Press release

The first EU Cities for Fair and Ethical Trade Award is officially launched!

08 December 2017 (Brussels) – Yesterday, the European Commission officially launched the first EU Cities for Fair and Ethical Trade Award. The Fair Trade movement warmly encourage local authorities to give the necessary visibility to their key contributors to make trade Fair by joining the competition.

The long-awaited EU Cities for Fair and Ethical Trade Award has been officially launched yesterday. This was a commitment that the Commission took in October 2014, when the current EU Trade strategy was launched.

The purpose of the award is to:

- Recognize and celebrate cities’ achievements and positive impact in the areas of social, economic and environmental sustainability in international trade.
- Emphasize Fair and ethical trade schemes, as well as other non-governmental sustainability schemes, which may bring more sustainable opportunities to small producers in third countries and thus support sustainable and inclusive development.

The call for applications is now open and EU local authorities can apply until April 2018. The winner is expected to be announced in Brussels in June 2018.

“The launch of this award has been strongly requested by the Fair Trade movement and the more than 2000 Fair Trade Towns. Therefore, we welcome this initiative which gives the necessary visibility to the contribution of local authorities in promoting sustainable consumption and production models.”

Sergi Corbalán, FTAO Executive Director
The Fair Trade movement looks forward to supporting the European Commission and the International Trade Centre, appointed to set-up the award, to make this initiative a real success! The Fair Trade movement will mobilise its network to ensure a high participation of EU local authorities in the award. It will also seize the opportunity to raise awareness on the role of local policy makers in promoting sustainable development through trade.

You can learn more about the award and how to apply [here](#).

You can read FTAO’s toolkit on localising the SDGs through Fair Trade [here](#).

*The Fair Trade Advocacy Office (FTAO) speaks out for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The FTAO is a joint initiative of Fairtrade International, the World Fair Trade Organization-Global and the World Fair Trade Organization-Europe.*

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