

Intervention by Madelaine Tuininga – INTA 25 06 2020

- Thank you to the Parliament and Chairman Lange for the initiative to organise this opportunity to promote the second edition of the Award. We hope that MEPs can encourage cities in their home countries to participate and to become the next **Sustainable Trade Champions**. The deadline for application is was extended to 12 of July.
- Thank you also to the ITC for implementing the project together with the Award secretariat as well as the City of Ghent – winner of the first edition - for acting as an Ambassador and actively promoting the Award in various fora (launch event for the Second Edition, Fair Trade Towns event and also for participation today).
- It was a long journey that started with "Trade for All" communication that announced a possible launch of the EU Cities for Fair and Ethical Trade". This was part of the vision reflected in that communication for a trade policy that is transparent and responsible, benefits all citizens, and provides modern solutions for the realities of today's global trade.
- Today we are in a middle of the second edition of the Award. The process has been impacted by COVID-19 crisis; which has lead to the extension of the deadline of one month in order to help cities to apply. We expect the Ceremony to take place in October at the margins of Belgium fair trade week.
- The "EU Cities for Fair and Ethical Trade" award **is enhancing cities role in supporting sustainable trade**. It is also reflecting EU support to companies taking responsibility for their impact on society by corporate social responsibility principles as well as promoting responsible consumer choices.
- The Award aims to raise awareness of international trade that respects human rights, labour rights and the environment through the promotion and support of sustainable, fair and ethical trade **at the local level**.
- The award has two main deliverables:
- The Network - allowing Cities to learn from each other and collaborate for greater impact in promoting sustainable, fair and ethical trade. The network will expand with this second edition.
- The prize is important component of the Award as it has strong international dimension - cooperation between the cities in EU and in the producer countries. The wining city, with the help of ITC, has to implement development project in a third country that supports sustainable, fair and ethical trade in global value chains. With this, it is intended to help improve the working conditions and the protection of the environment in partner countries. The City of Ghent chose to cooperate with Sahnewal in India and peer to peer knowledge sharing workshops took place just yesterday. We hope this cooperation will continue beyond the project.
- We welcome suggestion for further improvements that has been presented today by the City of Ghent and we will consider them beyond the second edition which is already on the way. Let me Clarify few points.

- The EU Cities for Fair and Ethical Trade award is not part of the Fair Trade Towns campaign and is designed to promote sustainability in a broader sense. As European Commission we do not single out one of the sustainability scheme but promote them all (private and public) in view of positive contribution they bring to achieving Sustainable Development Goals. This said we have closely cooperated with Fair Trade movement in the design of the Award and they also took part in steering comity and even Jury for the first edition.
- On the prize - development cooperation project - the Term of Reference of the Award clearly states that the prize is for a development cooperation project that will be implemented with the help of the International Trade Center – it has been a conscious choice at the development of the Award to have a strong international dimension.