

# Public Affairs

Mobilising action for  
Fair Trade Public Procurement



In this issue:

Issue 6

November 2010



## Public Affairs

Project's last review!

Pg. 2

## 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 Commission  
adopts Guidelines on  
Social Considerations in  
Public Procurement

Pg. 2

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



## Inspiration from...

France, UK, Sweden,  
Germany, Spain,  
European Parliament

Pg. 3

*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)*



## Regional Updates

Belgium, Italy, Spain

Pg. 5

The Public Affairs partners



## Events and Publications

Past and Upcoming

Pg. 7



# Public Affairs Project

## Public Affairs project's last review!



After 3 years of work promoting Fair Trade public procurement (FTPP), the Public Affairs project is coming to an end. This last project's newsletter is a great opportunity to assess the many outcomes of the project.

The project proved to be very efficient in raising awareness about FTPP towards policy makers and public procurers: the issue was addressed in several official EU and national documents. The most recent is the European Commission's "Buying social" guide.

Our different events and trainings were also very successful: we are very satisfied that more and more public authorities at EU, national, regional and local level use FTPP as a tool for sustainable development. The project comes to an end, but our work will continue so the number will keep growing in the future!

The EU Observatory on FTPP, set up at the beginning of the project, proved to be a very useful platform to gather and share enriching information and experiences.

The website will continue being updated after the project ends, so please keep checking the latest updates !!

Best Practices and Case Studies were collected all along the project, as well as researches on national and EU laws. They are available on the website, together with many other enriching resources.

Since September 2010, the *Buying Fair Trade: European Model on Fair Trade Public Procurement* is available. It aims at guiding public authorities on how to include Fair Trade criteria in their procurement procedures, abiding by the current legal framework of FTPP at EU level. It was launched during the project's final conference, held in Dortmund, Germany, where around 150 participants shared their FTPP experience.



More detailed information about these different outcomes at EU and national level, is available in this newsletter. We wish you enjoyable reading!

## European Commission's guide « Buying social » is now available!

### The European Commission adopts Guidelines on Social Considerations in Public Procurement

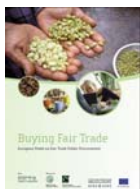


The much awaited publication from the European Commission "Buying Social: A Guide to taking account of Social Considerations in Public Procurement" is out !

You can download it from our website: <http://www.eftafairtrade.org/observatory>.

This non binding EC document gives guidance on how to include social considerations into public procurement decisions and tendering in the EU legal framework. It contains a chapter on "social labels and the implication for ethical trade", which confirms that it is possible to give preference to Fair Trade in tenders covered by the EU Public Procurement Directives and gives the interpretation of the EC on how to do it, technically.

The EC advises not to refer to specific labels in tenders, other than a way of proof. It also advises contracting authorities to introduce Fair Trade criteria either in the technical specifications or contract performance clauses of tenders (depending on the nature of the criteria).



For complementary information about how to practically include Fair Trade considerations into public procurement, you can download the guidance developed within the Public Affairs project "Buying Fair Trade", also available on our website.

# Inspiration from...

## France

### French new National Strategy on Sustainable Development: towards a greener and fairer economy

The new French National Strategy on Sustainable Development 2010-2013 was presented on 27 July 2010. It complies with Europe's commitment for a green and fair economy. It also provides a common framework for both public and private sustainable development projects.

The sustainable public procurement strategy is one of the nine strategic challenges identified to achieve a « green and fair economy ».

Fair Trade is mentioned in the National Strategy as a good tool for sustainable consumption as well as promoting a balanced and safe food. It will help

reach the objective of « developing information on social and ecological qualities of products to change the behaviours ».

It is also mentioned as an essential tool for supporting small producers from the South, in the frame of a larger objective of “building a worldwide partnership for agriculture, food security and nutrition.”

The full Strategy is available on: [www.developpement-durable.gouv.fr/IMG/pdf/SNDD-3.pdf](http://www.developpement-durable.gouv.fr/IMG/pdf/SNDD-3.pdf)



## United Kingdom

### « Good food for our money » campaign

Each year the UK government spends more than EUR 2.34 billion on food served in the public sector - including in schools (EUR 701million per year), hospitals (EUR 350 million per year), care homes and the armed forces (EUR 158 million per year).



The Good Food for Our Money campaign is calling on the government to introduce mandatory health, animal welfare, ethical and environmental standards for food.

Joan Walley, member of the UK Parliament, has introduced a new Bill in Parliament that would transform food served in the public sector by

requiring that it meets legal health, environmental and ethical standards.

This would radically improve public sector food so that it leads by example to solve urgent problems caused by the food system - like diet-related ill health, animal cruelty and climate change - instead of contributing to them.

If passed, the bill would require the UK government to create health, environmental and social standards for all public sector food, to develop these standards over time and to set out a framework in order to help public organisations implement them.

More information on the campaign is available on: [www.sustainweb.org/goodfoodforourmoney](http://www.sustainweb.org/goodfoodforourmoney)

## Sweden

### Fair Trade challenge taken up across Sweden

On 27 October, Sweden's largest coffee break was organised in the context of « Fair Trade challenge ». More than 300 000 people across the country participated to make a difference for marginalised producers from the South. In Haparanda, nearly half of the city's population had a coffee and cake in the city hall with local politicians. In Borlänge, children had juice and biscuits at the Peace-and-Love-coffee shop. In Linköping, older people met for coffee and tea.

Swedish universities also had their own challenge. The objective, to increase Fair Trade products available in universities across the country from 18 to 31 October. This challenge was the occasion for the

universities to strengthen their commitment to sustainability and Fair Trade. The procurement and use of Fair Trade products by public bodies, such as universities, helps improve the living and working conditions of producers in developing countries.

It was also the opportunity to communicate about being responsible and ethical. Challenge overcame!



More information on: [www.fairtrade.se](http://www.fairtrade.se)

## Germany

### Fair Trade breakfast against child labour, North Rhine-Westphalia, Germany

In Germany, Fair Trade is often associated with campaigns against child labour, as Fair Trade products are certified child labour free.



In September 2010, the Ministry for Federal Affairs, Europe and the Media of the North Rhine-Westphalia Region, together with the organisation KNH<sup>[1]</sup>, presented their projects

during a Fair Trade breakfast.

The Minister described Fair Trade as a key tool to fight poverty and to foster development. She also committed to including as many Fair Trade products as possible to the region's purchases.

The Executive Director of Kindernothilfe emphasised the importance of Fair Trade to prevent child labour, and concluded his intervention with the following call: *"Fair Trade starts with each of us. Each of us should question the origin of our food, clothing etc. and wonder whether they are produced through exploitative child labour"*.

The role of public authorities is to set an example, with the objective to promote the question: "What are the social conditions of production of what we buy?" Establishing such a habit would greatly contribute to poverty and unfairness reduction, as well as to increasing development!



[1] Kindernothilfe (KNH) is one of the largest Christian organizations in Europe for children's aid.

### German "Fair Trade Capital" 2011 to be sponsored by Development Ministry

The German Organisation "Service Agency, communities in One world" has hosted every second year since 2003 the competition "Fair Trade Capital". The Federal Ministry of Economic Cooperation and Development has supported this initiative. Next year its commitment will increase, as the competition will be organised under the Federal Minister. The Federal Minister, Dirk Niebel, described the competition as a good and efficient instrument to strengthen the commitment of socio-political development at municipal level. Furthermore,

it fosters the networking of local actors.

In 2011, the municipality that will win the "Fair Trade capital" competition will be awarded about 100.000EUR.



More information on: [www.service-eine-welt.de/hauptstadtfh/hauptstadtfh-start.html](http://www.service-eine-welt.de/hauptstadtfh/hauptstadtfh-start.html)



## Spain

### IDEAS catalogue of Fair Trade and environment friendly products

A catalogue of Fair Trade and environment friendly products for public authorities is available on [www.ideas.coop](http://www.ideas.coop). High quality products are proposed, for different sectors such as catering, vending, merchandising, Christmas baskets, and for events. Such initiatives are essential for Fair Trade public procurement to progress. Indeed, working on the supply aspects is as essential as raising awareness to increase the demand.

## Europe

### Fair Trade Towns in Europe: 10 years of growing public authorities commitment to Fair Trade

One of the 5 criteria to become a Fair Trade Town is the purchase of Fair Trade products. The success of the campaign is a very good indicator of the increase of Fair Trade public procurement practices around Europe.



On 1<sup>st</sup> November, the town of Bicester in Oxfordshire became the 500<sup>th</sup> UK Fair Trade Town. On that occasion, Bruce Crowther, founder of Fair Trade Towns (FTT) said: 'The 500th Fair Trade Town is a tremendous achievement that should be enjoyed and celebrated [...]. But our campaign is a long journey'.

Indeed, efforts must continue in spreading such a successful initiative. The Fair Trade Towns Campaign was founded in the United Kingdom (UK) by the Fairtrade Foundation. 10 years later, the campaign counts over 830 towns in 12 EU countries and several hundred on the waiting list. Initiatives are also set up to start FTT in EU New Member States such as Poland and the Czech Republic. Stakeholders from all over Europe shared experiences at the fourth International Fair Trade Towns Conference, held on 4th November in Bonn, Germany. With such a success-story, we wish it all the best!

More information on: [www.fairtradetowns.org](http://www.fairtradetowns.org)

## The European Parliament supports Fair Trade



The European Parliament (EP) has introduced Fair Trade products into its canteens since their opening in 1997. Today, more than 20 different types of food and drinks products are available in its Brussels' canteens.

Twice a year, the EP also organizes awareness raising activities related to Fair Trade. For instance, the EP in Brussels hosted a Fair Trade breakfast on 7 October 2010, with the participation of 50 Members of the European Parliament (MEPs). The breakfast served to celebrate the achievements of the EU institutions, in particular the European Parliament, with regards to Fair Trade.



The event was hosted by Ms. Linda McAvan MEP, Chair of the EP Fair Trade Working Group. Keynote speeches were delivered by Professor Olivier De Schutter, United Nations Rapporteur on the Right to Food, and Mr Joao Aguiar Machado, Deputy Director-General for Trade of the European Commission.

In the EP, coffee and bananas are 100% Fair Trade. This represented around 5.275 tonnes of bananas and 9 tonnes of coffee in 2009.



## Regional Update

### Belgium

#### A Flemish helpdesk on Fair Trade and green procurement



The Flemish organization of Municipalities (VVSG) received governmental support for its helpdesk on ethical and green procurement. The project is supported by NGOs, including Oxfam-Wereldwinkels, the Belgian partner of the Public Affairs project.

The aim of this helpdesk is to support the municipalities towards a more ecological, social and sustainable public procurement policy.

The help desk will provide information and advice when requested by civil servant.

It will also proactively raise awareness towards VVSG members about sustainable and fair procurement. It will also be a key actor in developing networking and partnerships.



Last but not least, it will issue policy recommendations to the Flemish or the Federal government of Belgium when needed.

#### Fair Trade producers raising awareness in Flemish Brabant and West-Flanders provinces, Belgium

At the end of September, a meeting was organized in Leuven, where a representative of the Fair Trade banana cooperative, Banelino (Dominican Republic), shared its experience with local authorities of the Flemish Brabant province. The aim was to help raise awareness amongst its own civil servants as well as local authorities, underlining how choosing Fair Trade makes a real difference for the producers in the South.

A similar initiative took place in the Province of West-Flanders, where a meeting was organized at the beginning of October between representatives of Fair Trade Towns (FTT) and candidates FTT, and Sidy El Moctar

N'Guero, a cotton producer from the cooperative Mobiom in Mali. He shared about the impact of Fair Trade on working and living conditions in Mali, one of the poorest countries in the world, where 3 million people work in cotton.

The producer's representative made clear to local authorities present how a small step in Northern countries to support Fair Trade means a giant leap for them!



## Italy

### Ecuadorian Fair Trade bananas producer in tour of Italy

Last September, Lianne Zoeteweji, the Director of El Guabo (Ecuador), one of the most important Fair Trade banana producers, came to Italy for a tour in which she visited many local authorities, supermarkets and Fair Trade Organizations. The aim of this initiative, promoted by Ctm Altromercato, was to raise awareness about the success-story of El Guabo, showing the positive impact of Fair Trade on small farmers, especially when their sales are supported by an important (in terms of volume) and stable demand such as the one from the local authorities.



The tour started in Treviso, where the producer's representative met the Director of the Municipal School Services, Mr Masiero, as well as with the purchasing manager of Euroristorazione for Veneto Region, a catering company which has contracts with local authorities. Treviso is already very engaged in the promotion of Fair Trade and provides Fair Trade products in its school canteens. The following day a meeting with the Municipality of Udine was held to discuss how to match the will to include Fair Trade bananas with the problem of a more and more limited budget for school canteens.

Another meeting took place in Pordenone, where El Guabo representative met the member of the local government responsible for schools. In the afternoon, a visit was also made to Confcooperative, who holds two local supermarket chains, with the aim to include Fair Trade bananas in their selling points.

The tour ended in Trieste where a public conference was organised by the Fair Trade Organizations in a fair-bar, to present El Guabo's experience to the greater public.

### New training course for local authorities on Fair Trade Public Procurement

Ctm Altromercato is organising a new training session for local authorities which want to promote and support Fair Trade by including Fair Trade products into their purchasing policies. This initiative is taking place in November in Milan, supported by the Lombardy Region, and is open to all public procurers, managers and other civil servants in charge of public purchasing in local authorities.

## Spain

### IDEAS involved in National Plan on Green Public Procurement implementation



The Spanish Public Affairs project's coordinator was invited to speak about social and Fair Trade criteria in a Seminar held at the Spanish Ministry of Presidency. Participants were procurement officers of this Ministry.

The aim of the event was to set the general political and legal context of sustainable procurement policies both at EU and national level, before giving practical tools to implement such policies.

IDEAS also participated in a training course addressed to procurement officers of different Ministries, held by the Ministry of Environment. Spain does not have a social procurement policy as such, which is why the inclusion of social and Fair Trade procurement issues in the implementation of the National Green public procurement Plan is a great step forward in the promotion of social procurement at Central Government level, and a big step in the promotion of Fair Trade public procurement as well.

### Experts analyses the importance of sustainable and Fair Trade procurement



Different experts of the horeca sector analyzed the importance of Sustainable and Fair Trade catering in Spain, in order to impact on the economic and social context.

The event took place on 18 November in the University of Cordoba. Catering companies and public bodies were present to share experience. It permitted to underline for participants the link between Fair Trade and sustainable agriculture and sustainable development, and to give them practical tools to

include this type of products in their supply, informing them of the economic, social and environmental benefits it provides.

Best practices were shared, such as the one of the University of Cordoba, where 10 out of 11 canteens offer Fair Trade coffee and cocoa. This university was the second in Spain to get the title of Fair Trade university, on 8th November 2010. It is joining the Municipality of Cordoba, which became in 2008 the first Spanish Fair Trade Town, in promoting the use of Fair Trade products in Andalusian public administration.

# Events

## Past

### Fair Trade week 2010, 13-26 September 2010, Germany



The Fair Trade week 2010 was a great success in Germany. Over 1 million people gathered information on Fair Trade, and more than 4000 events were organised. This year's slogan was "Fair tastes good".

In the context of the week dedicated to Fair Trade, various activities were organised involving famous personalities supporting Fair Trade. Besides, over 60 events had invited Fair Trade producers from developing countries, for them to share about the positive impact of Fair Trade on their communities and regions.

Fair Trade awareness raising was particularly successful in the food sector. More than 800 events proposed Fair Trade menus, offered cooking classes, wine tasting or icecream creations. Hamburg's top cooks committed to attend the following edition of "Hamburg cooks fair".

A 3-days fair and expert forum, FAIR2010, was also organised in Dortmund, on 23-25 September. More than 80 exhibitors were present, and the various exhibitions, shows and tastings were enjoyed by the great public, NGO's and business representatives that were present. The national Fair Trade Juice Day, with more than 60 events organised within Germany, was among the highlights of the national Fair Trade week 2010 too.



More information on: [www.faire-woche.de](http://www.faire-woche.de)

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



The final conference of the Public Affairs Project, held in Dortmund, Germany, on 24th September 2010, was a great success!

The workshop dedicated to legal aspects of FTTP attracted the greatest number of participants, but those on food and textile were also very successful.



FAIR PROCURA 2010 was the occasion to present the key outputs of the Public Affairs Project's researches and initiatives, as well as to share experience with all stakeholders involved in Fair Trade, social and sustainable procurement fields.

A session was especially dedicated to FTTP issues in countries where Fair Trade awareness is still low. Interesting discussions were raised and the session was rated as very educating and valuable by the participants, of which many were coming from EU new Member States.

The conference permitted to set the state of play of Fair Trade Public Procurement in Europe, and to continue raising awareness about how to use FTTP as a tool to support sustainable development and, in particular, marginalised producers in developing countries.



All along the day, participants could benefit from the experience of EU high level specialists. The discussions and exchange of experiences were very active and enriching for all.

More than 120 participants, public authorities, NGOs, Fair Trade producers, Fair Trade retailers and supplying companies, participated to the discussions on several key topics of FTTP.

To learn more about the conference outputs and the Public Affairs project results, visit our website: [www.eftafairtrade.org/observatory](http://www.eftafairtrade.org/observatory)

### Dialogue meeting between local authorities, Fair Trade Networks and EU Institutions, 27 October 2010, Brussels, Belgium

On 27 October, the Delegation of the Andalusian Regional Government in Brussels hosted a dialogue meeting between local authorities, Fair Trade Networks and European Union Institutions.

The goal of the meeting was to discuss the role of Local Authorities in the EU in promoting Fair Trade. The meeting built on the many important actions that the Committee of the Regions promoted in its Opinion on Fair Trade, February 2010. Specifically the unanimous call for a "European Agenda of Local Authorities for Fair Trade".

Presentations were made by the European Commission, the Committee of the Regions and the Fair Trade Advocacy Office. During the debate representatives from local authorities, EU Institutions and civil society discussed the best way to present Fair Trade as a tool to generate and improve existing attitudes and actions to guarantee more ethical policies, specifically for local authorities.

Some best practices of local authorities support for Fair Trade include awareness campaigns, Fair Trade public procurement, twinning with Southern local authorities and decentralized cooperation.

It was emphasised that the European Commission should support local authorities achieve these actions through clear coherent and coordinated policies for Fair Trade and financial support.

More information on local authorities and Fair Trade (Spanish only): [www.localauthoritiesforfairtrade.org](http://www.localauthoritiesforfairtrade.org)



## International Seminar on Sustainable Public Procurement in European Countries, 5-6 November 2010, Vienna, Austria

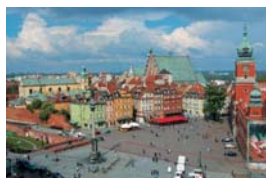
In the frame of the project “Sustainable public procurement - NOW!”, co-funded by the EC, Südwind Agentur (Austria), together with its partners Společnost pro Fair Trade (Czech Republic) and Christliche Initiative Romero (the project leader) organised an international seminar in Vienna, Austria, at the beginning of November.

Focused on sustainable and social public procurement, the seminar counted with around 40 participants, mainly coming from the partners countries. Many speakers came from Germany, Austria and Czech Republic, but also from Belgium, Spain or Sweden to share experiences, research results, campaign best practices, and legal expertise. Awareness raising about FTTP and Sustainable public procurement aspects at EU, national and local level were addressed. A special session was dedicated to the delicate issue of sustainable and social public procurement legal aspects.

The Public Affairs project experiences and outcomes, in particular at EU level, were shared on that occasion with the participants. The seminar was addressed to specialists and stakeholders, but citizens were not forgotten. A press conference was organised in order to raise awareness towards the greater public. EFTA's project officer participated, highlighting the main aspects of the FTTP situation at EU level. Several articles were then published on the topic in Austria main newspapers, as well as in French and EU ones. It permitted to put under the spotlight the key issue of sustainable and social procurement, which is too rarely benefiting from such attention. Congratulations!

## Upcoming

### The Central and Eastern Regional Europe Fair Trade Conference, 29-30 November 2010, Warsaw, Poland



The Central and Eastern Regional Europe Fair Trade Conference will be held on 29-30 November 2010 in Warsaw. The conference, organised by the Polish Fair Trade Coalition and the Fairtrade Labelling Organizations International (FLO), marks the second gathering of Fair Trade stakeholders in the area since last year's successful Fair Trade Seminar in Prague. Organizers hope to galvanize the Fair Trade movement in Central and Eastern Europe and provide a forum for mutual learning, networking and exchanges of experience. Fair Trade awareness raising is a key first step towards FTTP. We wish them all success with their initiatives!

More information on: <http://www.2010conference.fairtrade.org.pl>

### Fair Trade public procurement day: the 1<sup>st</sup> French edition, 1 December 2010, Paris, France



For the first time, the French Fair Trade Towns campaign, handled by the national Fair Trade platform, is organizing an event exclusively dedicated to FTTP, on Wednesday 1 December, in Paris City Hall.

Public buyers, project officers but also decision makers engaged or interested in sustainable and Fair Trade public procurement are expected to attend the conference. It will aim at exposing what is FTTP, and how it can be implemented, as well as present the Fair Trade products of interest for public authorities. A legal expert will also explain the technical aspects of FTTP implementation. Let's hope French public authorities will be numerous to enjoy such an enriching program!

More information on: <http://www.territoires-ce.fr/index.php?post/2008/09/16/Actualites>

## FAIR HANDELN, 14-17 April 2011, Stuttgart, Germany

# FAIR HANDELN

FAIR HANDELN is the place to be for those committed to globally responsible and sustainable trade, who wish to exchange information and concrete ideas. After two successful editions in 2009 and 2010, FAIR HANDELN 2011 will be presenting an even greater scope of possibilities for Fair Trade and for creating a sustainable future worldwide. It will also contribute to raising awareness among the political, economic and social decision makers, as well as consumers.

To recognise the challenges of our time, to develop sustainable solutions and to trade and act with global responsibility - with these objectives, FAIR HANDELN 2011 will certainly be a very enriching event!

For more information: [http://cms.messe-stuttgart.de/cms/fair11\\_blick00.0.html?&L=1](http://cms.messe-stuttgart.de/cms/fair11_blick00.0.html?&L=1)



## Publications

### State of Play of FTTP in Europe, September 2010, EFTA



This research is the result of three year of work carried out by the Public Affairs project's partners. Political and legal aspects of Fair Trade Public Procurement have been analyzed at EU, national, regional and local level, and existing practices have been addressed.

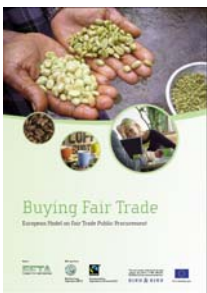
This broad analysis has permitted not only to draw the big picture of Fair Trade Public Procurement at EU level, but also to assess the progresses made in the past years, and those that still need to be done.

The identification of corresponding next steps to be taken in order to increase and enhance the use of Fair Trade Public Procurement as a tool to support sustainable development concludes this publication.

The conclusions and recommendations of this study can be downloaded from the "Publications" section of the website: [www.eftafairtrade.org/observatory](http://www.eftafairtrade.org/observatory)

The full document is available in the section "Studies" of the same website.

### Buying Fair Trade - European Model on FTTP is now available!



The European Model on Fair Trade Public Procurement aims at giving concrete guidance to public authorities on how to introduce Fair Trade criteria in their procurement procedures in a legally safe way.

The model is the result of a three year research carried out within the Public Affairs project. It was elaborated with input of the main Fair Trade networks, as well as with legal support and advice from an international law firm. It is now available, and can be downloaded from the Observatory website.

For additional information on the Public Affairs project or on Fair Trade and Public Procurement, please contact:

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