



The Journal of Fair Trade

ACTION PRACTICE THEORY JUSTICE

The Journal of Fair Trade Society

3rd Meeting, 2 November 2023.

Welcome and Introduction to the Matters of the Day

JoFT Editor-in-Chief, Pauline Tiffen welcomed all to this 3rd meeting of the Journal of Fair Trade Society and noted those attending as being a diverse group of new and core-supporters represented by academics, researchers, practitioners, fair trade organisations, Journal of Fair Trade authors, guiding advisors, anonymous reviewers, members and supporters. She announced that in the meeting the aim is building conversation and developing a collaborative strategy on key challenges faced.

The Journal of Fair Trade is relatively new, launching in 2019. It's a publication which aims to cover a range of topics, approaches, practices and theories about making trade fair. It embraces a very broad concept of Fair Trade and encompasses social and environmental challenges not focussing solely or primarily, on certification. Pauline explained that since 2021 JoFT is a Diamond Open Access publication: free for readers to read, download and use as well as being free for authors, with author's maintaining their copyright.

Who is Reading the Journal of Fair Trade? Where are they?

An update on JoFT usage statistics presented by Ellie showed the huge growth in usage figures from 2020 with 83 subscribers. The term usage was clarified: an article download is journal access. It was noted that on ScienceOpen you can see the number of people who have read an article. Interestingly this figure could be larger than article download figures since articles can be read without requiring download. Since JoFT became Diamond Open Access in January 2021 there has been a steady, increased growth in usage statistics with almost 13,000 in 2021, 17,000 in 2022 and predicted to exceed this with 25,000 in 2023.

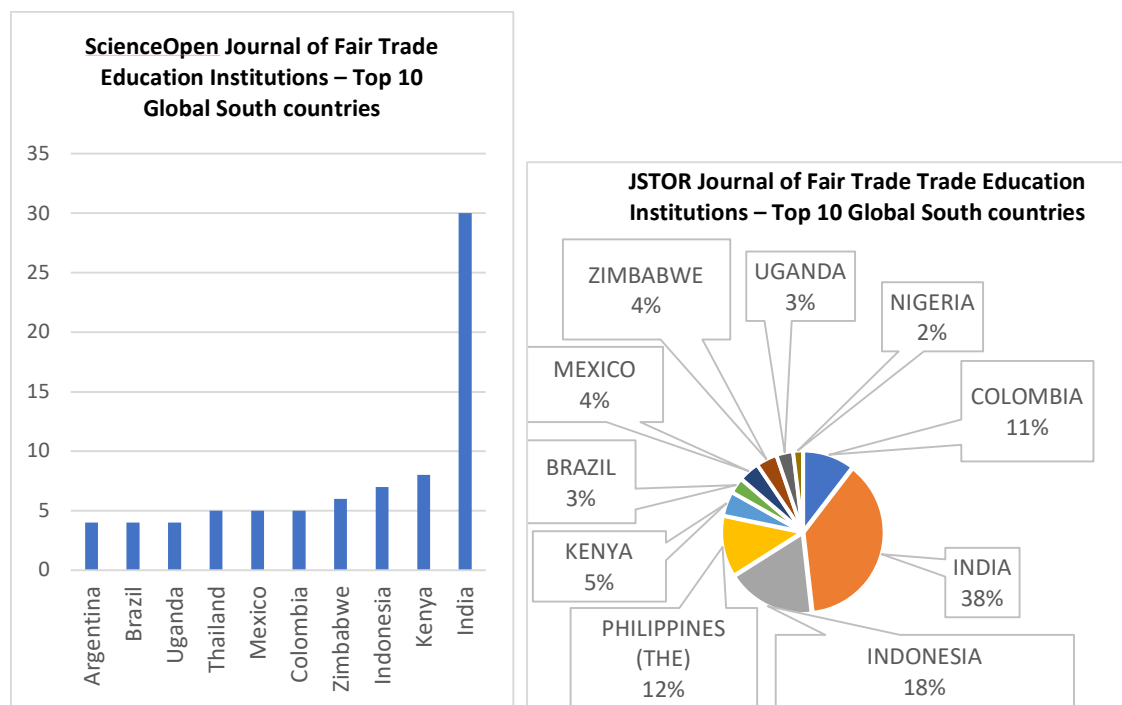
Year Year-by-Year Usage		The top 10 JoFT readership countries United States 6,238 United Kingdom 2,022 Germany 1,213 France 1,180 China 1,052 Canada 899 India 518 Netherlands 489 Finland 480 South Korea 472
2019	70	
2020	83	
2021	12,634	
2022	17,084	
2023	Est. >25,000	

JoFT usage figures are from both ScienceOpen and JSTOR, the two platforms where it is published. Both ScienceOpen and JSTOR usage statistics have been combined to examine JoFT usage and global reach. The top 10 JoFT readership countries presented were noted as currently, largely comprising

UK, USA and European countries with only China and India representing the Global South in this group.

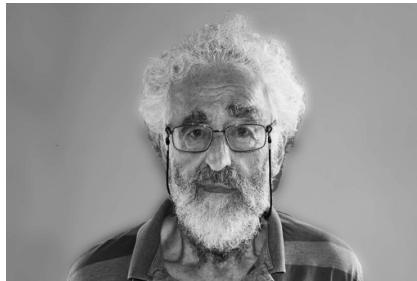
Update on Readership in the Global South

JoFT being Diamond Open Access removes economic barriers allowing expanded usage within the Global South. The current, combined usage statistics shows JoFT has been accessed by 115 countries in the Global South within which are approximately 700 individual, Global South Academic institutions that have accessed the journal. The Top 10 Global South countries were presented from readership statistics and it was noted that India has by far the largest readership followed by Kenya, Indonesia, The Philippines, Columbia and Zimbabwe.



Pauline noted that there is clearly a lot more opportunity to work on the connections between academics, researchers and teachers and enterprises and organisations committed to working on fairer trade in practice, theory and learning.

Keynote Speaker: Roger van Zwanenberg, Founder of Pluto Journals



Pauline introduced the Key note speaker Roger van Zwanenberg, the Founder of Pluto Journals, and commended his decades-long work as a radical publisher (Zed, Pluto Books). She thanked him for his encouragement and helping her launch the Journal of Fair Trade to join Pluto Journal's amazing, multi-disciplinary and cutting edge journal family.

THE PLUTO JOURNALS COLLECTION



Arab Studies Quarterly	Journal of Global Faultlines
Bethlehem University Journal	Policy Perspectives
Groundings: The Journal of The Walter Rodney Foundation	Prometheus
Horizontes Decoloniales / Decolonial Horizons	ReOrient
Institute of Employment Rights Journal	Socialist Lawyer
International Journal of Critical Diversity Studies	State Crime Journal
International Journal of Cuban Studies	The Journal of Intersectionality
International Journal of Disability and Social Justice	Work Organisation, Labour & Globalisation
Islamophobia Studies Journal	World Review of Political Economy
Journal for the Study of Indentureship and its Legacies	Zanji: The Journal of Critical Global South Studies
Journal of Fair Trade	

All of the journals Pluto Journals published can be seen and accessed via the Pluto Journals Super collection on ScienceOpen Website <https://www.scienceopen.com/collection/2281cdf2-c34b-4e11-895b-0f0152b8783e>

Roger's Keynote Presentation can be listened to here on youtube
https://bit.ly/RvZpresents_2Nov23JOFTSOC

Roger: First About Pluto Journals and The 'Mysteries' of Journal Publishing

Pluto Journals comprises 20 radical, scholarly, Social Science journals. Pluto Journals was the first independent publisher to fully transition from the subscription system to Diamond Open Access in 2021.

Today we're looking at the broader system within which the Journal of Fair Trade sits and in particular the funding system of scholarly journals worldwide. This is a complex and arcane system where supply and demand don't work together. This discrepancy is well illustrated by the demand seen in readership for the Journal of Fair Trade during its first year transitioning to diamond Open Access with the its usage statistics growing from 60-70 to 17,000 in the first year alone.

Every major university library receives Government funds annually something which very few people know. The subscription system was set up primarily for Journal and book publications pre-

digitalisation. The biggest, 'must-have' journals gave rise to the largest publishers (John Wiley, Taylor & Francis, Springer Nature, Elsevier, Routledge (owned by Informa), OUP and CUP) who sweep-up around 80% of all University Library funds. Outside these largest publishers there's a cluster of smaller publishers hoping to get library funds.

With the advent of digitalisation, in around 2000, the big publishers agreed with libraries to develop their digital systems which resulted in these publishers taking an ever-increasing proportion of the available library funds. Meanwhile Pluto Journals saw its funds decrease from year on year from 2012- 2020.

The libraries saw these biggest publishers were organising and controlling, their digital systems which sparked users' complaints and initiated the movement to, and spread of, Open Access which provides free readership. At the same time publishers needed to be paid and so they created the Author Processing Charge (APC), which authors generally pay for from their research grants. However, Humanities and Social Science researchers tend not to receive research grants and so these authors lack the means to pay the APC. Therefore, publishers of Humanities and Social Science journals often lacked APC income.

This lack of APC funds gave rise to the development of the Diamond Open Access movement which removes APCs entirely: meaning authors are not charged any fees. Roger was extremely concerned about Pluto Journals transitioning to Diamond Open Access which arose due to its journal collections' platform host, JSTOR's decision to move away from hosting small journals. However, what happened was the people providing funds became the Diamond Open Access supporters.

"A growing group of stakeholders including the Ivy Plus librarians, 14 major Universities in USA, a coalition of UK-based researchers and the Council of the European Union are calling for an alternative, collective funding model for Open Access. At the same time a collective, funding experiment as well as conditional open model such as S2O [Subscribe to Open] where neither readers nor authors pay is reported as showing promising results around the world. "

Pluto Journals is amid the S2O community, being a member of S2O, and the ongoing work on the problem of funding troubling libraries. Librarians question: how do we pay for Diamond Open Access journals as we don't have appropriate budgets. Within the first year of Pluto Journals going Diamond Open Access its usage, downloads, statistics increased by 600% across all journals. While, younger journals usage increased by several 1000%. At the same time, during this first year, the Pluto Journals budget was halved.

During 2023 Roger and his team have been speaking to librarians to address this overall funding problem related to maintaining the entire Pluto Journals Collection as Diamond Open Access and are generating leads.

Roger asked those attending who have access to their academic institution's library to approach their academic librarian and ask to speak with the Social Science librarian (and/or the open access librarian) and ask if they would support by subscribing S2O to the entire Pluto Journals collection. To allow you to easily email your librarian we've developed a template email. If you email your librarian please would you also copy in rogervz@plutojournals.com.

New Partnerships

Along with your initial library contact Pluto Journals will approach the library and give them more information to form a partnership.

We want to move away from the idea that libraries are simply *subscribing* to Pluto Journals, since they get all our journals free anyway, by forming partnerships with them and providing annual reports to librarians on their institution, authors and contributors from their institution and other impact data to justify the expenditure and contribution (e.g. access and usage in the Global South, including partner institutions and research collaborations).

HERE IS HOW YOU CAN HELP. The more you can help us the better. On the Pluto Journals website here <https://www.plutojournals.com/libraries/> is useful information on what libraries need to know, on the S20 subscription pricing (in different currencies) and a template to contact your librarian.

Please note that 25% of library budgets are spent within the final 3 weeks of the year. Very few libraries have any specific budget for Open Access/ Diamond Open Access but by the end of the year librarians consider what any remaining budget can be spent on.

Please act now because November is when librarians will start to consider spending any remaining budget and it will be spent Nov/ Dec.

Q&A

Darryl Reed asked what the University partnership would look like. Roger elaborated what communications and partnership with libraries would look like. Pluto Journals would supply libraries with usage statistics specific to each University as well as authorship figures to detail which authors from their university have been published within a Pluto Journals title.

Emma Anderson presented that she's working in journal publishing for 20 years and has been concerned about the cost of APC costs being charged to academic Institutions. Emma asked "Do you think the big publishers will ever switch to Open Access? Roger replied that he thinks the largest 7 or 8 publishers will first take each other over, to become larger, before considering Open Access. However, on the other hand Roger has found librarians to be greatly interested in supporting.

Mike King agreed that the largest publishers are likely to become larger. But this leaves publishers of other Social Science and specialist journals for which Open Access will become more valuable.

Melanie Olivero asked "Why do you think are we finding librarians so supportive? What is it that lends them to supporting Open Access?". Roger replied he thinks that librarians have a strong idealist streak coming in part from their primary purpose to support Universities and knowledge sharing. He sees that this leads them to support small publishers in the name of knowledge sharing.

Anne Tallontire noted that University of Leeds is in partnership with the University of Pretoria and the Knowledge and Equity Partnership which has a commitment to Open Access.

Darryl Reed asked "How many journals published by Pluto Journals are indexed on Scopus?". Roger noted that several Pluto Journal titles are Scopus Indexed and noted that a journal must be 3 years old to be eligible as follows: 6 of the Pluto Journal titles are Scopus indexed (Arab Studies Quarterly, The International Journal of Cuban Studies, Prometheus, ReOrient, State Crime Journal and World Review of Political Economy) and a 7th is currently being application for Scopus indexing is currently being reviewed for Work Organisation, Labour & Globalisation.

Part 2. Journal of Fair Trade Strategies and Survival: Membership, Partnerships and Content Collaboration.

Pauline presented the current JoFT strategies as being

1. Financial sufficiency
2. Partnerships and Direct Quality submissions for good content and best practice cases with supportive but rigorous reviews and processes
3. Collaboration.

1. Financial Sufficiency

On the core strategic aim of financial sufficiency to support JoFT there is a lot of work to be done. The 2023 and 2024 yearly basic Journal of Fair Trade running costs of approximately £16,000 pa were shared by Pauline. The goal is to build up sufficient support from membership dues and donations to survive.

How are we doing?

In terms of financial income via membership there was an initial drive and commitment of support from early members on the old membership system. Since 2021 with the launch of the new membership system there have been 27 members join the Journal of Fair Trade Society with a total income of £780 in membership dues. Donors have pledged £71. The geolocation of financial contributors and members shows the Top 10 countries comprise USA, Canada, UK and EU countries. We greatly value the support from members with their membership dues but also with their support, knowledge and involvement.

Also, the drive by Pluto Journals, and its component journals and their academic supporters, to reach out and raise income from academic libraries who Subscribe to Open S20 to the Pluto Journals collection benefits The Journal of Fair Trade.

Please join as a member of the Fair Trade Society here <https://www.joft.org.uk/membership/>. We have tried to make the process as easy and accessible as possible. You can choose your preferred membership category of Individual, Organisation/ Social Enterprise or Ethical Business can be chosen and paid either in Pound Sterling, Dollar or Euros. Please do get in contact membersupport@plutojournals.com if you have any queries or have experienced any issues with the process of joining as a member.

2. Partnerships and Direct Quality submissions

Submissions to the Journal of Fair Trade from individual researchers, authors and academics have grown greatly. Pauline continues to reach out and persuade key voices to write. Along side this we're making partnership and plans to channel various Special Edition or thematic issues in a number of collaborations:

- with the Fair Trade International Symposium
- MADE51, and
- Commerce Equitable (CET).

The Fair Trade International Symposium (FTIS) special issue of the Journal of Fair Trade

Anne Tallontire presented that for the Special Edition FTIS23 with the Journal of Fair Trade has received a nice mix of submitted papers from academics, academics with practitioners and students. This nicely diverse mix is reflected from the range of audience who attended FTIS23 which is a truly distinct academic event. Roberta noted that the benefit of linking FTIS23 for this Special JoFT edition is that those who attended FTIS 23 have the opportunity to link with one another and publish.

Update on FTIS special issue of Journal of Fair Trade

Aim to include papers presented at the FTIS in June and others that meet the aims of the special issue
Aim for issue to be published mid 2024
Guest Editors: Anne Tallontire, Roberta Discetti, Matthew Anderson

Likely format

- Overview/ editorial
- 3 research papers
- 4 short research summaries/ case studies
- 2-3 discussion pieces

Fair Trade International Symposium LinkedIn group:
<https://www.linkedin.com/groups/12743560/>



MADE51. Christine Gent spoke about her work of bringing in a wider audience to work with vulnerable people and specifically refugees. She highlighted that as part of this work there's a potential plan for a live-event symposium in Sussex supported by the Brighton and Hove Fairtrade group in January 2024.



CET. Mathilde Mourges spoke of the CET partnership for a Special JoFT edition. CET is involved largely with democratic organisations in the Fair Trade cocoa sector. Pauline confirmed that JoFT will liaise with CET to plan and post the Call for Papers shortly: Why Coops Matter to Sustainable Trade. Elizabeth Bennet noted another possible US collaborator for this (Rutgers).

Part 3. Discussion: Building a Fair Trade Thinking and Action Movement.

Part 3. Discussion: Building a Thinking and Doing Movement!

Do we communicate regularly?
Do we share/amplify each other's work, achievements, new campaigns, publications, ideas, needs?
Who has/hasn't got a newsletter?
Could we be more 'joined up' and effective in communications?

Is there a need for collaboration?
Why? And on what?
What are the barriers? What are we missing/lacking? Who is missing from this grouping? Where should we start?



Let's Discuss!

Fair Trade Institute (FTI). Laura Reynolds presented FTI which is an independent platform and searchable bibliography of largely academic publication. It is a link to academic research on Fair Trade. She noted that the FTI is distinct to Evidencia in that FTI is more academic for the reason that academics themselves populate the bibliography by uploading their own publications. She mentioned that the number of uploads for 2021 were in double figures while for 2022 and 2023 there's only been one upload per year. JoFT noted that there had previously been an email sent to all authors prompting them to upload their article to the bibliography which can be resumed. However, FTI currently is an under- utilized resource. It was questioned whether when JoFT articles are uploaded to the bibliography if this then leads to an increase in JoFT readership. Action: Laura will look at the FTI bibliography metrics and data to see if this can be reported along with a report on who visited the bibliography and what they looked at.

The Fair Trade Reading club. Magdalena spoke of how FTAO Sergi Cobalan had started the book club as quarterly online, meetings for academics and other individuals to discuss their research and publications. The reading club gives a great opportunity for JoFT authors to present their research. Magdalena asked how the Book Club can best carry out its outreach and communications. The next Book Club meeting is scheduled for 15th January 2024. Action: JoFT newsletter to include mention of the Jan Book Club.

The Fair Trade International Symposium (FTIS). Roberta and Anne presented FTIS which is a collaboration between WFTO, FTAO, FTIS and a group of academics and is hosted on the FTAO website. FTIS has struggled to keep dialogue going between events which is where the collaboration between JoFT and FTIS Special Edition is useful. There has been discussion on how FTIS would look in the future and whether it might become a series of smaller events. FTIS20 in 2020 was online after the scheduled Mexico meeting was cancelled. FTIS is open to ideas of collaboration. It was noted that although biannual can feel a long time between events it is also a lot to organize these in-person hosted events.

Fair Trade Towns International (FTTI). Tadeus Makulski spoke of FTTI and asked how can we support JoFT and its dissemination? He noted that FTTI will hold an annual event in Sept 2024 and this will be followed by a WFTO conference in South Africa. Action: JoFT will share the South Africa event.

Christina Gent noted a thought that Masters students could be signed-up as free JoFT members, and become part of FTTI at the same time. Then, after graduation these free student memberships would switch and require an annual membership fee to be paid.

Patrick Fleming noted that Fair Trade as a model seems to have less public uptake. Bob noted there being questions about the Fair Trade model and its validity and asked how relevant the content is to assist members of the movement.

Darry Reed noted that Fair Trade has parallels with the cooperative movement. He questioned whether Fair Trade and JoFT should form itself into an international society of academics and scholars. This would have the benefit of having more specific themes for meeting and for funding applications as the themes could be specific but global.

Wrapping up

What should we do next?

It was proposed that we continue the conversation started today....

- Discussion dates – different time zones - in January, February, March
- Draft Propositions
- Costs and Options

AIM: Reach some practical conclusions and proposals by our next Meeting (May 9th 2024 3pm GMT) !