EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Informational Webinar

International Trade Centre

European Commission

2 Agenda

14:30 to 14:40

Introduction to Webinar Structure: ITC
Introduction of Webinar presenters and participants: ITC
Award overview and objectives: DG Trade

14:40 to 14:50

Review of 1st edition of the Award
Presentation by ITC
- Key take-aways from the 2018 Award process

14:50 to 15:00

Current edition of the Award
Presentation by ITC
- Application Process
- Key milestones in 2020

15:00 to 15:30

Open Q&A
Participants free to ask questions through the chatbox

1 DG Trade Presentation

Indre Vaicekauskaite
Policy Officer, Trade and Sustainable Development, DG Trade, European Commission

Introductory remarks on the Award rationale and the EU political context

2 ITC Presentation

Joseph Wozniak
Head of Trade for Sustainable Development Programme, International Trade Centre

- **Key take aways/outcomes of the 2019 Award**

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Be a sustainable trade champion!

Celebrating ***EU cities*** who champion more

sustainable trade, consumption and production,

creating opportunities for producers in other countries

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Key takeaways from the 1st edition

- 18 eligible cities applied from across the EU
- 7 cities shortlisted, 1 Award Winner, 4 Special Mentions
- Network of EU Cities for Fair and Ethical Trade (since 2018)
- Development Cooperation Project connecting Ghent, Belgium and Sahnewal, India - facilitated by ITC (since summer 2019)
- Sustainable Trade Champions report (January 2020)

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

The 2018 Award Winners

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Award Winners

Commonalities between **front-runner cities** at the level of individual activities:

- ✓ 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; and
- ✓ Develop **online information and tools**.

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The Network of EU Cities for Fair and Ethical Trade

Cities shortlisted for any Award edition

2018-2020:
Dortmund, Ghent, Lyon, Madrid, Malmö, Saarbrücken, Vitoria-Gasteiz

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Sustainable Trade Champions 2019 report

- In 2017: no precise definition of ‘fair and ethical **trade**’ under the Award
- 2017 ‘Living Book’
- Intention: let the cities construe the meaning in their submissions, collect as many stories and cases as possible

- **Applications revealed:**
  - **an <u>impressive number</u> of fair and ethical trade initiatives led by EU cities and their citizens**
  - **how EU cities are already <u>driving positive change & changing mind-sets</u>**

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ITC-Ghent development project with Sahnewal, India

A unique city-to-city cooperation project, with the UN (ITC), the European Commission, and a local NGO

Textile value chains: connecting with the cities' DNA

OUTPUTS

MAPPING: assessment of the municipality needs and capacity gaps on sustainable production – **a report and work-plan** for decision-making

INTERACTIVE WORKSHOPS: exchange with Ghent on creation of enabling environment for a local ecosystem conducive to responsible/sustainable production; supporting community participation; scaling-up

3 EU Cities for Fair and Ethical Trade Award 2021

Madison Wilcox
Sustainability Officer, T4SD Programme, International Trade Centre

- Application Process
- Key milestones in 2020

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EU Cities for Fair and Ethical Trade Award 2021

EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

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EU Cities for Fair and Ethical Trade Award 2021

WHO?

Cities in EU member states with >20,000 inhabitants

- **Any city stakeholder can launch the application, subject to an official submission & Mayor's approval**

WHAT?

Coherent approach to sustainable, fair and ethical trade through:

1. **Vision, strategy & objectives**
2. **Relevant policies**
3. **Impactful activities & initiatives**

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Applying for the Award

WHY?

- **Prestigious recognition**
- **Increased visibility**
- **Inspiration for your local activities**
- **Development cooperation project outside of EU**
- **Promotion of pioneers in the Sustainable Trade Champions report**
- **Join shortlisted cities in the Network to learn & collaborate**

"The Award helped my city to become part of a Network with other cities in Europe where we learn from each other and share our ideas for a better world."

Sara Stjepic, City of Dortmund

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Applying for the Award

APPLICATION PROCESS

- Easy application process via online application portal
- Application in English is encouraged, but possible in any of EU 24 working languages
- Evidence to support the claims made in their narratives (3 pieces/question)
- Concise: word limit + application length limit (4,050 words)
- Mayoral declaration mandatory
- Applicant webinars February-May 2020
- Network to learn & collaborate

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Applying for the Award

APPLICATION FORM

- City Summary Pitch
- City Context Criteria
- 6 main questions:
  1) Vision, objectives, motivation
  2) Policies, systems & actions
  3) Creating enabling environment and raising awareness
  4) Initiatives by city's stakeholders
  5) Measurement & evaluation systems
  6) Development project ideas

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EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

Applying for the Award

EVALUATION CRITERIA

- ***Criteria cover overarching substantive aspects of the application:***

(i) **Overall direction and strategy**
(ii) **Depth and innovative aspects of initiatives**
(iii) **Stakeholder engagement and participation**
(iv) **Measurement, evaluation and impact**
(v) **Presentation & communication of the content in the application**

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The 2020 Award

Application Launch	Application Webinars	Application Due	Evaluation	Jury decision	Award Ceremony in Ghent
4 February 2020	February-May	June 12	June-August	September	Oct 2020

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The Application Portal is open!

www.trade-city-award.eu

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4 Questions & Answers

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Thank you!

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