



EU Cities for Fair and Ethical Trade Award 2021: Evaluation Committee – Assessment Framework

The assessment framework for the Evaluation Committee is composed of seven (7) assessment criteria, which are, to a large extent, aligned with the six (6) questions of the Application Form. Based on the aim of the award and the topics addressed in the application questions, the criteria cover both direction and implementation, as well as the communication aspects.

The Evaluation Committee members will evaluate the applications against each criterion, on a scale of 1 to 5, where 5 represents a response that indicates robust and engaging city efforts, and 1 represents a response that demonstrates little to no relevant city efforts. The framework provides the scale and scoring guidelines for the individual scores per criterion. The scores will be weighted.

The framework of criteria-weights is as below. Each Evaluation Committee member will assess all eligible applications in the process towards the 2021 Award title.

Criteria category (Rules of Contest)	Criterion	Question in Application Form	Weight
Overall city direction and strategy	C1: Vision, objectives, strategy & motivation	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?	25%
Policies and activities	C2: Public sector policies & actions	Q2: What policies, systems and actions does your city implement in the area of sustainable, fair and ethical trade? Do any of these extend to the supplying communities in third countries?	15%
	C3: Awareness-raising & enabling environment	Q3: How does your city promote awareness of and support for sustainable, fair and ethical trade among its citizens? How do these efforts reach different groups of society? Does the city create an	15%

		enabling environment for other initiatives to emerge and thrive? Do these efforts focus on specific sectors/products?	
	C4: 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?	15%
Measurement, evaluation and impact	C5: Measurement/evaluation systems and observable effects	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?	10%
Stakeholder engagement and participation	C6: Stakeholder engagement and participation	Cross-cutting: All questions	10%
Presentation and communication	C7: Presentation and Communication	Cross-cutting: All questions	10%
Additional:	Development cooperation project idea	Q6: If you were to win the Award, what project/initiative would you consider undertaking? And why?	0%
	Context criteria	Information about city which helps frame the overall application	0%