

PRESS RELEASE

Wednesday 27th June 2018

Ghent awarded first ‘EU Cities for Fair and Ethical Trade Award’.

The Fair Trade Movement warmly congratulates Ghent on being awarded today the first ‘EU City for Fair and Ethical Trade Award’ by the European Commissioner for Trade, Cecilia Malmström. Congratulations are extended also to Dortmund, Saarbrücken, Lyon and Madrid who received special mentions for education and community participation, inspiring procurement practice, innovation and global partnerships respectively.

The “EU City for Fair and Ethical Trade Award” is an initiative of the European Commission, as a follow-up to the EC 2015 "Trade for All" strategy. The award aims to recognise and celebrate cities’ achievements and positive impact on social, economic and environmental sustainability in international trade.

In partnership with the Committee of the Regions and the European Parliament’s Fair Trade Working Group, the Fair Trade Movement and Fair Trade Towns, have been calling for the setting up of this award for several years as a tool for acknowledging and growing the local Fair Trade initiatives taking place across the EU.

“Congratulations to Ghent on winning the title and to all cities who participated in the award competition! The Fair Trade movement depends on a strong global grassroots supporter base, and it is dedicated activists and consumers who are playing a key role in driving global impact in sustainable development. Thanks for the commitment of your communities on behalf of all Fairtrade farmers and workers!” said Dario Soto Abril, CEO Fairtrade International.

Francesca Giubilo, Coordinator of the World Fair Trade Organization Europe added: *“I am glad to see the EU supporting local authorities standing out for their commitment to fair and ethical trade. I do hope other local authorities could feel inspired by these projects and recognise the crucial role they play in promoting the uptake of Fair Trade not only at local but also at European level.”*

Back to back with the award ceremony, the Fair Trade Advocacy Office (FTAO) is holding a conference titled ‘From local to EU Level: Scaling Up Fair Trade in Europe’. The FTAO event is co-funded by the European Union and Engagement Global. It aims to seize the ceremony as an opportunity to facilitate exchange among local authorities and civil society organisations on how they are supporting Fair Trade, and too discuss what measures the EU could take to support the upscaling of local Fair Trade projects.

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Notes to Editors

- The Fair Trade Advocacy Office (FTAO) speaks out for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The FTAO is a joint initiative of Fairtrade International, the World Fair Trade Organization-Global and the World Fair Trade Organization-Europe. More information: www.fairtradeadvocacy.org
- The EU Cities for Fair and Ethical Trade Award is an initiative of the European Commission. More information: www.trade-city-award.eu
- The Conference 'From local to EU level: Scaling up Fair Trade in Europe' will take place at the Committee of the Regions, Brussels from 27-28th June. More information: buff.ly/2M4fpg2
- Engagement Global is the central contact agency in Germany for development policy initiatives. More information: <https://www.engagement-global.de/homepage.html>
- The World Fair Trade Organization-Europe (WFTO-Europe) is the European branch of WFTO, the worldwide network of Fair Trade Organisations. It is formed by around 90 members, amongst them Fair Trade organizations, Fair Trade networks and Fair Trade support organizations. More information: <https://wfto-europe.org/>
- Fairtrade International is a non-profit, multi-stakeholder organization made up of member organizations around the world. It is responsible for the strategic direction of Fairtrade, setting the Fairtrade Standards and supporting producers in developing countries. More information: <https://www.fairtrade.net/>