



EU CITIES FOR FAIR AND ETHICAL TRADE AWARD



Sustainable Trade Champions 2021

Fair and ethical trade practices
in EU cities

This report, updated and extended in 2021, was prepared by the International Trade Centre (UN/WTO) and its Trade for Sustainable Development (T4SD) Programme, as a compilation of case stories gathered and synthesised from the applications submitted for the EU Cities for Fair and Ethical Trade Award 2019 and 2021. The applications from the first edition were received between March and April 2018. The applications from the second edition were from May to July 2020, amid the global Covid-19 pandemic.

The Sustainable Trade Champions report 2021 supersedes its 2019 version, with all 2019 case stories remaining in the report.

The case stories added or updated in 2021 are marked with the following badges:



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2019: Bruges, Cologne, Dortmund, Ghent, Hamburg, Hannover, Lyon, Madrid, Malmö, Münster, Rostock, Saarbrücken, and Vitoria-Gasteiz;

2021: Bremen, Cologne, Gothenburg, Jelenia Góra & Iasi, Lübeck, Malmö, Neumarkt, and Stuttgart.

Readers will find further examples of actions by cities worldwide in the 'Living Book' (2018), prepared as a reference document prior to the first edition of the EU Cities for Fair and Ethical Trade Award, and available upon request.

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Acronyms

EU	European Union
ICLEI	Local Governments for Sustainability
ITC	International Trade Centre
NGO	Non-government organization
SME	Small and medium-sized enterprise
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.



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.

¹ 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/>
² The World Bank (2019). Urban Development. Available from <https://www.worldbank.org/en/topic/urbandevelopment/overview>

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

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 SDGs¹. 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 output². 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.

³ 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

⁴ European Commission (2021). *Trade Policy Review: An Open, Sustainable and Assertive Trade Policy*. Available from <https://op.europa.eu/fr/publication-detail/-/publication/9744ef0b-a896-11eb-9585-01aa75ed71a1/language-en/format-PDF/source-208071264>

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

→ 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, put a strong emphasis on economic development that is aligned with social justice, respect for labour rights and environmental standards. The strategy explained how the EU would 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.'³

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 announced 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 that EU cities play in making sure that those purchasing decisions are well-informed. The European Commission released a reviewed trade and investment strategy in early 2021, reconfirming its commitment to promote responsible and sustainable value chains.⁴

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

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

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

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 Following the completion of the second EU Cities for Fair and Ethical Trade

Award in 2020, a new group of cities joined the Network. The Network meetings in 2021 focused on new topics on the cities' trade and sustainability agendas, such as the intersection of circular economy and fair trade, ways of monitoring impact or sustainable public procurement.

→ About this report ←

All applications for the first two editions of the EU Cities for Fair and Ethical Trade Award in 2018 and 2020 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 support sustainable, fair and ethical trade. 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 in both editions of the Award. These are highlighted in the report.

Assessment of the received applications and additional research 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. They were first drawn exclusively from the applications for the 2018 Award, while the second, extended version of this report

maintains the structure of action areas and adds new or updated case stories from 2020 applications. This report only compiles good practices from the available applications and does not endorse or promote any particular sustainable trade scheme.

This report will support cities interested in pursuing the objectives of sustainable

development by providing them with real, practical examples in the area of fair and ethical trade. 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 and 2020 Award applications revealed that EU cities are taking a variety of approaches towards driving sustainable, fair and ethical trade. Interestingly, these efforts have not ceased with the onset of the global pandemic, but rather took a different angle or format.

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. Sometimes this is grounded in a motivation to become a true front-runner and inspire other local authorities.

When these efforts are directly connected to the city's unique strengths, their 'DNA', 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

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

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 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%20verklaring%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 taken¹¹, 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



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2021

The Gothenburg Model: sustainability through stakeholder inclusivity – Gothenburg

The city of Gothenburg has been implementing a new organizational structure, which aims to facilitate more strategic work on the issues related to fair and sustainable trade - across the city administration and the surrounding ecosystem. The new structure is built around a steering committee, where politicians from all sides of the spectrum participate, together with civil society, university and business represented in Gothenburg. This creates a platform for two-way communication, an opportunity for revitalization of the fair trade concept in the city and direct support to those entities and businesses who know the market best and make the sales of fair and sustainable trade products possible. This also supports

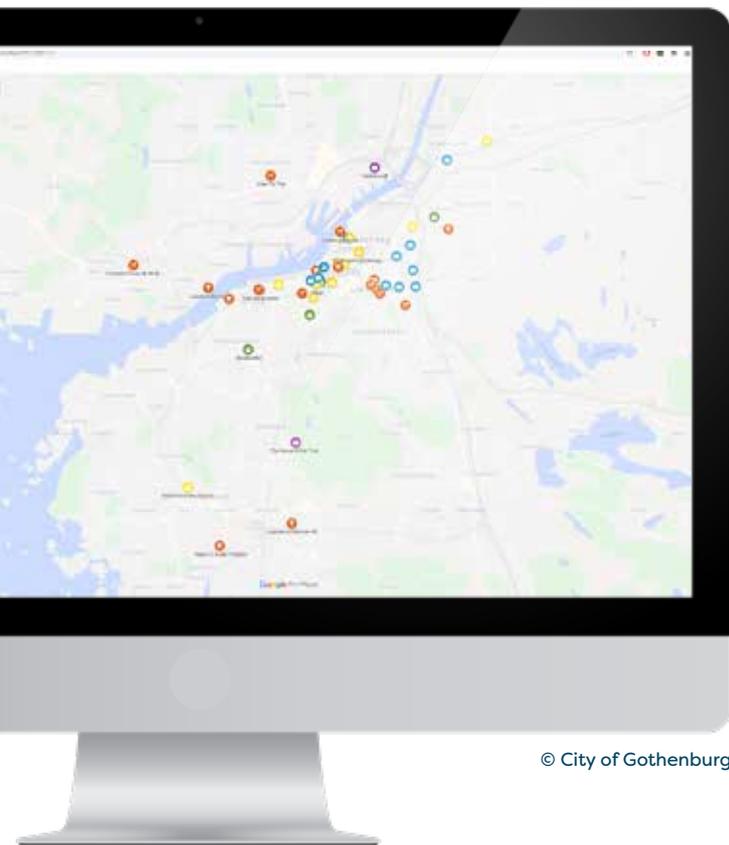
the city's ambition to move from being an 'advocate' to an active 'enabler' for fair trade. The city calls this the 'Gothenburg Model'.



© City of Gothenburg

Through such platform and network, the city is also able to adapt quickly to changing circumstances and innovate. One such innovation is the 'Together we are Fairtrade City Gothenburg' label for businesses participating in the network.

The label will be available as of 2021, as a sticker or diploma, complemented with a digital version. In addition, the city started a new summer job programme for students in 2020 as a result of the pandemic. While students (150 of them in 2020) were not able to pursue their summer internships due to pandemic restrictions, the city's sustainability department took advantage of this collective young brainpower to gather new ideas on how to become even more sustainable as a city. These suggestions were directly transferred to the local politicians.



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2021

Rising champions in Eastern Europe – Jelenia Góra & Iasi

While many of the examples of good practice in this report are from cities in the Western, Southern and Northern Europe, the 2021 also brought newcomer applicants from the Eastern EU countries. While regional frameworks and policies on sustainable development are not so frequently used in these contexts, the trailblazers find their own ways to pioneer fair and ethical trade. The cities of Jelenia Góra, Poland and Iasi, Romania are just starting their sustainability journey, but both acknowledge that sustainability is an important concept in building thriving local ecosystems. They adopt global thinking and act locally:

The municipalities have started by introducing the concepts of Sustainability, fair and ethical trade to their citizens as well as provide support to local organizations in carrying out events and other awareness-raising activities. In turn, it is the local civil society organizations who spearhead new initiatives and projects promoting the ideas behind fair and ethical

→ 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/fairuenftige_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.



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2021

Active engagement with business (Partnership Environment and Enterprise) Bremen

As a city with an unwavering commitment to support stakeholder participation in solving societal problems, Bremen is one of the German cities that pursues the direct engagement of the local business community for positive sustainability outcomes. Over 200 companies from

Bremen and Bremerhaven – including important municipal companies and branches of multi-national corporations such as ArcelorMittal or ABInBev – have joined forces in the ‘Partnership Environment and Enterprise – Partnerschaft Umwelt Unternehmen, PUU’. The PUU network aims to combine economic success, social responsibility, the protection of the environment and resources within the local economy. The partnership was initiated by the city of Bremen, department for climate and environmental protection, which also financially supports it. The city is also regularly involved in the functioning of

the partnership through its expertise and representation at the network meetings. Apart from exchange of best practices, advisory and network meetings, the PUU is focused on the support of sustainable projects. One of the initiatives established and funded by the Partnership is the ‘Alliance for reusable packaging’. It aims to raise awareness for the need to conserve resources and avoid plastic waste, develop alternative reusable solutions and strengthen commitment to sustainable consumption. Companies such as Airbus joined this alliance. Another example is the ‘Bremen Climate Fund’, serving as a carbon offset mechanism for participating companies, on a voluntary basis. The Fund invests, for example, into projects improving energy efficiency of local social and cultural institutions.

→ 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

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.

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 *Ibid.*

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

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 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;

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

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

- **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;
- **Remediating 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.

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

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

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;
- **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.

“ *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 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

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

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

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.

Working on innovations in sustainable procurement in a decentralized setting

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. The city also sensitizes junior employees. Before

students graduate and begin their career in the Bureau for International Affairs, they can take a course on fair procurement as one of their subjects.

In 2017, the city has also embarked on a pilot project on sustainable workwear procurement, seeking to procure 250 pairs of shoes for undertakers over a 24-month period, or workwear for all workers of the Department of Urban Greenery. 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 workshops to discuss challenges and requirements of fair and ethical procurement. In addition, the city implemented human rights due diligence criteria in a tender for toys destined for the city's kindergartens.

The city is working on a new electronic trading platform to be able to monitor and analyse how often social and ecological criteria are incorporated in new tenders (and with what weighting). This is a very important mechanism in a city where procurement is carried out in a decentralized way, with over 1,000 staff working in procurement.

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

Updating the concept of fair trade in procurement **Gothenburg**



The city of Gothenburg purchases goods and services for just over SEK 25 billion every year. As such, procurement is an important tool to influence sustainability outcomes and change. Gothenburg has high ambitions – and a track record of impact – for the fair trade objectives in this regard. The city's suppliers are viewed as agents of change in terms of reducing environmental impact and contributing to better conditions for people who produce goods and perform services for the city. Therefore, the city sets sustainability-related procurement requirements within all three pillars of sustainable development.

First, environmental risks: in public tenders, these are tackled, for instance, through the requirement of having an environmental management system in place by the tendering suppliers. Then, and to make it easy for the city's employees to select environmentally friendly alternatives when buying goods from the city's framework agreement, such goods must be labelled accordingly in Gothenburg's integrated e-commerce system.

Secondly, social sustainability is considered from many different angles and Gothenburg, as a certified Fair Trade city, puts a special emphasis on being a role model for ethical consumption. Some procurement tenders, therefore, require that all, or parts, of the range of products must be ethically labelled. This applies, for example, to the procurement of coffee, footballs and t-shirts. All the criteria and rationale behind them are available online for anyone to view. As a result of its policies, the city has already achieved measurable results: in 2016, the city was procuring 98% of coffee as ethically and ecologically certified, and a very similar percentage for tea. The city also leads by unique examples in their public procurement initiatives, such as a Fairphone 3 for all city employees who are in need of a replacement.

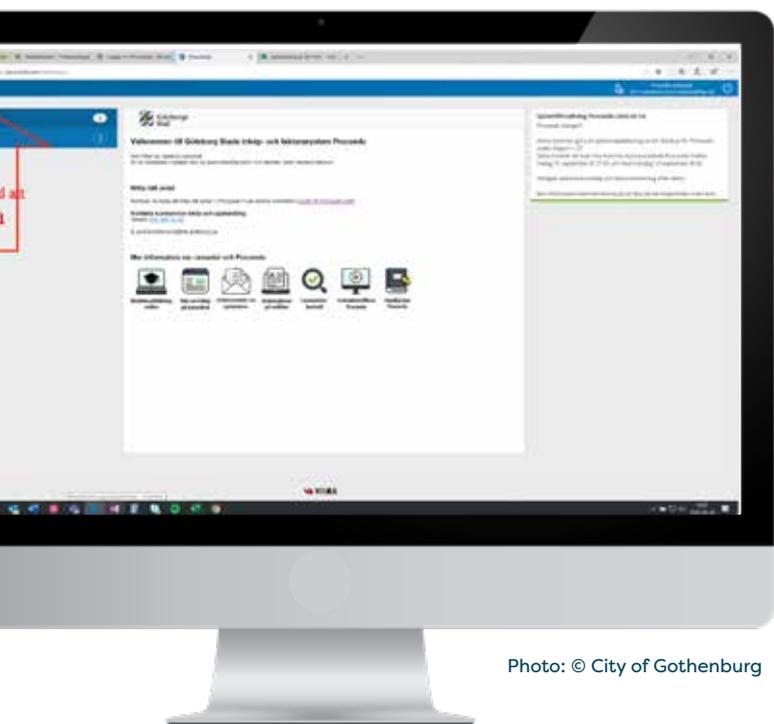


Photo: © City of Gothenburg

→ 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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Updated

Efforts to approach food system in a holistic way 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.

As one of Sweden's largest public procurers, Malmö has a quantifiable target, approved in 2010, stating that all food purchases, where possible, should be organic and ethically labelled by 2020 and GHG emissions from food procurement should be reduced by 40% by 2020 compared to 2002 levels.

break or similar, the tender specifies that all coffee, tea, cane sugar, and bananas should be grown in accordance with fair trade principles.

“ 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

With regard to coffee, the purchase of fair trade coffee in the city has increased from 0.5% in 2006 to 99% in 2018. In 2020, tea stands at 84%, bananas at 18% ethical certification. 69% of all food purchased by the city is organically certified. GHG emissions from food procurement have so far been reduced by 30%, at 1,49 kg CO₂e/kg food in 2020.

New procurement tenders for fruit, vegetables and catering put strict ESG criteria on food. Among the requirements for fruits ordered by city employees are: no air transport, transport of catering should be made by bike when the destination is within 3 km, fruit should be 100% organic and fair trade principles apply for bananas. When an employee of Malmö orders catering for an event, a coffee



©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

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.



©Daniel Llano

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.

Towards impact-oriented sustainability steering *Stuttgart*

2021

Stuttgart has acted as a frontrunner for strategic anchoring of the UN 2030 agenda since 2017. The SDG localization is pursued through various means, including ethical public procurement, SDG monitoring and a voluntary local review of SDG progress (VLR). In 2019, Stuttgart was the first German city to publish a VLR, which used 77 SDG indicators derived from a framework developed by the Association of German Cities together with additional qualitative narratives ('Stuttgart - a Liveable City. The Agenda 2030 at local level'²⁸). The VLR highlighted impact in the areas of sustainable, fair and ethical trade (e.g. increase in the use of recycled paper by the administration of up to 99% by 2018).



© City of Stuttgart, Kaarina Bauer

Today, an overall measurement and evaluation system is in place to monitor and analyse progress and correlations of social, economic and ecological sustainability, which forms an important basis for future steering and actions of the city. The second

²⁸ www.stuttgart.de/global-und-nachhaltig

VLR, due to be released by the end of 2021, features further development of the SDG indicators in their scope and depth. It also includes new criteria, such as a sum index on sustainable procurement to help inform the level of progress on SDG12 - sustainable consumption and production. As part of the city's concerted efforts on strategic sustainability policies, the treasury

and the department for international relations engage in a pioneering process across Stuttgart's administration to link budgeting and the SDGs. The approach will be piloted in-depth in 2022 with selected city departments. The results of this pilot will inform the next steps on the path towards impact-oriented sustainability steering.



2021

Plans for SDG e-budget Bremen

To streamline the Sustainable Development Goals throughout all departments, the idea of the SDG e-budget was introduced in 2018 in Bremen. SDG e-budget is an instrument for impact-oriented management, analysis and inventory of the city budget aligning the city goals with the SDGs.

The project intends to link the 17 sustainability goals to the e-budget (digital, public state budget), making transparent what is already being done in Bremen towards each of the 17 goals. The system is further set to monitor and analyse the City of Bremen's efforts in relation to the individual 169 SDG targets.

Traditional budget indicators were not set up with sustainability objectives in mind and, as such, additional indicators and related data sources need to be found.

The city plans to carry out a broader stakeholder consultation in relation to any such SDG reporting and to finalize the process in 2022. Once fully operational, the performance management system is intended to show the level of progress towards the goals and targets and link it to the budgetary information.

→ 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.²⁹



©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 Walks³⁰, a fair fashion guide³¹ 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.

²⁹ <http://fairfashionfest.be/>

³⁰ <https://www.gentfairtrade.be/fair-trade-walks>

³¹ https://issuu.com/fairtradegent/docs/webversie_inspiratiegids_pagina_5



©Eric Weber

Updated

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 and international 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. Since 2014, another traditional city event that has been 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 1,000 visitors each year.³² 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. The Fair Cooking Show was organized with and for the African community in the city, showcasing the ways of incorporating fairly traded products into daily life.

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.³³ 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

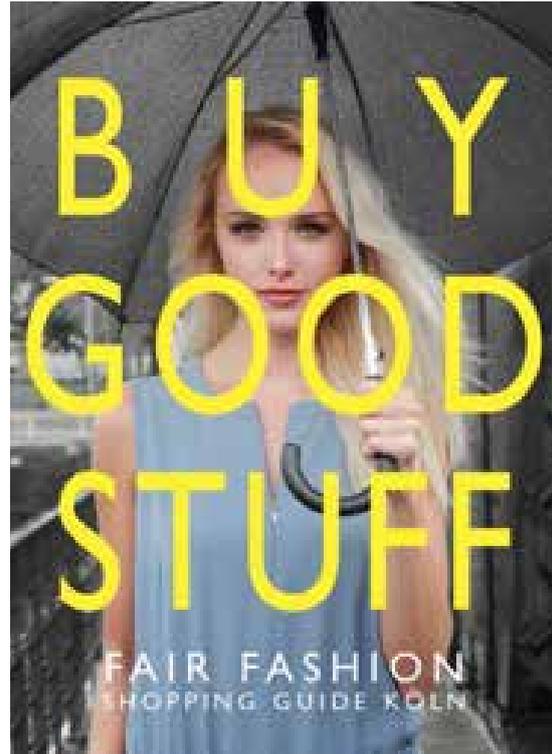
³² <http://www.koelnagenda.de/projekte/eigene-projekte/fair-trade-night/>

³³ <http://www.fairemoschee.de/>

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 NGO 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.³⁴

These varied awareness-raising activities are paired with an active social media campaign, speaking through these platforms to citizens and local organizations about the city's commitment to sustainable consumption and production.



©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.³⁵ 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 Fairführung which informs participants about fair trade sites and provides insights into

conscious consumption and production. Saarbrücken has developed an online guide that maps fair shops, restaurants and hotels.³⁶ 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



©Nicole Burkhardt

³⁴ https://dryfta-assets.s3-accelerate.amazonaws.com/assets/phrenos/abstractfiles/abs_18_1522229579Fairfuehrung_2_web.pdf

³⁵ <https://fares.saarbruecken.de/>

³⁶ <https://destinet.eu/who-who/civil-society-ngos/quattrofair/saarbruecken>

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.³⁷



©Stad Brugge - Communicatie en Citymarketing

³⁷ <https://www.brugge.be/stadsplan-fair-trade>



©International Trade Centre

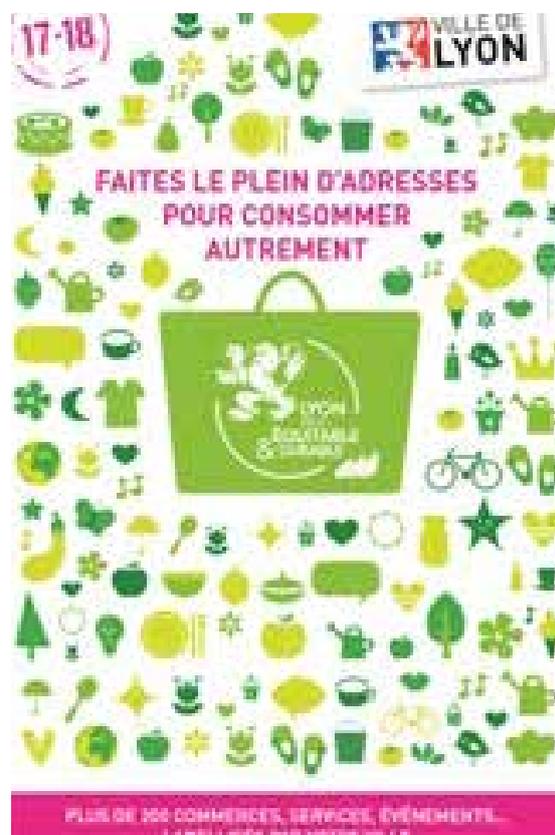
Giving visibility to sustainable businesses

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.³⁸



©Ville de Lyon

³⁸ <https://fr.calameo.com/read/0000418972ff54d1511da>

Promoting sustainable consumption to nudge sustainable production *Malmö*

Updated

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.

The two years preceding the pandemic were bustling with activity for fans of fair and ethical trade – a total of 31 events were organised or participated in by the Malmö Fairtrade City office. Some of the more prominent examples are Fixa julen (Fixing Christmas), where citizens were offered a more circular, sustainable, social way to celebrate and prepare for Christmas at the main city library. Gift creation workshops, panel discussions, or clothing swaps all attracted hundreds of participants.

The city has also undertaken efforts to make Fikas, Sweden's traditional coffee breaks, more fair and ethical, for example by organising the competition Malmö's most ethical pastry where pastry chefs competed to bake the most ethical and delicious Fika pastry. Another such fair trade Fika was in October 2021, when

Malmö surpassed 350 000 inhabitants. This was celebrated by planting 350 000 flower bulbs and an offer of fair trade coffee, tea and Swedish traditional cinnamon buns for new Swedish citizens.

In line with the city motto 'It should be easy to do the right thing', Malmö is running a map called Smarta Kartan (the Smart map, smartakartan.se/malmo), where local sharing initiatives are gathered. In addition to this, the city cooperates with volunteer-based Ekoguiden, to guide Malmö's citizens and visitors to the most sustainable cafés, hairdressers, clothing shops, and so on. The map is undergoing development in 2021.³⁹

Noteworthy is also Malmö's parallel information-sharing through the modern means of social media platforms, run by the city's environmental department. The Instagram account called 'Lätt att göra rätt i Malmö' ('Easy to do the right thing')⁴⁰, is geared towards citizens and sustainable lifestyles. Since early 2021, the city runs a LinkedIn account oriented towards businesses and organisations, called 'Hållbara Malmö' ('Sustainable Malmö').⁴¹

³⁹ <https://old.medvetenkonsumtion.se/eko-recension/malmo>

⁴⁰ <https://www.instagram.com/lattattgorarattimalmo/?hl=en>

⁴¹ <https://www.linkedin.com/showcase/hallbara-malmo/>

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

2021

Movement Map Bremen

As a way to support its fair trade ecosystem, the city of Bremen provides a Movement Map. The map lists and visualizes Bremen's entities and actors and their activities in relation to the 17 SDGs. The Movement Map was built on a Canadian template, which is available free of charge worldwide. The collection of relevant information and mapping of actors was the first step in setting up a local network of actors who support the attainment of SDGs. Committed people from all over the world have the opportunity to register on the SDG Movement Map, assigning themselves to sustainability goals. Not only do these actors

and entities get a spotlight on their actions, but they also have a chance to get to know each other better through the network meetings. Bremen's local SDG network first met in 2019 and meets regularly under the auspices of the city. The municipal staff is actively involved in the coordination of the network, organization of its meetings and sending out a quarterly newsletter. The coordinator for municipal development policy actively participates in the network meetings. Fair trade events, SDG seminars and other informational campaigns are among the types of initiatives that the network produces.

→ 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.⁴² 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

⁴² <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.⁴³ 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.

⁴³ <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.⁴⁴ Through seminars, teaching materials, workshops, interactive smartphone rallies

⁴⁴ <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.⁴⁵ 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

⁴⁵ <https://hamburgmaifair.de/urban-fair-caching/>



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2021

Small innovations in a small city for a big impact

Neumarkt

The city of Neumarkt in Bavaria, which has a population of about 40,000 citizens, puts a big emphasis on awareness raising and education for sustainable development. The city uses several instruments to support citizens' initiatives towards this objective. These include learning programmes, such as the one administered by the One World Shop/Global Learning Centre in Neumarkt, which coordinates, among other activities, an interactive SDG exhibition, and the very popular 'Education Trail All Around Fair' or the 'Ecological Footprint Trail', reserved specifically for primary schools.

The city also carries out a municipal grant programme for mostly small-scale educational projects targeting different groups of stakeholders and implemented by schools, day-care centres or NGOs. As a mechanism of putting ideas into practice,

each grant varies between several hundred and several thousand euros. Supported projects are commonly implemented by schools, and thus reach the citizen age group of 6-16 years. The city disbursed around 55,000 EUR worth of funding in 2018-2020, supporting around 40 projects, such as the educational trails and the 'Future Heroes' programme for primary schools. The municipal grant programme is still ongoing and currently focuses on the issue 'One World – our responsibility'.

“ I would like to emphasize, that it is our endeavour in Neumarkt not to regard Fair Trade and other important sustainability issues

as additional tasks that run along somewhere, but as central topics of our urban development.



Thomas Thumann
Lord Mayor of Neumarkt

The city of Neumarkt had launched an additional fair trade funding programme in 2019, after winning the German award 'Capital of Fair Trade' in 2019. The prize money (70,000 EUR) is used to support new projects and initiatives, including a professionalization of education for sustainable development. The recently founded 'Neumarkter Akademie für Nachhaltigkeit' (Academy for Sustainability) is aiming to do just that, with the use of high-quality educational materials and new learning formats. Another city-funded project is the video competition 'Fair in the Nuremberg Metropolitan Region,' held in 2021 in

cooperation with the Agency for Fairtrade in the Metropolitan Region of Nuremberg. Citizens from all walks of life in the region produced video clips, which are now used for greater awareness-raising.

Finally, the city of Neumarkt is also one of the cities joining a private initiative called 'Fair-O-Maten'. These are CO2 neutral vending machines installed all over Germany, making fair trade products easily accessible to the wide city community. Currently, there are three Fair-O-Maten in Neumarkt, with two in schools and one in the local branch of the Technical University of Nuremberg.



©City of Neumarkt

2021

Fair trade education programmes **Malmö**

As currently the youngest city in Sweden – nearly half of the population is aged under 35 – for Malmö, education is an important driver in promoting more responsible consumption patterns in the city and its surrounding region. The city supported a one-year fair trade educational programme run by the Swedish civil society organisation IM (established in 1938 in

Lund) in cooperation with the college Hvilan, where both entities have a strong connection to the Malmö region. The curriculum included a field trip to Nepal, with a rich programme covering a number of visits at local fair trade producers and SMEs. The city also offers internships at Malmö Fairtrade City office as part of the programme.

While the fair trade college at Hvilan is on hiatus in 2021, a number of schools in Malmö have been certified as 'School for sustainable development' by the national school authority. The SDGs are the guiding principles for the schools in their education. The certification of one of the schools, Kryddgårdsskolan, is the result of a municipal partnership between Malmö and Lusaka (the capital of Zambia),

financed by ICLD (Swedish International Centre for Local Democracy). Also, a 'Green council' made up of pupils has recently been formed, inspired by Lusaka's youth mayor and council, to support children to be able to make their voice heard in issues of their future, including on climate change.

→ 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.

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.⁴⁶ 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,

⁴⁶ <https://www.fairtradestadt-dortmund.de/>

⁴⁷ <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

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.⁴⁷ 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. 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.

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.

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.



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2021

mEin Stuttgart – mEine Welt: a UN 2030 Agenda Alliance Stuttgart

Stuttgart is proudly positioning itself as a city with a rich diversity of citizens and a strong business and innovation culture, with connections locally and globally. In 2017, the city decided to capitalize on this background to mobilize the urban society for the implementation of the SDGs. It convened multi-sectoral stakeholders into the UN 2030 Agenda Alliance – ‘mEin Stuttgart – mEine Welt’, with the main purpose of bridging the traditional siloed thinking on the different topics of sustainability (climate protection, fair trade, refugee aid, etc.).

The ever-growing network is coordinated by the One World Centre, itself established in Stuttgart in 2014 by a city council decision. The Alliance started as a one-

year campaign and evolved into an ongoing vibrant initiative. It unites local NGOs, sustainability initiatives, religious organisations, and education institutions as well as business organizations, who use a variety of activities to raise awareness about the importance of the 2030 Agenda and implementation of the SDGs. Thanks to this varied composition, the alliance is able to address different target groups of citizens with relevant outreach formats. The packed calendar of events and initiatives each year includes, among others, workshops supporting SME development and their global connections, public educational seminars on the topic of the SDG implementation, and engagement campaigns giving voice to the city youth on topics such as sustainable mobility.

→ 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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- L'éducation au commerce équitable

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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.⁴⁸ The city of Lyon is also sharing its expertise on the social and solidarity economy concept with cities in developing countries.⁴⁹ 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.



©Karethic

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.



©Landeshauptstadt Hannover

⁴⁸ Karethic. 2019. L'impact social positif de Karethic. Available from <https://karethic.com/impact-social-positif-de-karethic/>

⁴⁹ 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.



©Doris Müller

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.



Global South twinning for sustainable development Bremen

2021

The municipality of Bremen implements development projects with the twin towns of Durban, in South Africa, and Windhoek, in Namibia. The development cooperation projects typically focus on 'urban topics', from waste management, urban planning, and environmental education to sustainable tourism and fair trade. The city itself focuses on management of these projects and organizes delegation visits, conferences, virtual exchanges and webinars. In some of these projects, the municipality strives to include Bremen citizens with migratory background. These citizens often maintain ties to their countries of origin, bestowing them with knowledge of the local business and societal environment. Such expertise will grow in importance when facing the dual challenge of combining targeted fair trade activities with the topics of a post-Covid development cooperation. There are several companies based in Bremen who have capitalized on such knowledge, such as Utamtsi and Kaya Kayo. Thanks to these partnerships, the city was able to procure locally made toys in Windhoek and Durban for Bremen's municipal day care centres

In addition, the city organizes conferences on implementing the SDGs on the local level, in conjunction with the twin towns. A city-wide campaign attracted a wide audience of interested Bremen citizens to these events. At the first conference in 2016, SDG No. 12 was one of the main topics. An exchange with coffee producers from Cameroon, who work with the Bremen company Utamtsi, was part of the program. Seeing their own coffee products on the shelves in Bremen's fair trade shops was a highlight for participants from Cameroon. The yearly Fair Week, organized by a local fair trade association consisting of 40+ fair trade organisations, features producer representatives from developing countries. This gives an opportunity for the citizens of Bremen to hear first-hand about the work of these producers, including the effects of fair trade.

“The partnerships with our twin towns in the Global South are an important element of our commitment to the implementation of the UN Sustainable Development Goals.”



Dr. Andreas Bovenschulte
Mayor of Bremen



Both photos: © City of Bremen

An innovative twinning model with Drakenstein, South Africa Neumarkt

Neumarkt has acknowledged that it is very important for a municipality to not only achieve a better life quality on a local level, but also to try and make a difference on a global level. Part of the city's efforts in this direction include participation in a 'Climate Partnership' with the municipality of Drakenstein in South Africa. The initiative was established in 2014 under the '50 Municipal Climate Partnerships by 2015 Project,' which was facilitated by Engagement Global, a German non-profit funded by the Federal Ministry for Economic Cooperation and Development.

The two cities have moved from the original climate-specific partnership into a full sustainability partnership, where fair trade is an important component. One of the (many) cooperation examples is the Fair Trade Partnership Wine. The wine is bought directly from a farm in Drakenstein and sold in the One World Shop in Neumarkt. Drakenstein is now the first Fair Trade Town in South Africa. Partnerships and twinning models like this can encourage investment and growth for local SMEs – on both sides of the cooperation.



Photo © City of Neumarkt



Lubeck_shutterstock_51639502

2021

The fair trade beacon in the New Hanseatic League Lübeck

The Hanseatic City of Lübeck, Germany, recognizes its 'obligation to be constantly involved in promoting fair and ethical trade and greater global equity in line with an Economy for the Common Good'.⁵⁰ This is translated in a concrete commitment to pursue positive change in platforms where Lübeck plays a prominent role, such as the New Hanseatic League of Cities (The Hansa), a network of 193 cities in 16 countries established in 1980.

The Hansa of the modern day is a reinvigorated platform for cities in the North Sea and Baltic Sea who historically belonged to (or had trade exchanges with) the original medieval Hanseatic League. The Mayor of Lübeck, who holds a special position of the 'skipper' - or the president of the council of The Hansa - promotes fair trade in public procurement. Embracing its role as a beacon for Northern Germany, and following a public consultation,

⁵⁰ Application of the city of Lübeck for the EU Cities for Fair and Ethical Trade Award 2021.



Lübeck has set out an ambitious strategy, which commits the city to be the driver of change in many sustainability-related aspects. This includes, but is not limited to:

- **Transformation** of the New Hanseatic League into fair networks **(SDG 17)**
- **Creation** of a structural network to link fair trade participants to The Hansa **(SDG 16, 17)**
- **Actions** to develop a national and European guideline for fair and sustainable supply chains **(SDG 1, 2, 8, 11, 12)**
- **Creation** of a master plan for fair and sustainable public procurement **(SDG 11, 12)**

The revitalized annual meetings of the New Hanseatic League – the International Hanseatic Days – are permeated with the topic of trade. Fair and ethical trade

was first taken up by The Hansa in 2014 at the annual meeting in Lübeck and, in 2016, a Fair Hansa working group was established, to promote the issue among the cities of the League. The Fair Hansa project, supported by the German non-profit Engagement Global and based in Lübeck, is very active in raising awareness about a range of issues at the intersection of fair trade with broader sustainability agenda. For instance, the topic of supply chain due diligence, relevant in Germany and in the future also at the EU level, was introduced by the Fair Hansa project during the International Hanseatic Days in Riga, Latvia (2021) and will be discussed again at the Hanseatic Days in 2022. A poster exhibition ‘The Path to Fair Hansa’ was also created in 2021, which can be installed free of charge in other Hanseatic cities. The Fair Hansa project has been successfully expanding the network of Hanseatic cities committed to fair trade. As such, The Hansa is an interesting example at the nexus of history and the new sustainability agenda.



Photos © City of Lübeck, Andrea Witt

Engaging twin towns globally to promote sustainable consumption *Stuttgart*

Embracing its responsibility as a large and forward-looking city, the city of Stuttgart has been pursuing different avenues to mobilize citizens, locally and globally, for the cause of more sustainable consumption. In doing so, the city explores various links between value chains spanning the globe – including some of Stuttgart’s twin towns – and consumer products with important social and environmental footprint, such as fashion. Programmes around fair fashion bring together various stakeholders in the city. The city’s own development cooperation permeates through the actions of the business community in Stuttgart. For example, one fair fashion label has developed its own business model on sourcing from SME producers in the CHAIIIM foundation in Stuttgart’s twin town of Mumbai. The city itself also purchases fair and ethical products from CHAIIIM. The supplying cooperative does not only tackle the social and environmental concerns, but also issues like human trafficking.

Another example is an online ‘sustainability challenge,’ which was implemented with the city of Menzel Bourguiba, Tunisia, in the midst of the Covid-19 pandemic – and therefore limited in-person exchanges.

Under the hashtag #futureproofchallenge, the initiative sought to introduce a contemporary way of sharing best practices between the citizens of the respective cities on sustainability in everyday life and showcasing the approaches taken by the two cities.

Stuttgart also regularly engages with its twin towns in developing countries, including Mumbai, Menzel Bourghiba and Cairo, through hosting of international conferences on development cooperation and the SDGs.

→ 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). For the second Award, the project received 11 completed applications, meeting the eligibility criteria.

In the following step of the evaluation process, the applications were reviewed and scored by an Evaluation Committee. In each edition of the Award, the Evaluation Committee was 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 for the 2019 Award title (Appendix III) and five cities for the 2021 Award title (Appendix V).

The jury, of different composition in each edition of the Award, was made up of seven representatives from EU institutions, the private sector and NGOs, as well as the Rapporteur from the Evaluation Commission. The jury selected the winner and Special mentions from the shortlist provided by the Evaluation Committee (Appendix III and V). An additional Special Mention was awarded to the Polish city of Jelenia Góra in 2020, as a Rising Champion of fair and ethical trade.

The jury based its decision on the content of shortlisted applications, the evaluation reports from the Evaluation Committee, and in the second Award edition also on the short presentations pitched by the cities via video-conference.

Appendix II: Eligible applicants in 2018 (2019 Award title)

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, Spainain |
| 9. | Madrid, Spain | | |
| 10. | Malmö, Sweden | | |

Appendix III: Shortlisted cities in 2018 (2019 Award title)

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 Fair Trade 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.

7. 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.

Appendix IV: Eligible applicants in 2020 (2021 Award title)

In alphabetical order.

- | | | | |
|----|----------------------|-----|--------------------|
| 1. | Altea, Spain | 8. | Lübeck, Germany |
| 2. | Bologna, Italy | 9. | Malmö, Sweden |
| 3. | Bremen, Germany | 10. | Neumarkt, Germany |
| 4. | Cologne, Germany | 11. | Stuttgart, Germany |
| 5. | Gothenburg, Sweden | | |
| 6. | Iasi, Romania | | |
| 7. | Jelenia Góra, Poland | | |

Appendix V: Shortlisted cities in 2020 (2021 Award title)

The following are application summaries, provided by the applicant cities in original wording. ITC did not edit these summaries. Jelenia Góra, Poland received an additional Special Mention as a Rising Champion. The summaries of shortlisted cities are presented in alphabetical order.

Bremen (Special Mention for Global Partnerships & Outlook)

The City of Bremen, bound to the promise of the UN Sustainable Development Goals and inspired by its tale of the Bremen town musicians, pledges to “Leave no one behind”. To us, this entails emphasizing the participation of all groups of society. Through dialogue and cooperation, we can combine the strengths of all to achieve fair and ethical trade, within our city and region as well as worldwide. This vision is key even when creating municipal strategies. The main document strengthening fair and ethical trade in Bremen is our development policy guideline. It is the core of the city’s efforts towards development cooperation and international cooperation, fair and ethical trade and food value chains, peacekeeping and human rights. Dialogues with young people, citizens, civil society and municipal experts were central to the creation of the guidelines in 2015 and are still held regularly in order to evaluate progress and look into the future. The municipality provides opportunities for networking and knowledge exchange for various

stakeholders. Complimented with financial support, this aims at strengthening their efforts towards fair and ethical trade, be it companies or civil society stakeholders. The City of Bremen is rich in its civil society organizations, who work tirelessly to make fair trade known and get citizens excited about its possibilities. Different formats are used to engage the wide city population and to provide interested people with more information, including trainees, pupils, students and organizations like universities, companies, churches, European friends and international sister cities – all in an effort to leave no one behind whilst bringing fair and ethical trade to the forefront.

Gothenburg (Special Mention for Public Procurement)

History building history: Gothenburg plays a big part in fair trade history. We opened the world’s first fair trade shop in 1969 and we’re proud of being in the front line. Our history has characterized the city and motivates us to achieve even more! Gothenburg, a Fairtrade City since 2011, is today a center for innovations in sustainability, specifically fair and ethical trade, and plays an important role both nationally and internationally within this field. As a result Gothenburg has become number one the last four years, in the Global Destination Sustainability Index. As a center for sustainable innovative entrepreneurship, Gothenburg is for

example the cradle of “Nudie Jeans”, one of the worlds largest sustainable clothing brand. Gothenburg has the foundation and willpower to revitalize the concept of fair and ethical trade. For example: the city’s Fairtrade percentage out of its purchases of high risk produce increased from 22% to 96%, in only five years (2011-2016). The latest addition in this field is to offer every employee a Fairphone 3 (probably the first city to do so). Fairtrade City Gothenburg shifted it’s focus from advocacy to being the enabler for the entire community regarding fair and ethical trade. Fair and ethical trade can only happen through the actual purchase! The companies who regularly meets the customers know how to market the fair and ethical products. That’s why we want to be more of a facilitator to support their ideas of how to make a transition to a sustainable trade. As we see it, taking the step from “conventional” trade to fair trade is the simplest way to implement a great part of SDG’s of 2030. We are proud of our part in the fair and ethical trade history and we will make sure that we keep making history.

Malmö (Overall winner)

Malmö is arguably the most international city in Sweden, with 184 nationalities living in the city. Since the early 2000’s, Malmö has undergone a transition from industrial city to a sustainable and cultural hub. Being a multicultural city, issues of international human rights and ethics are high on the agenda. Malmö was the first city in Scandinavia to become a Fairtrade City in 2006, the first Swedish city to issue social bonds in 2020, and

has a prominent scene of CSO’s acting for sustainability, climate justice and human rights. Acting locally for a global impact is well embedded in the city’s procurement procedures, and the city has, for example, gone from 0,5% to 99% ethical coffee consumption in 12 years. Achievements like this make us eager to reach more goals. In Malmö, it should be “Lätt att göra rätt”, which means it should be easy for anyone living in or visiting Malmö to do the right thing, e.g. choose fair trade, organic, local, seasonal food, find sustainable transport, fashion, entertainment etc. There is a large number of businesses and organizations providing sustainable offers throughout the city, many of these you can find on The Smart Map of Malmö and Ekoguiden Malmö. In Malmö we also have a long tradition of international collaboration. In 2021, the ICLEI World Congress will be hosted by Malmö. In the coming years, Malmö will accelerate its transition to a climate neutral city. This will mean a high level of electrification of transport, where we want to spearhead the development of ethical batteries.

Neumarkt (Special Mention for Community Engagement)

Neumarkt is a Bavarian middle-sized city with about 40.000 inhabitants. The Town Council of Neumarkt started a sustainability process in 2003. Until today many projects were implemented and new structures were built to strengthen sustainable development. In 2012 even a department for sustainability promotion was founded. Neumarkt had been awarded as most sustainable middle-sized city in Germany in 2012 and won the

prize “Capital of Fair Trade” in Germany 2019 (after placed several times in the “Top 3” before). Already in 2009 Neumarkt became the first Fair Trade City in Bavaria. In 2018 the City Council adopted the “Neumarkt Sustainability Strategy”, where Sustainable Lifestyle and Development Cooperation are two of the main fields of action. There is still a way to go, but compared with other cities in Germany and respect the size of Neumarkt, there is a prominent engagement in promoting Fair Trade, especially by NGO’s like the One World Shop and the Fair Culture Cafe. The application for the Capital of Fair Trade Germany in 2019 comprised 57 projects and measures to support Fair Trade. Of course there are many Public Relations measures, but Neumarkt made also progress in eco- social procurement. Although Neumarkt is a middle sized City, there is a very strong One World movement, which was started already 30 years ago. Today the One World Shop is as well a “Centre for Global Learning”. The most current initiative is an Academy for Global Learning, which is planned to found in autumn 2020. For over 5 years Neumarkt has been running a partnership with Drakenstein in South Africa. There are several projects implemented so far. One of the main focus is besides Climate Change the issue of Fair Trade. A Fair Trade “partnership-wine” from a farm in Drakenstein is sold in the One World Shop in Neumarkt.

Stuttgart (Special Mention for Monitoring Impact)

The State Capital Stuttgart is a cosmopolitan, green, culturally rich and

social city, home to people from over 180 nations. It has a centuries-old tradition as strong international market place in the heart of Europe with worldwide connections. Above all, Stuttgart builds upon dialogue and strong partnerships of different stakeholders to promote concrete sustainable policies and action. The City Council and Stuttgart’s vibrant civil society have pushed fair trade since the 1970s: the first German fair trade shop opened in 1973 in Stuttgart, the UN Agenda 21 was implemented locally in the 1990s and the “One World Partnership” established in 2005. One of Stuttgart’s districts was the first in Germany to receive the Fair Trade label in 2011. Stuttgart founded the One World Centre in 2014 as vivid example of its spirit of international and social cohesion, a premise for intercultural exchange, global learning and fair trade. A strong focus lies on ethical public procurement. Stuttgart set new standards by carrying out innovative bidder dialogues, leading to new policies and market impulses. Moreover, the bustling “good business scene” pushes and mainstreams ethical trade even beyond Stuttgart’s urban society, expressed by the oldest and most important Fair Trade Fair worldwide. Therefore, there was fertile ground for the City Council’s decision to adopt the UN 2030 Agenda with the SDGs as guiding principle in 2017. Stuttgart acts as frontrunner for SDG implementation. As first German city, Stuttgart published a voluntary local review based on SDG indicators in 2019 and established a coordination body to push SDG localisation strategically. Stuttgart traditionally fosters European and international partnerships and knowledge exchange on global sustainability agendas, e.g.

within EUROCITIES. Running for the award strengthens Stuttgart's vision and ambition of assuming global responsibility. It benefits ethical trade partnerships, thus enforcing the next steps of sustainable economic transformation.

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