

Fair Trade – A Matter of Global Solidarity



In 2011 the Free Hanseatic City of Bremen was awarded the first prize in the German-wide competition *Capital City of Fair Trade 2011*. This competition was organized by Engagement Global, the Bureau for Development Initiatives of the Federal Ministry for Economic Cooperation and Development (BMZ).

Bremen has the aim to promote fair trade beyond regional and national borders. Therefore Bremen will carry out the Conference *European Municipalities Take Action for Fair Trade* in September 2013.

You are kindly invited to join us in Bremen!

*Jens Böhrnsen
President of the Senate and
Mayor of the Free Hanseatic City of Bremen*



Registration Form

Name _____

Institution/Organisation _____

Street _____

City _____

Country _____

Zip _____

Phone _____

E-Mail _____

Signature _____

Please send back the registration form by

★ Fax: +49 421 - 361 2648 or

★ E-mail: claudia.elfers@europa.bremen.de

**Participation is free of charge, however,
there is only a limited capacity.**

Registration deadline: 30th July 2013!

Hotel rooms are available at preferential rates.
Please contact Mrs. Claudia Elfers for further information.

**Die Bevollmächtigte der Freien Hansestadt Bremen
beim Bund und für Europa
c/o Mrs. Claudia Elfers
Ansgaritorstraße 22
D-28195 Bremen
Phone: +49 421 - 361 16882**



European Municipalities Take Action for Fair Trade

**European Conference
on Fair Trade
17th – 18th September 2013
in Bremen, Germany**



Promoting Fair Trade at the European Level

Consumers, non-profit organizations and local communities across the world are striving to promote fair trade, in order to improve the living conditions of farmers and workers in the global south, create decent working conditions and support local sustainability.

European municipalities have started to take action as well. Successful campaigns such as *Fairtrade Towns* by TransFair e.V. and the German competition *Capital City of Fair Trade* show ways to strengthen fair trade and encourage municipalities to develop their own strategies on this issue in order to place it in the middle of society.

What can municipalities in Europe do in order to support fair trade?

This conference is a forum for the exchange of experience between municipalities from different European countries, civil society initiatives and other important stakeholders. It wants to strengthen existing municipal commitment, encourage new stakeholders and support the issue of fair trade through effective networking at the European level.

The event will focus not only on successful models. Potential obstacles and difficulties will be discussed intensively and critically in several working group sessions:

- ★ social and ecological criteria in municipal procurement
- ★ building sustainably acting local structures for the promotion of fair trade
- ★ inclusion of new actors as well as success factors for local campaigns
- ★ funding and implementation in areas of tension between financial constraints, expectations of business enterprises and civil society initiatives
- ★ necessary framework conditions for strengthening the involvement of local governments

Participants are invited to join the award ceremony of the German competition *Capital City of Fair Trade 2013* held on September 18th in Bremen's historic town hall. The event will provide an impressive presentation of local initiatives for fair trade in Germany.

Conference Part I

Tuesday 17th September 2013

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| 14:00 – 14:30 | Venue: Haus der Bürgerschaft (House of Parliament) Arrival and Registration |
| 14:30 – 16:00 | Opening Event Welcome address <i>Christian Weber</i> <i>President of the Bremen Parliament</i> Fair Trade – A Matter of Global Solidarity <i>Urike Hiller</i> <i>Secretary of State for Federal and European Affairs, Free Hanseatic City of Bremen</i> Introduction to programme and proceedings <i>Moderator: Arne Dunker</i> <i>CEO Klimahaus Bremerhaven 8° Ost</i> Keynote: The European Dimension of Fair Trade <i>Monika Hencsey</i> <i>European Commission, Head of Unit Trade and Sustainable Development (DG TRADE)</i> Keynote: How to Become the First Fair Trade Town – Best Practice Examples <i>Bruce Crowther</i> <i>The FIG Tree, Garstang, UK</i> <i>Chris Ryan</i> <i>Mayor of Garstang (tbc)</i> |
| 16:00 – 16:30 | Coffee break |
| 16:30 – 18:00 | World Café Exchange of experience, expectations, ideas and visions along key questions |
| 18:00 – 18:30 | Keynote: Fair Trade and the European Union: The Perspective of the European Parliament <i>Bernd Lange</i> <i>Spokesperson on International Trade for the Socialists and Democrats</i> |
| 18:30 – 19:30 | Break |
| 19:30 | Evening programme Venue: Übersee-Museum Modern Museum Work – Based on Fairness, Trust and Transparency <i>Prof. Dr. Wiebke Ahrndt</i> <i>Director of Übersee-Museum</i> Dinner Guided museum tour or guided night walk through Bremen's historic centre |

Conference Part II

Wednesday 18th September 2013

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| 9:00 – 9:30 | Introduction Retrospective: Impressions of the day before Presentation of World Café results <i>Moderator: Arne Dunker</i> |
| 9:30 – 10:00 | Keynote The Competition <i>Capital of Fair Trade</i> – an Incentive for Local Action <i>Michael Marwede</i> <i>Service-Agency Communities in One World/Engagement Global gGmbH</i> |
| 10:00 – 10:30 | Keynote Public Procurement – Mainstreaming Green and Socially Responsible Tendering <i>Philipp Tepper</i> <i>ICLEI Local Governments for Sustainability (tbc)</i> |
| 10:30 – 12:00 | Workshop sessions on <ul style="list-style-type: none">• Strategies to promote fair trade at the European level• Networking between European municipalities, NGOs and other stakeholders• Strategies to meet the impact of financial crisis on fair trade• Best practice examples from municipalities• Public procurement Coffee break in between |
| 12:00 – 13:00 | Summary of the workshop sessions and plenary discussion Conclusion |
| 13:00 – 13:30 | Break |
| 13:30 – 14:00 | Venue: Town Hall Reception and Lunch |
| 14:00 – 16:00 | Capital of Fair Trade 2013 Award ceremony for the nationwide competition by the Federal Ministry for Economic Cooperation and Development (BMZ) at Bremen's historic town hall |
| 16:00 | End of the conference |