



EU CITIES FOR FAIR AND ETHICAL TRADE AWARD



Guidelines on the Application Form

Final version - January 2020

Call for Applications: February-June 2020

→ 1. General guidelines

The objective of this document is to support and guide cities in completing the application form for the EU Cities for Fair and Ethical Trade Award 2021. In addition to some general guidelines, the document explains the application form questions in more detail and provides examples of the type of information to include. These examples are non-exhaustive, drawn from discussions within the project's Technical Committee and responses received during the first award cycle. The publication "Sustainable Trade Champions 2019: EU Cities' Good Practice Examples at a Glance" may serve as an additional source of inspiration for applicant cities. It presents examples of inspiring, innovative and replicable initiatives based on the applications received during the first award cycle in 2018 (EU Cities for Fair and Ethical Trade Award 2019).

Focus of the Award

The Award celebrates EU cities who champion more sustainable trade, consumption and production, thus creating opportunities for producers elsewhere.

Purchasing decisions of consumers in EU cities, as global trade and consumption centres, are key to driving change, both for the environment and people's livelihoods. The Award recognizes and showcases EU cities' achievements across the social, economic and environmental pillars of international trade which help to deliver on SDG 12 and other sustainable development goals. The Award welcomes applications from cities leading on sustainable, fair and ethical trade through:

- A compelling vision, strategy and objectives;
- Relevant policies;
- Impactful activities and initiatives.

This can include, but is not limited to, examples such as integrating sustainability into the city's overall decision-making, running innovative awareness-raising initiatives, offering educational programmes, implementing sustainable procurement practices, supporting new business models, providing technical support, creating supportive frameworks, or collaborating directly with producers in other countries.

The purpose of the Award is to gather a range of stories, successes and solutions that can inspire cities to initiate or scale-up efforts to promote sustainable, fair and ethical trade. This encompasses both public policy initiatives as well as efforts by businesses, civil society and other stakeholders outside the city government.

The Award recognizes cities in the following categories:

- An overall winner;
- Special Mentions in several areas.

Cities should bear in mind the Award's focus on cross-border trade between EU and non-EU countries. While the city's vision, strategy and initiatives can be embedded in a broader sustainability strategy without an explicit emphasis on trade, these ideally should have a bearing on trade relationships with other countries, especially developing ones. For example, sustainable public procurement policies and practices are relevant to the content of this Award, especially to the extent that they pertain to extra-EU trade and global value chains.

Nature of the Responses

Applicants should answer all the questions as precisely as possible. The emphasis should be on developing a coherent, compelling and engaging story of the city's approach towards sustainable, fair and ethical trade.

The Award does not primarily aim to collect comparable quantitative data. Where quantitative evidence is available, cities are, however, welcome and encouraged to include it to support their overall story.

In addition to describing the current situation, cities can also include future aspirations, plans and strategies as well as an overview of the historic evolution, if relevant.

Evaluation Criteria

The submitted applications will be evaluated based on five criteria. Four criteria cover overarching substantive aspects of the application. This includes the (i) overall direction and strategy, (ii) initiatives, (iii) stakeholder engagement and participation, and (iv) measurement, evaluation and impact. The last criterion relates to the (v) presentation and communication of the content.

Word limit

Each question has a specific word limit. This is indicated in the application form for each individual question. Responses beyond the word limit will be cut off. Cities therefore need to be as concise and specific as possible in their responses.

Language

While cities are encouraged to submit the application in English to facilitate the processing and comparability of the applications, it is possible to submit it in any of the 24 official working languages of the EU. The applications will then be translated. The word limit applies to the original submission language. Cities are, however, encouraged to involve English speakers in the application process, as most of the communication during the award process, including post-ceremony (possible participation in the Network of EU Cities for Fair and Ethical Trade) is carried out in English.

Evidence

Cities are encouraged to include evidence to support the claims made in their narratives. While such evidence/documentation is helpful for creating a compelling and complete application, it should be seen as a complementary resource for clarification and verification. The evaluation will first and foremost be based on the written answers to the questions; the uploaded evidence is meant to support and substantiate the narrative, without requiring the evaluators to review it in depth.

Cities will have the opportunity to include a maximum of three supporting documents at the end of each question, either in the form of URLs or downloadable files. Such evidence should pertain directly to the applicants' answers by including a reference to the evidence in the text. It should not be used as a way to include new information that did not fit in the narrative due to the word limit.

The evidence to include can cover a range of different types of information, including newspaper stories, press releases, short videos, photographs, existing websites (the URL), brochures, booklets, surveys, or impact assessment studies. It can also encompass signatures or testimonials from sustainable trade partners. The content does not have to have been produced by the city itself, although official documents, such as policies, guidelines or statements, could also support the narrative in several questions.

Supporting evidence can be submitted in any of the 24 official EU languages. Unlike the applications themselves, supporting evidence will, however, not be translated, though efforts will be made to assign the application to evaluators who speak the language.

Mayoral Declaration

Any citizen, company or other organization located in the city is able to start filling in an application on behalf of their city. However, they have to acquire the city's official endorsement and a representative from the city government must complete and submit the final application. For an application to be valid, it needs to be accompanied by the Mayoral Declaration. This is a pre-written form available on the Award website as part of the Application Form pack that must be signed and stamped by the appropriate authority within the city administration, in most cases the Mayor or Deputy Mayor, though this may differ across countries. Only applications accompanied by the Mayoral Declaration will be accepted. This requirement is covered in greater detail in the Award's Rules of Contest.

→2. Application Form Questions Guidelines←

Section 1: City Overview

City summary pitch

Word limit: 300 words

Relevance: The city should be able to make the case for winning the Award based on showcasing its commitment and efforts in the area of sustainable, fair and ethical trade.

Information to provide: Summarizing your application in one short statement, provide a compelling, engaging and strong story as to why your city deserves to be the winner of this award. Consider what makes your city sustainable, fair and ethical in international trade, what is innovative about your approach and what the impacts are.

As this summary may be used for internal and external communications (e.g. presentation to the Jury, feature on the Award website), this is your opportunity to make a winning pitch for your city's application.

City context criteria

Word limit: 150 words each

Relevance: Given that cities of varied sizes are eligible to apply for the Award, information about the city's demographic, economic and international context helps frame the overall application.

Information to provide: Basic city characteristics covering the following areas: (Only the categories marked with asterisk are mandatory to submit as part of the application, the rest is optional.)

Size and demographics:

- Size of the city (surface area): ...km²
- Population size*: ...
- Gender ratio of population*: % female, % male

- Age distribution of population: ...
- Percentage of population with a migratory background: ...%
- Number of nationalities in population: ...

Economic structure:

- Employment rate*: ...%
- Ratio of micro and SMEs in overall businesses: ...%
- Key sectors* (e.g. construction, food & catering, fashion, tourism, consulting, financial services etc.): ...

International trade infrastructure:

Description of relevant international (extra-EU) trade infrastructure (e.g. ports facilities, train network); connectedness to extra-EU markets; composition /volume/origin of imports (if available);

City network memberships/winner of previous city awards*:

International, regional and/or national

- ICLEI
- C40
- EUROCITIES
- Fair Trade Towns
- European Green Capital Award / European Green Leaf Award
- European Capital of Innovation Award
- Milan Urban Food Policy Pact
- EU Covenant of Mayors for Climate & Energy
- European Innovation Partnership for Smart Cities and Communities
- United Cities and Local Governments
- World Association of the Major Metropolises
- World Alliance of Cities Against Poverty
- Hanseatic League
- Climate Alliance
- Council of European Municipalities and Regions
- PLATFORMA
- Other networks and awards:

Sustainable development frameworks*:

Relevant national or regional policies or frameworks on sustainable development (including the Sustainable Development Goals, SDGs/2030 Agenda for Sustainable Development) or specifically sustainable, fair and ethical trade that guide city policies and initiatives.

Section 2: City vision, policies and activities

Q1: What are your city's vision and/or objectives for sustainable, fair and ethical trade? Do you have a strategy in place to achieve these? What is your city's motivation for becoming a leader on sustainable, fair and ethical trade?

Word limit: 500 words

Relevance: A clear vision, strategy and goals help guide cities in taking decisions and implement actions in line with sustainable, fair and ethical trade principles.

Information to provide: The response should highlight the relevance of sustainable, fair and ethical trade in the overall city approach towards sustainable development, recognizing the role played by the city in international trade. In addition to describing the current situation, it should also describe future strategies and aspirations.

This could include:

- Statement of a vision, long-term objectives and short-to mid-term targets on sustainable, fair and ethical trade. If applicable, you can refer to the evolution of the vision and/or objectives over time, including when the city started to support sustainable, fair and ethical trade.
- Outline of the city's strategy, if one exists, to guide actions towards promoting and driving sustainable, fair and ethical trade, including linkages of the strategy to other global sustainable development initiatives (e.g. Sustainable Development Goals, SDGs/2030 Agenda for Sustainable Development).
- Motivation behind the city's engagement in the area of sustainable, fair and ethical trade.

Q2: What policies, systems and actions does your city implement in the area of sustainable, fair and ethical trade, and why? Do any of these extend to the supplying communities in producer countries?

Word limit: 500 words

Relevance: There are a number of ways for cities to directly and actively support sustainable, fair and ethical trade through its own policies and practices, which showcase the cities' engagement in this area.

Information to provide: The response should describe public sector policies and actions that promote the availability, purchase and consumption of sustainable, fair and ethical products and the rationale for choosing these policies/actions. These may be either initiated directly by

the city, or be part of the initiatives put forth by larger administrative units (e.g. the regional or national authorities, etc.) which the applicant city promotes or implements in its own context.

This could for example encompass the following:

- Public procurement policies and procedures that include compliance with voluntary standards and/or specific criteria aiming to promote social, environmental and economic considerations.
- Appropriate guidelines on how to implement sustainable public procurement are available for contracting authorities at the city level.
- Procurement officials receive training in sustainable public procurement.
- Collaboration in city networks to exchange information, knowledge and best practices on sustainable public procurement.
- Written policies evaluating supplier organizations based on their social and environmental performance.
- Percentage of the budget allocated to sustainable procurement.
- Percentage of tenders that include criteria on sustainable, fair and ethical trade.
- Regulation and taxation policies to promote sustainable, fair and ethical trade in the city.
- Equitable terms and conditions exist with suppliers, especially with SMEs and cooperatives, in developing countries.
- Twin-city or other international initiatives/projects/partnerships exist with developing countries to promote understanding, collaboration and capacity-building on sustainable, fair and ethical trade, including information about access to and participation in such trade schemes.
- How policies and actions were chosen e.g. as a result of a needs analysis.

Q3: How does your city promote awareness of and support for sustainable, fair and ethical trade amongst its citizens? How do these efforts reach different groups of society? Does the city create an enabling environment for other initiatives to emerge and thrive? Do these efforts focus on specific sectors/products?

Word limit: 500 words

Relevance: Awareness-raising and knowledge-building among citizens is critical to enhance the support for sustainable, fair and ethical trade, and due to the proximity to its citizens, city authorities are well-positioned to engage them in this way.

Information to provide: The response should showcase the city’s efforts to build knowledge and increase awareness of/appreciation for sustainable, fair and ethical trade among consumers, companies, civil society groups and city officials. It should also highlight how the city is creating an enabling environment for sustainable, fair and ethical trade initiatives to emerge and thrive in the city.

This could include, but is not limited to:

- Campaigns, events, fairs, festivals, workshops, seminars, guided tours, themed weeks etc.
- Media outreach, communications/information materials, retail/food guides etc.
- Educational campaigns (e.g. school awards, educational materials, school projects, interactive workshops etc.)
- Technical and/or financial support for projects/initiatives to promote sustainable, fair and ethical trade
- Meeting spaces/forums available free of charge for meetings/events
- City sponsorships
- City government endorsements/statements supporting sustainable, fair and ethical trade

Section 3: Business and civil society initiatives within the city's ecosystem

Q4: Are there any initiatives by other stakeholders in the city (e.g. businesses, civil society organisations, educational institutions etc.) to promote and spread sustainable, fair and ethical trade? Is the city supporting these in any way? Do any of these initiatives and activities extend to supplying communities in third countries?

Word limit: 500 words

Relevance: Activities by non-government-related stakeholders speak to the general interest and engagement by citizens and businesses in the city on sustainable, fair and ethical trade, and their efforts are an important component in advancing sustainable development objectives.

Information to provide: The response to this question should describe the overall environment concerning sustainable, fair and ethical trade prevailing in the city outside of local government efforts (i.e. excluding efforts by the town hall, city council etc.). It highlights whether other city stakeholders are active in promoting sustainable, fair and ethical trade, showcasing who they are, what they do and how they may collaborate with each other/the city government. This question provides an opportunity for the city to engage with its existing ecosystem to gather inputs for drafting the full response to this question.

The type of information to focus on includes:

- Activities by companies to make their supply chains more sustainable, fair and ethical, e.g. through supplier codes and assessments, compliance with voluntary standards, or direct support for SMEs/producers in third countries.
- Efforts by businesses to increase the availability of sustainable, fair and ethical products in the city and nudge consumers to switch towards buying these products.
- Efforts by civil society organizations and other groups/actors to promote sustainable, fair and ethical trade in the city.
- Participation in municipal, multi-stakeholder or cross-sector networks that promote good practices in public/private initiatives that support sustainable, fair and ethical trade.

Section 4: Observable effects of the city's activities

Q5: Does the city have any measurement and evaluation systems in place to monitor and analyze the impacts of its efforts in the area of sustainable, fair and ethical trade? Are there, thus far, any observable effects from the city's initiatives and activities on sustainable, fair and ethical trade?

Word limit: 500 words

Relevance: Monitoring and evaluation help track progress, which is key to determining whether to continue, replicate, amend or end activities; evidence of effects can also build support for initiatives.

Information to provide: The response should show whether and how the city is monitoring and analyzing the effects of its activities on sustainable, fair and ethical trade. It is also an opportunity to showcase any relevant existing short- and long-term effects that can be linked to the promotion of social, environmental and economic considerations in trade with non-EU countries.

This may include:

- Monitoring tools exist for sustainable, fair and ethical trade practices
- Programme, project and activity evaluations
- Consumer opportunities to buy products/consumer spending on products that are sustainable have increased
- Procurement that can be considered sustainable, ethical and fair has increased
- Enterprises that build relationships with suppliers based on sustainable, fair and ethical principles and practices are growing
- Producers and communities in supplying countries have opportunities to increase their participation in sustainable, fair and ethical trade
- Economic, social and/or environmental benefits for producers and their communities in developing countries

Section 5: Future initiatives

**Q6: If you were to win the Award, what project/initiative would you consider undertaking?
And why?**

Word limit: 500 words

Relevance: The winning city has the opportunity to implement a project in a developing country in the area of sustainable, fair and ethical trade that will benefit from ITC's technical guidance/support worth of 100,000 EUR funding contribution from the European Commission . This will be a project that encourages EU cities to increase cooperation with cities in developing countries that helps producing communities participate in sustainable, fair and ethical trade, thus bringing them economic, social and environmental benefits.

Information to provide: Describe, being as specific as possible, what development project you would implement. At this stage, there is no need for a full project proposal, but the response should highlight:

- The sector/products the project would it focus on
- The country/countries the project would involve
- Whether the project would target certain groups of society, e.g. women, youth, etc.
- What kind of support the project would provide to participants (e.g. technical skills, capacity-building, market access etc.) and through which means (e.g. training, workshops, institutional support etc.)
- The expected outcomes/benefits of the project

We thank you for your interest in applying for this Award and look forward to reading about your city's efforts in the area of sustainable, fair and ethical trade.

For further information about the Award and procedure, please visit the Award website at <https://www.trade-city-award.eu/>

If you wish to contact the team directly, please write to us at:
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