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Submitting an Award application implies a clear **commitment**.

- It requires political support and sufficient capacity within the administration. To be able to tell the story, the believers need to be on board.
- To spread the word with the public, civil society and the private sector - a well-thought-out **communication strategy** is needed.

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But it is also very rewarding

- **Winning the award** was like our dragon on top of the Belfry during Ghent festivities: a very visual boost for enthusiasm. It was a reward for passed efforts but also a motivation to keep going and stay the pioneer and frontrunner on a fair policy within Europe. Especially because the City of Ghent is a relatively small city.

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- **Winning the Award** encouraged the newly elected council to continue on building a the long-term vision integrated into local public policy. Within the relevant civil services and among the involved stakeholders it meant a recognition for efforts being made and boosted the enthusiasm to build further on the fairtrade story.
- **Network of Fair cities:** Ghent is eager to learn. Exchanges with other European cities through a 'Sustainable Cities Network' are valuable for a city like Ghent. Our procurement policy and the 'Ghent Fair Trade' project have allowed us to gain the necessary expertise to contribute to knowledge-sharing. But we do not only want to share our practices, we also seek inspiration.

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- And without doubt, being the Award winner also means great exposure for the City.

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The City of Ghent is honoured to be very first European capital of fair trade. As a fair trade ambassador we are happy to share thoughts for the future.

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- There were 7 shortlisted cities, of whom 4 got a special mention en 1 won the Award.
- The winner was Awarded with 100.000 euro for a development project. For most cities, an open budget for a project that reinforces the outlined policy would be more attractive. The prize being awarded directly to the winning city would create more ownership.
- We believe in the value of a European Award with focus on fair trade. We hope that through the selection of a 'sustainable champion' this focus will still stand out. The Fair Trade Towns Movement can play an important role in reaching out to the cities.
- There was a lot of support regarding communication tools and channels on a European level. It would be useful to also develop some tools that can be used on a Municipal level.

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As mentioned in the previous presentation, Ghent was awarded with a budget for a development cooperation project in the Global South.

Textiles and fashion are a very dominant focus of Ghent's awareness-raising activities, connecting many of its efforts to the city's textile-industry "DNA". Ghent has a deeply engrained textile history. Cooperation with a textile city in the Global South was therefore an evident choice.

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After a selection procedure, Sahnewal, a municipal council in North India was selected.

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Sahnewal is a part of the 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'. Sahnewal aims at becoming a pilot Fair Trade Town.

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A two way peer-to-peer learning will be realized through a series of activities. In February we organized a scoping mission. Yesterday there were 2 webinars on the agenda:

- a basic introduction to fair trade and fair trade towns
- Resource efficiency

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- The compromise between 2 perspectives: influencing the industry through large companies requires a different approach and expertise than creating an environment in which fair and ethical trade can flourish.
- Timing: It is challenging to set up a new cooperation/project within the given time frame. COVID-19 made that challenge even bigger.
- Fair Trade: By signing the international Fair Trade charter, the City of Ghent recognises Fair Trade as an alternative trading model. In the ITC Sustainability Map Fair Trade is considered to be one of many standards applied at international level.