



FIGHT POVERTY SHOP FAIR TRADE

DESIGN BRIEF FOR VILLAGEXCHANGE FAIR TRADE TEES

Scope of Work & Objective

To submit design(s) for short sleeved t-shirts with a focus on socially and environmentally friendly themes. These designs are to be printed on our Fair Trade and organic certified tees, and retailed to young and/or socially and environmentally progressive consumers in Singapore.

Target Market and Retail Pricing

The t-shirts are targeted mainly on young people between the ages of 18 - 25, including students from the local colleges and universities, and young working adults. The t-shirts will retail at SGD 22.00 each.

Design Orientation

The designs should focus primarily on Fair Trade, global poverty, world peace, or environmental friendliness. They should be fashionable and preferably perceived as “hip” and/or “cool” by our target audiences. We foresee that the main design challenge is in communicating these serious and multidimensional themes in a t-shirt, and in a “non-depressive” manner.

Design Selection

Submissions will be compiled and a public survey will be conducted to choose the top 10 to 30% of winning designs.

Remuneration

We offer a 5% royalty fee for each t-shirt with your design sold, including reprints over the next 2 years. Please email us if you have other proposed arrangement of preference.

Technical and Practical Information

T-Shirt

- Materials: Single jersey cotton fabric of 180 to 200 gsm
- Style: Crew neck and fitted cut for both men's and ladies'
- Colours: Black, white, baby blue, and grasshopper green (additional colours will be added soon)

Printing

- Fairly basic screen printing methods based on plastisol inks for the initial phase

Designs

- Original and does not infringe copyrights
- Suitable for both men and ladies
- Can be printed on the t-shirt colours listed above
- Preferably not exceed 4 colours per design
- Preferably not contain only, or mostly text

Background Information

About Us

Villagexchange (www.villagexchange.org) is a social enterprise that promotes Fair Trade as an equitable and sustainable form of exchange for alleviating global poverty. We are the first organization to promote Fair Trade in Singapore, and to offer fairly traded products from poor producers in less developed countries. These products include handicrafts, jewellery, campaign items etc., and are available at our online shop (www.villagexchange.org/shop).

As social entrepreneurs, we are:

- Committed to contributing to a fairer and more equal world;
- Progressive as the first to promote Fair Trade in Southeast Asia as an equitable and sustainable means of economic arrangement;
- Professional in our approach with years of business and international development experiences;
- Idealist in our belief that a better world is possible, simply through Fair Trade and other global movements addressing the needs of the poor and disadvantaged;
- Professional, transparent and ethical in our conduct;
- Open and informal in our management processes.

About Fair Trade

Fair Trade is a trading partnership that helps eradicate poverty by ensuring that poor producers in less developed countries receive fair prices, improved trading conditions, technical or marketing assistance, and environmental stewardship to help secure their livelihoods.

It is an organized social movement and market-based approach to empowering developing country producers and promoting sustainability. It focuses in particular on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, and flowers.

Fair Trade's strategic intent is to deliberately work with marginalized producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency. It also aims at empowering them to become stakeholders in their own organizations and actively play a wider role in the global arena to achieve greater equity in international trade. Fair Trade proponents include a wide array of international religious, development aid, social and environmental organizations such as Oxfam, Amnesty International, Catholic Relief Services, and Caritas International.

Today this movement links producer cooperatives in poor countries with international certifying organisations, retailers, and consumers worldwide. In this way Fair Trade has allowed millions of people around the world to stay on their land, put food on the table and keep their kids in school. In 2007, Fair Trade certified sales amounted to approximately €2.3 billion (US \$3.62 billion) worldwide, a 47% year-to-year increase. In June 2008, it was estimated that over 7.5 million disadvantaged producers and their families were benefiting from fair trade funded infrastructure, technical assistance and community development projects.



More information about Fair Trade is available at:

http://www.villagexchange.org/ft_overview.html

http://en.wikipedia.org/wiki/Fair_trade

<http://transfairusa.org/content/about/index.php>

<http://www.fairtrade.net/>

<http://www.ifat.org/>

Contact Information

We might have missed some other important information, so please feel free to contact us anytime if you have any questions, and thanks for your support!

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