orientation, transgender, age, disability, employment and housing status. This means not just that employment is open equally to all, but also that the Co-operative recognises the need positively to encourage people discriminated against in (Australian) society to apply. It also means that positive action will be taken when recruiting to correct serious imbalances within the group. The Co-operative acknowledges the necessity of providing a supportive working environment for people discriminated against in society."</i></p> <p>Please indicate the following information:</p> <ul style="list-style-type: none"> - No. of employees. <i>6 full time, 3 part time.</i> - % of women employed. <i>6</i> - % of women employed at managerial level. <i>All 6 full time employees are directors/managers, and 3 of these are women.</i>
	<p>Does the gender policy state that awareness raising on women's issues should be included in training and Fair Trade awareness raising programmes?</p> <p><i>The position of women takes central place in NI's values, operations (internal and with partners) and campaigning. Women's Rights issues have been covered hundreds of times in the NI magazine, including some complete magazines devoted to the topic, and including some in relation to Fair Trade. These constitute a major contribution to awareness of women's issues amongst the general public, academics and politicians. Over 20 years of NI magazine articles on women's issues are freely available through the website at www.newint.org. We have also published the No Nonsense Guide to Women's Rights.</i></p>
	<p>Do you receive information on your southern partners pay and conditions for men and women? Please explain.</p> <p><i>Not specifically to date, but again, most are IFAT FTOs, and therefore comply with the requirements of IFATs standards and monitoring procedures. Where doubts may arise they can be consulted on such matters.</i></p>
<p>Working Conditions</p>	<p>Do you give preference to southern partners who give special emphasis to providing work and/or training for women? Please explain.</p> <p><i>Not necessarily at this stage, though for most of the FTOs we have begun to trade with, a special emphasis on women is already part of their own priorities.</i></p>
	<p>Do your working conditions comply with national labour laws? Please explain.</p> <p><i>We comply with and usually exceed all national labour law requirements.</i></p>

	<p>Do you have a health and safety policy? Please explain.</p> <p><i>NI's UK co-op has a Health and Safety policy, which by default applies to the Australian Co-op, where applicable.</i></p> <p>Does your organization provide training to staff on health and safety issues? If so, how?</p> <p><i>No, although all staff are very aware of such issues.</i></p> <hr/> <p>Do you have a policy on volunteers? What does it say about:</p> <ul style="list-style-type: none"> • Volunteer involvement within the organization • Training and coaching <p><i>We do not have a policy on volunteers, although from time to time we do benefit from the use of volunteers, who, apart from salary, are treated in the same way as staff.</i></p> <hr/> <p>Do you check that your southern partners have, or are working towards, safe and healthy working environments for their producers and workers? What steps do you take to ensure this?</p> <p><i>Most of the southern partners are now registered FTOs. Local suppliers supply us with Fairtrade registered product. The major export partner who is not an IFAT member, an organic fair trade cotton manufacturer in India, has been visited by several other northern FTOS, Greenpeace, NI and Oxfam staff to ensure working conditions in the manufacturing units are safe and healthy. They work under the auspices of the Clean Clothes Campaign, and are SA8000 and ISO 9001:200 compliant The co-operative which supplies the raw cotton, and is an integral part of the project, is FLO registered. A further visit is planned by NI staff in 2007.</i></p>
<p>Child Labour</p>	<p>Does the organization have a child labour policy? Please elaborate.</p> <p><i>NI does not employ children, and campaigns strongly on child labour issues in our magazine and on our website. This campaigning was instrumental in the introduction of the Rugmark certification process.</i></p> <hr/> <p>Do you ensure that southern partners disclose information on children's involvement in production? Please explain.</p> <p><i>We haven't asked specifically, but most of the southern partners are registered FTOs, and if we had any doubts they would provide us with the information.</i></p> <hr/> <p>Do you take steps to encourage sensitivity by your southern partners towards the well being, safety, health and need for play where children are involved in production? Please explain.</p> <p><i>No specific steps are taken, though they are aware of our stance on child labour.</i></p>
<p>The Environment</p>	<p>Do you have an environmental policy which addresses and minimizes adverse environmental impacts from your operations? If yes briefly describe it.</p> <p><i>We do not have a written environmental policy, but environmental issues are central to NIs commitment to and campaigning for planetary sustainability, and we take all possible steps to minimise any adverse ecological footprint.</i></p>

	<p>If you do not have a specific environmental policy, please explain what steps you take to understand and minimize your in-country environmental impact.</p> <p><i>All magazines and catalogues published by us are printed on 100% recycled paper using soy based inks. All office waste is recycled where possible.</i></p>
	<p>Do you take steps to assess whether your suppliers use environmentally sensitive sourcing, production and waste management procedures where they can? Do you give preference to those that do? Please explain.</p> <p><i>We have not established formal procedures to assess the production and waste management procedures of our producers, though in most cases they have reported this aspect of their work to us on their own initiative.</i></p>
	<p>Do you give preference to products with low adverse environmental impact, eg organic products? Please explain.</p> <p><i>Wherever possible, we sell products made from raw materials which have minimum environmental impact, such as jute, lokta paper, wild harvested allo fibre, recycled paper, organic cotton and hemp. All coffee, tea and skin care products sold are certified organic. We also sell a range of environmentally friendly solar and wind-up radios and torches.</i></p>

Part II: Stakeholder Discussion

New Internationalist Supplier Input to Stakeholder Discussion - Summary

In 2006, a stakeholder survey was sent to our Fair Trade suppliers. Input was received by: Mahaguthi (Nepal), Bhaktapur (Nepal), African Pacific (Australia), ESP (Australia), TradeWinds (Australia). The following table summarises the results. The individual responses are available on request.

Cumulative ranking of New Internationalist performance according to the following, using a scale of 1-5. (*Rating 1 means very poor, 2 means poor, 3 means average, 4 means good, 5 means very good and 6 means "Don't know". So, for example, 3 respondents rated us "very good" in respect of "Honesty with partners", while 2 rated us "Good"*)

Rating	1	2	3	4	5	6
Transparency and Accountability						
Honesty with partners	-	-	-	2	3	-
Honesty in promotion material	-	-	-	1	3	1
Capacity Building						
Product feedback	-	-	2	-	2	1
Market information provision	-	-	2	2	1	-
Long term commitment	-	-	1	2	2	-
Promoting Fair Trade						
Help with market access	-	-	1	4	-	-
Payment of a Fair Price						
Payment of a fair price	-	-	-	1	4	-
Prompt payment	-	-	-	1	4	-
Pre payments	-	-	-	-	3	2
Working Relationships						
Communication	-	-	-	2	3	-
Fair dealing with orders	-	-	-	1	3	-
Support value adding processes	-	-	1	-	1	3

Do you have any specific comments that justify any high or low rankings?

(Mahaguthi) "The relationship with New Internationalist is about a year only which is a very short time for more detail inputs. However this is a beginning with the very positive vibration. Surely we will be more enlightened and working closely knowing each other in the best way in the coming years."

(ESP) "NI have been a supporter of our No Sweat and Rtiko brands from the beginning... much appreciated"

Do you wish to comment on any other area of our working practice?

(Mahaguthi) "We should appreciate New Internationalist for understanding the producers, situations and limitations. Thanking you so much for your kind hearts and Cooperation!!!"

(ESP) "Keep the feedback coming!"

Part III: Ranking and Targets

- 1 - Not complying (Please state reasons)
 2 - Just beginning
 3 - Half way there
 4. - Nearly there
 5. - Fully complying

FAIR TRADE STANDARDS	1	2	3	4	5	Suggested activities for improvement (Targets)
1. Creating Opportunities for Economically Disadvantaged Producers.				X		Aim to have greater than 50% of all product sales from Fair Trade sources. Work with NI's editorial team to increase amount of Fair Trade stories in the New Internationalist magazine.
2. Transparency and Accountability					X	
3. Capacity Building			X			As resources allow, increase direct capacity building work with Fair Trade suppliers, especially more product design assistance.
4. Promoting Fair Trade				X		Increase usage of email newsletters to promote Fair Trade. Work more closely with other FTOs in Australia on FT promotion.
5. Fair Pay and Prompt Payments					X	As resources allow, consider setting up a more rigorous system for monitoring compliance by our non-IFAT suppliers.
6. Gender Equity					X	As resources allow, consider setting up a system for monitoring compliance by our non-IFAT suppliers.
7. Working Conditions					X	As resources allow, consider setting up a system for monitoring compliance by our non-IFAT suppliers.
8. Child Labour					X	As resources allow, consider setting up a system for monitoring compliance by our non-IFAT suppliers.
9. The Environment				X		Implement a carbon offsetting program to counter our heavy use of paper and other resources in-country.

APPENDIX 1

Standards for Fair Trade Support Organisations and Fair Trade Networks

1. **Creating Opportunities for Economically Disadvantaged Producers**

The mission, broad goal or key objective of the organisation is to provide specialist support (financial or business development) to FTOs, or to be an umbrella body or network or Fair Trading Organisation with the aim of reducing poverty through trade.

2. **Transparency and Accountability**

The organisation is accountable to all its beneficiaries and other stakeholders, including IFAT. The organisation finds appropriate, participatory ways to involve employees in its decision-making processes.

3. **Capacity Building.**

The organisation is committed to developing the skills of its own employees to ensure continually improving delivery of services to Fair Trade Organisations. Organisations providing business development services to Fair Trade Organisations or producers facilitate the improvement of their clients' business management skills and access to markets.

4. **Promoting Fair Trade.**

The organisation raises awareness of the purpose of Fair Trade and of the possibility for greater justice in world trade through Fair Trade by whatever means are most appropriate, taking into account the scope of the organisation and the services it delivers.

5. **Fair Pay and Prompt Payments.**

The organisation provides its staff with a socially acceptable living wage (in the local context), considered by the staff to provide a reasonable quality of life and which takes into account the principle of equal pay for equal work by women and men. Service organisations providing business development and capacity building support to Fair Trade producers encourage them to pay a socially acceptable living wage to their employees.

Fair Trade Support Organisations and Fair Trade Networks commit to prompt payment of goods and services provided to them.

6. **Gender Equity.**

The organisation provides opportunities for women and men to develop their skills and promotes applications from women for job vacancies. Women employees are provided with leadership training and encouraged to seek leadership roles. The organisation takes into account the special health and safety needs of pregnant women on the grounds of religion, gender, caste or age. Service organisations interacting with Fair Trade producers ensure that women's issues are included in their training and Fair Trade awareness programmes.

7. **Working Conditions**

The organisation ensures that employees work in a safe and healthy environment. Working hours are in line with conditions established by law and the ILO Convention. Staff have clean water to drink, adequate sanitation and access to essential medical support. Training is provided on health and safety.

8. **Child Labour**

No children are employed under the age of completion of compulsory schooling and the minimum age for admission to employment according to the legislation or the country concerned.

Service organisations providing business development and capacity building support to Fair Trade producers ensure that the awareness of health, safety and child labour issues are included in their training programmes.

9. The Environment

The organisation has an environmental policy in place regarding purchasing of products for its own use, disposal of waste etc. (For example: There is a policy in place to buy furniture and equipment made from wood from sustainably managed forests and paper which is either recycled or made from pulp from sustainably managed forests)

Service organisations providing business development and capacity building support to Fair Trade producers ensure that awareness of environmental issues are included in their training programmes. The organisation promotes the use of environmentally friendly appropriate technology, encourages energy reduction initiatives and creates awareness of environmental hazards.

APPENDIX 2

Standards for Fair Trade Organisations

1. **Creating opportunities for economically disadvantaged producers**

Poverty reduction through trade forms a key part of the organisation's aims. The organisation supports economically disadvantaged or marginalized producers; whether these are independent, family businesses or grouped in associations or co-operatives. It seeks to enable them to move from a position of vulnerability to one of security and from material poverty to income and ownership. The organisation has a plan of action to carry this out.

2. **Transparency and accountability**

The organisation is transparent in its management and commercial relations and deals fairly and respectfully with its trading partners. It is accountable to all its stakeholders in a process that respects the sensitivity and confidentiality of commercial information supplied. The organisation finds appropriate, participatory ways to involve employees/staff and producers in its decision-making processes and gives special attention to the dissemination of relevant information to all its trading partners. The communication channels are good and open at all levels of the supply chain.

3. **Capacity building**

The organisation seeks to develop producers' skills. It develops specific activities to provide assistance to producers and commits to providing continuity in its trading relationships with its partners in the supply chain over an agreed given period. The organisation takes responsibility as appropriate to assisting producers and marketing organisations (both exporting and importing) to improve their management skills and their access to international, regional and/or local markets, both Fair Trade and mainstream as appropriate. The organisation also develops the skills of its own employees/ staff.

4. **Promoting Fair Trade**

The organisation raises awareness of the aim of Fair Trade and of the possibility for greater justice in world trade through Fair Trade. It advocates the objectives and activities of Fair Trade according to the scope of the organisation. It acknowledges the importance of customers for the growth and effectiveness of its movement. Customers are provided with information about the organisation, the products, and in what conditions they are made. Honest advertising and marketing techniques are used. The organisation aims for the highest standards in product quality and packing.

5. **Payment of a fair price**

A fair price is one that has been mutually agreed by all through dialogue and participation, which provides fair pay to the producers and can also be sustained by the market. Where Fair Trade pricing structures exist, these are used as a minimum. Fair pay means provision of socially acceptable remuneration (in the local context) considered by producers themselves to be fair and which takes into account the principle of equal pay for equal work by women and men. Fair Trade marketing organisations support capacity building as required to producers in costing and pricing products to enable them to set a fair price. Fair Trade buyers, importers and intermediaries ensure prompt payment to their producers and other partners and, whenever possible, help producers with access to pre-harvest or pre-production financing (advance payments). The production of high value-added products is encouraged.

6. **Gender Equity**

The organisation provides opportunities for women and men to develop their skills and actively promotes applications from women for job vacancies. Women employees are provided with leadership training and encouraged to seek leadership roles. Organisations working directly with producers ensure that women's work is properly valued and rewarded. Women are always paid for their contribution to the production process. The organization takes into account the special health and safety needs of pregnant women and breast-feeding

mothers. Women participate in decisions concerning the use of benefits accruing from the production process. Local cultures and traditions are respected and steps taken to avoid discrimination on the grounds of religion, disability, caste or age.

7. Working conditions

The organisation is taking steps to promote a safe and healthy working environment for producers with clean water to drink, adequate sanitation and access to essential medical support. Working hours are in line with the conditions established by the law and ILO convention. The organisation raises awareness of health and safety issues with producers on a regular basis.

8. Child Labour

The organisation and its members respect the UN Convention on the Rights of the Child, as well as the law and social norms in the local context, in order to ensure that the participation of children in production processes of fairly traded articles (if any) does not adversely affect their well-being, security, educational requirements and need for play. Organisations working directly with informally organised producers disclose the involvement of children in production.

9. The environment

The organisation maximizes the use of raw materials from sustainably managed sources buying locally when possible. In the case of buyers or importers, priority is given to buying products made from raw materials made from sustainably managed sources where these are available and to encouraging its suppliers to look for such materials. Recycled or easily biodegradable materials are used for packing and goods are dispatched by sea wherever possible. The organization promotes the use of technology that respects the environment as well as the use of initiatives to reduce energy consumption, and creates awareness of environmental hazards.

Appendix 3

New Internationalist Retail Sales Sources ex GST	2004/5		2005/6		2006/7	
	Number of Suppliers	Sales	Number of Suppliers	Sales	Number of Suppliers	Sales
NI Published (books, CD Roms, calendars etc) Percent of total retail sales Percent Growth		\$144,072 30%		\$179,248 28%		\$154,869 20%
				24%		-14%
Local Non FT Purchases (largely books, games etc) Percent of total retail sales Percent Growth	many	\$267,519 55%	many	\$290,765 46%	many	\$350,344 44%
				9%		20%
Total Non FT Percent of total retail sales Percent Growth	many	\$411,591 85%	many	\$470,014 75%	many	\$505,213 64%
				14%		7%
Local Fair Trade Purchases Percent of total retail sales Percent Growth	1	\$14,502 3%	4	\$37,078 6%	5	\$55,262 7%
				156%		49%
IFAT Imports Percent of total retail sales Percent Growth	0	\$0 0%	4	\$16,339 3%	11	\$68,831 9%
						321%
Other Fair Trade Imports Percent of total retail sales Percent Growth	2	\$56,464 12%	2	\$106,734 17%	5	\$158,109 20%
				89%		48%
Total Fair Trade Percent of total retail sales Percent Growth	3	\$70,966 15%	10	\$160,151 25%	21	\$282,202 36%
				126%		76%
Total Retail Sales		\$482,557		\$630,165		\$787,415
Wholesale Sales (mostly NI Published)		\$85,000		\$108,000		\$121,000
Total Sales		\$567,557		\$738,165		\$908,415

Appendix 4

Individual Fair Trade Supplier Growth in Sales	2004/5	2005/6	%incr	2006/7	% incr
Local Fair Trade Purchases					
African Pacific		\$5,951		\$11,548	94%
Environmentally Sound Products		\$17,497		\$18,527	6%
Ethiopia.Com.Au		\$4,912		\$8,454	72%
Robins Foods				\$2,404	
Trade Winds Tea and Coffee	\$14,502	\$8,719	-40%	\$14,330	64%
IFAT Imports					
Asha Handicrafts				\$4,703	
ATNN				\$5,430	
Bhaktapur Craft Papers Ltd		\$3,135		\$8,037	156%
Ceylon Spices				\$4,754	
CORR The Jute Works				\$5,046	
Dezign Incorporated		\$1,630		\$907	-44%
La Siembra				\$5,430	
Mahaguthi		\$9,301		\$27,262	193%
Mitra Bali				\$5,327	
Preda				\$2,615	
Silence		\$2,272		\$126	-94%
Other FT Imports					
Rajlakshmi/Organic Cotton	\$47,111	\$93,804	99%	\$115,896	24%
One Village	\$9,353	\$12,930	38%	\$15,702	21%
Ruth Y Nohemi				\$10,342	
Sabahar				\$7,909	
Saidpur Enterprises				\$8,260	