

Winning the first 'EU Cities for Fair and Ethical Trade Award'

Impact, challenges, results, opportunities.

INTA Committee, 24 June 2020

Agenda

Application for the Award
Making the effort
Impact and results
Evaluation and improvement
Development Project

"We try to mainstream fair trade. And these efforts are a deliberate choice."

Tine Heyse, Deputy-mayor

Making the effort

- Writing the application
- **Political decision capacity within city administration**
- > Push forward with believers
- > Tell your story
- Launch a campaign
- #Ghent4TradeCity
- > Involve your stakeholders
- > Boost your network



Winning the 'Fair And Ethical Trade Award'

Impact & Results

Application and Award winning encourages the efforts
> Within the Municipality
> Within the ecosystem

Network of Fair Cities
> Exchange of ideas and inspiration



(and how many times do you get photo opportunities with European Commissioners)



Suggestions for the future

Suggestions

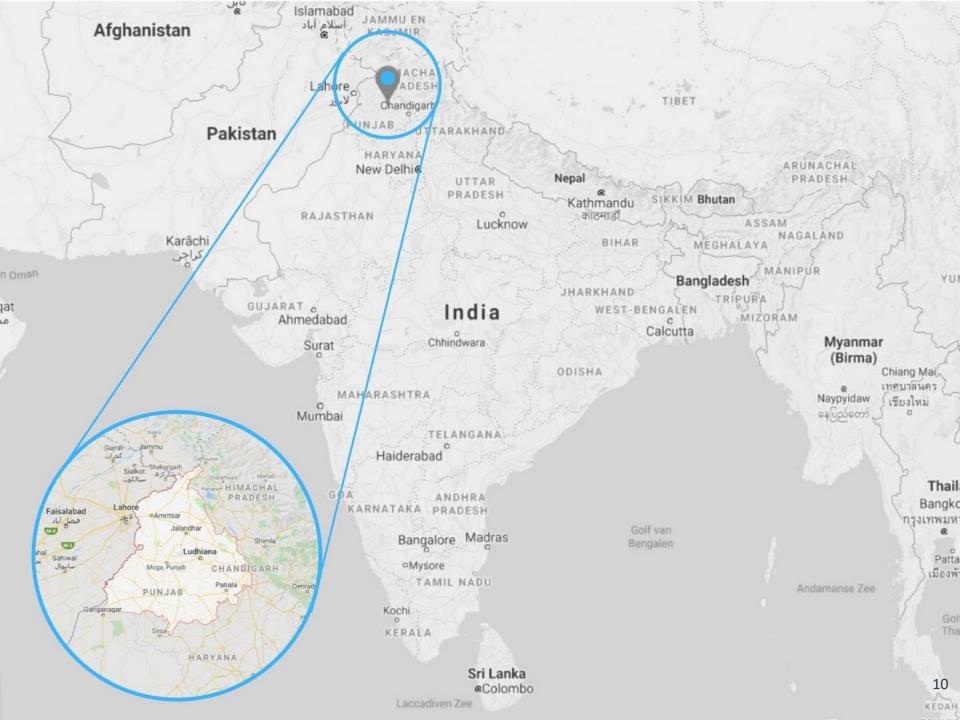
- Shortlisted cities vs. 'awarded' cities
- Prize of **100.000 euro** directly awarded to the winning cities
- Focus on **Fair Trade** and connection with Fair Trade movement
- **Communication**: dialogue on possibilities

Development Project A global textile story

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Sahnewal



Manchester of India

Sahnewal is a Municipal Council in Ludhiana district in the Indian state of Punjab. Due to the high number of textile producers the city is referred to as 'the Manchester of India'.

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510.250 inhabitants



3000 textile producers



39\$ billion export



Sahnewal aims at becoming a pilot Fair Trade Town.



Technical Cooperation Ghent – Sahnewal Two way peer-to-peer learning

- Analysis and assessment of the municipality needs and capacity gaps on sustainable production (National consultant)
- > Webinars (different target groups and topics)
- > ITC e-learning
- > Practical workshops with Ghent & ITC (Sahnewal)
- > EU Award 2nd edition (Ghent): Sahnewal's participation

Development project challenges:

- > The compromise between a local and multilateral perspective
- > The quest for impact in a **limited period of time**
- > Fair trade: international standard versus alternative model



Would the City of Ghent apply again if possible? YES!



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