

FAIR PROCURA 2010

24th September 2010

Afternoon Session:

FTPP in “new comers” countries

Ring Hotel Drees, Dortmund



FTPP in “new comers” countries

Panel:

- ***Cristiano Calvi***, Ctm-altromercato, Italy;
- ***Serenella Milia***, Liguria Region, Italy;
- ***Stanislav Komínek***, Society for Fair Trade, Czech Republic

- **Facilitator:** *Cristiano Calvi*, Ctm-altromercato
- **Rapporteur:** *Elisa Dolci*, Ctm-altromercato



FTPP in “new comers” countries



Participants:

OlivaresEsteban – Chile

AlimamyKamara - Sierra Leone

HumaMaria – Poland

ZwawaAndrzej - Poland

ManyiJudith Esua – Cameroon

TonoukonD. Martin - Benin

Besong-NkakwoFobiteh – Südafrika

SiekmannDarja – Germany

BothurDavid – Germany

DAburoLuke A. – Südafrika

AbiangaCosmos Aseh – Südafrika

FonkiFossung R. – Südafrika

SheikhMahira - Malta

FTPP in “new comers” countries



- **Agenda:**

- **Welcome participants and introduction**
- **Starting point in different Countries:**
 - **Poland– Südafrika - Czech Rep.**
- **First comments**
- **Public Authorities supporting Fair Trade in Procurement:**
 - **Liguria Region - Italy**
- **Case History:**
 - **Czech Republic**
 - **Italy**
- **Comments, doubts and questions**
- **Conclusions and useful links**

Fair Trade & Public Procurement: why it is crucial



Public authorities are the main “consumers”

- The European Commission estimates public purchases in **€1,500 billion**, corresponding to **16,3% of GDP**
- Public authorities declare their support to Fair Trade (we need and we have to stimulate these declarations), then consequentially they have to act in coherence for their consumptions.

“Social responsibility” of Public Administrations”

**2004 AALBORG+10 – TO INSPIRE THE FUTURE
OUR RESPONSIBILITIES**

We, European local governments...

- We carry out a central role in assuring a sustainable development...
- In the meantime we should assure that our actions to improve the quality of local life
- do not threaten actions made by people in other part of the world or by future generations.
- We are the governmental component closer to the European citizens and
- **we have opportunities to address individual behaviours in favour of sustainability**

European Council Social Economy Forum 2004

Local and regional authorities for a responsible consumption

The role of local administrations:

- Support to the social aspects for a sustainable development
- Awakening campaigns
- Support rules
- Tax incentives
- **Insertion of social clauses in contracts for public acquisitions.**

Any FTTP in your country?

- Poland Not at the moment
- Czech Rep. No, only start point supported by Germany and Austria
- SouthAfrica Not at the moment

Interest/Knowledge of Public Procurement Responsibles?

- Poland Very low (only price?)
- Czech Rep. Low: PA don't know FT and how act for FTTP
- SouthAfrica Quite high

FTPP activities & FT Towns campaign?

- Poland Not at the moment; yes FT Towns since 2009
- Czech Rep. Lobby to insert FT in Guide for Public Procurement; FT Towns coming in 2011
- SouthAfrica Co-operation with RTAO (?); not at the moment

Knowledge of Public Procurement market and GPP

- Poland Low
- Czech Rep. Quite low;
(just known Zátěšný
group & some
others),
Veronika ong on GPP
- SouthAfrica Low



Other countries?



Public Authorities supporting Fair Trade in Procurement: Liguria Region - Italy

Dr. Serenella Milia

Head of the Trade Development Policy Unit,
Liguria Region, Italy;



Stanislav Komínek,
Society for Fair Trade,
Czech Republic

Italian experience

altropace
mercato
commercio equo e solidale

ristorazione solidale

Fair Trade & Public Procurement: an opportunity from the schools canteens



- Enlargement of the market for the producers
- Support to the sustainable economy in the territory
- Formative opportunities for students - teachers – families; educational power of the refectory service
- Involvement of companies working in the catering sector

Fair trade and public purchase in Italian schools: actual situation

- More than **350** Public Administrations contacted
- **250** Tender for contracts with products and services of the fair trade
- **30** Companies of scholastic catering involved
- More than **60** no profit local organisations involved

Fair trade and public purchase in Italian schools: actual situation

- Value of the fair trade products inserted in the school canteens in Italy (07-08): **8 millions of euro**
- **Students involved** in tender for contracts with fair trade criteria: about **500.000**
- Products (also organic): bananas, pineapples, snack, chocolate, quinoa, cous cous, rice, legumes, sugar, honey, camomile, cacao, marmalade, biscuits,

Introduction in the tender: Municipality of Rome 2007-2012

TITLE V

CHARACTERISTICS OF RAW MATERIALS NECESSARY FOR THE PREPARATION OF THE MEALS

Art. 41: technical specifications for the raw materials
omissis.....

- **a) once a week, as fruit after lunch, and once a week as snack, it will be compulsory to supply fair trade bananas.**
- **b) once a week, as snack middle morning, it will be compulsory to supply fair trade chocolate bar**
- **c) once a week as snack middle morning and when there is cold meal, it will be compulsory to supply fair trade biscuits**

Schools canteens in Rome: impact on the market

- **Bananas bio fair trade:**
 - 290.000 pieces per week
(about **45.000 kilos**, 2500 boxes a week, about 100.000 boxes during school year)
- **Chocolate snacks bio fair trade:**
 - 145.000 pieces per week
(more than **5 millions of snacks per year**)
- **Biscuits:**
 - 210.000 pieces per week (**8 million** during the school year)

Fair Trade & Public Procurement

Introduction of ethical clauses in tenders: **how?**

- Contractual obligation (on certain products) to supply fair trade products
- Possibility of an additional score for the companies that will engage further
- Possibility of an additional score for activities of “education to responsible consumption”

Alimentary education: a great opportunity

- Possibility to teach different cultures from faraway lands, to speak about food rights, to have more responsible consumers
- Tools:
 - Explicative brochure on fair trade to student families
 - Formative activities for teachers and students
 - Didactic exhibition with cartoons
 - Theatre performance for children

LA BANANA

DEL COMMERCIO EQUO E SOLIDALE...



Fair trade in school canteens: Problems

- Cultural prejudice (is quinoa against Mediterranean diet?)
- Safety prejudice (are fair products less safer than the other ones?)
- Dietetic prejudice (do fair products taste good? are they nutritional fine?)
- Economic aspects (do they cost more?)

NEED OF A GOOD COMUNICATION STRATEGY



Comments, doubts, questions



Be prepared

- A. Market framework
- B. Product & service
- C. Marketing strategy

A: Market

Market framework: what do we need to know?

- Who are clients
- Potential of the market
- competition
- range of products (what kind of)
- legislation
- .prices
- .
- .
- .

B: Product & service example : schools canteens



- Menu analysis
- Define product offer
- Define services offer
- Availability the product

C: Marketing

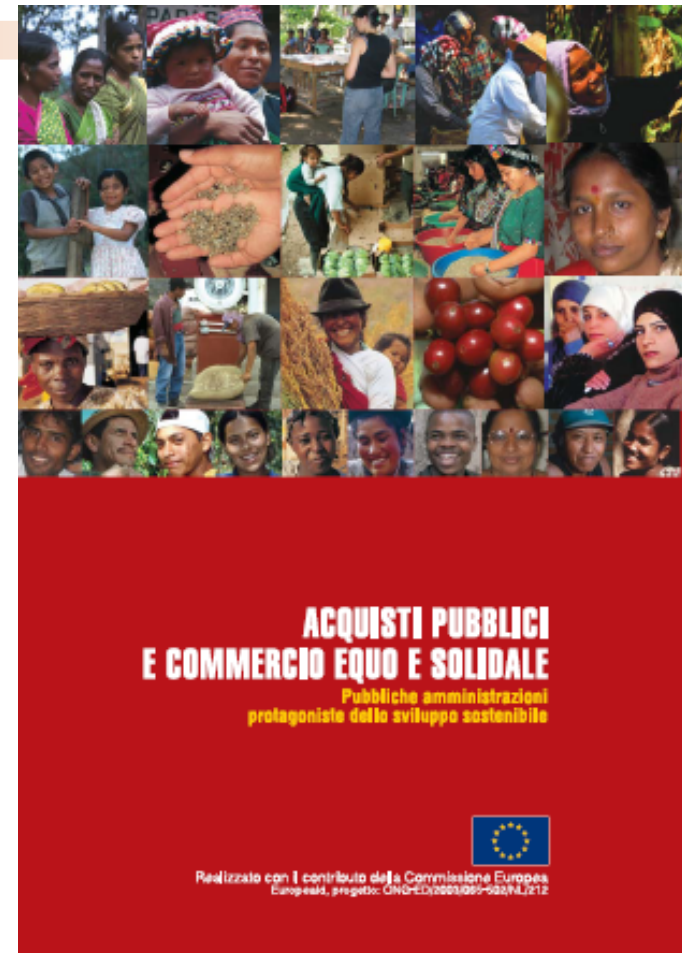
example schools canteens



- Public authorities
 - Political role
 - Administrative role
- Relation with catering companies and distributors
- Communication

Fair Procura Manual

- Fair Procura project
- Fair trade
- How to recognise FT
- Fair trade procurement: why?
- Fair trade procurement: How?
- Best practise examples (canteen, vending, catering, gadgets, ...)





links

- www.ted.europa.eu
- www.altromercato.it
 - ristorazione@altromercato.it