



In 2018, for the first time, a city of the European Union will receive the [EU Cities for Fair and Ethical Trade Award](#). The Award is an initiative of the European Commission, which the Directorate-General for Trade (DG Trade) launched as a commitment of its "Trade for all" communication on trade and investment policy, published in 2015.

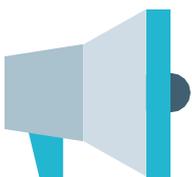
Given its UN-based neutrality and expertise in fair, ethical, and sustainable trade, the International Trade Centre (ITC) was chosen as the primary implementing agency of the Award.

PURPOSE OF THE AWARD

- Recognise and celebrate cities' achievements and positive impact in the areas of social, economic and environmental sustainability in international trade.
- Promote sustainable and inclusive development for small producers by creating awareness among citizens, policy makers, and entrepreneurs about fair, ethical and sustainable trade schemes.
- Inspire cities to learn from each other and share best practices by highlighting and giving value to fair and ethical trade practices.

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 must play.

BENEFITS TO THE CITY



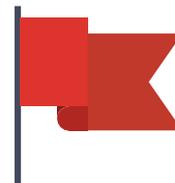
Promotion of pioneers and championing of inspiring cities and their stories of sustainable trade



Prestigious recognition for cities promoting fair and ethical trade with the winners announced at the award ceremony



Increased visibility and networking opportunities, extensive media coverage



Future support from the International Trade Centre for a city-led sustainable development project



Exchange of best practices in fair and ethical trade between cities, citizens, policy makers and businesses

WHO CAN APPLY?

EU Cities with more than 20,000 inhabitants that engage in fair and ethical trade with third countries by implementing outstanding and innovative projects, programs, policies, or practices.

HOW CAN YOUR CITY WIN?

In the application, cities must demonstrate commitment to these three criteria:

1. Leadership, vision, strategy

- Has your city documented expressions of commitments in the area of 'trade with purpose'?
- Has your city integrated sustainability pillars into its decision-making?

2. Initiatives and Engagement

- Is your city involved in multi-stakeholder cooperation and raising awareness?
- Is your city enabling fair and ethical grassroots activities and creating incentives?

3. Impact, effect, achievements

- Can your city demonstrate effects and results of policies that it has adopted?
- Can your city display the impacts of fair and ethical trade practice on trading communities?

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.

TIMELINE



To learn more about the Award, download an Application Form, and Apply, please visit the Award Website:

www.trade-city-award.eu

CONTACT

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