

Italian experience in Fair Trade Public Procurement

Fair Procura 2010

Enrico Reggio – CTM Altromercato

Dortmund 24.9.2010



The logo for Altromercato is located in the bottom right corner. It consists of the word "altromercato" in a white, lowercase, sans-serif font on a dark red background. A small globe icon is integrated into the letter "o". Below the main text, the phrase "commercio equo e solidale" is written in a smaller, white, lowercase font.


Fair Trade & Public Procurement: why it is crucial



Public authorities are the main “consumers” in Europe:

- The European Commission estimates public purchases in **€1,500 billion**, corresponding to **16,3% of GDP**
- Similarly in Italy the figure **is 18%**
- **Particularly in Italy catering for schools and colleges** corresponds to **€1.6 billion**, covering nearly **1.8 million students**.

Codice “De Lise” : italian adoption of EU directives n°17 – n°18



Art.2 Principles

paragraph 2. Principle of economy **can be subject to the criteria based on social needs** provided in the notice, as well as to health and **environmental protection and promotion of sustainable development**, within the limits that the rules and this code allows.

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”

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

2005 Campaign for "Fair Procura"

Fair Trade
Organisations
involved: **94**

Signatures
45.000

167 signatures' letters
to

132 Towns- 8 Provinces - 4
Regions
6 Hospitals – 10 Universities-
7 Others

Postcards:
5.000



Fair trade and public purchase in Italian schools: actual situation

- More than **400** Public Administrations contacted
- **250** Tender for contracts with products and services of the fair trade
- Supplies in progress in more than **300** administrations
- **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 (09-10): **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,

PIEMONTE:

Alessandria
ASL AL
Ovada
Valenza
Fossano
Borgomanero
Alba
ASL Asti
Asti
Alpignano
Cuneo
S.Mauro Torinese
Casier
Collegno
Verbania
Rivoli
Torino
Moncalieri
Settimo Torinese
Trofarello
Brandizzo
Novara
None
Carmagnola
Borgo S.Dalmazzo
ASL TO3
Pecetto Torinese
Banchette
Cuorgné

TOSCANA:

Barberino di Mugello
Collesalveti
Empoli
Figline
Firenze
Foliano
Livorno
Massarosa
Monte S.Savino
Montemurlo
Montespertoli
Fivizzano
Scarolino
ASL10 Firenze
Montignoso
Poggio a Caiano
Barberino Val d'Elsa
Poggio a Caiano
Piombino
Pistola
Poggibonsi
Prato
Sarteano
S.Gimignano
Scandicci
Tavernelle Val di Pesa
Pisa
Università di Pisa
Vinci
Pontassieve
Bagno a Ripoli
Unione Comuni Valdera (16)
Gavorrano
Pontedera
Roccastrada
Grosseto

LOMBARDIA:

Università Isubria (Como-Varese)
Busto Arsizio
Casalpusterlengo
S.Donato Milanese
Desenzano sul Garda
Borghetto Lodigiano
Bergamo
Stezzano
Brescia
Cremona
Briosco
Dalmine
Limbiato
Orzinuovi
Pozzo d'Adda
S.Giuliano M.se
Trezzo sull'Adda
Cinisello Balsamo
Cassano d'Adda
Canzo
Cambiago
Senago
Cesate
Chiuduno
Calcinato
Corsico
Pieve Porto Morone
Badia
Monticelli
Cologno M.se
Busto Garolfo
Landriano
Nova M.se
Lodi
Sedriano
Mezzago
Monza
Gorgonzola
Concorezzo
San Vittore Olona
Bedizzole
Calvenzano
Lallo
Melzo
Tavazzano
Varese
Cassina de Pecchi
Settala
Vadano Lambro
Cavenago
Treviglio
Bernareggio
Bellusco
Trezzano Rosa
Bellusco
Cambiago
Linate
Rovato

CAMPANIA:

Università Federico II (Napoli)
Regione Campania
Trecase
San Gennaro Vesuviano

LIGURIA:

Savona
Finale Ligure
Varazze
Cairo Montenotte
Spotorno
Cogoleto
Arenzano
Laigueglia
Riva Ligure
Loano
Riva Ligure
Borzonasca
Carcare
Genova
ASP Brignole (Genova)
Serra Ricco'
La Spezia
Sestri Levante
Lavagna
Bolano
Recco
Rezzoaglio
Castelnuovo Magra
Santa Margherita Ligure
Leivi

SARDEGNA:

Iglesias
Tortoli

CALABRIA:

Reggio Calabria
Pettilia Policastro

TRENTINO ALTO-ADIGE:

Bolzano
Bressanone
Pergine
Rovereto
Compr. Val di Fiemme(11)
Compr. Valle di Sole(14)

FRIULI:

Pordenone
Udine
Trieste
Montereale Valcellina
Tavagnacco
S.Dorligo della Valle
Aviano
Budolo
Polcenigo

MARCHE:

Ancona
Macerata
Castelfidardo

ABRUZZO:

Pescara
Vasto

SICILIA:

Trapani

VENETO:

Cadoneghe
Campolongo Maggiore
Castefranco Veneto
Chioggia
Eraclia
Lonigo
Padova
Rovigo
S.Giovanni Lupatoto
Follina
Miane
Ospedale Bassano del Grappa
Concordia Sagittaria
Montebelluna
Martellago
Rubano
Treviso
Vigodarzere
Vittorio Veneto
Valdagno
Portogruaro
Schio

UMBRIA:

Foligno
Gubbio
Terni

LAZIO:

Roma
Fiumicino
Pomezia
S.Cesareo
Campagnano di Roma
Rocca di Papa
Ciampino
Frascati
Fiuggi
Monte Compatri
Tivoli
Agenzia delle Entrate
CONSIP

BASILICATA:

Università della Basilicata
Termoli

PUGLIA:

Bari
Altamura
Cerignola
Adelfa
Fragagnano
Corato

EMILIA ROMAGNA:

ASL Bologna
Bazzano
Brisighella
Castello di Serravalle
Castelvetro Piacentino
Cesena
Crespellano
Ferrara
Fidenza
Forlì
Forlimpopoli
Gambettola
Fiorano
Salsomaggiore Terme
Rimini
Riccione
San Lazzaro di Savena
Loiano
Maranello
Marano
Modena
Monte S.Pietro
Monteveglia
Pavullo
Piacenza
Reggio Emilia
Savigno
Spilamberto
Vignola
Colorno
Guastalla
Formigine
Medesano
Ponte dell'Olio
Campogalliano
Sant'Arcangelo



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)
 - Corresponding to **10% of the whole market of organic bananas** in Italy
- **Chocolate snacks bio fair trade:**
 - 145.000 pieces per week
(more than **5 millions of snacks in the year**)
 - Corresponding to **0,5% of the whole chocolate market in Italy**
- **Biscuits:**
 - 210.000 pieces per week (**8 million** during the school year)

Schools canteens in Rome: impact on fair trade producers

Example of a project: El Guabo –
association of banana producers in Ecuador

- More than 300 small producers involved (there were only 100 5 years ago)
 - Fixed price: \$9,5 for 1 carton of 18,4 kilos of biological bananas
 - No chemical products (bio bananas or integrated fertilizer system, but never dangerous products for health).
 - Autonomy from exploiting middlemen.
 - Guarantee of stability for the future.
 - Social services for producers: health, education.

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 (does fair product taste good? are they nutritional fine?)
- Economic aspects

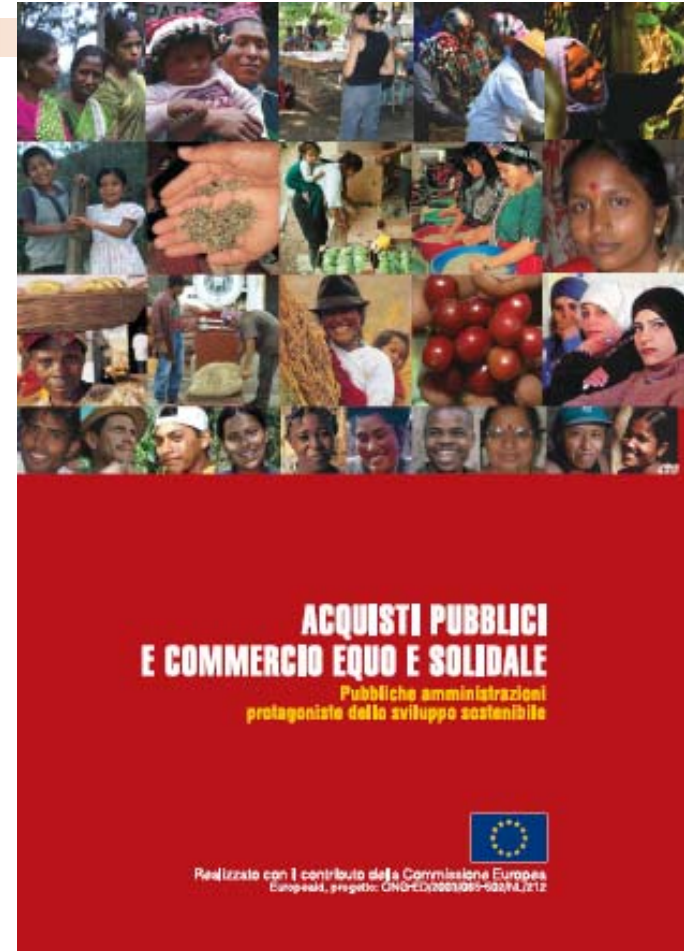
NEED OF A GOOD COMUNICATION STRATEGY

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

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, ...)



THANK YOU !



Progetto "Ristorazione Solidale"

- www.altromercato.it
- ristorazione@altromercato.it
- Tel. +39 010-2518194