



# Public Affairs

Mobilising action for Fair Trade Public Procurement

Issue 2  
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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.*

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

*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](mailto:fair-procura@eftafairtrade.org)*

*The Public Affairs partners*



# Public Affairs Project

## Participate in our research on FTTP

We invite you to take part in our research on Fair Trade and Public Procurement by filling out our online questionnaire or passing it on to public authorities.

The Public Affairs project is collecting data on the current level of inclusion of Fair Trade criteria into public tenders through an online

questionnaire available at <http://www.european-fair-trade-association.org/observatory/index.php/questionnaires>

This questionnaire is directed at person(s) responsible for procurement and/or procurement policies within public or semi-public authorities. Completing the questionnaire will only take a few minutes of your time.

## Flemish website on FTTP



Oxfam Wereldwinkels has launched a website on Fair Trade in Public Procurement: [www.publicaffairs.be](http://www.publicaffairs.be)

This site includes general information about Fair Trade, good practices in public procurement, publications and product listings.

# European Commission Guidelines on Social Considerations in Public Procurement

## Guide to be published late spring 2009

The Study on Social Considerations in Public Procurement, commissioned by the European Commission's DG Employment, Social Affairs and Equal Opportunities, and carried out by the International Training Centre of the International Labour Organisation (ITC-ILO) has been finalised. DG Employment made available three annexes from this study, including 6 case studies and legal and policy reviews for six countries.

An information meeting organised by DG Employment took place in Brussels on 6 November 2008 to present the findings of this study in view of drafting a Guide on Social Considerations in Public Procurement which the Commission intends to conclude by late spring 2009.

In this information meeting, some of the key findings of the study were shared with stakeholders, but unfortunately the EC has decided not to make the study itself, or the draft version of the future guide, public despite stakeholders urging it to do so in the name of transparency.

The drafting of this guide is an excellent opportunity for the EC to give clear guidance on the inclusion of Fair Trade in public procurement, in line with the European Parliament's 2006

Resolution on Fair Trade and Development, which "calls on public authorities in Europe to integrate Fair Trade criteria into their public tenders and purchasing policies and asks the Commission to promote this by, for example, producing guidelines for Fair Trade public procurement".

According to DG Employment, the inclusion of Fair Trade in this guide will greatly depend on DG Trade's communication in response to the EP's Resolution.

DG Employment is accepting contributions to the future guide through an online consultation at [http://ec.europa.eu/employment\\_social/social/csr/080508\\_study\\_en.html](http://ec.europa.eu/employment_social/social/csr/080508_study_en.html)

Additional information and our position paper on the future Guide on Socially Responsible Public Procurement can be found at <http://www.european-fair-trade-association.org/observatory/index.php/publications/ecguideonsrpp>

# Lack of sustainability in European procurement

## Revealed in study carried out by "ProcureITFair" project

According to the conclusions of a study carried out by the "ProcureITFair" project, there is a lack of social and environmental considerations in European Public Procurement.

The publication "Sustainable Procurement in a European Context: practices of IT procurement in five EU countries" compares the implementation processes of the European Procurement Directives in five different countries. Differences are identified both in the implementation of the Directives and in the national procurement legislation that applies to contracts below the

Directives' thresholds. Efforts for sustainable procurement are to a large extent determined by differences in local legislation.

The full text of the report can be found at: <http://somo.nl/files/extern/sustainable-procurement-in-a-european-context>



## Inspiration from...

### ... Italy

#### Producer tour from Apicoop – Chile



Andrés Garai, representative of the Fair Trade Cooperative Contadina Apicoltrice Valdivia (Apicoop) of Chile was invited to Italy in September 2008 to meet public authorities that have included honey products coming from Apicoop in their public purchasing. Various meetings were carried out in Rome, Genoa and Verona. In the city of Finale Ligure, which has received the

Title of Fair Trade Town in 2008, Mr. Garai was welcomed by the mayor and several municipal



### ... Spain

#### Madrid City Council and Fair Trade

Madrid City Council has joined the European programme "Fair Trade Towns" which is coordinated in Spain by IDEAS. In May, the first significant step in adopting a resolution in favour



of Fair Trade was taken. In addition, meetings are being held with all the councils and government district areas to ensure the inclusion of Fair Trade in the public purchasing process.

### ... UK

#### London celebrates becoming Fairtrade capital of the world

On Thursday 23 October, 2008, London became the world's largest Fairtrade City. Hundreds of businesses have signed up to the campaign, meaning that Londoners will never again have to go very far to buy the Fair Trade products they want. In achieving Fairtrade City status, the nation's capital sent a strong message that the people of London want trade to be fairer.

More information at: <http://www.fairtradelondon.org.uk/>



# Regional Updates

## Belgium

### Belgian Parliament majority in favour of legal framework on Fair Trade

A group of Belgian politicians underlined the importance of Fair Trade during the Fair Trade Week in November 2008. Moreover, in an opinion ad, six Members of Parliament from different parties (Flemish and French speaking Greens, Social-democrats en Christian-democrats) asked for a legal framework on Fair Trade.

According to the Belgian Fair Trade Movement, the elements of a good framework on Fair Trade, are fixed criteria, independent control mechanisms and, where necessary, sanctioning for non-compliance. The immense amount of labels and sustainability claims are all very confusing for the consumer. The difference between all those labels is far from clear and an environmental claim is not the same as the Fairtrade label, which is why the Belgian Fair Trade Movement is advocating such a legal framework.

**A legal framework for Fair Trade: not everyone is enthusiastic.**

During the parliamentary hearing of 8 January 2008 the Belgian Fair Trade organisations, the workers' union organisations, the consumer groups and the Belgian Fair Trade Centre are all in favour of a legal framework. Others - such as the employers' organisations - do not find a legal framework very necessary, while the distribution sector (the supermarkets) is rather neutral.

Therefore, the opinion ad is an important sign: the six MP's represent a majority in Belgian parliament.

### Oxfam International advocates a sustainable cocoa chain

In a research paper concerning the cocoa chain, Oxfam International listed some leverage measures for changing the supply chain in a more sustainable manner. The report "Towards a Sustainable Cocoa Chain: Power and possibilities within the cocoa and chocolate sector" contributes in different manners to the debate on a sustainable cocoa economy. For Oxfam this means an economy where all who contribute to it have the possibility to earn a decent income for themselves and their families, under good working circumstances, and in a manner which does not damage the environment.

The report discusses the complete cocoa supply chain, with a focus on Ghana and the Ivory Coast. Thereby all important stakeholders for the supply chain are taken into consideration: the cocoa farmers in West-Africa, the large processors, the chocolate producers and the important consumer labels. It describes the concentration and market power of companies and the recent developments in the chain. Finally, it also formulates a range of recommendations to three vital stakeholders: the European Commission, cocoa and chocolate companies and the national governments of Ghana and the Ivory Coast. Each

of those three parties can make an important difference to improve the situation of the hundred thousands small-scale cocoa farmers and their families.

Oxfam wants to confront the three groups of stakeholders with these recommendations in order to make them more widely aware and to start a public debate. A meeting with representatives of the cocoa and chocolate industry already took place in November. It became a frank conversation from which we can cooperate on certain points. In February 2009, the report will be presented in the Ivory Coast at the preparatory meeting for the Round Table for a Sustainable Cocoa Economy which will take place in March 2009 in Trinidad and Tobago. At that meeting we want to start a dialogue especially with the producing countries and in particular with the Ghanese and Ivorian governments, but other stakeholders will also be present. Building on the feedback from actors in the north and the south, we will finally present our recommendations to the European policy makers in April 2009.

## Italy

### Fair Trade Vending

Fair Trade has been increasing in the vending sector in Italy and in recent years over 50 public tenders have foreseen the inclusion of Fair Trade products in vending machines placed in schools, universities, hospitals and offices. Among projects that promote sustainable consumption and quality in this sector, the "Nutrivending" project carried out by the Veneto Region in collaboration with CONFIDA and the Faculty of Agriculture of the University of Padua foresees the provision of Fair Trade products, guaranteed by Altromercato. According to a study conducted recently in Australia, 4 out of 12 large consortiums of businesses in Australia have already decided to include a stable stock of Fair Trade products within their proposals to public authorities.



## Spain

### Spanish Fair Trade Towns



In 2008, several Spanish city councils have adopted a resolution in favour of Fair Trade within the European Fair Trade Towns Campaign, coordinated in Spain by IDEAS. Some of the cities are Albacete, Córdoba, Fuenlabrada, Granada, Madrid, Málaga, San Sebastián de los Reyes and Sevilla.

## Events

### Past

#### Italian Conference on "Hunger for Justice"

On 24 September 2008, in Rome, at the "Città dell'Altra Economia", RESPET and CTM Altromercato have held an International Conference on "Hunger for Justice: Fair catering as a local practice of Social Responsibility". During the conference several speakers stressed the importance of developing good practices of Fair Trade public purchasing in Italy. In particular, professor Leonardo Becchetti of the University of Rome Tor Vergata presented the survey "From the welfare of producers to the satisfaction of consumers: the impact of Fair Trade", supported by RespEt / Altromercato Ristorazione Solidale (Fair Catering), which demonstrates the benefits of Fair Trade in public procurement to both the South and the North.



## Past

### Congress in the Chamber of Commerce and Industry of Madrid "Responsible trade: a factor for international competitiveness"



In October 2008, the Chamber of Commerce and Industry of Madrid and the Fair Trade organisation IDEAS organised a congress entitled "Responsible trade: a factor for international competitiveness" in order to inform both Madrilenian multinationals and small and medium-sized enterprises (SMEs) of the need to introduce Corporate Social Responsibility (CSR) in their supply chain, with special emphasis on ethical criteria, providing experiences and tools that help to implement these new criteria.

A study released a few days prior to the event revealed that 52% of Spanish consumers would be willing to pay 10% more for products from companies that are distinguished by a sharp responsible behaviour concerning environmental and social aspects. The survey conducted by CECU (Confederation of Consumers and Users), also reveals that 27% of respondents had

penalised a couple of trademarks for their misbehaviour.

In an increasingly globalised world with the greater internationalisation of trade, the relocation of production and manufacturing has an impact on the supply chain of companies which is often directed at developing countries where production costs are lower, meaning an attractive competitive advantage.

Fair Trade is a sustainable alternative of socio-economic order which is capable of correcting the global trade imbalances and refocusing the structure and values of the international economy. Companies that make use of this practice can benefit from a more positive corporate image by offering their customers high quality products that respect the social environment.

### IDEAS organised the congress "Citizenship as an agent of Development: Fair Trade Town" at Expo Zaragoza

In September 2008, IDEAS organised the congress "Citizenship as an agent of development: A Fair Trade Town" at Expo Zaragoza.

The congress informed authorities, associations and the educational community about the existing possibilities to develop this model town, as well as exposing the experiences that have been developed in towns like Cordoba, Dublin and Brussels.



## Past

### European Seminar on Fair Trade Public Procurement

On 4 November 2008, a European Seminar on Fair Trade Public Procurement took place in Peschiera del Garda, in Italy.

Organised within the Public *Affairs* project by CTM—Altromercato, this seminar had a special focus on the situation in EU member states, such as Greece, Malta, Portugal and Slovenia, where the introduction of social and environmental standards is not yet very common. The main objective was to give Fair Trade associations and Public Authorities in these member states tools that will lead to the inclusion of Fair Trade criteria in public tenders.

Italian Public Authorities already including Fair Trade in their tenders, as well as representatives from IDEAS, ICLEI, EFTA and CTM - Altromercato

presented some of the most successful experiences in Fair Trade Public Procurement carried out in Europe.



### "Tackling Poverty through FAIR TRADE: A Consumer Cooperative Choice"

Euro Coop, the European Association of Consumer Cooperatives, in collaboration with MEP Luisa Morgantini, Vice-President of the European Parliament and member of the European United Left/Nordic Green Left (GUE/NGL), and the Italian Consumer Cooperative (ANCC/COOP) hosted a seminar focusing on Fair Trade and consumer cooperatives on 12 November 2008.

The two-part conference consisted of a panel discussion focusing on 'the perspective of EU institutions and consumer cooperatives on Fair Trade and its role in sustainable development' chaired by Luisa Morgantini, with the participation of representatives from the European Parliament, the European Commission and the Italian Consumer Cooperative (ANCC/

COOP), followed by a Roundtable, chaired by Euro Coop's Secretary General, Rodrigo Gouveia, with representatives from the Fair Trade movement, the Co-operative Group-UK and a Fair Trade producer from Chile. They focused on the discussion 'Fair Trade; a viable tool to tackle world poverty?'

Various participants, including MEP Fiona Hall, called on the European Commission to produce clear guidelines on the inclusion of Fair Trade in public procurement.

More information available at: <http://www.eurocoop.coop/events/en/conferencefairtrade08/default.asp>

## Upcoming

### FAIR HANDELN

From 2 to 5 April 2009, the Baden-Württemberg Foundation for Development-Cooperation - SEZ, is organising, together with Messe Stuttgart, an International trade fair focusing on globally responsible and sustainable trade and activities.

FAIR HANDELN 2009 is intended to be both a specialist and consumer trade fair which is directed towards decision-makers from the areas of politics, economics and society, as well as consumers and the interested public.

Additional information can be found at: <http://cms.messe-stuttgart.de/cms/index.php?id=38587>



## Upcoming

### 2nd European Fair Trade Fair

The first edition of "Fair Trade in Europe" (Lyon-Villeurbanne, on the 1st, 2nd and 3rd of February 2008), organised by Equi'Sol gathered 175 European exhibitors and 6000 European visitors around the theme of Fair Trade.

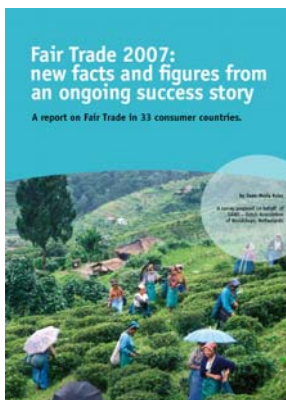
Based on that positive experience, a second edition of the fair will take place in 2009, with

date and place still to be announced. Exhibitors' registration will open in January 2009.

More information at <http://www.salon-europeen-commerce-equitable.org>

## Publications

### Fair Trade 2007: new facts and figures from an ongoing success story



The 5th edition of the Facts and Figures study on Fair Trade has just been published.

Fair Trade is expanding like never before. That is the overall conclusion of the 5th Facts and Figures study regarding Fair Trade. This survey examines the structures

of Fair Trade and its market evolution in a total of 28 European Countries plus the United States, Canada, Japan, Australia and New Zealand. It gives an up-to-date picture of Fair Trade activities in developed consumer markets around the world.

For additional information or to purchase a hardcopy, please contact Peter Mersbergen at [pvanmersbergen@wereldwinkels.nl](mailto:pvanmersbergen@wereldwinkels.nl).

## Internship opportunity

### Fair Trade Advocacy Office

The Fair Trade Advocacy Office based in Brussels is looking for a qualified intern to join its team for a period of at least 6 months starting from March 2009. The successful candidate will support the team in coordinating the advocacy activities of the four main Fair Trade associations (FLO, IFAT, NEWS! and EFTA) and will share the FT movement's aim of speaking out for trade justice and of improving the conditions of small and marginalised producers in developing

countries.

Applicants are requested to send a motivation letter and Curriculum Vitae, by e-mail only, to [info@fairtrade-advocacy.org](mailto:info@fairtrade-advocacy.org), latest by 5<sup>th</sup> January 2009.

For more information click here <http://www.fairtrade-advocacy.org/latestnews.html> or visit our website [www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org).

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