



# Fair Procura *Newsletter*

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*You are reading the first newsletter to be published as part of the Fair Procura project, which aims to encourage public authorities to introduce more Fair Trade considerations into Public Procurement. The newsletter offers you all the information you need on the project itself and the latest developments in the participating countries - and, of course, inspiring and creative examples of public authorities who have already opted for Fair Trade Procurement!*

### **“Fair Procura: making public authorities and institutional buyers local actors of sustainable development”**

Public authorities can play a part in promoting sustainable development through their day-to-day decision-making, including their purchasing decisions. Public purchasing decisions which are based on environmentally-friendly policies and incorporate social and Fair Trade considerations will be welcomed by both the international community, which promotes the implementation of sustainable development policies, and ordinary citizens, who are becoming increasingly concerned about the environment and progress in developing countries.

Public authorities who include Fair Trade considerations in their public procurement policies can thus translate development policy objectives into practical administrative action. By doing so they also respond to citizens' concerns and offer them an important example, thus raising awareness of alternative choices which favour sustainable development.

This is the background to the launch of the Fair Procura Project! This three year project (September 2004-September 2007), which is co-financed by the European Commission, EUROPEAID, aims to make public authorities and institutional buyers in Europe more aware of the part they can play in sustainable development through public purchasing, in particular Fair Trade purchasing policies and practices. The project is conducted jointly by EFTA (European Fair Trade Association) in Brussels, CTM Altrmercato (Italy), Fair Trade Organisatie (Netherlands), IDEAS (Spain) and Oxfam Wereldwinkels (Belgium).

Fair Procura's activities will consist of:

- Background research on Fair Trade, the EU Procurement Directives and the possibilities of introducing Fair Trade considerations at the different stages of a public procurement procedure.
- Campaign brochures.
- Organising European and national conferences and events.
- Training “animateurs” who, supported by a campaign kit and brochures, will approach public authorities and provide them with initial guidance on Fair Trade in public procurement and best practices.
- Fair Procura Newsletters.
- Fair Procura website and best practice database.

More information about the Fair Procura project and what it offers is available at [assistant@eftafairtrade.org](mailto:assistant@eftafairtrade.org) (EFTA - Brussels), [johan.elsen@oww.be](mailto:johan.elsen@oww.be) (Oxfam Wereldwinkels - Belgium), [federicaleonarduzzi@altromercato.it](mailto:federicaleonarduzzi@altromercato.it) (CTM Altromercato - Italy), [CompraPublicaEtica@ideas.coop](mailto:CompraPublicaEtica@ideas.coop) (IDEAS - Spain), [a.chojnacka@fairtrade.nl](mailto:a.chojnacka@fairtrade.nl) (Fair Trade Organisatie - The Netherlands).

## Why Support Fair Trade? Fair Trade and Sustainable Development

The guiding concept of Fair Trade is that producers in less developed countries should be guaranteed a **fair price** for their products, which not only reflects the true costs of their production and work, but also makes **socially just** and **environmentally sound production** possible. In 2001 the four major Fair Trade networks, FLO (Fair Trade Labelling Organisations International), IFAT (the International Fair Trade Association), NEWS! (the Network of European World Shops) and EFTA (the European Fair Trade Association), known jointly as "FINE", agreed on a definition of Fair Trade which reads as follows:

*"Fair Trade is a **trading partnership**, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to **sustainable development** by offering **better trading conditions** to, and **securing the rights** of, marginalized producers and workers – especially in the South. **Fair Trade organisations** (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade."*

Through Fair Trade, producers obtain a better deal, meaning not only a better price, but also the opportunity to work with their trading partners to build capacity, become better organised, speak up for their rights and develop their communities. Fair Trade is also creating opportunities for shared ownership of businesses **between North and South**. Five million people in Africa, Asia and Latin America currently benefit from Fair Trade. They include producers and farmers, small and medium-sized enterprises, smallholdings and cooperatives, who grow coffee, cocoa, tea, bananas, other tropical fruit and nuts, produce honey or manufacture a wide range of craft products. This shows the **vital role of Fair Trade in sustainable development, as:**

- A concept which pursues the goals of sustainable development - economic growth, social development and environmental protection - .
- An avenue for developing countries to gain access to international markets.
- A means of changing the current unsustainable patterns of consumption and production.

Further information about Fair Trade is available at [assistant@eftafairtrade.org](mailto:assistant@eftafairtrade.org).

## Fair Procura Background Research Report

Fair Procura background research report is an important element of the Fair Procura Project. This report can be consulted by public authorities and institutions interested in knowing what Fair Trade is, how to recognise Fair Trade products, the reasons why Fair Trade should be supported and the legal and technical aspects of introducing Fair Trade criteria into the different stages of public procurement procedures, with examples of public authorities who are already applying these criteria. The research report will be updated during the next two years of the Fair Procura project, in light of the evolution of the European Commission guidelines and the case law of the European Court of Justice, as well as the development of Fair Trade. The first version of this report is completed and available at [assistant@eftafairtrade.org](mailto:assistant@eftafairtrade.org).

## EU Trade Commissioner Mandelson speaks at the PES Fair Trade Conference



Photo European Parliament



During his speech at the PES Fair Trade Conference on 22 June this year, the European Union's Commissioner for Trade, Peter Mandelson, stressed his view that Fair Trade is one of the key tools for enhancing sustainable development and fighting poverty. He praised the Fair Trade movement for its role in putting 'unacceptable poverty' on the agendas of world leaders today. He also stressed the influence the movement has had on consumer behaviour, saying: 'Fair Trade has set an agenda and has raised our awareness – a factor which no serious player can afford to ignore'.

After describing the trade reforms currently being pursued by the international community through the WTO framework and the Doha Development Agenda, Mr. Mandelson suggested several issues which should be given consideration in the near future, including the possibility 'to foster Fair Trade in our procurement laws', and the need to study the feasibility of doing so. This is striking evidence that the idea of introducing Fair Trade into public procurement has not only reached the highest EU official levels, but has also created an awareness of the action that needs to be taken in this field.

Mandelson's speech is available on the DG Trade webpage at:

[http://europa.eu.int/comm/commission\\_barroso/mandelson/speeches\\_articles/temp\\_icentre.cfm?temp=sppm041\\_en](http://europa.eu.int/comm/commission_barroso/mandelson/speeches_articles/temp_icentre.cfm?temp=sppm041_en)

## Fair Procura Conference in Toledo (Spain) "Public Purchasing Introducing Social Criteria"



Photo IDEAS

The second conference on the Fair Procura project, organised by one of the partners of the project, IDEAS, and the General Consumer Directorate of Castille-La Mancha, was held on 28 September in Toledo (Spain). It was attended by representatives of various regional communities and municipalities, as well as academics and NGOs which support sustainable development policies.

The objectives of the conference were to present the political and legal framework for introducing social and Fair Trade considerations into public procurement procedures, to introduce participants to the concept of Fair Trade and its certification system and to exchange best practices. At the conference, IDEAS presented the "Manual Compra Pública Ética" (Ethical Public Procurement Manual), the Spanish adapted version of the Fair Procura Background Research Report, which is available at [CompraPublicaEtica@ideas.coop](mailto:CompraPublicaEtica@ideas.coop)

If you are interested in receiving information on future events organised in the context of the Fair Procura project, please contact [assistant@eftafairtrade.org](mailto:assistant@eftafairtrade.org)

## Inspiration from Italy

CTM Altromercato, Fair Procura's Italian partner, reports that since September 2005 Turin is including Fair Trade products in its public procurement policies. Support for Fair Procurement is strong in Italy and is growing rapidly. More than 40 local authorities have already formally included Fair Trade requirements in their tenders for school catering services. Rome, Genoa, Piacenza, Florence and many other large and small Italian cities offer Fair Trade products in school canteens and give schoolchildren lessons on the subject of Fair Trade and the world North/South divide.

The 'Ristorazione Solidale Altromercato' project (Altromercato Fair Catering) has contributed enormously to generating support for sustainable development in Italy. It was launched in 2002, and in only three years it has established contacts with over 150 public authorities and 30 catering companies. At present some 400,000 Italian schoolchildren benefit from the Fair Trade products served in their school canteens. The best example is Rome, where during last year over 140,000 pupils benefited from 800 tonnes of organic fair trade bananas and 4.5 million organic fair trade chocolate bars in their school canteens. Fair Trade organisations in Rome are undertaking various activities to raise awareness among the children's families.



Poster of the campaign  
"Ristorazione Solidale Altromercato"

## Belgium: Fair Trade Towns – 70 Participants Already!

At the beginning of this year, Oxfam-Wereldwinkels, Fair Procura's Belgian partner, launched a massive national campaign to promote Fair Trade products in public procurement, as part of a larger project for the promotion of Fair Trade Towns in Flanders. To obtain the title of Fair Trade Town, local authorities and locally established companies have to meet a number of criteria. Systematic inclusion of Fair Trade criteria in public procurement procedures is a crucial element for obtaining this title. Moreover, the participating local authorities undertake to raise awareness of Fair Trade actively in their locality and among its citizens.

To carry out this ambitious campaign, a Fair Trade Town guide was drawn up and distributed to the many thousands of volunteers working for Oxfam-Wereldwinkels who support the project locally. Also, courses were organised for volunteers and for local government representatives. Subsequently, many Flemish local authorities were approached. Local Fair Trade working groups were established, consisting of Oxfam-Wereldwinkels volunteers and local government representatives. Taking one step at a time, these working groups seek to obtain the title of Fair Trade Town for their town or village.

Today, eight months after the campaign was launched, 70 towns and villages have presented their candidacy for obtaining the title, and four, including the city of Ghent, have already succeeded in meeting all the criteria and thus earned the title of Fair Trade Town. In addition, all 70 candidate localities now systematically include Fair Trade criteria in their public procurement policies. Furthermore, many of them are currently buying Fair Trade products on a case-to-case basis.

Full information on the concept of Fair Trade Towns is available on the campaign website, which is also a rich source of permanently updated information about Fair Trade in all the participating Flemish communities. Because this information is available to the public, citizens can check online how 'fair trade' their local community is, and what obstacles still remain to be tackled before it wins the title of Fair Trade Town.

June 2005: During a city council meeting, the mayor of Ghent, Frank Beke, officially receives the title of Fair Trade Town for the city of Ghent.

Photo: Jelle Mostrey



## Members of the European Parliament Take Action to Increase Availability of Fair Trade Products in European Parliament Buildings

Fair Trade products are already available in the canteens, cafeterias and meeting rooms of the European Parliament. The value of Fair Trade goods purchased annually by the European Parliament stands at around €39,000. To increase purchases of Fair Trade products and make them more visible, some 400 MEPs, their assistants and other Parliament staff signed a petition, handed to the EP Secretary-General on 6 July, which urges the EP to increase the availability of Fair Trade products in its buildings.



Photo European Parliament

### Dates & events

- A seminar on fair trade in public procurement will take place in Cape Town on 3<sup>rd</sup> March 2006, within the World Congress of ICLEI - Local Governments for Sustainability. The seminar is part of the Buy Fair project, co-ordinated by ICLEI, with contributions from EFTA and the Fair Procura partners. The project aims to provide a toolkit for European public procurers on fair trade procurement, and explore how governments in the developing world can also help support fair trade. For more information on the seminar or the project contact [simon.clement@iclei-europe.org](mailto:simon.clement@iclei-europe.org)
- Seminar "Responsible Purchasing - What is it and how to assess it?": 16 February 2006 between 1-4pm at the Biofach trade fair, Nuremberg, Germany. For more information, contact Emma Johnson at Traidcraft Exchange: [emmaj@traidcraft.org.uk](mailto:emmaj@traidcraft.org.uk)
- World Fair Trade Day: 13 May 2006. See [www.wftday.org](http://www.wftday.org)

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EFTA's partners in the project Fair Procura

