



Thematic Edition of the Revue *Économie et Solidarités*

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Call for Contributions

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Fair Trade: A Transforming Movement

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As the symbolic figure of new generation social economic movements, fair trade canalizes political, social and economic demands by proposing an exchange system that is more just and advantageous for Southern countries. Throughout its institutionalization during the 1980s, it succeeded in installing a real commercial system that questions the traditional economic system as much as it renews it. By paying producers up to double for their harvests, the fair system in effect saps the fatalistic competitive ideology by which dominant economic actors justify the ridiculous prices paid for produce from Southern countries. Simultaneously, these same actors adopt «fair trade products», to reach the niche of consumers concerned by the North-South problematic. This “economic” institutionalization worries a fraction of the fair trade movement, who see it as an intrusion through which their message of justice and their transforming power are weakened if not destroyed.

Regardless of whether the institutionalization is political or economical, it is transforming; the social movement continues to fuel this institutionalization, even if it has had to modify its speech and strategies. Thus the economic institutionalization, which is juxtaposed by a possible political institutionalization, is causing social transformations as well as institutional and organizational ones which transcend the fair trade movement. Enterprises, for example, must now operate with a definition of their social performance defined not only by their specialists in public relations, but also by a myriad of NGOs who define what “fair trade” means. Following the example of other social economic movements, fair trade participates in the ethical restructuring of the market through which the treatment of Southern producers is a commercially differentiating factor. Commercial logic and social responsibility can also be combined by supporting strategies towards political institutionalization, and by reinforcing the transformation process of international commercial rules.

In this thematic edition we wish to explore the transformational avenues of fair trade from five perspectives: the North, the South, the consumers, Southern producers, and large enterprises. We are looking for articles that illustrate how fair trade is transforming Northern and Southern economies. We are also hoping to receive articles that explore these transformations with regards to consumers, producers, and large traditional enterprises. We will also accept articles that analyze the transforming potential of fair trade at a global level. Those articles that offer an integrated perspective rather than exclusively economic, political or social ones will be favoured.

Instructions for Contributors

Please submit your article before the 15th of **August 2006** by email to Veronique Bisailon (bisailon.veronique@courrier.uqam.ca). The Editorial Board welcomes manuscripts in French or English, although they should include an abstract of 8-10 lines in both French and English. Articles may not exceed 32 000 characters, other texts may not exceed 22 000 characters, and book reviews may not exceed 11 000 characters, all counted without spaces.

Text

Margins: Top, bottom and right: 2.5 cm. Left: 3 cm.

Justification: Left justification (no indentation at beginning of paragraphs).

Typeface: Normal, Times 12 (italics: use only for foreign words and book titles)

Spacing: 1 ½, double spacing after each paragraph.

Titles: in uppercase letters and bold type (with accents on uppercase letters: É, À...). The title should be in 14 and the subtitles in lowercase letters and bold type.

Footnotes: At the end of the text (rather than at the foot of the page).

Acronyms: The first use of the name should be written in full, followed by the acronym in brackets (e.g.: community economic development corporations (CDCs)).

Authors: Author's name should appear following the article title, as follows:
First name, Last name, institutional affiliation and electronic address.

Tables, graphics and figures should be limited to those judged essential for understanding the text. Tables and graphics must each be titled and be numbered consecutively in Roman numerals. Please indicate clearly the position of each graphic or table in the text. Capitalisation should be minimised and should follow the standard rules.

Bibliographical References

References should be listed in full at the end of the paper in the following standard form:

Book: NAME, First name. (year). *Title*, Place of publication, publisher, number of pages, other information as required: other authors, edition, collection

Article: NAME, First name. (year). "Title of article", *Periodical Title*, vol. x, no x, pages.

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