



Buy Fair - European public procurement guidelines for Fair Trade

FAIR TRADE INITIATIVES ACROSS EUROPE

The following gives a brief introduction to the large number of Fair Trade initiatives taking place in different European countries relevant for public authorities, together with promotional ideas. This is not a comprehensive list, and new activities are being started all the time. Most European countries now have some initiatives running. If you can't find anything below, a simple internet search should help to identify those in your country.

1. Governmental guidelines on Fair Trade procurement

- **Belgium:** The Secretary of State for Energy and Sustainable Development has published a ministerial circular, offering guidance on how to include social and environmental criteria in procurement practices
More info: <http://www.gidsvoorduurzameaankopen.be> (Flemish)
<http://www.guidedesachatsdurables.be> (French).
- **France:** In 2002, the French Secretary of State for Economic Solidarity started a process under the umbrella of AFNOR (Agence Française de Normalisation), the French standard-setting body and member of ISO. AFNOR/X230 on Procurement criteria for Fair Trade products will be available by the end of 2006 (AFNOR/X230)
More info:
http://comelec.afnor.fr/servlet/ServletComelec?form_name=cFormIndex&login=invite&password=invite&organisme=afnor&comite=cnx230
- **Scotland:** 'Integrating Sustainable Development into procurement of food and catering services' is a guidance and action sheet for public purchasers, caterers and their internal customers
More info: <http://www.scotland.gov.uk/resource/doc/1265/0005191.pdf>
- **United Kingdom:** The United Kingdom Office of Government Commerce offers guidance to Departments on the action that can be taken to meet Departmental fair trade objectives
More info: http://www.ogc.gov.uk/embedded_object.asp?docid=1001597

2. City Fair Trade networks

- **Fair Trade Towns:** These successful initiatives are already running in several European countries (below). Local authorities commit to five or six Fair Trade goals. In Ireland, for instance, the six Fair Trade goals are :
 1. A local steering group is convened to ensure continued commitment to its Fairtrade Town status.

2. The Town Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea in the office and at all its meetings and continues to support the Fairtrade Mark.
3. A range of FAIRTRADE Mark products are available in the Town's shops, supermarkets, local cafes, restaurants, and hotels.
4. FAIRTRADE Mark products are used by a Flagship business as well as 12 other local businesses and organisations. This should include schools, churches, large offices and local voluntary groups.
5. The group attract media coverage and popular support for the campaign.
6. A significant number of schools become Fairtrade Schools. They use the Civil Social and Political Education pack on Fairtrade for secondary schools and the Alive – 08 programme for Primary Schools.

Belgium : <http://www.ikbenverkocht.be/main.aspx?l=02>

Ireland: www.fairtrade.ie

Italy: www.cittaequosolidali.it

United Kingdom : www.fairtrade.org.uk/get_involved_fairtrade_towns.htm

- ❑ **CARPE (Cities As Responsible Purchasers in Europe):** Exploring opportunities for including social and environmental criteria in their procurement practices – Good case studies
More info: <http://www.eurocities.org/carpe-net>
- ❑ **RED x CPE (Net of municipalities of Barcelona x Ethical Public Procurement):** In order to join this network, the local administration must meet certain Fair Trade goals.
More info: <http://www.robaneta.org/comprapublica>
- ❑ **Fair Canteen Services ('Ristorazione Solidale')** was launched in 2001 by CTM Altromercato. The nation-wide campaign aims at awareness raising on Fair Trade in public procurement and encourages cities to insert Fair Trade demands in their public tenders for canteen services in public schools. In addition, guidelines on the public procurement of Fair Trade products were produced. Approximately 70 local authorities are currently part of the Campaign.
More info: see 'Good Practice cases' on this CD Rom

3. Awareness raising/promotion

- ❑ **Fair Trade weeks/fortnights:** Organised on an annual basis in France, the United Kingdom Ireland, Germany and others. The objective of the Fortnight is to encourage people to include Fair Trade in their everyday shop and to Make Fairtrade Your Habit.
- ❑ **Fair Trade Schools :** Schools commit to 5 or 6 Fair Trade goals. For instance, Fair Trade Schools in Ireland :
 1. Use the CSPE pack available at www.fairtrade.ie
 2. Show the Fair Comment Video in your school
 3. Get your teachers to serve only Fairtrade tea and coffee in the staff room.
 4. If you have a canteen, tuck shop or vending machine convert to Fairtrade chocolate bars and snacks, see www.cannonvending.com for your Fairtrade vending machine.
 5. Organise a Fairtrade promotion or event during Fairtrade Fortnight which runs every year in March.

- ❑ **Clean Clothes Campaign (CCC):** International campaign, focused on improving working conditions in the global garment and sportswear industries
More info: <http://www.cleanclothes.org>
- ❑ **World Fair Trade Day:** Celebration of Fair Trade each year on the second Saturday of May, with events organised world wide
More info : <http://www.wftday.org>
- ❑ **European Worldshops Day:** Europe wide day of campaign on a particular issue, often with a goal at the European level
More info : <http://www.worldshops.org>
- ❑ **Make Trade Fair:** Oxfam-run campaign to change trade rules
More info: <http://www.maketrade-fair.com>

4. Further Fair Trade ideas

- ❑ **Host a Fair Trade fair or market in your community** with fair trade products from around the world.
- ❑ **Tour de Fair:** Cycling for Fair Trade!
E.g.: <http://www.weltlaeden.at/start.asp?showmenu=yes&fr=&b=8&ID=8771>
- ❑ **Manage a Fair Trade Point:** Moveable Fair Trade promotion & selling point. Created by World Shops. Ideal to place in schools, universities and other public location.
E.g.: <http://www.weltlaeden.at/start.asp?showmenu=yes&fr=&b=8&ID=6988>
- ❑ **Join a campaign related to Fair Trade issues:**
 - Campaign against Child Labour - <http://www.kidz-at-work.net/>
 - Company Law Campaign - <http://www.traidcraft.co.uk/template2.asp?pageID=1884>
 - Make Poverty History - <http://www.traidcraft.co.uk/template2.asp?pageID=1787>
 - Fair Trade Just Movement - <http://www.tradejustmovement.org.uk/>
- ❑ **Become a Fair Trader** - Fair traders are those who promote fair trade by regularly making Traidcraft products available to others. They sell and use our products on a regular basis in their
More info: <http://www.traidcraft.co.uk/template2.asp?pageID=1629&fromID=1787>
- ❑ Serve only Fair Trade products, such as coffee, tea, or chocolate, at meetings.
- ❑ Buy **Fair Trade gifts**, such as pencils, accessoires and art products.
- ❑ **Surprise** your employees with Fair Trade Christmas cards and hampers.
- ❑ Make a **donation** to a Fair Trade organisation.
- ❑ Find **more info on Fair Trade:**
 - Fairtrade Labelling Organizations International (FLO) - <http://www.fairtrade.net/>
 - The International Fair Trade Association (IFAT) - <http://www.ifat.org/>
 - NEWS (Network of European Worldshops) - <http://www.worldshops.org/index.html;jsessionid=5F51F7A1263BA37D508ECC7338804E1B>
 - The European Fair Trade Association (EFTA) - <http://www.european-fair-trade-association.org/>
- ❑ **Spread the word!** - tell your friends and colleagues about Fair Trade

5. Market Research on Fair Trade

- Fair Trade in Europe 2005 - Facts and Figures on Fair Trade in 25 European countries: Survey carried out by respected Fair Trade researchers, and funded by the Heinrich Böll Foundation, offering information on the Fair Trade structure and market.

More info: <http://www.ifat.org/downloads/marketing/FairTradeinEurope2005.pdf>