



trading company



learn skills,  
make money,  
create a  
fairer world!

# THE AWARD-WINNING FAIR TRADE SOCIAL ENTERPRISE PROGRAMME FOR COMMUNITIES

Improving your employment opportunities  
- learning to run your own social enterprise  
& making a difference to the way that the  
world does business.

- ✓ A practical enterprise programme developing business/life skills and generating income
- ✓ Learning modules – enhancing employability, boosting CVs, creating careers
- ✓ Programme that works with supporting partner organisations; fostering innovation and a gateway for qualifications



# HOW DOES IT WORK?

Participants will:

- Work with peers: learn about & set up their **own** community enterprise
- Enhance their education - with a focus on social responsibility and enterprise (fair trade etc.)
- Sell & market NJaTC **fairly traded** products: at events, within communities – networking with local & regional businesses
- Work with supporting partner organisations and get help from the NJaTC community network
- Access the NJaTC products, back office support, bespoke website, learning resources, experiences, contacts and mentors
- Generate income for their local group – whilst helping poor producers overseas and contributing to a fairer world

Not Just a Trading Company (NJaTC) was created to challenge economic disempowerment & to support new local enterprise.

NJaTC brings huge benefits to communities at home and overseas!

## SETTING LOCAL PEOPLE UP TO SUCCEED

Check out our Unique **USP** Selling Points!

Wherever you see this sign ↑ you can be assured that you are getting involved in a truly innovative project. No other UK social enterprise programme exists like this!

## "WHAT'S IN IT FOR OUR COMMUNITY?"

- Creating business skills & job opportunities – boosting individual CVs
- USP** • Completing learning modules on: business management & finance; team work & leadership; product research & design; ethical supply chains; selling & pitching; risk management; communication, PR & business networking
- Locally-focussed community enterprise that can generate income for your own area
- USP** • Building a socially responsible enterprise in your neighbourhood – getting the best out of people who may not usually 'get involved'
- USP** • Helping people at home as well as supporting poorer people overseas through 'trade not aid'
- USP** • Interaction with other NJaTC community & social enterprise groups
- USP** • Certificate of Achievement in Ethical Enterprise from NJaTC
- Portfolio of evidence towards qualifications: OCR, Asdan, CoPE and Enterprise Short Courses, etc
- Broaden career aspirations, encouraging self-employment & entrepreneurship
- USP** • Improve relationships with supporting partner organisations & network with local businesses - create mutual benefits!

NJaTC SUPPORTS ROUTES INTO **EMPLOYMENT** & DEVELOPS NEW **CAREER PATHS** AND SELF-EMPLOYMENT.





# WHO DOES WHAT?



## The community group:

## The supporting partner organisation:

- USP** ✓ Provides comprehensive toolkit of learning materials on running a social enterprise
- USP** ✓ Supplies **fair trade** NJaTC products for sales & practical learning (i.e. tea, coffee, rice, chocolate)
- USP** ✓ Gives access to NJaTC's resource website, learning materials, networking, blogs & sharing ideas
- USP** ✓ Provides logistical support: an online shop; bank accounts; warehousing; branding; product development & customer support
- USP** ✓ Gives access to Mentors & Peer networks
- USP** ✓ Uses our **fair trade** links with poor producers overseas. Working together to reduce poverty through social enterprise!
- USP** ✓ Chooses a social enterprise model, creates a constituted group, agrees objectives
- ✓ Creates a business plan
- ✓ Works as a team to manage the social enterprise
- USP** ✓ Researches & sells to different 'markets' using **fair trade** products supplied by NJaTC
- ✓ Publicises & organises community sales events
- USP** ✓ 'Plugs-in' to NJaTC's resource website for online learning & networking
- USP** ✓ Manages ordering & stock control
- ✓ Generates income for group, community or 'cause'



## OUR FAIR TRADE PRODUCTS - A REAL SELLING POINT!

NJaTC products were created for this social enterprise programme. They are **award-winning** and **fairly traded**; traced and sourced by our specialists. Each sale helps poor producers from overseas as well as local NJaTC groups.



## NJaTC's RESOURCE WEBSITE

Group members and supporting partner organisations access our secure website which includes:

- USP** ✓ Toolkit of learning resources: activities, workshop plans, web-links, videos, business templates, 'How To' fact sheets
- USP** ✓ Calendar, events-planner, messaging facilities
- USP** ✓ Networking, access to other NJaTC groups & businesses
- USP** ✓ Access to NJaTC team & to business mentors
- USP** ✓ Online shop – ordering, shipping, logistics provided by NJaTC
- USP** ✓ Group & individual member profile pages
- USP** ✓ News on social enterprise & the world of responsible business





## Not Just an Enterprise Programme

NJaTC's award-winning community enterprise programme not only provides a hands-on opportunity for local people to run their own socially-orientated enterprise. It also complements both vocational and academic learning.

Both English and financial literacy can be improved through involvement in NJaTC's programme, along with a greater awareness of global interdependence, community and mutual reliance.

**But not just that...** The entire programme was developed and piloted in partnership with communities from disadvantaged parts of the UK who have successfully accessed both jobs and higher education as a result of their involvement with us!

NJaTC social enterprise programme works best for communities and organisations who:

- ✓ Are serious about improving employability & self-employability
- ✓ Are keen to cultivate locally owned social enterprises
- ✓ Value work based learning that enhances literacy & functional maths
- ✓ Want to encourage community participation & optimism about citizenship
- ✓ Aim to engage more creatively with businesses and employers
- ✓ Want to harness local peoples' talents & entrepreneurial skills - for the good of the community
- ✓ Want to improve self-esteem, mental well-being & aspirations of local people
- ✓ Believe in fair trade, co-operative principles & economic well-being for all

### QUOTES FROM PREVIOUS PARTICIPANTS:

“NJaTC taught me the skills I need to run my own business. I went from having no confidence at the beginning to delivering a business pitch to a big company!”

“I wasn't even getting job interviews before. But after doing the community enterprise programme I got a job interview at a supermarket. And they gave me the job! They were impressed that I had done stock management with NJaTC and said that I actually knew more about ethical trade than they did!”

### Why choose NOT JUST a TRADING COMPANY?

01. Because we deliver more than just hands-on enterprise education. We focus on improving peoples' chances of employment via socially responsible business experience
02. Because the products our groups bring to market are ethically traded, helping to create a fairer society for all
03. Because we provide groups with full back-room admin, logistics, ordering infrastructure & support
04. Because our groups foster community cohesion AND develop understanding with producers in developing countries - improving economic and social conditions for all.
05. Because NJaTC products can generate much needed income for a community

Visit our websites:

**[www.notjustawebsite.org.uk](http://www.notjustawebsite.org.uk)**

NJaTC website and online shop

**[www.lyf.org.uk](http://www.lyf.org.uk)**

NJaTC was developed by the Lorna Young Foundation, an education charity experienced in community development both in the UK and overseas.

CONTACT US for further information on costs, detailed course content or for a testimonial:

**Email: [info@notjustawebsite.org.uk](mailto:info@notjustawebsite.org.uk)**

**Call: 07944 979721**