



EU CITIES FOR FAIR AND ETHICAL TRADE AWARD



Sustainable Trade Champions 2019

Fair and ethical trade practices
in EU cities



International
Trade
Centre



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Readers will find further examples of actions by cities worldwide in the previous ‘Living Book’, prepared as a reference document prior to the first edition of the EU Cities for Fair and Ethical Trade Award.

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Acronyms

EU	European Union
ICLEI	Local Governments for Sustainability
ITC	International Trade Centre
NGO	Non-government organization
SDG	Sustainable Development Goals
UN	United Nations

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→ Good trade for sustainable development ←

Good trade can be a powerful tool for advancing sustainable development as reflected by the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), adopted by all United Nation Member States in 2015 as a roadmap for progress across a wide spectrum of development issues.

Targets across a number of goals directly reference trade as a means of implementation, including Zero Hunger (SDG 2), Good Health and Well-Being (SDG 3), Decent Work and Economic Growth (SDG 8), Reduced Inequalities (SDG 10), Responsible Consumption and Production (SDG 12), Life below Water (SDG 14) and Partnerships for the Goals (SDG 17). Beyond these direct references, trade also relates indirectly to the achievement of most, if not all, of the SDGs.



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Good trade is particularly critical for the achievement of SDG 12 on responsible consumption and production.

More and more consumers are conscientious about the way the goods and services that they buy are produced, and many are seeking assurance that certain economic, social and environmental standards are met in production, for example, providing decent work and pay, protecting human rights or safeguarding the environment.

Businesses continue to respond to this trend to manage reputational and economic risks and to harness the benefits from moving towards more responsible business models. As a result, a number of trade schemes such as voluntary standards, internal sustainability codes and codes of conduct have emerged over the years. Compliance with such schemes typically differentiates products (and services) that respond to certain social, environmental and/or economic criteria from those made through conventional methods.

While there are a number of differences between these schemes, they have some commonalities¹:

1. How trade is being conducted, i.e. how prices are determined and how buyers and sellers agree on terms and conditions, including technical support or credit conditions;
2. What conditions need to be fulfilled by the value chain partners, i.e. the social, environmental and economic standards that must be met;
3. What evidence is required to prove that these conditions have been met, i.e. the certifications and (typically) third-party verification systems.

The application of these schemes in international value chains is one way to contribute to the achievement of many of the SDGs². Increasing awareness and understanding of these schemes, and of sustainable, fair and ethical trade more generally among both consumers and producers, is therefore important.

This requires all relevant stakeholders to play their part. Besides national governments, businesses and civil society organizations, cities are important actors in this effort. Cities are home to more than half of the world's population and 80% of the global economic output³. The European Union (EU) is one of the most urbanized regions worldwide.

Cities are already leading the way as pioneers on many different sustainability issues, developing innovative solutions for environmental, social or economic challenges. Better knowledge about specific local conditions, including issues, priorities and stakeholders, allows them to develop and promote context-specific solutions that are more likely to resonate with their citizens and have greater impact.

Many cities have further taken the conscious decision to align their local policies and strategies with the SDGs. At a local level, this helps them send a clear signal about the city's priorities and direction. It also helps ensure that future decisions and actions contribute to sustainable development. At the global level, localization of the SDGs is an important step in moving forward the implementation of the global sustainability goals given the growing economic and political power of cities around the world.

The active engagement of cities in sustainable, fair and ethical trade is an extension of these efforts. Any such engagement often naturally resonates with a city tradition or core values. For some cities, it forms an integral part of their local SDG implementation strategy.

¹ EU Cities for Fair and Ethical Trade Award (2018). Living Book. Available from [add once the original file uploaded onto the new website]

² Compared with, for instance, the recent benchmarking exercise 'Voluntary Sustainability Standards and Sustainable Development Goals' by the United Nations Forum on Sustainability Standards. Available from <https://unfss.org/vss-and-the-sustainable-development-goals/>

³ The World Bank (2019). Urban Development. Available from <https://www.worldbank.org/en/topic/urbandevelopment/overview>

→ EU Cities for Fair and Ethical Trade Award ←

The EU, as one of the world's largest trade blocs, is committed to a more responsible trade and investment policy. The European Commission's Trade for All strategy, released in 2015, puts a strong emphasis on economic development that is aligned with social justice, respect for labour rights and environmental standards. The strategy explains how the EU will use 'trade agreements and trade preference programmes as levers to promote, around the world, values like sustainable development, human rights, fair and ethical trade and the fight against corruption' and plans for the 'future EU agreements to improve the responsibility of supply chains.'⁴

The strategy also announced the European Commission's initiative for the EU Cities for Fair and Ethical Trade Award. The first cycle of the Award was launched in 2017. Implemented by the International Trade Centre (ITC), it focuses on EU citizens' awareness of the external trade realities and the role that purchasing decisions play in supporting better trade. The Award highlights the overall role of EU cities play in making sure that those purchasing decisions are well-informed.

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' SDGs. For more information, visit www.intracen.org.

In the EU, demand for sustainable consumption is strong. A recent market study conducted by ITC revealed that sourcing of goods that were produced in line with sustainability criteria have become a priority for retailers in key EU markets (France, Germany, Italy, the Netherlands and Spain).⁵

⁴ European Commission (2015). Trade for all: Towards a more responsible trade and investment policy. Available from https://trade.ec.europa.eu/doclib/docs/2015/october/tradoc_153846.pdf

⁵ International Trade Centre (2019). The European Union Market for Sustainable Products. The retail perspective on sourcing policies and consumer demand. ITC, Geneva.

The Award therefore celebrates EU cities who champion sustainable trade, consumption and production in their communities, while at the same time creating opportunities for producers elsewhere. The Award contributes to sharing ideas, knowledge and lessons, enhances cities' motivation to be leaders,

and enables initiatives to spread and be scaled up through replication and collaboration.⁶ The Network of EU Cities for Fair and Ethical Trade, which brings together the Award's shortlisted cities, is an important platform for facilitating continuous exchange and learning.⁷

→ About this report ←

Applications for the first EU Cities for Fair and Ethical Trade Award in 2018 revealed an impressive number of fair and ethical trade initiatives led by EU cities and their citizens. It also gave insights into how exactly EU cities are already driving positive change.

The purpose of this report is to share these initiatives to inspire action in other EU and possibly non-EU cities. The report showcases tried-and-tested examples of policies, activities and tools which cities and their citizens use to drive sustainable, fair and ethical trade. The 2018 applications showed that EU cities are taking a variety of approaches towards fair trade practices but there are some common features that emerged in the management and actions of shortlisted 'front runner' cities. These are highlighted in the report.

The Award guidelines identified eight key action areas as critical for a strong, successful and comprehensive city approach towards promoting sustainable, fair and ethical trade.

They include:

- **Putting** sustainable trade on the city agenda
- **Supporting** sustainable business models
- **Using** the city's purchasing power for sustainable trade
- **Ensuring** the impact of city initiatives
- **Changing** consumption through citizen awareness
- **Educating** the responsible consumers of tomorrow
- **Involving** civil society to drive positive change
- **Global** partnerships for sustainable trade

After a brief description of each action area, the most inspiring, powerful, innovative and replicable city initiatives are presented, exclusively drawn from the applications for the 2018 Award. This report only compiles good practices from the available applications and does not endorse or promote any particular sustainable trade scheme.

⁶ To find out more about the Award concept, please refer to Appendix I.
⁷ <https://www.trade-city-award.eu/the-network/>

This report will support cities interested in participating in the next round of the Award by providing them with real, practical examples. The report targets all city stakeholders, including city officials, businesses, civil society organizations

and educational institutions. Ultimately, the frameworks, tools and examples of good practice will be useful for everyone interested in responsible consumption, production and sustainable development.

→ Being a front runner city ←

The 2018 Award applications revealed that EU cities are taking a variety of approaches towards driving sustainable, fair and ethical trade. While these approaches reflect local contexts and circumstances, some common features emerged in the review of the applications.

From a management perspective, leading cities typically put into place some form of personnel support structures to help them fully integrate sustainable, fair and ethical trade considerations in the city policies and activities. This ranges from setting up a dedicated office and/or hiring staff to specifically deal with these issues, to engaging external consultants or participating in city networks that facilitate the sharing of information, experiences and good practices.

What further sets leading cities apart from their peers is their comprehensive and coherent approach that encompasses a clear and strong vision, translated into a concrete strategy, followed up with relevant and impactful initiatives.

When these efforts are directly connected to the city's unique strengths, they have the potential to be particularly powerful as they address the city's economic or cultural ethos and are more likely to get businesses and citizens on board. For example, Ghent, with its long-standing textile history, focuses much of its efforts on textiles/ clothing, while Lyon, as the gastronomic capital of Europe, is particularly engaged in its food scene. Bruges, a leading chocolate hub, is concentrating on making the cocoa supply chain more sustainable.

Interestingly, commonalities also exist at the level of individual activities and initiatives. Front runner cities often:

- **Target** public procurement to make it more sustainable;
- **Produce** sustainable shopping, catering and restaurant guides;
- **Organize** guided city tours and/or labels to inform citizens and visitors about opportunities for

responsible consumption choices;

- **Organize** dedicated events to enhance awareness and understanding amongst citizens;
- **Focus** on educational initiatives to sensitize and inform the youngest of their citizens;
- **Develop** online information and tools.

→ Putting sustainable trade on the city agenda ←

Having a concrete vision, strategy and goals in place typically helps guide cities in taking decisions and developing specific initiatives that drive sustainable, fair and ethical trade.



Vision

A vision statement crystallizes a city's aspirations for its future direction. It describes where the city sees itself in the future. A strong vision should be clear, descriptive and actionable.



Goals

Goals are a translation of the vision into actions, though these actions are still broad and long term.



Strategy

A strategy is a city's framework, roadmap or high-level action plan for achieving its vision and goals. It makes the connection between the city's current state and its aspirations by identifying the necessary choices and steps for the city to take.

By anchoring sustainable, fair and ethical trade in its vision, a city sets a foundation for developing more specific objectives, targets and activities in a strategic and coherent manner to contribute to sustainable consumption and production through international trade. It can help serve as a high-level guiding principle for decision-making across many areas and actors.

The linkage of local sustainable development strategies to the SDGs, anchored in the city's vision, emerged as a common trend across the applications. Some cities went further, explicitly making sustainable, fair and ethical trade one of the building blocks in their overall sustainable development strategy.

Clear commitment by the city leadership, such as the mayor and city council, is key to the success of the vision and strategy. However, achieving a vision further requires all relevant city stakeholders, such as local officials, businesses, civil society organizations, educational or faith-based institutions to work towards it. Involving these stakeholders in defining and developing the vision and strategy can significantly enhance such a buy-in. A number of applicants have elaborated their vision and/or strategy through a consultative multistakeholder process, thus paving the way for successful implementation of more concrete activities.



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Masterplan Fair Trade 20 - Now Saarbrücken

The German city of Saarbrücken is guided by a clear vision, strategy and leadership commitment, which has been instrumental in ensuring a coherent and comprehensive approach towards fair and ethical trade. Overall, the SDGs serve as guiding principles and Saarbrücken makes a conscious effort to link its activities on fair and ethical trade to the global goals.

Saarbrücken's vision is to 'make fair and ethical trade the rule

and not the exception', where fair and ethical trade is seen as a practice that economically and socially benefits all involved partners, while respecting the environment.⁸

To ensure that its decisions and activities are strategic, the city of Saarbrücken has launched a participatory process to develop the Masterplan Fair Trade 20-Now. Initiated by the city's fair trade

⁸ Saarbrücken (2018). Application to the EU Cities for Fair and Ethical Trade Award.

steering committee, the city developed the strategy in cooperation with multiple stakeholders, identifying four focus areas: education, businesses, administrations and civil society. The city hall then established contacts with organizations in these four areas and brought them together to discuss which measures to consider in the Masterplan. In total, 13 organizations including universities, the chamber of commerce, the chamber of workers, non-government organizations (NGOs), cooperatives and administrations took part. Participating organizations built working groups and developed measures for their working groups.

Overall, the Masterplan aims to anchor fair and ethical trade principles in the city for the long term by identifying new goals, target groups and measures. It encompasses more than 50 measures covering education, businesses, administrations and civil society, for example supporting and advising event organizers to adopt fair and sustainable criteria for events, or training employees across city departments on fair trade. One of its pilot measures is the launch of a new company award that recognizes shops and businesses for their engagement in sustainable, fair and ethical trade (see Saarbrücken's Fair Company Award in the section Supporting sustainable business models).

Strong leadership support at the highest city level has been key in Saarbrücken's commitment to fair and ethical trade. For example, the mayor signed the declaration Fair Trade Beyond 2015, calling for the incorporation of fair trade rules and practices in the 2030 Agenda

for Sustainable Development. She further signed a letter to local enterprises encouraging them to consider fair trade products in their offers. The city council was also one of the first German cities to sign the draft resolution of the 2030 Agenda for Sustainable Development. Moreover, since 2017, Saarbrücken has been employing two development policy coordinators whose mission is to anchor and advance fair trade and the local implementation of SDGs.



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Sustainable Consumption Plan Madrid

In 2017, Madrid approved the Sustainable Consumption Plan. The plan's mid-term goal (2016–2019) is to encourage transformation and cultural change in traditional consumption models. The plan was designed in a fully participatory way and in coherence with other policies and municipal plans including human rights, social economy and food policy.

The plan provides guidance for actions to achieve the following five strategic objectives:

- **Enhance** awareness and visibility of sustainable consumption among the population of Madrid, extend a new culture of consumption and increase the information available;
- **Drive** legal changes favouring the incorporation of sustainable consumption practices;
- **Promote** sustainable consumption in the municipality, acting as a driver of change in an exemplary way;
- **Support** and strengthen citizen initiatives related to sustainable consumption, as well as trade and the local companies, promoting their links with sustainable consumption;
- **Contribute** to the promotion of social rights, reduce difficulties of access to basic consumption and support an economy based on care and conciliation.



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Localizing the SDGs for global impact Ghent

Fair and ethical trade, and the SDGs more broadly, are firmly part of Ghent's vision and strategy. The SDGs serve markedly as international guiding principles for Ghent's local policies. In this context, Ghent has signed the Belgian Government's SDG charter as well as the Association of Flemish Cities and Municipalities' charter Global Goals, Local Focus which aims to localize the SDGs in each municipality in order to tackle global challenges from the local level.⁹

With regard to fair and ethical trade, Ghent has the goal of turning the city into 'an example and recognised centre of excellence for knowledge of and innovation in fair trade'.¹⁰ The city is working towards this goal through a range of strategic awareness-raising and knowledge activities as well as pioneering efforts to make its public procurement more sustainable. A dedicated international solidarity team leads these efforts.

“Fair Trade is the most important part of our policy on international solidarity. When we buy products at fair prices in Ghent, we have a positive impact on people in the Global South. That is why we try to consume as fairly as possible in Ghent. We work on three pillars: we make our citizens aware; we inspire and support our entrepreneurs and we set a good example as a city. Through our sustainable procurement policy, we not only try to limit our impact on the global South, but also to influence the market.



Tine Heyse
Deputy Mayor for North-South policy

⁹ https://www.vvsg.be/Internationaal/SDG-pagina/SDG%20en%20beleid/engagementsverklaring/20160302_SDG%20overklaring%20Versie3_EN.pdf
¹⁰ Ghent (2018). Application to the EU Cities for Fair and Ethical Trade Award.



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Developing a 2030 multi- stakeholder strategy Münster

As the European city of peace and a historic trading hub, the German city of Münster has a deep commitment to sustainability with a particular emphasis on fair trade and climate action. To help advance its vision of installing ‘global responsibility and the understanding of “One World” deeply within all political, administrative, economic and social actions taken’¹¹, the city has developed the sustainability strategy Münster 2030 through a multistakeholder process that brought together representatives from the city administrations, businesses, associations and civil society. Together, they identified concrete goals that the city wants to achieve by 2030. Such intense involvement of stakeholders helped Münster ensure strong identification with the goals and initiatives undertaken to implement them.

The city formulated a clear fair trade goal

“ *The city government and corporate community of Münster as well as its citizens make predominant use of fair trade, fair purchase and fair financial investments and support humane living and working conditions in countries of the Global South.*¹²

¹¹ Münster (2018). Application to the EU Cities for Fair and Ethical Trade Award.

¹² Ibid

→ Supporting sustainable business models ←

Local businesses are key actors for driving sustainable, fair and ethical trade. By sourcing inputs or purchasing products from developing countries and incorporating them into their product offerings, they make the important connection between developing country producers and local consumers. Shops, restaurants and other businesses are essential for giving consumers access to sustainable, fair and ethical products.

Many businesses are consciously managing their international supply chains to meet social and environmental standards in order to reduce economic or reputational risk or respond to consumer demand. For some businesses, social and environmental considerations are at the core of their business model and key to their success.

Labels are a common tool for businesses to communicate compliance with certain environmental, social or ethical standards to consumers. There is now a wide range of standards relating to sustainable, fair and ethical trade that businesses may follow. They can cover specific issues or a combination of issues such as pricing schemes, labour rights, good agricultural practices or resource conservation.

The importance of voluntary standards, developed by businesses, NGOs or multi-stakeholder initiatives, has grown significantly

in recent years. ITC's Sustainability Map tool is a global repository of voluntary standards and similar initiatives. It contains information on over 250 voluntary standard systems and codes of conduct, covering about 80 sectors and 180 countries¹³.

Through awareness-raising, capacity building, technical assistance, partnerships, incentive mechanisms and other support measures, city authorities can work with business to enhance the offer and uptake of sustainable, fair and ethical products in a city.

¹³ www.sustainabilitymap.org

Fair Company Award Saarbrücken

Saarbrücken created the Fair Company Award, to recognize local shops and businesses that engage in sustainable, fair and ethical trade¹⁴. The award also aims to communicate businesses' efforts on fair and ethical trade to the public to further motivate consumers to purchase more sustainable and fair products, and to incentivize other businesses to follow suit. The award has two categories, one for newcomers who demonstrate some initial efforts, and one for front runners who follow more stringent social and environmental criteria. This approach helps encourage businesses to take the first steps towards sustainable, fair and ethical trade, while still setting the bar high for those that have been engaged in sustainable trade for a longer time. The first round of the award took place in June 2019. The jury received 19 applications from which it selected the top three winners as well as a special winner. The winners will be

rewarded through publicity as well as corporate social responsibility training and consultations to further enhance their activities.

“ When companies support Fair Trade and operate sustainably, they are role models for the whole society. Therefore, we are positively surprised by the many applications for the contest Fair Company. Businesses and companies in Saarbrücken are already implementing great measures. In doing so, they not only promote fair trade, but also protect the environment. We will now communicate these good examples broadly.



Charlotte Britz
Lord Mayor of Saarbrücken

Working towards a sustainable chocolate supply chain Bruges

Chocolate is in Bruges' DNA and a core economic and cultural value of the city. As Europe's chocolate capital, with more than 60 chocolatiers and chocolate shops, Bruges is committed to making the cocoa supply chain more sustainable, ethical and fair. In December 2018, the Belgian Federal Government launched the Beyond

Chocolate Charter. Given the importance of chocolate for the Belgian economy, the precarious situation of cocoa producers and the problem of deforestation, the Belgian chocolate industry, retailers and NGOs signed this charter to make the chocolate chain more sustainable by 2025. As Bruges is a Fair Trade Town

¹⁴ https://fares.saarbruecken.de/fairtrade/faire_wettbewerbe/fairnueftige_unternehmen

and a Chocolate Town, the city considers it natural to support this effort and has already translated and implemented the Beyond Chocolate Charter into local context. As a local government, Bruges is taking the lead in making the shift towards a sustainable chocolate chain together with their chocolatiers, visitors and citizens.

“ *The city of Bruges, as a chocolate capital and Fair Trade City, has the (moral) duty to make the cocoa chain more sustainable by raising awareness and by developing capacity. We want to play a pioneering role in making the chocolate chain more fair, ethical and sustainable.* ”



Dirk De fauw
Mayor of Bruges

The initiative has several goals:

- **Raising** awareness on the importance of producing and consuming fair trade cocoa and chocolate;
- **Building** capacity of target groups in order to promote the implementation of fair trade in the cocoa/ chocolate production and distribution chain;
- **Stimulating** changing consumption patterns towards more fair trade chocolate;
- **Strengthening** the cooperation between different stakeholders on the promotion of fair trade cocoa/ chocolate.

Bruges is translating these goals into action through several steps. First, it has formed a cooperation agreement with the Bruges Chocolatiers Guild for the production and sale of Sjokla, a chocolate bar produced from fairly traded cocoa using local craftsmanship. Second, the city has established a Chocolate Board – a fair trade chocolate consultation platform bringing together city officials, technical colleges, civil society organizations, and chocolate businesses. Third, the city enhances knowledge among chocolatiers through a training module on sustainability in the cocoa sector as part of a 5-day training course at its Chocolate University and encourages them to use fair trade cocoa in their production by recognizing their efforts through an award.



©Stad Brugge – Communicatie en Citymarketing

Bruges is also raising awareness among its citizens and tourists by offering fair trade chocolate tours.

Looking forward, the city of Bruges is working on building a multistakeholder global partnership based on fairly traded cocoa with a cocoa-producing region.

The aim is to establish an administrative exchange with a local government in a cocoa-producing region and a product exchange with a cocoa cooperative. In doing so, Bruges is aiming to take the lead in stimulating a sustainable, ethical and fair chocolate chain that can restore the relationship between economic growth (prosperity), social justice (people) and

sustainability (planet).

Bruges' efforts are informed by a clear concept note developed by the city that identifies target groups, final beneficiaries, a set of estimated results and outline of main activities.

Pioneering a city sustainability label **Lyon**

As a world gastronomy capital, Lyon is committed to making the restaurant scene more sustainable, fair and ethical. **The city's association of chefs (Toques Blanches Lyonnaises), in partnership with the city of Lyon, launched the initiative Restaurateurs Equi'Tables which aims to enhance and showcase responsible consumption actions carried out by restaurant owners.** The initiative includes using short supply chains, fair trade products and raising citizens' awareness of sustainable consumption.

This initiative gave rise to the creation of the label Lyon, Ville Equitable et Durable (Lyon, Fair and Sustainable City) in 2010.¹⁵ The label is the city's key tool for promoting responsible consumption. It identifies and promotes companies, businesses, artisans, venues and events that contribute to sustainable development through responsible product offerings. In order to be awarded the label, applicants have to prove good environmental management, good social practices, sustainable purchasing and efforts to minimize consumption, citizen engagement, and social and environmental innovation. Since

the creation of the label, the number of label awardees has risen from 19 to over 230 in 2017. The label awardees now come from a variety of backgrounds including food and catering industry, fashion, cosmetics, transportation, energy, tourism, finance, venues, events, education, health and wellness.



©Ville de Lyon

The city of Lyon has institutionalised this initiative through the foundation of a club of label awardees (Club des Labellisés). The club enhances exchanges between label awardees to encourage knowledge sharing and joint projects, promotes label

¹⁵ <https://www.lyon.fr/economie/economie-sociale-et-solidaire/le-label-lyon-ville-equitable-et-durable>

awareness and organizes information meetings and working groups on specific topics. The club encourages label awardees to continually improve and become more

ambitious by awarding different maturity levels of sustainable development.

Sustainable businesses in the German trade hub Hamburg

With a long history as a leading trade hub, the Hanseatic city of Hamburg is home to numerous companies which have built their business on principles of sustainable, fair and ethical trade. These companies encompass both large and small businesses in more traditional product groups.

They include, for example, Tchibo in coffee; Darboven in coffee, tea and chocolate; Chari Tea in soft drinks; Hälssen & Lyon in tea; fritz-kola in soft drinks; el rojito in coffee; Fair Choc in chocolate; Fru!Cha in fresh fruit, dried fruit and nuts; and

Marlowe Nature for green fashion. It also extends to less traditional product groups such as jewellery represented by, for example, Thomas Becker, Jan Spille, and Kleinodien Werkstatt of Judith Lotter.

For many of these companies, their business model is built on the promotion of high social, labour and environmental standards. The city of Hamburg maintains close relationships with these businesses and representatives of some of these companies are consulted in the policy process.

→ Using the city's purchasing power for sustainable trade ←

Public authorities in the EU spend about 14% of GDP on public purchases.¹⁶ Public procurement is therefore a direct and powerful tool for city authorities to increase demand for sustainably, fairly and ethically traded products. By looking beyond the purchase price and other short-term considerations, cities can leverage their economic power to achieve social

and environmental objectives through international value chains.

The EU's legislative framework on public procurement explicitly allows public authorities to apply specific provisions when awarding procurement contracts to support strategic goals including social and environmental criteria and labels.¹⁷

¹⁶ European Commission (2018). Public Procurement Guidance for Practitioners. Available from https://ec.europa.eu/regional_policy/sources/docgener/guides/public_procurement/2018/guidance_public_procurement_2018_en.pdf

¹⁷ European Commission (2018). Public Procurement Guidance for Practitioners. Available from https://ec.europa.eu/regional_policy/sources/docgener/guides/public_procurement/2018/guidance_public_procurement_2018_en.pdf

Public procurement is also a concrete way for city authorities to implement the SDGs locally. SDG 12 on sustainable consumption and production has a specific target to promote ‘public procurement practices that are sustainable, in accordance with national policies and priorities’ (target 12.7).¹⁸

Efforts to leverage public procurement can include a variety of tools, such as:

- **Creating** policies that require the integration of clauses ensuring fair and ethical trade is a criterion for awarding contracts in public tenders;
- **Putting** into place a procurement strategy that is in line with sustainable, fair and ethical principles;
- **Providing** guidelines and tools to procurement officials to help them source goods and services in a sustainable, fair

and ethical way;

- **Purchasing** fairly traded products for public offices, city purposes and activities, e.g. food and beverages, gifts for visitors, or clothing for city staff, sporting events, materials for construction etc.
- **Establishing** lists of suitable or recommended products to facilitate sourcing of sustainable, fair and ethical products by procurement officials;
- **Training** procurement staff to ensure that they have the necessary information and skills to make procurement more sustainable, fair and ethical;
- **Collaborating** with other cities to exchange information, knowledge and best practice to help cities make their own procurement policies and practices more sustainable, ethical and fair.

Increasing transparency in the textile supply chain **Ghent**

Ghent has a long-standing commitment to sustainable procurement. In 2008, the city’s procurement policy became a strategic priority through the Masterproject Sustainable Procurement. A sustainable procurement steering committee developed a set of guidelines and a strategic roadmap for sustainable procurement.

In 2012, Ghent adopted a sustainable procurement strategy that was renewed in 2014. Built on seven pillars, particular emphasis is placed on goal 5 - ‘integrating and assuring international labour standards and consistently incorporating principles of fair trade throughout the supply chain.’¹⁹

Ghent is actively engaging with other cities on sustainable procurement to seek inspiration and share its own experience. For example, Ghent and ICLEI (Local Governments for Sustainability) organized

¹⁸ United Nations (n.d). Sustainable Development Goals. Available from <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>

¹⁹ GLCN (n.d). City of Ghent (Belgium). Sustainable Procurement Profile.

the conference Ecoprocura 2014, providing information, advice and tools to public authorities wanting to implement high quality, cost effective sustainable procurement.²⁰

Particularly noteworthy is Ghent's pilot project on fair workwear. In 2015, Ghent joined forces with the Association of Flemish Cities and Municipalities to implement an EU-funded pilot programme to work on a fairer and more transparent workwear production chain. This is rooted in Ghent's long-standing tradition as a textile hub.

The programme's priority was ethical standards and the principles of fair trade in the production of raw materials and the manufacturing phase. As a first step, Ghent undertook a detailed survey of workwear suppliers to get an overview of the availability of sustainable workwear, as well as sustainable chain management practices and the bottlenecks that affect the move towards sustainable supply. Ghent then embarked on a pilot purchase where the suppliers signed a legally-binding contract in which they committed to working transparently and continuously on improving compliance with labour rights, human rights and the payment of a living wage.

The project resulted in a multilingual toolbox on socially responsible value chain management for work wear and a set of guidelines for purchasers that can be used by other cities.²¹ The toolbox concept is to engage and educate suppliers gradually over time in order to achieve shared objectives. It lays down detailed steps for procurers, tenderers and suppliers. These include:

- **Tenderers signing a code of conduct** based on international standards and completing a questionnaire on socially responsible value chain management;
- **Suppliers offering transparency** on the social risks in the chain as defined in the code of conduct and verified by an independent (third) party within six months of awarding the contract;
- **Remedying the social risks** that do not comply with the principles set out in the signed code of conduct by means of a corrective action plan (mandatory) and the continuous improvement of the social risks in the chain (desirable); and
- **Focusing** on continuous improvement in a consistent and structural manner.

The workwear pilot programme's principle of supplier commitment can be easily applied to other product groups. Ghent will next explore the sectors for information and communications technology and furniture as both are organized along global value chains and potentially entail high risks.

²⁰ <http://series.ecoprocura.eu/ghent2014/>

²¹ A draft text is available here: https://dryfta-assets.s3-accelerate.amazonaws.com/assets/phrenos/abstractfiles/1524149604ToolboxEnglish_drafttext.pdf

EU cities collaborating for socially responsible procurement

Dortmund

Dortmund's procurement is based on sustainable ecological and social standards, including procurement for meetings as well as workwear for the fire brigade, gardeners and education staff. The city's central contracting and procurement department sets out their calls for tender according to a procurement strategy which has a focus on purchasing sustainable products. This is seen as especially important since the North-Rhine Westphalian regional government has loosened the legal framework regarding sustainable and fair procurement in March 2018, making it no longer mandatory for municipalities to consider aspects of sustainability in public procurement.

Dortmund's commitment to fair procurement has a long history. In 2007, the city councillor issued an administration-wide binding directive that no products of exploitative child labour should be procured for the city. This was followed up by signing of the Magna Carta against exploitative child labour in 2010.

“ I care about socially responsible procurement because it is not acceptable that a European municipality approves the disregard of international law, labour and environmental regulations as well as the endangerment of children for economic reasons.



Ullrich Sierau
Lord Mayor of the City of
Dortmund

Particularly noteworthy is Dortmund's collaboration with other EU cities in the area of sustainable procurement.²² The city participated in Every Municipality Counts, an EU-funded project for socially responsible public procurement. As part of the project, participating local authorities from Germany, the Czech Republic and Austria undertook the following actions:

- **Analysed** their procurement, identified at-risk product groups and called for social criteria to be applied;
- **Worked** to increase staff awareness and training within municipal administrations;
- **Documented** and shared the resulting experiences and ideas;
- **Carried out** awareness-raising campaigns;
- **Cooperated** with organizations in producing countries to inform them about labour rights violations and to learn more about the credibility of certifications.

To help other cities make their procurement more sustainable, the project partners offered:

- **Workshops** on certification and monitoring requirements for public procurement;
- **Assistance** in navigating the clothing and textile label jungle;

²² https://www.dortmund.de/de/leben_in_dortmund/umwelt/lokaleagenda21/faire_beschaffung/projekt___jede_kommune_zaeHLT/index.html

- **Practical** guidelines for socially responsible procurement;
- **Research** on specific labour rights violations;
- **Pilot** procurement schemes and sample procurement documents; and
- **Solutions** for labour and human rights

compliance checks in supply chains.

While the project was concluded in 2016, it had a significant impact not only on procurement in the cities involved, but also motivated other cities to carry out their own pilot projects on sustainable procurement.

Training city staff on sustainable procurement Vitoria-Gasteiz

Vitoria-Gasteiz's commitment to socially responsible and sustainable procurement is demonstrated in the city's Instruction for Socially Responsible and Sustainable Contracting. Municipal staff are trained on the incorporation of fair and ethical clauses in municipal contracting and have an intranet site containing information related to the incorporation of fair and ethical trade criteria in public procurement.

a priority in the city, but also to contribute effectively to SDG 12, Responsible Production and Consumption, and to the overall Sustainable Development Goals of the United Nations.



Gorka Urtaran Aguirre
Mayor of Vitoria-Gasteiz

“ *In 2010 we took a step forward towards ethical and sustainable public purchases: the approval of a Municipal Instruction for Socially Responsible and Sustainable Contracting, which is an instrument at the service of the municipal programmes that favour social integration and employment, equality of gender, fair and ethical trade, and respect for the environment.*

With the upcoming revision of the Instruction, we not only intend fair and ethical trade to become

A unique feature of the city's public procurement contracts is that they require awareness-raising activities for the end users. For example, in the municipal cafeterias of the city's four civic centres, the coffee, sugar, cocoa and teas served are all fair trade since 2008 and customers can buy a wide range of other fair trade products such as chocolate, biscuits, soaps and bamboo cups. The company executing the contract is required to develop fair trade awareness-raising activities for citizens. This includes presentations, tastings, breakfasts, cooking workshops and talks. Out of the 99 actions carried out between end 2018 and September 2019, 57 focused on expanding knowledge, providing

information and raising awareness on fair trade, with an attendance of 1,017 participants. Moreover, in May 2018 and 2019, the civic centres promoted a Fair

Trade week in their cafeterias, organizing different activities for children and families such as 100% fair trade breakfasts and tastings of food and drinks.

Expanding sustainable procurement to non-traditional products Saarbrücken

Saarbrücken has a strong sustainable public procurement policy that covers not only traditional products such as coffee, orange juice, sugar and clothing, but also non-traditional ones including cemetery stones, rugs, soaps, cotton bags and flowers, all of which must respect International Labour Organization standards during their production.

The city expanded their procurement policy beyond traditional products as a recognition that there are numerous products where the city can have an

influence and where fair and ethical alternatives are available. Moreover, sustainability criteria have to be respected in all calls for tenders. For fair workwear procurement, both social certifications (e.g. FairWear Foundation, Fairtrade Cotton Programme, SA8000)²³ and ecological certifications (e.g. Bluesign, Global Organic Textile Standard) are considered. City employees also receive training on sustainable procurement to equip them with the necessary knowledge and skills to procure in a sustainable way.

Sustainable workwear pilot Cologne

In 2016, the city of Cologne decided to integrate fair procurement into the Local Authorities Code to ensure compliance with fair, ecological and social criteria. In 2017, a municipal development policy coordinator for fair procurement was hired to support this process. The Department of International Affairs is also training procurement staff using dedicated courses in fair procurement to provide them with necessary knowledge and skills.

In October 2017, the city also embarked on

a pilot project for sustainable workwear procurement, seeking to procure 250 pairs of shoes for undertakers over a 24-month period. Social and ecological criteria accounted for 30% of the evaluation score, while price accounted for 40%, quality 20% and delivery times 10%. Bidders completed a questionnaire containing nine questions on social and ecological aspects, which was developed in collaboration with the NGOs FEMNET e.V. and SüDWIND e.V.²⁴ The project also includes supplier assessments and user workshops.

²³ SA8000 is an auditable certification standard that encourages organizations to develop, maintain, and apply socially acceptable practices in the workplace.

²⁴ Kompass Nachhaltigkeit (2016). Sicherheitsschuhe. Leistungsbeschreibung in der Praxis. https://www.kompass-nachhaltigkeit.de/fileadmin/user_upload/KK-Dokumente/Koeln_Anlage_1_Bewertung_der_sozialen_und_oekologischen_Nachhaltigkeit.pdf

→ Ensuring the impact of city initiatives ←

Developing more concrete targets helps guide a city's actions towards the achievement of its vision and goals. Robust monitoring and evaluation systems are also helpful as they allow to track progress, ensure accountability and assess the impact

of policies and activities. It is a way to check if the initiatives and activities are having the desired effect. Monitoring and evaluation are therefore important to inform decision-making on continuing, replicating or amending programmes and projects.



Targets

Targets, which cover the short-to mid-term, are a more tangible and possibly quantifiable breakdown of the city's vision and goals.



Monitoring

Goals are a translation of the vision into actions, though these actions are still broad and long term.



Evaluation

Evaluation uses the collected data to review the design, implementation and results of ongoing or completed programmes and projects to determine their impact and efficiency.

There are, however, a range of challenges for cities in effectively monitoring and evaluating the impact of their initiatives. This includes, but is not limited to, the definition of the right indicators, development of the measurement methodology, availability of data and information, and certainty in attributing the change to the instrument. The applications for the first Award in 2018 revealed that cities are only starting to put into place more specific targets/ indicators and systems to monitor and evaluate progress as they move from placing sustainable, fair and ethical trade onto the city agenda to making it an integral part of the city's direction. As such, targets, measurements and evaluations seem to follow as the city's engagement

with sustainable, fair and ethical trade matures.

While some cities are establishing these systems to account for all their efforts on sustainable, fair and ethical trade, others are focusing on specific areas initially. Public procurement is the most common action to be evaluated as it is where the city has the largest leverage and can be easily quantitatively assessed.



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Sourcing 100% ethical food by 2020

Malmö

In Malmö, fair trade forms part of the city's sustainable development approach in line with the 2030 Agenda for Sustainable Development. This Swedish city sees it as a way to 'address the injustices of conventional trade and improve social and environmental conditions.'²⁵

While the city strategy has a broader sustainability focus, one of its goals and related targets seek to promote fair and ethical trade. More specifically, to achieve its vision of being 'the world leader in sustainable city development'²⁶, the city of Malmö has a goal to make consumption patterns more sustainable, both through citizens' consumption behaviour and public procurement.

“The City of Malmö's organization should respect human rights and care for our environment. To purchase fairly traded products is an easy way for the City of Malmö to make a concrete difference. We also work to increase the availability of fair products in stores, cafés and restaurants, and in workplaces. In Malmö it should be easy to do the right thing.



Katrin Stjernfeldt-Jammeh
Mayor of Malmö

²⁵ Malmö (2018). Application to the EU Cities for Fair and Ethical Trade Award.

²⁶ Ibid.

Malmö has a quantifiable public procurement target, approved in 2010, stating that all food purchases, where possible, should be organic and ethically labelled by 2020 and greenhouse gas emissions from food procurement should be reduced by 40% by 2020, compared to 2002 levels.

“ *Sustainable public procurement entails sustainable consumption and understanding that behind every product there is a human being. The concept of Fairtrade helps us to communicate this.*



Ulrica Svallingson
Sustainability coordinator,
Unit of Public Procurement,
City of Malmö

The purchase of fair trade coffee in the city has increased from 0.5% in 2006 to 99% in 2018. Tea stands at 81% and bananas at 36%. Greenhouse gas emissions from food procurement have been reduced by 23% to date, more than halfway towards the 2020 target.

Moreover, a city survey revealed that, in 2016, 80% of residents indicated that they sometimes or often purchase fair trade-labelled products.





©International Trade Centre

Targeting fully sustainable procurement by 2024

Ghent

The city of Ghent has ambitious and clear public procurement targets:

“ *In 2024, the City of Ghent will only buy fair trade products where possible. If they are unavailable, the City of Ghent will seek sustainable alternatives.*²⁷ ”

To achieve this target, Ghent has developed a strategic public procurement roadmap, which gives an overview of all the tenders planned for the year ahead and allows for the implementation of sustainability criteria across various departments. It also enables discussion with all relevant stakeholders in order to set individual targets for each contract. The roadmap also tracks progress and pinpoints areas for development based on

a baseline measurement. For each tender, a score from 0 to 10 indicates the current status and future goals. Products such as coffee, sugar, wine and fruit juice with a fair trade label have already earned the maximum score. The score for workwear has progressed from 4 to 6. As such, Ghent is able to track the progress and identify areas for improvement.

One of the main goals of the city's Masterproject on sustainable procurement for workwear (see section on Using the city's purchasing power for sustainable trade) is to set city-wide measurement and reporting methodologies to enable the communication of the benefits of sustainable public procurement. On a pilot scale, these reporting tools include both strategic and operational indicators to measure and adapt the process.

²⁷ Ghent (2018). Application to the EU Cities for Fair and Ethical Trade Award.

Tracking procurement for sustainability

Vitoria-Gasteiz



©Daniel Llano

The Spanish city of Vitoria-Gasteiz is continually working on enhancing the evaluation and measurement system for its procurement policy (see Vitoria-Gasteiz's Municipal Instruction for Socially Responsible and Sustainable Contracting in section on Using the city's purchasing power for sustainable trade). It is already tracking the municipal purchase volume with fair and ethical trade, social and environmental clauses. In 2017, there were 153 contracts including such clauses, which amounts to 25% of the total number of contracts. The sale of fair trade products in the municipal cafeterias during 2018 amounted to €21,058, a substantive figure considering that the cafeterias are open only 10 months per year and the average number of customers of these cafeterias amounts to 5,072 persons per week. In terms of procurement training, 259 staff members have received training at the start of 2016, or 9% of the total municipal staff.

Setting targets for sustainable procurement **Münster**

To achieve the city's goal on fair trade (see Münster 2030 strategy in section on Putting sustainable trade on the city agenda), the city of Münster put the following concrete operational targets into place:

→ **Public procurement** will be aligned with sustainability criteria by 2030 and products procured from developing countries will be 100% fair, subject to availability;

→ **By 2025**, at least three public offices will have carried out projects on fair workwear; and

→ **By 2025** there will be at least 50 pilot companies who have started to procure in an eco-fair way and procure at least five products from developing countries in that way.

To evaluate the implementation and success of the strategy and targets, the city is further developing an indicator-based monitoring system.

→ Changing consumption through citizen awareness ←

Knowledge about the economic, social and environmental impacts of consumption and production behaviour, and how these may affect people in other countries, is key to bringing about more sustainable decisions and actions. Informed choices require knowledge about current practices and their consequences as well as alternatives. As the policies and actions of city authorities are most closely linked with citizens, city authorities are in a good position to influence local consumption and production patterns, which in turn affect the shape of international trade. The closeness to their constituents means that city authorities can identify knowledge

gaps, target audiences and are the most suitable means to reach their citizens. Cities typically combine awareness-raising events (both large and small-scale) with information tools such as guides, booklets, and online resources, as well as knowledge events such as seminars and workshops on specific topics or products. The Award applications have shown that successful awareness-raising initiatives typically relate to the ethos of the city, for example, by touching on the city's key economic sectors or its cultural heritage. Moreover, it is important that such efforts engage citizens of different backgrounds, ages and gender in order to maximize reach.

Leading the fair fashion revolution Ghent

Ghent is setting an example in raising awareness about fair and ethical trade through a combination of large public events as well as smaller, targeted efforts. Many of these initiatives relate to the core of Ghent's economy and thus of strong interest to its citizens.

Ghent Fair Trade, launched in 2014 as a partnership between the city of Ghent and civil society organizations, is the driving force behind the city's awareness-raising efforts. With a full-time staff member and allocation of a dedicated operational budget, Ghent Fair Trade has organized major awareness-raising events including Fair Fashion Fest and Fair Food Fest, information sessions (e.g. lecture by award-winning social entrepreneur Safia Minney), a debate Make IT Fair, master classes at chefs' restaurants, and activities based on international and national campaigns such as Fair Trade Week and Fashion Revolution Day.²⁸



©Gent Fair Trade

As a textile hub, Ghent has been particularly active in raising awareness about fair fashion. Fair Fashion Fest, for example, welcomed 2,800 visitors for the first Fest in 2015 and over 4,000 for the second and third events in 2016 and 2018. It showcased fair textiles in a fashion show, fair fashion market, lectures and workshops. Other efforts to promote fair fashion include Fair Fashion Walks²⁹, a fair fashion guide³⁰ that lists fair clothes stores, and a textiles platform which connects entrepreneurs, researchers and civil society organizations, enabling them to share experiences, ideas and knowledge through Fair Fashion Labs, for example. Ghent's award application highlighted several businesses, e.g. Bombyx and Yak&Yeti, as playing an exemplary role in fair fashion using fully transparent supply chains; guarantees of fair labour conditions and a living wage; and support programmes for employees.

²⁸ <http://fairfashionfest.be/>

²⁹ <https://www.gentfairtrade.be/fair-trade-walks>

³⁰ https://issuu.com/fairtradegent/docs/webversie_inspiratiegids_pagina_5



©Eric Weber

Channelling tradition and diversity into awareness-raising Cologne

The German city of Cologne is ensuring wide reach of its awareness-raising efforts across its diverse community by combining traditional city events with community-specific outreach efforts.

Cologne Carnival, for example, distributes fair trade sweets, thus leveraging one of the city's largest events that attracts a significant number of visitors. Another traditional city event that is being used to spread awareness and increase the availability of fairly traded products is the Christmas

market. Applicants for market stands are asked to prove that products from outside Europe have been fairly traded. They are then awarded points and bonuses in their application criteria, thus creating incentives for the sale of fairly traded products. Cologne has organized a Fair Trade Night every year since 2015, attracting some 800 visitors.³¹ The event combines information stands by fair trade companies and associations with presentations, discussions and shows. Another popular event is the fair breakfast/cooking in Cologne zoo.

³¹ <http://www.koelnagenda.de/projekte/eigene-projekte/fair-trade-night/>

Given the city's large and active Muslim community, Cologne has decided to target the community's awareness of fair and ethical trade by supporting the development of the Fair Mosque network.³² The region-wide initiative aims to make mosque communities more aware of conscious and sustainable consumption by connecting it to the principles of Islam. Given that the population of Muslims in German cities is growing and many migrants have a Muslim background, this initiative is a good way to reach the Muslim community. The Fair Mosque network works on four interrelated topics, including fair consumption, environmental protection, social engagement and innovation.

Cologne has also focused efforts on fair fashion given the abundance of fashion stores and designers in the city. Together with the civil society organization Femnet, the city has created a shopping guide for fair fashion and has organized many awareness-raising events, including Fair Fashion Day, a fashion show at Fair Trade Night 2017, Fashion Revolution Week, Eco Design Forum and Fair Fashion Truck.³³



©AMD Düsseldorf and FEMNET

Building knowledge through public information Saarbrücken

Saarbrücken is providing the public with information about fair trade and related initiatives in the city through a variety of channels. This includes a dedicated website and print materials, as well as information stands, lectures and seminars, talks by guests from producing countries (e.g. rose pickers from Kenya or coffee

producers from Honduras), and fair trade study trips to producing countries.³⁴ There is also extensive local media coverage about initiatives and events on sustainable, ethical and fair trade.

The city also offers a guided city tour Fair. führung which informs participants about

³² <http://www.fairemoschee.de/>

³³ https://dryfta-assets.s3-accelerate.amazonaws.com/assets/phrenos/abstractfiles/abs_18_1522229579Fairfuehrung_2_web.pdf

³⁴ <https://fairen.saarbruecken.de/>

fair trade sites and provides insights into conscious consumption and production. Saarbrücken has developed an online guide that maps fair shops, restaurants and hotels.³⁵ Awareness-raising efforts also take place through Fairtrade Initiative Saarbrücken – a regional platform of 30 local organizations who implement educational and media projects, promote National Fairtrade campaigns and offer technical advice.



©Nicole Burkhardt

Mapping sustainable businesses Bruges

The Belgian city of Bruges organizes several awareness-raising events, such as Companies International Fair Trade Day and Fair Trade Week. In addition, the city uses multiple channels to inform residents and visitors about all hotels, catering

establishments and shops that offer fair trade products. This includes a multilingual city map, a website and window stickers, thus giving clear visibility to businesses that offer fair trade products.³⁶



©Stad Brugge – Communicatie en Citymarketing

³⁵ <https://destinet.eu/who-who/civil-society-ngos/quattrofair/saarbruecken>

³⁶ <https://www.brugge.be/stadsplan-fair-trade>



©International Trade Centre

Giving visibility to sustainable businesses

Lyon

As part of its awareness-raising efforts, the city of Lyon organizes a number of events, such as the Fair Trade Christmas Village, to increase knowledge about alternative consumption approaches for food and gifts, and the Label Awardee Festival, which runs practical workshops to increase awareness about sustainable consumption including repairs, retrievals or upcycling. Lyon also organizes activities to support wider initiatives, such as Fair Trade Fortnight, European Fair Trade Fair, or Sustainable Development Week.

In addition to events, Lyon is trying to reach citizens through on- and offline communications tools, including billboard campaigns and a dedicated website. In order to promote awareness and use of the city's label which was launched to promote sustainable consumption (Lyon, Fair and Sustainable City; see the section on Supporting sustainable business models), the city has developed a guide

and an interactive map listing the labelled establishments, as well as a presentation brochure.³⁷



©Ville de Lyon

³⁷ <https://fr.calameo.com/read/0000418972ff54d1511da>

Promoting sustainable textile consumption

Malmö

The city of Malmö has been actively raising awareness about fair and ethical trade through a range of activities over the past decade, including seminars, workshops, lectures, contests, campaigns, events, film screenings, and visits by fair trade producers. For example, Malmö organized two campaigns about sustainable textile consumption (Go!Malmö and the Textile Tour), which combined lectures, exhibitions and the publication of a map showing the city's sustainable textile suppliers. The city has also undertaken efforts to make Fikas, Sweden's traditional coffee breaks, fairer and more ethical, for example by

organizing the competition Malmö's Most Ethical Pastry where pastry chefs competed to bake the most ethical and delicious pastry.

Moreover, Malmö keeps track of the supply of fair and ethical goods in the city. To help guide consumers towards these, the city has developed a list of over 200 cafes, restaurants, hotels and shops that sell ethically produced products.³⁸ There is also a list of 215 workplaces that provide their employees with ethically produced goods during their break.

Integrating sustainable consumption into public events

Madrid

In a country where awareness for fair and ethical trade is relatively low compared to other EU countries, the city of Madrid is putting much effort into informing consumers about responsible consumption through a variety of channels. This includes, for example, events such as World Fair Trade Day, the incorporation of fair trade into traditional city events, workshops, discussions, poster campaigns, information leaflets, videos, radio interviews, blogs, or press releases. The city also trains its municipal employees as well as school children on responsible consumption and fair trade.



© Ayuntamiento de Madrid

³⁸ <https://malmo.se/Sa-arbetar-vi-med.../Malmo-stads-miljoarbete/Hallbar-konsumtion/Malmo-Fairtrade-City-/Fair-trade-i-Malmo/Butiker.html>

→ Educating the responsible consumers of tomorrow ←

Making the transition to a more sustainable society requires the consumers of tomorrow to be well-informed and responsible in their decisions and actions. Cities can support this by working closely with daycare centres, schools and universities to spread awareness and knowledge about sustainable, fair and ethical trade among children, adolescents and young adults.

The applications have revealed that cities have a number of targeted initiatives and tools to reach the young generation, including special teaching materials, the organization of workshops and seminars, the integration of fair and ethical trade into the curriculum, and school certification schemes/competitions.

Daycare centres and educational institutions are also important consumers themselves, from food and beverages to toys and equipment. Sensitizing the staff, particularly those responsible for purchases, and nudging them to make more ethical and fair consumption choices can also have significant, direct impacts.





©International Trade Centre

Citywide fair daycare certification

Dortmund

The German city of Dortmund is a leader in promoting fair and ethical trade in early childhood. The city participates in the statewide Fair Daycare NRW project, where all of the 100+ municipal daycare centres in Dortmund are being certified with the Fair Daycare award.³⁹ To date, 36 daycare centres in Dortmund have been awarded the Fair Daycare NRW label.

In addition to a learning process where the children, parents and staff learn about fair and ethical trade, the daycare centres must purchase at least two fair trade products, one for adults and one for children, such as

bananas, juice, chocolate, coffee, tea and sugar. The centre also has to form a Fair Team, consisting of one staff member and one parent, and communicate its efforts, for example in parent-teacher evenings, newsletters or press releases.



©Projekt FaireKITA, Jasmin Geisler

³⁹ <https://www.faire-kita-nrw.de/>

Twenty-eight schools in Dortmund also participate in the School of the Future initiative. In addition to learning about sustainability and environmental awareness in class, the students work on small projects to form student companies. One student company example is the production and sale of the Dortmund notebook made of 100% recycled paper. Working on such projects enables students to learn aspects of (fair) trade through the production and sale of genuine products.

Another way to promote schools' commitment to fair trade is the nationwide campaign Fairtrade Schools, initiated in 2012. Since 2013, seven schools in Dortmund have joined the campaign and two are in the process of joining the campaign. As Fairtrade schools, they pledge to deal with the topic of fair trade in class and sell fair trade products in the school cafeteria.

Dortmund's children's museum Mondo Mio also offers workshops for school classes where young students learn in an interactive way how their actions affect future generations or life in other parts of the world.⁴⁰ Workshops introduce topics such as fair trade, sustainability, resource scarcity or child labour. In one workshop, for example, children learn about everyday life in other countries such as India, Ghana and Brazil, and reflect on different needs, consumption and behaviour.

“The City of Dortmund is convinced that the world needs a young generation which is aware of the global social and ecological challenges and is willing to change the status quo.



Felicia Schenkelberg
Office of International
Relations and Sustainable
Development, Department
for Mayoral and City
Council's Affairs

Dortmund's focus on early childhood is based on the view that children are more likely to take on alternative consumption patterns when they learn about sustainable and fair consumption from an early age. Moreover, they are important multipliers who take the principles of fair and ethical trade back into their families where they consider the impact of their purchase decisions with their parents. The city is therefore supporting the next generation of sustainable consumers. The Dortmund Action Alliance also organizes many events and workshops for school students about sustainable consumption.

⁴⁰ <https://www.mondomio.de>



©Julia Solonina

Action alliance for sustainable trade education Hamburg

Hamburg has focused much of its efforts in fair and ethical trade on school-age education. In 2005, Hamburg's senate created the initiative Hamburg Learns about Sustainability, bringing together a number of agencies, departments, foundations, networks and people working on education in Hamburg. The initiative was started as Hamburg's contribution to the UN Decade of Education for Sustainable Development, which ended in 2014 and was followed by the World Action Programme Education for Sustainable Development which ran from 2015 to

2019. Continuing the initiative under this new umbrella, the city is now preparing a Hamburg Education for Sustainable Development Masterplan which includes aspects of fair trade.

In 2006, the action alliance Hamburg mal Fair was established and remains the leading actor in educating the next generation about the complexities of global trade through a variety of educational initiatives and projects.⁴¹ Through seminars, teaching materials, workshops, interactive smartphone rallies

⁴¹ <https://hamburgmalfair.de/>

and campaigns, children and adolescents are being sensitized for fair and ethical trade.

The smartphone rally Hamburg Fair Caching is particularly innovative.⁴² During an introductory workshop, participants take part in a digital multimedia scavenger hunt

where they solve riddles, answer questions, and prepare a small explanatory video. Afterwards, the photos, videos and other results are reviewed, and the winning team is selected. The city of Hamburg is a partner of the alliance and supports its work financially.



© Mobile Bildung e.V., Hamburg

→ Involving civil society to drive positive change ←

Bringing about changes in local consumption and production patterns will only be possible if all city stakeholders are on board to switch to more sustainable behaviour. Involving all major groups of society across different socioeconomic, cultural, religious and professional backgrounds as well as different ages and genders can significantly enhance their buy-in.

EU cities are involving community stakeholders in a variety of ways, from engaging them in the elaboration of the city vision and strategy, to encouraging

active roles in developing and implementing activities on sustainable, fair and ethical trade. Such participation gives citizens a sense of ownership, which can enhance their willingness to be part of the change and drive the necessary shift in consumption behaviour.

Community participation can be driven by the city, which can set the framework and conditions, and initiate the engagement (e.g. through a city-managed committee) or it can be citizen-driven with participation – technical and/or financial – of the city.

⁴² <https://hamburgfair.de/urban-fair-caching/>

Action Alliance for Fair Trade Dortmund

In Dortmund, the multi-stakeholder group Action Alliance for Fair Trade is the driving force behind many of the city's activities on sustainable, fair and ethical trade.⁴³ It brings together 80 partners from a variety of backgrounds, including retailer associations, consumer associations, city departments, churches and schools.

The alliance carries out joint campaign activities and projects, advertises fair trade, raises awareness amongst consumers and provides information materials such as a sustainability shopping guide and a

website about fair retailers as well as cafes and restaurants.⁴⁴ The alliance is managed by the city's Office for International Relations and Sustainable Development and holds two press conferences with the mayor every year. It has a very active annual event programme, which includes fair markets, fair meals, awards for sustainability initiatives, workshops about specific products, seminars, and sales of specific products, and maps these events to the respective SDGs.

Municipal Fair Trade Committee Rostock

The German Hanseatic city of Rostock has formed a municipal Fair Trade Committee which brings together employees of the city administration office, the city marketing department, the departments of regional development and environmental development; representatives of various event offices, social associations, the University of Rostock; as well as representatives of the trading association and the chamber of commerce. The

committee is led by the city's Fairtrade Coordinator, a position created in 2016. The group coordinates initiatives in order to achieve the goals defined in the city's Fair Trade concept. In addition to a quarterly group meeting, members meet more regularly in three smaller subcommittees addressing education, municipal purchasing and supply chains, and local business engagement.

Vibrant ecosystem of local engagement

Lyon

The city of Lyon is actively encouraging local initiatives and engagement. It has recently launched a call for citizen initiative projects with the goal of developing sustainable development and fair trade expert groups

in neighbourhood councils, as well as a call for international projects promoting reciprocal, solidarity-based exchanges with partner regions aimed at fostering local development and autonomy.

⁴³ <https://www.fairtradestadt-dortmund.de/>

⁴⁴ <https://www.fairtradestadt-dortmund.de/ladenlokalfinder/>;

<https://www.fairtradestadt-dortmund.de/gastronomiefinder/>;

<https://www.fairtradestadt-dortmund.de/kalender/>

For Agenda 21 information, see https://www.dortmund.de/de/leben_in_dortmund/umwelt/lokaleagenda21/startseite_lokaleagenda21/index.html

Moreover, the city has a vibrant ecosystem of local participants working to promote sustainable, fair and ethical trade, from NGOs, academia and civil society organizations to local businesses. In 2005, over 20 local and national stakeholders founded the Lyonnais Collective of Fair Trade Stakeholders as a way to promote a trade system that benefits everyone throughout the supply chain. Over the

years, the network has developed a number of tools and initiatives to enhance awareness about sustainable, fair and ethical trade among the public and help them consume in a more responsible manner. This includes a website, a city map of businesses that offer fair trade products, and window stickers to identify such shops and businesses.

Municipal Fair Trade Forum Madrid

Madrid's commitment to fair trade is being promoted by the Municipal Fair Trade Forum, comprised of representatives of the municipal government, business organizations, the hotel and commerce sectors, consumer associations, neighbourhood associations and fair trade organizations. It coordinates the most relevant actions on fair trade in the city, such as the inclusion of fair trade products in public contracts that supply catering services, responsible consumption education in schools, training courses in sustainable consumption and fair trade for municipal employees, or awareness-raising campaigns.

The Municipal Fair Trade Forum has the following objectives:

- **Raising public awareness** on fair trade and its values;
- **Facilitate access** and increase the availability of fair trade products in shops, catering establishments, companies, schools and educational centres; and

→ **Effective incorporation** of fair trade and responsible consumption in municipal administration, especially in public procurement policies.

“ *The essence of trade, the essence of economics, is to make it possible for everyone to live better. And Madrid wants to be at the forefront of Fair Trade.* ”



Manuela Carmena
Former Mayor of Madrid

There are also a number of organizations promoting fair and ethical trade in Madrid, including seven organizations under the state fair trade coordinator. These organizations not only carry out educational activities but also cooperate directly with producers in developing countries. Some of these organizations have entered into cooperation agreements with the city of Madrid and some also cooperate with businesses in the city. Moreover, the city cooperates with eight

consumer associations that work with the Municipal Institute of Consumption. Their activities aim to inform consumers

in public spaces about consumption rights and responsibilities.

→ Global partnerships for sustainable trade ←

Through technical and financial assistance, capacity building and other support measures, city authorities and other city stakeholders can directly support producers, businesses and local authorities in developing countries. This can have a direct, positive impact on economic, social and environmental conditions, and increase the availability of sustainable, fair and ethical products.

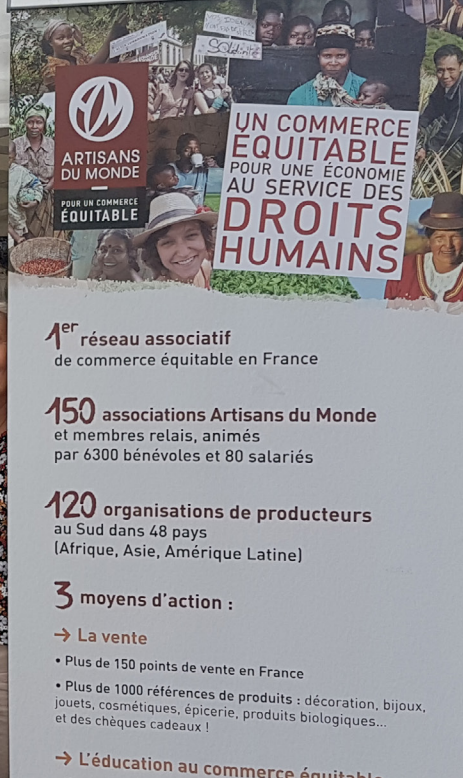
Such collaborations can build on existing partnerships between cities, for example through town twinning programmes. They can deal with specific commodities, products and challenges, or operate at a more general, comprehensive level. The

applications for the Award have shown that personal connections between local stakeholders and communities in developing countries can also be a powerful source for successful partnerships.

The focus and purpose of such partnerships can be diverse. They can, for example, work directly with farmers and producers or through local, regional or national structures to enhance market access, help tackle production challenges, respond to environmental and human rights issues, or empower women to form businesses and join markets.



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Organic and fair trade shea products Lyon

The city of Lyon and its stakeholders have a clear commitment to working with communities in developing countries. Several of the Lyon, Fair and Sustainable City label awardees (see section on Supporting sustainable business models) have formed strong partnerships with producers in developing countries.

Karethic, for example, works with women producers in Benin to create organic, fair trade cosmetics from shea butter. It brings together 12 cooperatives of women shea producers, partners of the company Karethic Benin and Terrethic France (the French sister company). The local women producers receive training in the production

of premium shea almonds and butter based on their traditional knowledge, thus allowing them to add value to the shea almonds and achieve higher incomes. By cutting out intermediaries and through rigorous specification and certification requirements, Karethic ensures traceability of its organic and fair products.

Karethic's approach is based on ensuring a sustainable partnership between the producers and consumers to provide high-quality, traditional products whose production has a positive impact on the producers, their communities and the environment. To date, Karethic has supported some 700 producers, had a

tangible impact on the preservation of shea trees and bees, provided schooling to over 11,000 girls and produced almost 200,000 products without unnecessary packaging.⁴⁵



©Karethic

The city of Lyon is also sharing its expertise on the social and solidarity economy concept with cities in developing countries.⁴⁶ In a cooperation project with the Brazilian city of Osasco, Lyon is contributing to developing social and solidarity-based entrepreneurship, social innovation and responsible public procurement. This format is now being replicated in Tunisia.

Supporting sustainable cocoa farming in Colombia Hannover

The city of Hannover has partnerships with producer communities in Malawi and Colombia to promote sustainable, fair and ethical trade. Through these projects, Hannover is supporting climate- and environmentally-friendly production of macadamia nuts and cocoa which are then used to produce promotional chocolate for the city of Hannover.

The climate partnerships with Belén de los Andaquíes (Colombia) supports small cocoa farmers who want to protect their rain forest through sustainable cocoa growing. A majority of the population of Belén de los Andaquíes depends on agriculture, but the high deforestation rate and impacts of climate change are affecting their livelihoods. The city of Hannover supports them in sustainable cocoa farming

through education on sustainable farming practices, certification and establishing cooperatives.



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⁴⁵ Karethic. 2019. L'impact social positif de Karethic. Available from <https://karethic.com/impact-social-positif-de-karethic/>

⁴⁶ Social and solidarity economy refers to enterprises and organizations (cooperatives, mutual benefit societies, associations, foundations and social enterprises) which produce goods, services and knowledge that meet the needs of the community they serve, through the pursuit of specific social and environmental objectives and the fostering of solidarity.



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Fair trade study trips

Saarbrücken

The city of Saarbrücken has an innovative approach to cooperation projects on fair trade by involving its resident migrants who act as Fair Trade Ambassadors and explore projects in their country of origin. This helps support migrants and contributes to improving working and living conditions in these countries.

In 2009, the initiative Finally Africa was formed with the objective to learn more about the working, living and production conditions in developing countries to raise awareness in Saarbrücken and initiate concrete projects. The initiative has organized two study trips to Burkina Faso and one to Kenya. This has resulted in a fair trade partnership between a women's cooperative in Burkina Faso and

the Saarland region for the production of a soap that combines shea butter from Burkina Faso and local organic herbs and oils from the Saarland region.

The city has also organized and participated in fair and ethical trade study tours to Nicaragua, Kenya, Burkina Faso, Honduras, El Salvador, Peru and Colombia.

Promoting fair trade in Ibero-American cities

Madrid

Madrid has a unique global network for promoting fair trade in Ibero-American cities. The city holds the permanent co-presidency of the Unión de Ciudades Capitales Iberoamericanas (Union of Ibero-American Capital Cities), which brings together the capitals of all Latin American countries and other major cities, as well as cities on the Iberian Peninsula, to share knowledge on a myriad of topics, including fair trade.

Furthermore, Madrid has cooperation and town twinning agreements with more than fifty cities, including seventeen Ibero-American cities (Buenos Aires, Bogotá, Guadalajara, Quito, La Paz, Guatemala, Puerto Príncipe, etc.) and the Mercociudades network, which can be utilized for global projects in sustainable, fair and ethical trade.



→ Appendices ←

Appendix I: Award concept

The Award concept was developed through a consultative multi-stakeholder process, facilitated by ITC. It involved around 40 experts from different geographic and professional backgrounds, meeting several times over the course of 2017. This Technical Committee developed the application form and rules of contest for the first Award in 2018. Based on feedback, these documents were further improved in 2019 in preparation for a second Award edition. The members of the initial Technical Committee were consulted as part of this exercise.

For the first Award, the project received 19 applications. Of these, 18 met the application eligibility criteria (Appendix II).

These applications were then reviewed and scored by an Evaluation Committee, composed of 10 public policy and sustainability professionals, selected through an open application process. Based on their review and deliberations, the independent Evaluation Committee shortlisted seven cities (Appendix III).

A jury, composed of seven members nominated by the European Commission in collaboration with ITC, then selected the overall award winner (Ghent) as well as another four cities who received special mentions for inspiring initiatives in specific categories (Lyon, Dortmund, Madrid and Saarbrücken).

Appendix II: Eligible applicants in 2018

In alphabetical order.

- | | | | |
|-----|-------------------|-----|--------------------------|
| 1. | Bremen, Germany | 11. | Mechelen, Belgium |
| 2. | Bruges, Belgium | 12. | Münster, Germany |
| 3. | Cologne, Germany | 13. | Prague 8, Czech Republic |
| 4. | Dortmund, Germany | 14. | Rostock, Germany |
| 5. | Ghent, Belgium | 15. | Saarbrücken, Germany |
| 6. | Hamburg, Germany | 16. | Sintra, Portugal |
| 7. | Hannover, Germany | 17. | Terrassa, Spain |
| 8. | Lyon, France | 18. | Vitoria-Gasteiz, Spain |
| 9. | Madrid, Spain | | |
| 10. | Malmö, Sweden | | |

Appendix III: Shortlisted cities in 2018

The following are application summaries, provided by the applicant cities in original wording. ITC did not edit these summaries. They are presented in alphabetical order.

1. Dortmund (Special Mention for Education and Community Participation)

The City of Dortmund, together with its many stakeholders in civil society, the retail trade, education, politics and administration, has been dedicated to the targets of fair and ethical trade and sustainable development for a considerable length of time now. On the one hand, this concerns how the municipal administration acts in terms of sustainable procurement, guaranteeing political and societal participation as well as creating a culture of recognition for citizens' commitment and involvement. On the other hand, it is also about pooling and coordinating the efforts the community is making to support fair trade in Dortmund and the region. A broad-based 'Action Alliance' comprising more than 80 different partners from the worlds of politics and administration, science and schools, one-world groups and civil society stakeholders, presents six-month-programmes of action, designs campaigns, develops concepts and projects and coordinates activities. Together with these partners, in the context of a model project entitled 'Globally Sustainable Municipality', sustainability reporting is initiated, and a municipal sustainability strategy is coordinated. It was this outstanding commitment and involvement that also delivered the basis

for further work towards setting up a 'One World Strategy'. In close consultation with the stakeholders involved in the fields of migration, integration and refugee work, areas of common interest with municipal One-World-work are identified and joint campaigns and projects are prepared.

2. Ghent (Overall winner)

The City of Ghent has a long fair trade tradition and goes beyond raising awareness. We do not only set the example through our procurement policy but also create a climate in which entrepreneurs, knowledge institutions and civil society organizations invest in fair trade. In 2005, Ghent became the first Belgian 'Fair Trade Town' and has put increasing emphasis on fair trade ever since. In 2014, 'Ghent Fair Trade' was launched in cooperation with Oxfam FairTrade Shops. The project started a multistakeholder approach that has triggered an impressive multiplier effect, resulting in specific commitments from the public, civil society and the private sector. Ghent has a textile history that makes the impact of trade and noncompliance with labour rights visible up until now. This resulted in a broad movement of entrepreneurs, volunteers, fashionistas and organizations that passionately promote fair trade. 'Ghent Fair Trade' has put textile centre stage but leaves scope for other sectors. With remarkable results. A number of activities increased awareness among consumers, gaining considerable attention. Ghent's 'Fair Fashion Fest' attracts 4,000+ visitors. The

support for entrepreneurs has resulted in a strong, wider range of fair trade products. A map leads thousands of consumers to the growing fair trade offer. Fair food was an evident procurement choice in the past 20 years. But there is more. The master project sustainable procurement has allowed us to take the next step. As a textiles city, Ghent broke a lance for fair work clothing. A pioneering EU-funded pilot programme resulted in a multilingual toolbox for socially responsible work wear as a set of guidelines for purchasers. This allows us to share our experiences beyond our city borders. We plan to explore other strategic sectors with high social risks, such as ICT hardware and furniture.

3. Lyon (Special Mention for Innovation)

Lyon, an international trading crossroads, birthplace of humanism during the Renaissance, comprises a highly favourable ecosystem for fair trade. In 1831, the ‘canuts’, the Lyonnais silk workers, sought to obtain proper wages and launched the first strike in the history of industry. Committed to economic justice, they also invented the first consumer cooperative in the world, called the ‘Commerce Véridique et Social’ (True and Social Shop), in 1835. This non-profit shop was managed democratically by its customers-members, providing products at lower prices by getting rid of the middlemen. In the ‘60s and ‘70s, the immigrant workers who came to Lyon set up highly dynamic networks to forge development ties with their countries of origin, notably in French-speaking Africa. Today, this has given rise to seven decentralised cooperation partnerships. These partnerships have

also spread into Asia and the Middle East. NGOs, businesses and citizens in Lyon are particularly active and innovative in the area of fair trade for food and fashion, not to mention responsible tourism. Another group of pioneers in the area is made up of Lyon’s emblematic restaurant owners: as the world gastronomy capital, they are committed to promoting the consumption of fair trade products. The City has supported this movement, its development and its structuring from the beginning, and continues to do so with the ‘Lyon, Ville Équitable et Durable’ (Lyon, Fair and Sustainable City) label. It has laid down an ambitious sustainable public procurement policy using the levers of public procurement to support fair local organic products (North-North and North-South) on an everyday basis, notably at school food services (26,000 meals a day). The price will enable Lyon to take the next step forward in its commitment, notably with the concrete implementation of a co-development project for fair trade in Senegal through a traditional partner association in the region.

4. Malmö

Malmö is a young and multicultural urban hub buzzing with activity! All the innovative and creative projects that thrive in the city, sprung from both the public and private sector, no doubt contribute to the fact that Malmö has been awarded as Sweden’s most sustainable city several times over the past few years. The vision for Malmö in 2020 is to be world leading in sustainable city development, as stated in the local Environmental Programme. One of the goals in the programme - ‘In Malmö, it is

easy to do the right thing' - aims to make consumption patterns more sustainable for the inhabitants, and to increase the share of ethical products purchased by the city itself as the city's consumption plays an important role in our social and ecological footprint. When choosing Fairtrade products, we are addressing the injustices of conventional trade, and enable the poorest and weakest producers to improve their position and have more control over their lives. Sustainable consumption is an important key to sustainable development. Malmö established some very ambitious targets within public procurement in a policy that was approved by the city council already in 2010. The goal of the policy is that all food purchases where possible ought to be organic and ethically labelled by 2020 and greenhouse gas emissions from food procurement should be reduced by 40% by 2020, compared to the 2002 level. As the first city of all of the Nordic Countries to achieve Fairtrade City-status, we are proud to look back at twelve years of hard work and change. For example, the purchase of Fairtrade coffee by the city Malmö has increased from 0.5 % in 2006, to 97% today. This is a result of clear political goals in the city's budget as well as the informative.

5. Madrid (Special Mention for Global Partnerships)

It has been 10 years now since the Ayuntamiento de Madrid, through a Plenary Accord approved unanimously by all political groups, initiated work on Fair Trade. The institutional commitment by the various municipal governments since then has increased, with many actions undertaken over the years to promote this

kind of trade and to increase awareness amongst social stakeholders, using the wide range of tools and resources available to the Municipal Administration to do so. They have worked in cooperation with the social and economic stakeholders who operate in our city, officially establishing the corresponding participatory bodies. Another notable aspect is the way in which Fair Trade interlocks with the rest of the activities deployed by the Ayuntamiento's consumer services for the citizenry, such as training for schoolchildren and other groups, direct, face-to-face information for consumers, development of informative materials, and the production and in-house distribution of the values behind this kind of trade. During this legislature in particular, Fair Trade was included in strategic planning on sustainable consumption and procurement instructions were laid down that have a major quantitative effect on responsible public procurement. No less significant was the development of synergies with other municipal plans and strategies which, on various levels, deal with sustainable urban development, and including the promotion of Fair Trade in them as another component in responsible consumption that is transforming the standards that govern the current social and economic model. Lastly, our exposé seeks to put the spotlight on the special role played by Madrid in its relations with other Spanish cities and with Latin American countries, with which there are well-known cultural ties, which would make it much easier to carry out projects in these countries.

6. Saarbrücken (Special Mention for Inspiring Procurement Practice)

Fair and ethical trade means for Saarbrücken respect for the producers, consumers and the environment. Therefore, Saarbrücken has dedicated itself to be part of the worldwide movement under the slogan 'trade not aid' and thus contributing locally to the solution of global challenges. About ten years ago, the campaign Fairtrade Towns started in Germany with Saarbrücken having triggered this process and being the first German Fairtrade Town. Saarbrücken also advocated for the campaign Fairtrade Universities in Germany in 2014, setting up the country's first Fairtrade University. Moreover, the city was three times the first runner-up of the German contest 'Hauptstadt des Fairen Handels' and finally was the winner of the 2015 edition. Those recognitions have been achieved thanks to the commitment of a broad and cooperative network including the civil society, migrants, universities, the chamber of commerce, the trade union, the municipality and the metropole, etc. Yet, it would not be achieved without the participation of the producers from the south. Activities such as educational projects, policies towards fair public procurement, and trade partnerships with producers in Burkina Faso have been realized. Recently, stakeholders started to elaborate the multi-sectorial 'Masterplan Fair trade 20-Now' aiming to anchor fair trade principles in our city in a long term. Every week is a fair week in Saarbrücken – it is sufficient to check local journals to find activities fostering fair trade. Besides, the city council signed the draft resolution of the Agenda 2030 which provides, along with the SDGs,

tools to change consumption patterns in our society and to raise awareness about global contexts. Saarbrücken is just an example of the commitment that any city in Europe, regardless of its localization, size and political and economic power, could do to support fair and ethical trade.

7. Vitoria-Gasteiz

Vitoria-Gasteiz City Council has been supporting fair trade and responsible consumption for around 18 years now. One of the first steps was the mandatory introduction of fair trade coffee in the vending machines of municipal facilities in 2002. In 2008, the City Government approved an Institutional Declaration in favour of Fair Trade. From 2009 on, the City Council signed an agreement with the city NGOs which work on fair trade, to carry out joint information and awareness raising activities addressed to the citizens. In 2015, the Municipal Instruction for Socially Responsible and Sustainable Contracting was approved, which expressly includes ethical and fair trade clauses, and draws up a manual of use and public information. During this time progress has been made in several directions: Promotion of fair trade and responsible consumption among citizens in general, among the municipal staff and among specific sectors of activity, with the participation of social organizations and other groups. Inclusion of fair trade products in municipal purchase and contracting. Grants to development cooperation projects in developing countries that guarantee commercialization systems based on fair trade principles. This broad political commitment of the City Council stands out as an example, both for

companies and other entities as well as for the entire citizenry, in how to assume its respective degree of social responsibility in the daily activities. This commitment would be recognized if we were awarded EU City for Fair and Ethical Trade. In addition, this

would also allow us to advance and deepen our goals, adding agents from the public and private sectors to the cause of fair trade, contributing thus to a sustainable and endogenous human development, with a gender and social rights approach.

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