

# Public Affairs

Mobilising action for  
Fair Trade Public Procurement

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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

Entering the third and final year.....



The Public Affairs project is now entering its third and final year and much of what we set out to do has been achieved so far. Conferences and training sessions have been ongoing and studies have been carried out. It is clear there is a growing interest in Fair Trade Public Procurement. However, we aim to motivate even more public authorities to choose Fair Trade in their calls for tender. A model on Fair Trade Public Procurement is under development and will be

available on our website before the end of 2010 in order to assist public authorities with including Fair Trade criteria in their tendering procedures. In the meantime, we would like to invite you to have a look at all the resources available on our website - <http://www.eftafairtrade.org/observatory> - and to register for free as a user to have access to additional features such as case studies, guides, educational resources, studies, photos, etc. You can also have a look on our news and events page, or even submit an item you would like us to include.

## Inspiration from...

.....Spain

### Fair Trade products available in the Central Procurement Catalogue of the City of Madrid

The various Public Authority centres of the City of Madrid will now be able to purchase the following Fair Trade products: sugar, cocoa, chocolate, coffee and tea, thanks to the first Framework Agreement which includes social considerations related to developing countries in the purchasing of centralized goods. Contracts awarded using this catalogue will be the first which comply with the new social and ethical requirements introduced by the Law of Public Procurement. This law was

adopted in response to the European Parliament Resolution on Fair Trade and Development in July 2006.



... Belgium

### Belgian National Railway Company buys Fair



The Belgian National Railway Company now serves Fair Trade coffee and biscuits during their meetings and events. This is great news for Fair Trade as the Belgian Railway company's annual consumption of coffee equals that of 750 families.

## Belgian online guide for sustainable public procurement

Very convenient for all Belgian public purchasers: the Belgian government has updated its website for sustainable public procurement. The website is in four languages, including English, and forms a clear guide to Belgian authorities. The guide offers technical index cards for different product groups, providing

good examples of tendering, and guidelines in order for public authorities to procure correctly. Details on Fair Trade criteria can be found in the product group 'food, catering.' on the following webpage: <http://www.gidsvoorduurzameaankopen.be/?q=en/node/47&cid=166&pid=1235>

## Belgian National and Regional Governments commit to sustainability



The regional Flemish Government is aiming for public purchasing to be 100% sustainable by 2020. They recently approved this move in the Flemish Action Plan for sustainable public procurement.

The plan couples concrete actions with previous regulations. One innovation is to organise a helpdesk for sustainable procurement which will help public officers to do their purchasing job properly. The Belgian government followed this regional example in procurement, where it wants to reach the norm of 50% sustainable procurement by 2011.

### ... The Netherlands



## Three new Dutch Fair Trade Towns

NETHERLANDS - The municipalities of Goes, Groningen and Het Bildt have been given Fair Trade Town titles after passing the six Fair Trade criteria developed by Fairtrade Gemeente (Fairtrade Town), a project supported by the Dutch development organization ICCO to promote Fair Trade

purchasing and consumption in all of the municipalities of the Netherlands.

More information can be found at: <http://www.fairtradegemeenten.nl/content.aspx?l=001>

### ....France

## Fourteen new Fair Trade Territories in France

Fourteen of the sixteen applicant territories were awarded the Fair Trade Town title by the national panel of the French Fair Trade Town Campaign on the 18<sup>th</sup> November 2009. Amongst which, we can find important cities such as Paris, Lyon, Nantes and Tours, as well as whole regions such as Nord Pas de Calais or the Pays de la Loire. These public authorities made long term commitments to include Fair Trade in their Public Procurement processes. They also raised awareness about their choice and their Fair activities amongst stakeholders and citizens. Through these actions, they

reached the five required objectives of the campaign.

The title of Fair Trade Town was awarded for three years. At the end of this period, the public authorities will have to demonstrate a significant development of Fair Trade in their locality in order to keep it.

New collectivities can join this initiative and become a candidate for the title of Fair Trade territory.

For more information: <http://www.territoires-ce.fr/>

## ... Germany

### Seven new German Fair Trade towns announced

Congratulations to Dortmund, Marburg, Neumarkt in der Oberpfalz, Castrop-Rauxel, Dinslaken, Sonthofen and Rumbach/Pfalz who have become the latest German Fair Trade Towns in the last few months. Successfully fulfilling all the criteria of the world-wide Fair Trade town campaign, they join the ranks of over 700 Fair Trade towns internationally. These awards were achieved through the efforts of local networks, development organisations, world shops, churches, schools and other actors. Other German cities such as Bonn, Fulda, Hannover, Heidelberg, Nordhausen, Wesel and Wuppertal are now about to join the Fair Trade



### Record Breaking participation in German Fair Trade week



A Fair Trade week is an ideal way of raising Fair Trade awareness with the general public, and this year's edition of the German Fair Trade week is no exception, attracting more participation than ever before. Approximately 500.000 people participated in the different events and activities. Hundreds of schools, action groups, restaurants and cafés, churches, world shops, supermarkets, canteens and companies as well as numerous local authorities and individuals

made clear that Fair Trade can make a difference. The initiatives were supported by various prominent persons such as the Federal Minister for Development Heidemarie Wieczorek-Zeul, former Federal Minister Dr. Norbert Blüm, and stars Lea Linster and Cosma Shiva Hagen. Some highlights included the awarding of the title "Fair Trade Town" to the German city of Marburg and the world record breaking initiative of Transfair on 25<sup>th</sup> September, when 120 566 cups of Fair Trade coffee were consumed within just one hour.

# Regional Updates

## Italy

### Fair Trade sugar producer on tour in Italy



What better way to find out more about the impact of Fair Trade P u b l i c Procurement, than

directly from meeting a representative of a FT producer's community!

The President of the Cooperative Manduvirà from Paraguay was invited by Ctm Altermercado and its member, Bottega Solidade, to do a tour in Italy.

During the visit, Mr. Luis Dario Ruiz Diaz visited many Public Authorities, FT Organisations, and schools where North-South educational activities have been run, and FT products consumed daily in the canteens. Meetings with Mr. Ruiz Diaz, held in towns

and cities across Italy, helped to increase awareness amongst public procurement officers and citizens.

The final leg of the tour was participation in a round table on the Right to Food and Food Sovereignty on the framework of fair 'Fa' la cosa giusta' in Genoa. He presented the experiences of his community as part of the FT supply chain, and highlighted its high added value; thanks to which they are able to build a factory, helping them to be more competitive in the international sugar market, with huge benefits for the marginalised farmers and members of the cooperative.



### Learning how to promote Fair Trade as a Municipality: a course for local administrators in Italy.



How can a Municipality give support to Fair Trade in its daily activities? Or how can municipalities which already support Fair Trade improve what they are already doing? These were the questions posed by Local Administrators of Emilia Romagna, Italy.

Ctm Altromercato has been able to address this need for information, by running a course tailored to such questions. The focus of the course was on the role played by Public

Procurement in the promotion of values such as the labour rights of the Southern workers, of human rights in general, and the protection of the environment. It included the presentation of the new regional law on the promotion of Fair Trade, an exchange of best practices already implemented by Local Authorities within the Region that can be easily replicated and improved upon, and a producer visit. Emilia Romagna is particularly important, as the new law on the promotion of Fair Trade is likely to be soon approved by the Regional Council. This legal instrument will offer to Local Authorities new tools, such as financial support for the introduction of Fair Trade Public Procurement.

## Belgium

### Civil servants of the Public Health Ministry visit Oxfam-Wereldwinkels and Oxfam Fairtrade



Over forty officials of the Belgian Ministry of Public Health celebrated a Day of Sustainable Development in the offices of Oxfam-Worldshops and Oxfam Fairtrade. Next to an in-depth explanation on what Fair Trade is and a practical view of the

distribution centre of Oxfam Fairtrade, they got to smell and taste the wide range of fair products from the company. At the same time, in the frame of the Public Affairs project, OWW could emphasize the importance of Fair Public Procurement and how to put it into practice.

## Need for better information and legal certainty for Public Authorities purchasing Fair Trade- initial questionnaire results from Belgium.

The thirteen Flemish so-called 'centre cities' were invited to participate in the recent EFTA-questionnaire, collecting information on the reality of fair public procurement.

Twelve cities replied including Antwerp, Bruges and Gent providing answers that have led us to reconfirm the important need for more legal information on Fair Trade public procurement. All of these towns are Fair Trade Towns and often buy Fair Trade prod-

ucts. But a huge obstacle to buying more is that officials do not know what they legally can do. More knowledge on Fair Trade principles, labels and the controlling mechanisms would encourage a better procurement policy. The Public Affairs project priority for this final year is the building of a Model and the final touches to the Observatory website which will hopefully provide timely solutions to this pressing need.

## Spain

### The Second National Conference on Responsible Purchasing, Madrid, 21-22 October 2009 (Spain)

More than 130 representatives of public authorities, suppliers and social organisations participated in the one and a half day conference about the integration of green, social and ethical criteria in public purchasing.

The event was organized by IDEAS, the Spanish partner of the Public Affairs project. Experts from the European Commission, Fair Trade Advocacy Office, ICLEI, Spanish Ministry of Labour and Immigration, several regional and local governments, companies and Fair Trade organizations of Spain, Italy and Belgium, discussed the legal framework and practical challenges of sustainable procurement. Fair Trade was one of the main issues of the Conference. The participants had the opportunity to learn from the experience of



the Municipality and Regional Government of Madrid on the integration of Fair Trade in vending and in the central public purchasing catalogue of the region. Oxfam

WereldWinkels (Belgium) and CTM Altromercato (Italy) explained the legislative initiatives on Fair Trade in their countries. This was followed with an interesting debate conducted by Sergi Corbalan, Coordinator of the Fair Trade Advocacy Office in Brussels.

The Conference has been an important step forward in the promotion of Fair Trade procurement in Spain and facilitated an exchange of information within European countries, in addition to European institutions and networks.

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

### Fair Trade Public Procurement on the agenda in Gran Canaria, The Basque Country, and Fuenlabrada, Madrid.

As part of IDEAS' work on the Public Affairs project, they have been providing training and information on Fair Trade Public Procurement for Spanish Public Authorities. In November, IDEAS and partner Bakeaz provided a workshop on Sustainable Public Procurement in Gran Canaria. This workshop provided the first exposure for civil servants and procurement officers of the existing technical and legal possibilities open to them for tendering. In December IDEAS was involved in further events on Fair Trade Public Procurement in the Basque country and Madrid. In the Basque Country,

presentations were given by ihobe, the Public Society of Environmental Management of the Basque Country, IDEAS, And REAS Euskadi, the network for alternative and solidarity economies, on their experiences of Fair Procurement.

IDEAS also organized a presentation on Fair Trade Towns addressed to civil society of Fuenlabrada. This took place during a fair procurement session organized by the Municipality of Fuenlabrada (Madrid).

For more information on the Basque Fair Procurement day please see:- [http://www.comrapublicaetica.org/index.php?option=com\\_content&task=view&id=252&Itemid=1](http://www.comrapublicaetica.org/index.php?option=com_content&task=view&id=252&Itemid=1)

# Events

## Past

### Fair Trade Fair, Lyon (France), 2-4 October 2009

EFTA participated to the European Fair Trade Fair from 2-3rd October 2009, on behalf of the Public Affairs project. During this international event, there were many meetings and roundtables addressing essential subjects such as: Fair Trade Guarantees, the link between Fair Trade and the Environment, how to include Fair Trade in decentralised development aid, and public procurement, focusing on the textile sector.

Public Affairs partner IDEAS chaired the "Textile Industry and group purchases" roundtable, opening with information on the EFTA Public Affairs project and IDEAS's work on Fair Trade Public Procurement, (FTPP). The meeting included participants from municipalities, regions, and cities from France and Switzerland, NGOs, Max Havelaar France, as well as companies that have sourced or purchased



Fair Trade and Organic cotton.

The meeting provided a great opportunity to exchange experiences.

Particularly of interest, was an example of local authority employee uniforms being made of FT cotton, by some private sector companies. Public Authorities, such as Brittany and Pays de La Loire Regions from France, described their role supporting Fair Trade through their procurement policy, generally as part of their aid for development strategy. The example of 'bundling of FTTP' was also presented by the city of Zurich as a good way to purchase Fair Trade products.

Participants concluded that FTTP was very important but that there needed to be more exchange of good practices, technical support and political presence.

### Fairtrade Towns in the New Member States Forum, Gdansk, 29-31 October 2009



Many representatives of Fair Trade organisations based in Central and Eastern Europe attended the Fair Trade Town Forum for new EU member states. The event was organised by the Polish Fair Trade Association "The Third World and Us". Over three days, the participants learnt about WFTO and FLO approaches to Fair Trade and Fair Trade Town initiatives. Presentations and case studies were presented by several western Fair Trade organizations, including AGICES (Italy), and Transfair (Germany), covering topics such as Fair Trade Town

initiatives, school catering and public procurement.

The last day of the meeting, a discussion took place on the possible criteria that could be used for FTT in the new member states. This initiative is seen as quite a large challenge, as Fair Trade has a low profile in these countries, and is little known. With much work to do, more organisation will be needed. However the event was an excellent initiative. It has facilitated the start of more exchange of experience which will be necessary in the coming years, through other international forums.

### Fair Trade and sustainable procurement Conference, Nantes, France, 13th November 2009

Last month, the French city of Nantes hosted a conference on the inclusion of Fair Trade in sustainable procurement. Based on the sharing of experiences and analysis, it brought together participants from both the public and private sectors. The meeting aimed to give the public and private purchasers an opportunity to build together a real 'territoire' of Fair Trade and sustainable

consumption. It permitted the participants to share their experiences, to initiate new partnerships and provided an impulse for new sustainable practices.

This event was part of the National Fair Trade Town Campaign in France.

To learn more contact Arais - [communication@arais.fr](mailto:communication@arais.fr)

## Upcoming

### Dunkirk 2010 sustainability conference.

More than 1500 local government leaders from all over Europe, as well as representatives from European and national networks of local governments, European institutions and NGOs, are expected to take part in the largest European conference dedicated to local sustainable development. The Dunkirk 2010 conference organised by Public Affairs Partner ICLEI, will explore how local sustainability can represent an answer to the current global



challenges, and how it can be developed further in order to be implemented at the European and local level.

More information on this event can be found here: <http://www.dunkerque2010.org/en/home/index.html>

## Publications

### Guide on sustainable catering for France.



L'Adag, the Association for agricultural producers of Grenoble, l'adabio the county association for organic agricultural producers, and Equi'Sol, a Fair Trade organisation, have been collaborating on a citizen's guide to responsible catering. This guide, although focusing principally on organic and local

products, has a larger global vision, of putting into place a wider 'responsible' catering policy. Fair Trade is indicated as an excellent way of adhering to such principles, and there are explanations on to how to purchase Fair Trade, including tendering. Several Fair Trade Organisations, recognised by the French National commission of FT 'décret' n°2007-986, such as Max Havelaar, are mentioned. It is published in French, and can be found at:

[www.civam.org/spip.php?article294&artsuite=2](http://www.civam.org/spip.php?article294&artsuite=2)

## Call For:

### Volunteer Translators...

We are currently looking for volunteers to translate documents from Dutch into English. If you would like to collaborate with us, please send an e-mail to [fair-procura@eftafairtrade.org](mailto:fair-procura@eftafairtrade.org) with some information on yourself, your contact details and a brief CV.

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

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