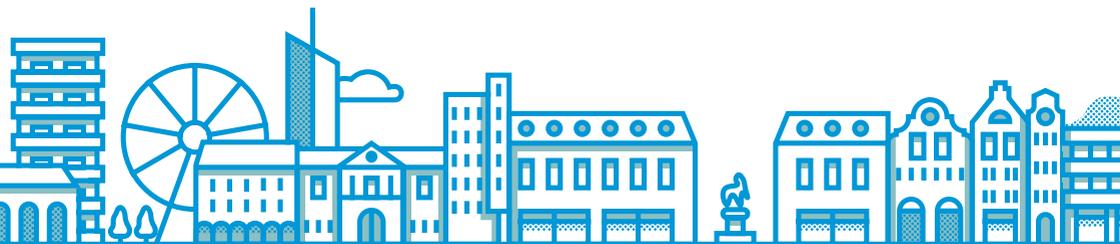




EU CITIES FOR FAIR AND ETHICAL TRADE AWARD



Rules of Contest



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I. Background and Objectives

What is it?

The **EU Cities for Fair and Ethical Trade Award** is an initiative of the European Commission, based on a commitment in its 2015 Trade for All communication on trade and investment policy, and is managed by the Directorate-General for Trade (DG Trade). The new award aims to recognise and celebrate cities' achievements and positive impact in the areas of social, economic and environmental sustainability in international trade. A particular emphasis is given to fair and ethical trade schemes, which can bring more sustainable opportunities to small producers in third countries and thus support sustainable and inclusive development.

The Award is part of EU's efforts to raise awareness about how purchasing decisions of EU consumers can affect the environment and livelihoods of people in other countries – and the role that cities and local authorities have to play in making sure those decisions are well-informed. Informed decision-making of EU consumers and the role of cities as platforms for increasing information flows about such sustainability schemes are at the core of this Award.

Cities will have the opportunity to showcase what is being done to raise awareness about fair and ethical trade at a city level – and to learn about new approaches from other cities and local authorities through exchange of good practices, ideas, initiatives, and innovations. The Award is a new opportunity for cities to raise their international profile and to gain inspiration from the experience of other EU cities in enhancing trade's contribution to the Global Goals for Sustainable Development.

What does the new award bring to the EU cities?

- **Promotion of pioneers** and championing of inspiring cities and their stories of sustainable trade
- **Prestigious recognition** for cities supporting fair and ethical trade with the winners announced during the award ceremony
- **Increased visibility and enhanced reputation**, extensive media coverage as well as increased tourism

- **Networking opportunities** with other cities at the award ceremony and other events
- **One-year support** from the International Trade Centre for a city-led sustainable development project.

Why cities and trade?

Cities have traditionally been hubs of global trade, serving as platforms for Europe's economic links with the rest of the world. Today, more than two-thirds of Europeans live in cities and towns that play a central role in commerce and awareness of sustainable consumption. As such, EU cities have great potential to drive positive change for sustainable and inclusive trade.

Focus of the Award

The role of the European Commission, as the executive arm of the EU, is to promote both EU interests and values through the conduct of a more responsible trade and investment policy. As part of this effort, the Commission has taken significant steps to support fair, ethical and other sustainability schemes over the years. Such schemes are considered beneficial for the advancement of sustainable development. The Commission continues to focus on improving the information flow about sustainability schemes to ensure that EU consumers understand the criteria underlying each scheme and are able to make informed decisions. These efforts are meant to be broad so as not to favour any one scheme in particular.

The Award primarily covers trade between EU cities and extra-EU countries as well as EU consumer demand for fair and ethically produced products. Highlighting the interconnectedness of the EU with the rest of the world is an important part of this initiative.

The Award is designed to encompass the entire city ecosystem of sustainable trade by focusing on public policy but also valuing collaboration with civil society and the private sector. It will thus consider both the policies and practices within EU cities in support of, or developing, fair and ethical trade, including activities, projects, campaigns, and the enabling environment in general. This is not limited to the activities and efforts directly put forward by cities (e.g.

city councils), but also the other actors within a city's 'ecosystem'. **The Award will illustrate how EU cities set an example by having global impact on fair, ethical, and sustainable trade across borders.**

The Award recognises various aspects of a city's engagement in the area of fair and ethical trade:

Leadership, vision, strategy

- Formulated or documented expressions of commitments in the area of 'trade with purpose'
- Integration of sustainability pillars into daily decision-making

Initiatives and Engagement

- Awareness-raising, educational, or other
- Enabling environment for (grassroots) activities, creation of incentives
- Multi-stakeholder cooperation

Impact, effect, achievements

- Effects of adopted policies (commitment versus progress already made)
- Behavioural change
- Any observable impacts of trade practices on trading communities

II. Conditions of entry and basic rules of participation

1. The application process will be open to cities in the EU member states.
2. For the purposes of the award, a city is defined as an urban area (not including metropolitan areas in the first edition of the Award) and a local administrative unit governed by a city council or another form of democratically elected body that covers the urban centre¹. This point is to avoid overlap between metropolitan areas and cities when applying especially since the overall sustainability ecosystem would overlap between a city municipality and its respective metropolitan area.

¹ See Cities in Europe: The New OECD-EC Definition. RF 01/2012

3. Applications can be submitted by cities with populations above 20,000². Entrants can be substantially different in size, which will be taken into account in the context considerations when assessing the applications. The assessment of the applications will be based on rewarding of the vision and an overall 'story' submitted by the city, rather than, for example, budgetary and other resources available to the city. In countries where there are not at least three cities with at least 20,000 inhabitants, the three biggest cities will be eligible to participate.
4. For the cities of the agreed threshold size, the process is open. Entry is free of charge. The overall city profile will be assessed per the application form, examining a variety of efforts or observable situations with regard to the city's performance in areas related to fair, ethical and sustainable trade. These activities and the results aim to capture the 'whole picture.' Regarding the city's activities in the fair, ethical and sustainable trade space. Therefore, the assessment methodology will reflect three main areas: (1) what a city may influence (strategy, specific initiatives, enabling environment for third-party activities); (2) multi-stakeholder activities and initiatives engaging public sector, private sector, and civil society in the city context; (3) impacts or effects that can be observed as a result of the public/private/third sector actions and/or policies
5. Local authorities are authorised to submit applications (i.e. representatives from the city council). The application may be filled-in and followed-up by any representative actor, from civil society organizations to the administrative staff of the city; however, the final application file requires the signature of the Mayor or Deputy-Mayor (and/or other senior political representatives) in charge of international cooperation (in the format of a one page annex in the city country language). Citizens are encouraged to nominate their city for the Award. Any such nominations would need to be 'accepted' by the local city government that would be the coordinator of the submission of the proposal. Local authorities may collect signatures from sustainable trade partners as part of the supporting material of the application. Such additions will be judged favourably.

² This level is lower than the 50,000 inhabitants threshold used to define a "city" by the OECD and the EC (see footnote 1)

6. The winning city is welcome to apply for the subsequent edition of the award after a waiting period (one award cycle). The winning city will be involved with subsequent editions of the Award as a pioneer of the Award.
7. The Commission may exclude participants which are in one of the situations referred to in Article 106(1) and Article 107 of the Financial Regulation applicable to the general budget of the Union and its rules of application.

III. Application Format

1. Submission:

Applications will be accepted via an online portal accessible on the award website. Applications are to be completed through the online portal, which will also include sections where PDF forms can be uploaded (printable for signatures from city executives/partners).

2. Structure:

- The application will consist of seven guiding questions to which the city should respond. The application will also call for an Executive Summary describing the story behind the city's application as well as a Context summary to describe basic demographics and other relevant considerations. Cities will be free to choose how they would like to answer the application questions. However, applicants can revert to a guidance document (the 'Living Book') which will explain what is meant by each question and provide examples as to what they applicants can look to describe. Part of the guidance in the 'Living Book' includes samples of evidence that the city can provide to support the claims made in their initial responses (such as sustainable procurement guidelines or proof of partnerships with sustainability NGOs, for example). This evidence/documentation is essential to creating a compelling and complete application.
- The guidelines (Living Book) will be part of the learning process underpinning the Award where each subsequent edition will provide new inputs into this 'Living Book'. The supporting material can be expanded and detailed as phases progress but room will be left for flexibility. This could include presentations, videos, documents, etc.

- The total text submitted by the city in answering the application questions should not exceed 5,000 words.

3. Language:

Applications can be submitted in any of the twenty-four (24) official working languages of the EU. However, to facilitate the handling, analysis and comparison of applications, cities are invited to submit their application in English.

IV. Application Process

1. An Award Secretariat has been selected to manage the application process. The Secretariat is a technical/communications agency that will promote the event and communicate with interested parties preceding and following the call for applications. The agency will also receive and process the applications. The tasks of the Award Secretariat include:
 - a. Generating greater awareness about the first edition of the Award and ensuring a sufficient number of applications by interested EU cities.
 - b. Providing day-to-day support for the implementation of the Award. This will include working with the winner of the Award after its announcement (support the development of PR materials, etc.)
 - c. Implementing and overseeing the application and selection process of the Award (first screening of applications, structuring of the applications for the Evaluation Committee)
 - d. Organizing the Award ceremony
 - e. Producing project reports and overall reporting to ITC and DG Trade
2. The opening call for the application will take place in December 2017. Applications will be open on 1 December 2017 until 13 April 2018. This will be a one-step process through the online application form.
3. A series of Applicant Workshops will be available during the application period. These workshops will be in webinar form and will include tips about how to complete the application. The workshop should be in the form of webinars covering broad questions about the application. This will be

designed with the Award Secretariat. The exact dates of the workshops will be announced on the award's website and by email.

V. Evaluation Process

1. The Award Secretariat will be tasked with a first screening of applications submitted by cities. The screening will ensure that applications have been properly formatted and that they fulfil the necessary requirements. The assessment will then be carried out by an Evaluation Committee and a Jury.
2. **The Evaluation Committee** is a multi-stakeholder group of individuals coming from a variety of backgrounds. It will be composed of a group of ten experts through an open selection that will avoid conflicts of interest. The Evaluation Committee follows up (via ITC and/or the Award Secretariat) on any clarifications with applicant cities/nominees. The Evaluation Committee is managed by ITC, with support from the Award Secretariat and the European Commission where necessary.
3. The **Jury** will consist of seven representatives from EU institutions, the private sector, NGO/third sector, as well as a non-voting representative from the Technical Committee. The European Commission, in collaboration with ITC, will nominate the Jury.
4. The assessment process will be carried out in two phases:
 - a. The Evaluation Committee will prepare a shortlist of outstanding applications. The Committee's analysis will be based on the evaluation criteria and methodology. The exact number of shortlisted cities will be determined by the Evaluation Committee.
 - b. The Jury will then decide on the winners based on the shortlist. Shortlisted cities may be asked to provide additional information and give a presentation for Jury consideration. The Jury will make final decisions on the Award winner(s) (and 'Special Mentions'). The final vote for the winner(s) will be closed (non-public).
5. The winner of the Award will receive the title of "EU City for Fair and Ethical Trade" 2019.

6. The Jury will also assign to non-winning cities the following "special mentions":

- "best procurement policy"
- "most innovative"
- "best external cooperation"
- "best small city" if the Award Winner has more than 100,000 inhabitants.

The Jury can decide to assign another special mention on the basis of the applications received.

7. Criteria for evaluation: A set of criteria will be provided to the Evaluation Committee and then the Jury. Such criteria will be two-fold: 1) those reflecting the application guidelines that are also available to the applicants in Annex I, as well as 2) those on the quality of the proposal. These include the completeness of the submission, compelling nature of the story, and substantiation of the claims.

8. The Award Ceremony will be held in Brussels in late June 2018. Subsequent editions of the Award will be held in the previous winner's city.

VI. Benefits

1. The benefits of the award will be the following.

- a. The winning city will run a project with ITC guidance/contribution in a developing country. This will be a project that encourages cities in the EU to increase contacts with cities in developing countries. The Commission will contribute to this project with a contribution to the ITC of 100,000 €³.
- b. The shortlisted cities will become part of the «EU Cities for Fair and Ethical Trade» network. The Commission and ITC will provide networking opportunities with other cities at the award ceremony and follow-up networking workshops in 2019.

³ Subject to the approval of the EU 2018 Budget and approval by the College of the 2018 Financial Regulation for Aid for Trade. The award of this prize will follow the rules on indirect management (art.60) as set out in the Financial Regulation applicable to the general budget of the Union and its rules of application.

- c. Promotional video for winning city
 - d. The winning city and those who received a 'special mention' will be able to carry the title in 2019.
 - e. The Commission and ITC will promote best practices from applicant cities and their stories of sustainable trade through the award website and communications.
2. A city can enjoy the benefits of the award only if it will be part of the EU during the whole period in which it would carry the title of winner or a 'special mention'.

VII. Obligations of the Winning Cities

1. By applying to the EU Cities for Fair and Ethical Trade Award, the Award Winner and Special Mentions agree to carry out the benefits and responsibilities associated with the Award. Specifically:
 - a. Both finalists and award winners must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.
 - b. The Award Winner and Special Mentions should agree to meet during 2019 for several (2 to 4) EU Cities for Fair and Ethical Trade Innovation Workshops.
 - c. The Winning City agrees to involvement in the follow-up Development Cooperation Project, with the assistance of ITC and support of the EC.
2. Winning cities agree to proper use of the EU Cities for Fair and Ethical Trade logo and other branding material (refer to Annex 3).

VIII. Personal data

1. Participant cities consent that the Commission publishes the following information:
 - a. Name of winning city and 'special mentions'

- b. Application form of the winning city and 'special mentions'
 - c. Prize awarded
 - d. A summary of the cooperation project with the ITC
2. Personal data will be treated according to Regulation 45/2001 on the protection of individuals with regard to the processing of personal data by the Union institutions and bodies.

IX. Complaints

1. The Law of the Union applies on the award. Complaints can be brought before the General Court under Article 263 of the Treaty on the Functioning of the EU (TFEU).

X. Branding Rules and Requirements

Overview

A strong graphic identity (logo) for the Award was developed by the International Trade Centre to build awareness that EU Cities for Fair and Ethical Trade Award status is awarded following a stringent competition that is adjudicated on by both an evaluation committee and a jury.

The inclusive and catchy logo highlights that the Award is an initiative of the European Commission and, as such, is a credible and verified European competition.

The EU Cities for Fair and Ethical Trade Award brand and logo is an important communication tool and ensure continuity of the Award brand.

Winning City Obligations

The EU Cities for Fair and Ethical Trade logo represents the prestigious European Commission designation that a city is awarded following an EU-wide competition. It is the reason why a winning city is able to promote itself as a Fair and Ethical Trade City. The "winning city" logo should be used

in its configuration by all winning cities and their agents. Special Mention cities should display the logo but must include their title (i.e. "Best Public Procurement") when displaying the logo.

Cities are not allowed to develop their own brand to promote their Fair and Ethical Trade City status. The official European Commission brand is the only symbol of a winning city and should be prominently displayed. The marketing and communications strategy, and communication materials (printed and online), used by a winning city must clearly reflect the fact that the awards are an initiative of the European Commission. For this purpose, an EU Cities for Fair and Ethical Trade Award winning city shall make exclusive use of the official "winning city" branding.

It is an absolute requirement to reinforce awareness of the EU Cities for Fair and Ethical Trade Award by applying the full logo correctly to all communications activities and materials. Important instructions regarding size, position and co-branding with other city coats of arms, crests or other third party logos (companies, associations, etc) will be provided in a new "Branding Toolkit", which will be made available in summer 2018. Instructions and guidelines in the latter toolkit should be fully adhered to. ITC and its Secretariat will be verifying the actual use and correct application of the logo by winning cities and advises cities that they are obliged to fully and correctly comply with the branding guidelines at all times and in all communications.

Size, Position and Co-branding

It is a requirement of each winning city to reinforce awareness of the EU Cities for Fair and Ethical Trade Award by applying the full and correct "winning city" logo to all communications activities and online and printed materials, such as (indicative, non-exhaustive list): advertisements, websites, flags, posters, newspaper articles and supplements, brochures, leaflets, reports, postcards, t-shirts, PowerPoint presentations, etc.

Size:

- The logo should be displayed at a minimum size of 25mm wide on an A5 page; and appropriately scaled up for larger applications, i.e. 100% larger on A4; 200% larger on A3, etc.
- The logo should be at least 10% larger than any other crest / logo being displayed on the same page, flag, t-shirt, screen, advertisement, etc.
- The logo should be displayed prominently on the home page of all websites at a minimum size of 50mm wide.

Position:

The logo must be displayed on the front cover of all printed publications, top of the page.

Co-branding:

When other (sponsor) logos have to be displayed on the same page, screen, other media as the logo, the Commission stipulates, that as a condition of the Award, the EU Cities for Fair and Ethical Trade Award brand should always have dominance above all other brands in terms of size and position. The minimum sizes for the logo as will be detailed in the branding toolkit mentioned above must be adhered to all times.

Sponsors and partners:

Importantly, the EU Cities for Fair and Ethical Trade Award or its "winning city" logo should never be referred to as a sponsor and should never be displayed underneath / alongside any heading that infers that it is a sponsor - it is not.

The "winning city" logo should not be displayed alongside any sponsor and should not be provided to sponsors without the European Commission's prior permission. If a winning city secures partners from the commercial or other sectors, all requests to provide the logo to partners must be sent to the European Commission and be subject to the Commissions verification and prior approval.

Appropriate use:

When displaying the logo in promotion of the Special Mention winners, cities should specify their particular recognition. For example, the city that wins EU Cities for Fair and Ethical Trade Award Special Mention: Most Innovative should display the logo as following. More details will be provided once the Special Mentions have been finalised.

XI. Contacts

Email: fairandethical@trade-city-award.eu



AN INITIATIVE OF THE EUROPEAN COMMISSION

