



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

Impact, challenges, results, opportunities.

# 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

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**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**

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



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**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







# 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'.



**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



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



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