

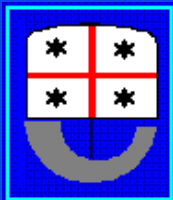
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**Legal provisions and their  
implementation for the  
development of Fair Trade in  
the Liguria  
Region**

**Regional Law 13/08/2007  
n.32**



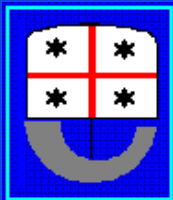
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## **Self regulated domain**

- **Trade Policy model able to reduce the gap between the North and the South**
- **Promotion of a further choice for consumers in pursue their favourite life-style**



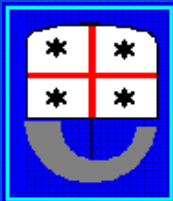
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## REGIONAL LAW OBJECTIVES

- **MORE INFORMATION ON RESPONSIBLE CONSUMPTION FOR CITIZENS**
- **INCREASING CONSUMPTION OF FT PRODUCTS**
- **POSSIBILITY TO SUPPORT ALSO WITH ECONOMIC RESOURCES RAISING AWARENESS INITIATIVES AND OTHER PROJECTS**



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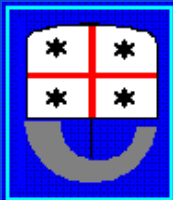
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## **REGION LAW GOALS**

### **THE LAW ACKNOWLEDGES THE ROLE OF FAIR TRADE IN PROMOTING:**

- **SOCIAL AND ECONOMIC JUSTICE**
- **SUSTAINABLE DEVELOPMENT**
- **COOPERATION AMONG PEOPLE AND  
RESPECT FOR PEOPLE AND THE  
ENVIRONMENT**

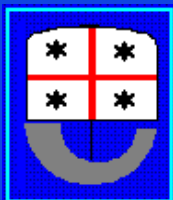


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## LIGURIA REGION

- **FIRST FAIR TRADE REGION – 4° APRIL  
2008 (FIRST FAIR TRADE DAY IN ITALY)  
BY AGICES  
(Italian General Assembly of Fair Trade  
Organisations)**



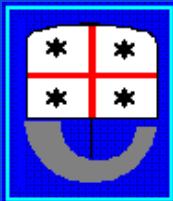
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## **FAIR TRADE ACKNOWLEDGEMENT IN THE LAW BODY**

- **Reserved parking in some public areas**
- **5% of commercial areas may be devoted to FT**
- **600 squared meters out of 12.000 may be used for FT**
- **Priority to give incentives to FT**



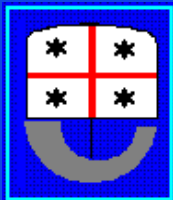
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## **REGIONAL LAW CONTENTS**

- **DEFINITION OF FT ACTORS AND PRODUCTS**
- **DEFINITION OF THE ACTORS THAT CAN RECEIVED ECONOMIC SUPPORT**
- **CREATION OF THE FT REGIONAL REGISTER**
- **DESCRIPTION OF ECONOMIC AND NON-ECONOMIC INITIATIVES TO SUPPORT FT**



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# REGIONAL LAW CONTENTS

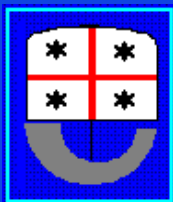
## 8 ACTIONS

The foreseen funds respect the limit fixed by the “de minimis” regime, according to the European provisions about State aids.

### ACTION 1

SUPPORTING RAISING AWARENESS INITIATIVES  
towards consumers/citizens

COFINANCING CELING 70% OF TOTAL COST OF  
THE ACTIVITY



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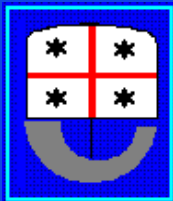
# REGIONAL LAW CONTENTS

## ACTION 2

### SUPPORT TO EDUCATION PROJECTS IN SCHOOLS

To engage students in FT and development issues

The region covers 70% of the projects budget



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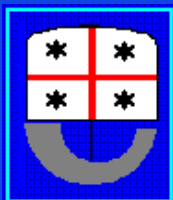
# REGIONAL LAW CONTENTS

## ACTION 3

### TRAINING SESSION FOR PEOPLE WORKING IN THE FT SECTOR

Both employees and volunteers

The region covers 70% of the training sessions  
budget



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# REGIONAL LAW CONTENTS

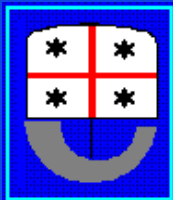
## ACTION 4

### SUPPORTING INVESTMENTS

In FT activities such as:

- a) new offices and worldshops;
- b) improvement of existing offices and worldshops;
- c) technological updating.

The region covers 40% of the investment budget



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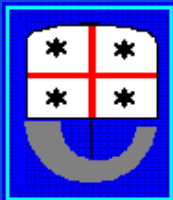
# REGIONAL LAW CONTENTS

## ACTION 5

### Fair Trade Fair, FT days and FT Regional website

These initiatives are organized by the Region along with FT organizations

The region covers 100% of the costs



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## **REGIONAL LAW CONTENTS**

### **Fair Trade Fair “Equa”**

**The first 23<sup>rd</sup>-25<sup>th</sup> May 2008**

**The second 14<sup>th</sup>-17<sup>th</sup> May 2009**

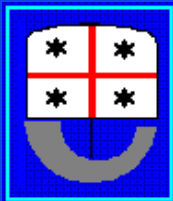
**The third one 3<sup>rd</sup> - 6<sup>th</sup> June 2010**

### **Regional FT days**

**The first 4<sup>th</sup> April 2008**

**The second 2<sup>nd</sup> - 7<sup>th</sup> April 2009**

**The third one 3<sup>rd</sup> - 6<sup>th</sup> June 2010**



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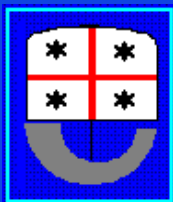
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# **REGIONAL LAW CONTENTS**

**FT Regional website**

**[www. equodiliguria.it](http://www.equodiliguria.it)**



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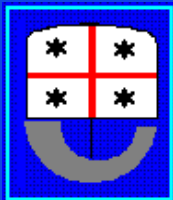
# REGIONAL LAW CONTENTS

## ACTION 6

### SUPPORT TO LOCAL AUTHORITIES TO USE FT PRODUCTS IN SCHOOL CANTEENS (TENDERING PROCEDURE)

1 euro for each student consuming a FT product at school each week ( banana, snack, biscuits) for each tender year (for max of three years)

The consumption of the FT products has to be compulsory, not replaceable, stable in the long term + information towards students, their families also about the fact that this initiative doesn't entail an extra cost for them.



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# REGIONAL LAW CONTENTS

## ACTION 7

### FOUNDs FOR LAs TO INCLUDE FT PRODUCTS IN THEIR VENIDING MACHINES

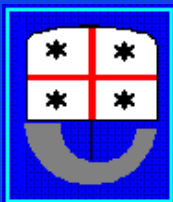
At least for 12 months

At least three different FT products

Complete information on the machines about FT and about  
FT products

Same price for conventional products and FT products

€200 for each vending machine



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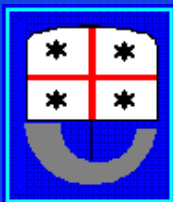
# REGIONAL LAW CONTENTS

## ACTION 8

### FOUNDATIONS FOR LOCAL AUTHORITIES TO INCLUDE FT PRODUCTS IN THEIR PUBLIC PROCUREMENT TENDERS FOR:

- catering, public events – at least three products among tea, coffee, chocolate, sugar, juices, biscuits;
- free cooking and healthy food courses;
- gadget and gifts used in public events;
- textile products (like working cloths).

The Region covers 25% of the costs of these FT products



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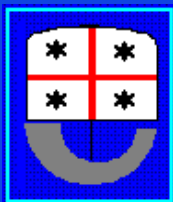
# REGIONAL LAW CONTENTS

FT organisations Regional Register

To take part to the call for proposal procedure

To be included in the FT register, the organisation has to:

- Be no profit
- Have a collective and democratic structure
- Work in a stable manner at local level in the regional territory
  
- Plus other criteria



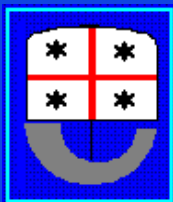
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## REGIONAL LAW CONTENTS

The REGISTER is divided in THREE SECTIONS:

- SECTION 1: FT Organisation Certificator bodies (IFAT, AGICES and others)
- SECTION 2: FT Organisations (today 13 of them are registered)
- SECTION 3: FT Products Certificator bodies (FLO – national initiatives - Fairtrade Labelling Organizations International)



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## TOTAL AMOUNT OF THE FOUND

In 2007 → € 300.000,00

€ 100.000,00 for investments

€ 200.000,00 general funds

In 2008 → € 650.000,00

€ 150.000,000 for investments

€ 500.000,00 general funds

In 2009 → € 630.000,00

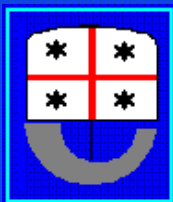
€ 80.000,000 for investments

€ 550.000,00 general funds

In 2010 → € 303.000,00

€ 40.000,000 for investments

€ 263.000,00 general funds



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## **Call for proposal 2010**

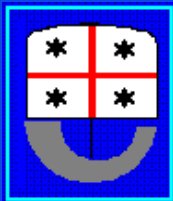
### **Conditions 2010**

**For the organisations**

**Proposals from 30<sup>th</sup> June to 30<sup>th</sup> July 2010**

**For LAs**

**Proposals from 30<sup>th</sup> June to 30<sup>th</sup> September  
2010**



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## 2011 Budget

**€ 263.000,00 generic funds**

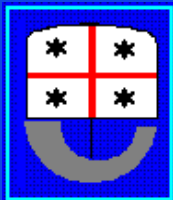
**€ 40.000,000 investments**

**For the organisations**

**€243.000,00**

**For LAs**

**€60.000,00**



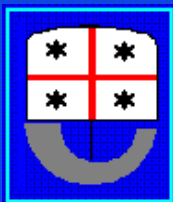
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## **SOME FEATURES ABOUT THE LIGURIA REGION**

- **18 ORGANISATIONS**
- **3 FT IMPORTERS**
- **CONNECTION WITH 200 PRODUCERS**
- **4000 ASSOCIATES**
- **400 VOLUNTEERS**
- **70 EMPLOYEES**
- **5.000.000,00 TURN OVER**
- **30.000 STUDENTS INVOLVED THROUGH  
SCHOOL CANTEENS**

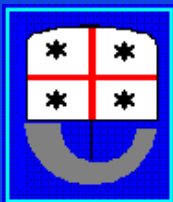


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## NUMERI IN LIGURIA

- INCREASE IN THE TURN OVER = +13.5%
- FT EMPLOYMENT RATE = +8%
- CITIZENS RAISING AWARENESS =  
250 INIZIATIVE  
5% OF THE CITIZENS INVOLVED  
100 EVENTS DURING THE FT DAYS AND FAIR NELLE  
FIERE  
60.000 VISITORS  
10.000 CONSUMERS  
6.000 STUDENTS  
2.500 EDUCATION ACTIVITIES HOURS AT SCHOOL



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## **PARTERNSHIP WITH OTHER REGIONS**

### **SIMILAR LAW CONTENTS IN**

- ***MARCHE***
- ***UMBRIA***

***PLUS:***

***EMILIA-ROMAGNA-LAZIO-VENETO-  
TOSCANA-PIEMONTE***