

WHAT PRODUCTS ARE FAIRTRADE?

Over 200 food, textiles and crafts are produced in a way that has a positive social and environmental impact. These are:

Coffee- Tea - Sugar - Cocoa - Dried fruit - Banana - Nuts
Dehydrated fruit - Rice - Soy - Legumes - Honey - Wine
Juices - Quinoa - Spices - Cotton - Footballs - Clothes
Wood-based products such as paper - Crafts.

FAIRTRADE GOALS:

I. To improve the situation of producers in developing countries by ensuring:

- ▶ A fair price.
- ▶ Dignified working conditions.
- ▶ Respect for ILO Conventions.
- ▶ Respect for the environment.
- ▶ Action against child labour.
- ▶ Gender equality.
- ▶ Stable and long-term trade relations.
- ▶ Training programs for the most vulnerable communities of developing communities.

II. From the consumer perspective this is:

An easy way to choose **quality products with a social and ecological guarantee.**

A way to contribute with conscious consumption to **social development and environmental protection, in impoverished communities in developing countries.**

III. From the Public Administration point of view, fair trade:

Is an alternative that implements international commitments towards sustainable development and poverty reduction.



LABELS



World Fair
Trade Organization



Naturland
Fair



Fairtrade



Fair For Life



Ecocert



Small Producers

FURTHER INFORMATION

Publications on consumer affairs
on the municipal website:

010Líneamadrid

(+34) 91 529 82 10 if calling from outside
of the city of Madrid

madrid.es

www.madrid.es/consumo

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MADRID, A CITY COMMITTED TO FAIRTRADE



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comercio justo

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WHAT IS A FAIRTRADE TOWN?

A model of town that is **committed** to improving international trade relations, based on respect for the human rights and the environment.

A **town** where public administration, businesses, companies, and other associated networks undertake to **provide citizens** with easy access to **Fairtrade products**.

A **town** that encourages **responsible consumer habits** by promoting Fairtrade products, thus contributing to sustainable development, especially in developing countries.

MADRID, A FAIRTRADE TOWN

Madrid reached and continues to meet **5 goals** in order to obtain certification as a Fairtrade Town.

This requires the continuous commitment of local government and involves the municipal administration itself, the business sector, civil society organisations and the educational community.

GOAL 1: MET

Approve a resolution in favour of Fairtrade at the City Council and use these products in public procurement.

This commitment began with an agreement that was unanimously approved by the plenary session of the City Council on 30th May 2008, which encouraged the governing board of the city of Madrid (Junta de Gobierno de la ciudad de Madrid) to undertake the necessary actions for Madrid to be certified as a 'Fairtrade Town'. **In October 2011 our city was declared a 'Fairtrade Town'**, thus joining a network of over 1,700 cities around the world, including London, Rome and Brussels.

MADRID IS INCREASINGLY COMMITTED TO FAIR AND EQUAL TRADE: On 25th September 2015, the Mayor of Madrid signed an **institutional declaration (the Bristol Resolution)** in favour of Fairtrade as a tool to use for sustainable development and against climate change.

Madrid has also met the criteria for the quantity of public contracts and tendering processes which must include Fairtrade products.

GOAL 2: MET

City shops, restaurants and catering businesses offer Fairtrade products.

Madrid meets the criteria for the number of catering establishments, shops and department stores which proffer Fairtrade products, as established by the International Fairtrade Towns Program.



GOAL 3: MET

Businesses and social organisations commitment to Fairtrade.

More than one hundred companies and social organisations and over 150 educational centres in Madrid **promote** Fairtrade, either by **raising public awareness** or by **purchasing Fairtrade products**.

GOAL 4: MET

Communication and raising awareness on Fairtrade.

Madrid organizes different events such as World Fairtrade Day, and puts on exhibitions and educational workshops in order to promote responsible consumption habits by making Fairtrade products accessible.

GOAL 5: MET

Establish a local working group.

The local working group, named "Foro municipal de Comercio Justo" was established in 2011. It is a professional entity in charge of coordination, monitoring and assessment in order to promote fair trade in the city of Madrid.

This Forum meets regularly and it comprises representatives of Madrid City Council and local economical and social organisations.

