

Public Affairs

Mobilising action for
Fair Trade Public Procurement



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June 2010

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The final six months of
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Public Affairs

This newsletter is published as part of the Public Affairs project, which aims to mobilise public authorities to introduce Fair Trade considerations into their public purchasing policies.

European Parliament supports Fair Trade Public Procurement



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In this newsletter you will find information on the project itself as well as news and developments regarding Fair Trade and Sustainable Procurement.

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We also wish to offer inspiration through examples of other public authorities who have already opted for Fair Trade Procurement!

Feedback and suggestions regarding this newsletter are always welcome and can be sent to: fair-procura@eftafairtrade.org

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Public Affairs Project

The final six months of the project



As the Public Affairs project reaches the mid way point of its third and final year, the outputs continue to grow. An extensive monitoring of public procurement laws in

the 27 European Union countries, as well as a careful study of Fair Trade Public Procurement (FTPP) practices, now allows us to present the bigger picture of FTTP state of play across Europe. Our new interactive map is a very good illustration of this.

Many other resources of the Observatory on FTTP have also been expanded. Therefore, we kindly invite you to visit our website - <http://www.eftafairtrade.org/observatory> - and to

register for free as a user to have access to these additional features, such as case studies, guides, educational resources, studies, photos, and much more.

A final conference will be organised in Dortmund on the 24 September. FAIR PROCURA 2010 will be the occasion to bring all stakeholders together in order to discuss key issues raised around FTTP, as well as to present the European model on Fair Trade Public Procurement developed in the framework of the project (more information under Events).



European Parliament supports Fair Trade Public Procurement

The European Parliament calls again on the European Commission to encourage Fair Trade Public Procurement

The European Parliament issued a clear call to action in the report "New developments in public procurement" from 18 May, 2010 to renew pressure on the European Commission to support Fair Trade Public Procurement. The Fair Trade movement applauds the Parliament's adoption and waits for results from the Commission.

After the Opinion of the Committee of the Region of 10 February 2010 that unanimously called for the adoption of a European strategy and action plan for Fair Trade for local and regional authorities, it is now the turn of the European Parliament (EP) to ask for concrete actions in favour of Fair Trade Public Procurement. It called on the "Commission to encourage public authorities to use Fair Trade criteria in their public tenders and purchasing policies on the basis of the Fair Trade definition as recognised by the European Parliament resolution on Fair Trade and Development of 6 June 2006 and the recent European Commission Communication of 5 May 2009; reiterates its earlier call to the Commission to promote this by, e.g., producing constructive guidelines for Fair Trade procurement; welcomes the unanimous adoption of the opinion of the Committee of the Regions on 11 February 2010 calling for a common European Fair Trade strategy for local and regional authorities".

This call must be interpreted in the context of the current work of the European Commission (EC) on a draft guide "Buying social: a guide to taking account of social considerations in public procurement", expected to be published by July 2010, which is supposed to give guidance on how to include social considerations in public procurement.

For more information:

Press release, 18 May: http://www.european-fair-trade-association.org/observatory/images/stories/Press_release_on_EP_report_on_Public_procurement_18_May.pdf

Press release, 11 February: <http://www.european-fair-trade-association.org/observatory/images/stories/file/FTAO%20Press%20Release%20Committee%20of%20the%20Regions%20Opinion%20on%20Fair%20Trade,11%20Feb%202010.pdf>

Inspiration from...

France

France establishes the first official Fair Trade national institution



A French National Fair Trade Commission (CNCE) was established in April 2010, under the responsibility of the French Ministry of Economy, Industry and Employment.

The commission is a result of the application of the article 60 of the French law from August 2005, which concerns the recognition of the persons caring for the respect of the Fair Trade conditions.

Its members are a wide range of Fair Trade actors, Non-Governmental Organisations, retailers and public authorities.

The Commission is currently working on a mechanism to ensure that Fair Trade certification processes comply with certain requirements, as defined by a "référentiel" (reference requirements document). In parallel, the Commission decided to set up a sub-Working Group on public procurement, with the goal to support public procurement of Fair Trade in France.

Fair Trade Territories in France: Five further public authorities join the campaign

An additional four cities and one region have engaged in the process to obtain the title of "Fair Trade Territory". One of the criteria, in order to be awarded the title is the procurement of Fair Trade products. They are joining the 14 local and regional authorities already engaged in favour of Fair Trade, that are very active in the field of FTTP as well. For example, in the frame of its activities related to the campaign, the city of Paris

organised an «awareness raising day about the inclusion of Fair Trade in public procurement procedures. The targets of this event were the public authorities of the region "Ile de France", where Paris is located, as well as the administrations of the urban districts of the capital.

You can read more about Fair Trade Town Campaign in France at: www.territoires-ce.fr

United Kingdom

World's first Fair Trade Town celebrated 10th anniversary



On Saturday 24 April the people of Garstang, Lancashire, celebrated 10 years as the world's first Fair Trade Town.

This small market town with a population of just 5 000 has given rise to a grassroots movement that spread in the UK before reaching the continental Europe, and that is now reaching other regions of the world.

Over 100 guests attended what was a truly international celebration with over 50 congratulatory messages from other Fair Trade Towns around the world. Bruce Crowther, who was the founding member of the Garstang group and is now Fair Trade Towns Advisor for the Fair Trade

Foundation said: "When we first launched our campaign our aim was simply to get people to help make trade fairer for farmers from developing countries. We never envisioned that we would inspire people around the world to do the same and campaign within their communities to make people's shopping habits more ethical."

The mobilisation of the whole community also changed the purchasing habits of the public institutions that procure Fair Trade products.

You can read more about Garstang Fair Trade Town at: <http://www.garstangfairtrade.org.uk/>



Europe

New Fair Trade Towns!

With the spring came the blooming of new Fair Trade public procurers! In this issue of the Public Affairs project's newsletter we are pleased to welcome more public authorities to the world of Fair Trade Public Procurement. The cities of Botkyrka, Ängelholm and Söderköping in Sweden as well as Hanover in Germany were recently Fair Trade Town certified. Today Sweden has over 31 Fair Trade Towns (FTT) since Malmö was first certified in 2006, while Germany counts 15 confirmed FTT and 14 more in the process of being awarded the title of Fair Trade Town. The Fair Trade Town movement now counts 480 FTT in the



UK and a total of over 800 in 19 countries worldwide, including European capitals such as London, Paris, Rome and Copenhagen.

More information at <http://www.fairtradetowns.org>

Germany

Fair Trade Public Procurement - the local contribution to the expansion of Fair Trade

Servicestelle - Kommunen in der einen Welt (SKEW) is one of the founding members of the German Fair Trade Forum, and takes an active part in the organisation of the German Fair Trade week. It is also dedicating a large part of its work to raise awareness towards local and regional authorities on Fair Trade Public Procurement (FTPP). It helps them becoming conscious of their large economic potential, as they are responsible for about half of the 350 million Euros that are spent by public authorities in Germany yearly.

Servicestelle - Kommunen in der einen Welt (SKEW) advises local authorities that are willing to make a commitment to the future. Purchasing Fair Trade, these authorities can make an important contribution to a fairer trading system and at the same time strengthening its development profile and hence its international image - also for economic relations. Best practices and innovative activities of local authorities to strengthen Fair Trade are made available by SKEW. This should encourage others to follow the example.

Therefore, through public procurement, Fair Trade can be an effective way to support development and promoting the local community as a good example for others. Districts, cities and municipalities can support the aims of Fair Trade by buying Fair Trade products and by avoiding purchasing products which are produced in conditions that violate international minimum social standards, such as those concerning child labour.

For more information contact: Ms Claudia Leuschner at claudia.leuschner@inwent.org



Scandinavia

High Fair Trade awareness in Scandinavia

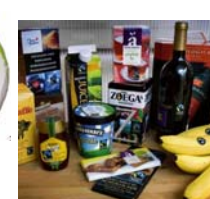


It begun with a few bags of coffee, a few bananas and some chocolate. The increased interest led to requests for diversifying Fair Trade products. Today, more

than 1000 Fair Trade products are available on the Swedish and Danish markets, from coffee and tea to cotton pads and scout uniforms. 84% of the Swedish population is familiar with the Fair Trade certification and every second Swede says they have purchased a Fair Trade product during the last six

months. The high public awareness of Fair Trade will hopefully encourage more public authorities to become Fair Trade public procurers!

More information at www.rattvisemarkt.se, www.fairtrade-maerket.dk



Regional Update

Italy

Ecuadorian producer organization raising Fair Trade awareness amongst Italian public authorities

Thanks to the Public Affairs project, Ctm-Altromercato had the opportunity to invite Luis Hinojosa, President of the Fair Trade Organization Camari in Ecuador, to meet local authorities in Italy. Camari is one of the largest Fair Trade Organizations in Ecuador, which supports about 15 000 families of small-scale producers. It was created in 1986 and produces handicrafts as well as food.

Italian Fair Trade Organizations, such as Wipala and Villaggio dei Popoli, arranged meetings between Camari and Italian local authorities. The producers' representative shared experiences through

meetings with public procurers for public canteens and high schools in Florence, as well as town councillors for Public Education and catering units for the Municipality of Rome.



Camari's representative also met the Mayor of Saronno, a public authority near Milan, to discuss their possibilities to engage in FTTP. It is crucial that public authorities have the chance to exchange with the final beneficiaries of their purchases, to help them realising the importance

of having a Fair Trade public procurement policies.

Venetian region in Italy adopts a new law on Fair Trade



A new regional law on Fair Trade was adopted on the 12 January 2010 by the Venetian Regional Council. It is the 8th law on Fair Trade adopted by Italian

regions. It defines what Fair Trade is, and in particular what is a fair price. It also creates a register of Fair Trade Organizations.

A financing provision of 200 000 euros per year was established to support Fair Trade Organizations and their activities, in particular awareness raising and

training. The law expresses the strong support of the Regional council to Fair Trade Public Procurement, as a concrete act of responsible purchasing that local authorities can implement.

It was officially presented during a Conference organised by the University of Venice (Ca' Foscari), in presence of the chief education officer and with the participation of Tomy Vadakkancheril, a representative from Elements, an Indian Fair Trade Organization.

Find more information and the full text of the law on: www.consiglioveneto.it

Belgium

Sustainable procurement guide in Belgium



The federal government of Belgium is developing a guide on sustainable procurement, in consultation with stakeholders.

In the previous guidance, the inclusion of environmental and social criteria was developed in the same chapter. They will now be treated separately, as they cover different realities as well as technical needs. Concerning social aspects, the cur-

rent draft is based on an analysis of the different sustainability certification systems. It results in a distinction between ethical minimum conditions and Fair Trade that is mentioned as the most 'determined and widest' consumer assurance scheme.

This official document will guide the Flemish public authorities willing to include social and Fair Trade considerations to their tenders, to facilitate such ethical initiatives.

Action plan on sustainable public procurement in Flanders



As mentioned in our previous issue, the Flemish government adopted on 5 June 2009 an action plan on sustainable public procurement 2009-2011. In order to provide the tools necessary for the implementation of such a plan, the regional government is also developing sustainability criteria, by category of products, such as 'Food and Catering'.

It will help the Flemish authorities to introduce sustainability and Fair Trade requirements to their tenders. In order to make sure that the formulated criteria will be realistic and market related, the government will consult with all stakeholders. The working group in charge of developing the sustainability criteria will discuss with stakeholders through several meetings as well as a continuous dialogue on www.wikivlaanderen.be. Oxfam Wereldwinkels (OWW) is taking an active part in this consultation.

More information at: <http://do.vlaanderen.be>

Spain

Spanish government to include sustainability criteria in its procurement policy for all purchasing

The Council of Minister in Spain has approved the "Extraordinary Plan in favour of Social Inclusion and to fight against poverty 2010". The plan states that "the use of social criteria in the public procurement procedures contributes to the economic sustainability of social policies. It increases the social profitability of public investment [...]. It also favours the sharing of responsibilities with the social agents in charge of the implementation of this kind of initiatives, such as companies of social insertion, structures for sheltered

employment, associations, foundations and cooperatives." The plan concludes that "Therefore, it is considered as necessary to give a decisive impulse to the introduction of social criteria into public procurement procedures". This plan will be implemented in the governmental administration and its bodies.



Fair Trade Public Procurement advances in Andalusian Municipalities



The solidarity Fund and the Province of Malaga promote the commitment of the municipalities towards Fair Trade and Fair Trade Public Procurement. Several municipalities are already committed to this initiative, such as Mancomunidad de la Costa del

Sol y Axarquía. Cities such as Marbella, Manilva, Benalmadena and Ojen are interested to get involved as well. First actions to be taken will be the approval of a local resolution on Fair Trade, and an action plan for the inclusion of Fair Trade criteria in tendering procedures. Networking as well as exchange of experiences and information among municipalities is also envisaged.

IDEAS organises a training session on responsible procurement in the Province of Almeria



A seminar on "Sustainable Public Procurement" was organized in the Province of Almeria in April, by the Climate Change Office of the Province and IDEAS, the Spanish partner of the Public Affairs project.

The President of the Province said "Our aim is that the authorities take other elements than price and technical characteristics of the products or supplier into consideration. The decisions should also consider

the social, ethical and environmental conditions of the production process".

More than 30 public procurers participated in the on-line course given by IDEAS and the green organization Bakeaz in Granada during March and April. The course contained sessions about green, social and Fair Trade procurement. These sessions raised awareness about IDEAS work in Andalusia, where in the last year more than 600 public workers have been informed about the possibilities of integrating green, social and Fair Trade criteria.

Events

Past

World Fair Trade Day 2010: Hundreds of events celebrated in 52 coun-



World Fair Trade Day (WFTDay) is a worldwide celebration of Fair Trade, initiative of the World Fair Trade Organization (WFTO) which has been supported once again by thousands of people. The WFTDay Declaration, core message on WFTDay, has been supported by more than one thousand entities from 57 countries amongst them Ministries, local authorities and representatives of United Nations bodies, social movements, NGOs, Universities and Fair Trade Organizations.



On WFTDay, citizens have expressed their support to Fair Trade as a concrete and efficient response to poverty reduction, economic and global food crisis, as well as climate change.

Such a strong citizen commitment was relayed by the three international Fair Trade networks, who called on the European Commission to move from words to action. The EU institutions have made positive policy statements and communications on Fair Trade in the last year. Therefore, the Fair Trade movement called for concrete results, with the integration of Fair Trade and Fair Trade principles across EU policies, and in particular the public procurement one.

Read FTAO's press release at: http://www.fairtrade-advocacy.org/index.php?option=com_content&view=article&id=245:the-fair-trade-movement-urges-the-european-commission-on-world-fair-trade-day-2010-to-move-from-words-to-action&catid=72:press-releases&Itemid=147



Dunkerque 2010: The 6th European Conference on Sustainable Cities & Towns, 19-21 May 2010, France



With more than 1800 participants coming from more than 50 countries, this conference was the largest European event dedicated to local sustainable development. Local governments leaders from all over Europe as well as representatives from European and national networks of local governments, European institutions, international organizations, business sector, NGOs and research institutions

participated in the various conferences that were held over three days. Several key issues of local sustainable development were tackled, including responsible consumption and sustainable public procurement. A specific workshop was dedicated to this issue, during which many public procurers had the occasion to share their experiences, and to raise their questions about the inclusion of environmental and social criteria into procurement procedures.

The Public Affairs project, represented by EFTA, gave a presentation of the project during a side event, where it had the opportunity to raise awareness about FTTP and to network with European public procurers.

The 5th National Forum on Fair Trade, 8-10 May 2010, Lille, France

This forum took place in the frame of the French Fair Trade fortnight. It was organised by the "Plate-Forme pour le commerce équitable" (PFCE), the French largest association of Fair Trade Organizations, Max Havelaar France and the SOS group. The 10 May was the day reserved to the professionals of the sector, and the conference was dedicated to the evolution of the legal framework of Fair Trade Public Procurement. Participants exchanged with high level speakers and legal experts about the current issues of FTTP, both at national and EU level.



3rd National Conference on Responsible Procurement, 17 June 2010, Madrid, Spain



IDEAS organised the 3rd edition of the Spanish National Conference on Responsible Procurement on the 17 June 2010 in the Caixaforum of Madrid, Spain. The event focused on the advances of integration of social and ethical criteria in public and private purchasing.

III CONFERENCIA ESTATAL EN
COMPRA RESPONSABLE
RESPONSABILIDAD SOCIAL
DE LAS COMPRAS PÚBLICAS Y EMPRESARIALES

An expert from the MindLab Institute of Denmark linked innovation and users-driven strategies with public procurement, and experts from the Ministry of Environment and the Municipality of Aviles shared their experiences with green and social criteria. The Consumers Association OCU presented the Spanish version of the report "Checked out: are European supermarkets living up to their responsibilities for labour conditions in the developing world" carried out by Consumers International. Emaus Foundation explained the tools for a responsible multi-localisation of companies in developing countries, and the company Siemens shared its corporative strategy for ethical management.



Different thematic workshops were held during the day, concerning various key topics such as legal framework of green, social and ethical public procurement, responsible procurement in museums and cultural centers and Fair Trade and companies .

Upcoming

Welcome to FA!R2010 – the trade fair for Fair Trade! 23-25 September 2010, Dortmund, Germany



Fair Trade is gaining ground: the traditional Fair Trade products like coffee, tea and chocolate are holding their ground on the market and many new ones e.g. clothes, flowers, cosmetics, and wood have arrived in the last few years.

This positive development is particularly beneficial for the producers in the developing countries. By now, more than 2 million small farmers and workers in 58 countries are benefiting from Fair Trade.

They receive a fair wage for their work (that permit them to held a decent living) and can invest in their future.

More than 80 exhibitors and various events such as a fair fashion show of "fashion and accessoires", wine tastings and many more events will show the entire diversity of Fair Trade. 3000 visitors are expected to participate to FA!R2010 in the Dortmund Westfalenhalle.

For more information, visit the FA!R website at www.fair2010.de



FAIR PROCURA 2010: *Fair Trade Public Procurement, a tool for sustainable development*, 24 September 2010, Dortmund, Germany



The Public Affairs project is pleased to invite you for its final conference to the Dortmund Westfalenhalle, Germany, on 24 September 2010

The Public Affairs project is, after three years of mobilising action for Fair Trade Public Procurement (FTPP), coming to an end. We are therefore pleased to invite you to the final conference, where we will, together with European experts, discuss how fair procurement can help public authorities to support sustainable development and make a difference for marginalised producers and workers from developing countries.

Tackling key issues of FTTP

During the conference, you will be able to discuss about FTTP with high level speakers. Parallel workshops focusing on food (catering, canteens etc.), textiles (clothing, uniforms etc.) and specific legal issues (do's and don'ts) will be held. A separate session will address the particular FTTP issues of interest for the organisations and procurers coming from EU member states where Fair Trade awareness is still low, in order to help them in mobilising their local authorities in favour of Fair Trade purchasing.

Bringing together all stakeholders

Public procurers and policy makers from the EU, national, regional and local levels are expected to come, to share information and debate with supplying companies, Fair Trade Organizations, other interested NGOs, and also with legal experts from the academic and professional sectors.



Register now and join us to share your initiatives and experience at the conference!

More information on the conference programme and registration procedures:

<http://www.european-fair-trade-association.org/observatory/index.php/fair-procura-2010>

The conference programme and registration form are available in 7 languages (English, French, German, Spanish, Italian, Dutch and Swedish), please find more information at our website.

Download the conference programme in English at:

[http://www.european-fair-trade-association.org/observatory/images/stories/FairProcura2010_English\(1\).pdf](http://www.european-fair-trade-association.org/observatory/images/stories/FairProcura2010_English(1).pdf)

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