



EUROPEAN COALITION BETWEEN LOCAL AUTHORITIES AND THE FAIR TRADE ORGANIZATIONS TO INCREASE THEIR ECONOMIC AND INSTITUTIONAL IMPACT

1. Purpose of Action

The European Union offers the opportunity to make interesting projects in different areas, one of the most attractive is EuropeAid 127766: Coordination and Networking. Its objectives are to achieve more efficient cooperation, foster synergies and facilitate structured dialogue on development issues among state actors and Local Authorities in the EU and neighboring countries (the strengthening of North-North). And the possible actions: information networking and exchange of good practices within and between organizations, dialogue, exchange and interaction of organizations and networks with the EU institutions.

That Local Authorities and civil society to continue with the work of these synergies from a specific subject area such as Fair Trade is a necessary challenge. Analysis of the applicant and all members showed that cooperation between the Local Authorities (500 Authorities) and the Fair Trade organizations (91 members) is a structured process of cooperation and the potential for synergies is always significant.

Local Authorities that are incorporated into their political agenda and Fair Trade work are seeking ways to deepen knowledge and implement this commitment. The Fair Trade Organizations coordinated by IFAT/WFTO Europe exemplify a strategy to build synergies and expand the network of partnerships with Local Authorities and EU institutions. This synergy will help improve the impact of Fair Trade, quantitatively and qualitatively, particularly in countries where Fair Trade is less developed. This proposal includes in as well as new member countries such as Hungary. This will also enable Local Authorities structured collaboration with international cooperation through Fair Trade.

The applicant, the Andalusian Fund of Municipalities for International Solidarity (FAMSI) is part of the Spanish Confederation of Funds for Cooperation (which brings together more than 1,000 Spanish municipalities) and has the responsibility of the Vice President of the Commission on Decentralized Cooperation "European section" in Cities and Local Governments - UCLG, and is networked within other local authority networks internationally and is in the FAL Network, Forum of Local Authorities for Social Inclusion and Participative Democracy. All of these networks will continue to indirectly promote the activities of this initiative (awareness and promotion of Fair Trade).

The project, in short, seeks to create synergies and direct cooperation between Local Authorities and Fair Trade organizations grouped in IFAT/WFTO Europe. It is an opportunity to continue the joint work already being performed, and in addition, has a number of advantages for FAMSI and Local Authorities: building on synergies between Fair Trade organizations and Local Authorities and taking back the achievements of Spain and Italy. Local Authorities in the target countries would gain coherence in its policies and build a close relationship with the



social fabric of hundreds of Fair Trade organizations in Europe and their social networks and volunteers. Of course, once initiated, the activities suggested below could also be used for side meetings between local authorities and their strategic partners. You can not ignore the significant impact that these actions can have on developing countries such as promotion of Fair Trade. This will positively and directly generate a multiplier effect on Southern smallholders.

In this sense and before the need for networking of all kinds to strengthen Europe as a supranational body, the tool of Fair Trade can deepen participatory democracy needed in a Europe that wants to be cohesive, critical and proactive, which exceeds the citizens as mere consumers. Recall that the citizen is a person who acts and brings about changes and whose achievements can be judged according to their own values and objectives as members of the public and as a participant in economic, social and political.

It aims to promote a true European citizenship around Fair Trade to decide horizontally and operationally through daily attendance of all its members in their general interests. Given that such decision processes are presented as complementary, and not alternatives to, the power exercised by the democratic legitimacy of governments and states.

Among the groups project targets are: Local Authorities over 500 distributed in Spain, Italy, Belgium, Spain, and Hungary, and Fair Trade organizations (91 members in 17 European countries). Indirect actors: Other segments of society that can potentially take Fair Trade in their performance: Private companies, banking ethics, social organizations of various kinds (unions, consumer associations, etc.), The Spanish Confederation of Funds for Cooperation. All would work towards strengthening local, always with the prospect of European cohesion, concerning the 27 EU delegations. The beneficiaries are Southern producers and citizens of the European Union.

2. Description of the action and its effectiveness

The overall objective of this project is to increase the impact of Fair Trade in the South and in Europe through networking between Local Authorities, Fair Trade Organizations and other segments of society, to encourage public and private participation in this initiative

The specific objective is to maintain and enhance synergies and cooperation between local authorities, Fair Trade organizations and other stakeholders, promoting political cooperation within the European framework, participatory democracy and citizen participation through Fair Trade.

These goals materialized out of a profound revelation: two hypotheses. (1) It is necessary to promote Fair Trade at the European level and (2) it is necessary to promote European relations with Local Authorities. This change in the frame of thought promoted by Fair Trade should lead to the obvious improvement of the processes of decentralization of economic activity, increase in the impact and visibility of the European Commission abroad and cooperation with member states and the countries of integration Europe. Also to be gained is consistency in



public policy through the aims of Fair Trade, especially with regard to ecological sustainability and economic stability.

Expected outcomes:

- Increase field cooperation with member states and countries of European integration;
- Win coherence in public policies based on fair-trade;
- Citizenship, business, media and sensitize decision makers on the benefits Fair Trade from local work in the European environment;
- Increase in South-North cooperation;
- Enhance the active participation from the local in a globalized world;
- Greater impact and visibility of foreign aid from the European Commission;
- It contributes to improving the processes of decentralization, increase social cohesion and political inclusion.

These activities encourage the exchange of experiences, networking and cooperation, through ways and means of communication and coordination, making special use of ICTs (website, mailing list, and newsletter). Also seeks to develop and apply a Guide to Good Practice Authorities where the network will be established (being redeemed experiences in municipalities in Spain and Italy).

Four major events are to be developed and that will lead to new synergies in the target countries through exchange of experiences. In one of the events, other stakeholders (businesses, unions, consumer associations, etc.) will be invited to ensure synergies with other sectors. It is intended mainly to bring awareness among business activities under social responsibility.

There will be a first meeting in Cordoba, 3 and 4 March of 2010, where there will be an initial preparation and training for Local Authorities and a first contact with IFAT/WFTO Europe and their organizations in the project countries and rest of the partners.

There will be a second event, during the first half of June (Madrid), with the appearance of the EU presidency; this will be held in Spain. The event includes a media event, press conference, with participation of politics, Local Authorities, Fair Trade Organizations. The event proposal is to do convocation: "Toward the European Fair Trade Agreement".

A conference will be developed in Spain (in Cordoba) during September-October of 2010. Local gains are displayed in the medium term and will serve to unite the Local Authorities of the participating countries, European parliamentarians, Fair Trade Organizations, external experts (in trade, Fair Trade and Development), journalists and media as having the largest European screening and as a major institutional impact and the media. Selected municipalities will be invited to apply and set an example to Local Authorities participants.



To develop a lobby action to European Parliamentarians in Brussels in October of 2010, with the appearance of the EU presidency, this will be held in Belgium, previously includes a media event.

During the first 2011 trimester, to develop two events with Italian Local Authorities and the rest of partners, mainly to experience exchange about Good Practices.

There will be a concluding seminar in Budapest in the first semester of 2011, with the appearance of the EU presidency which will be held in Hungary. This will continue tying synergies, but mainly promoting good practices at the conclusion of the two previous meetings.

These activities should work out a plan in two years to help the sustainability of the proposal, the work of fair trade from local authorities, a guide to good practice and a "Guidelines" in character formation.

The organization of events at each site will be coordinated by FAMSI and IFAT/WFTO Europe as well as the host partners and Local Authorities are these Fair Trade organizations. The events mark the pace of the project, but there are also intermediate activities that involve organizing and coordinating them, especially actions that are the engine for the synergies that create a sustainable network, taking to Fair Trade as a coordinating tool: the constant transfer and information sharing, data synthesis and their posting on the website and newsletter, should strengthen the network and maintain existing good practice to Local Authorities and other segments of society.

3. Sustainability of the action

The risks are sufficiently controlled in every activity, experience, public institutional support and the ability to work together with Local Authorities separately and Fair Trade organizations and the need for synergies between them. Potential risks can arise from unforeseen delays with respect to the publications or the involvement of European Parliamentarians. The potential risks of events would be covered by insurance for premises and staff. Political risks can not be completely avoided, but are avoidable with medium term planning and close cooperation with local authorities. The economic risks can be avoided through careful planning with a plan of milestones (key actions that mark the progress of the project) and profitability in the action and production of all benefits.

Regarding the sustainability of social and economic actions, there will be a committee to evaluate the sustainability of the project and act as a monitoring and advisory body to draw up a practical checklist. The committee will also develop a business continuity plan in the medium term (2 years) with the objective of project sustainability beyond the end of the action, raising the network expansion into new EU member countries: Czech Republic and Poland.



4. Synthesis of the project

Total duration of the action	24 months
Objectives of the action	<p>Objective: Increase the impact of Fair Trade in the South and in Europe through synergies between local or Fair Trade organizations.</p> <p>Specific objective: enhance synergies and cooperation between local authorities, Fair Trade organizations and other stakeholders, promoting political cooperation within the European framework, participatory democracy and citizen participation through Fair Trade.</p>
Partners (name, nationality and type of actor)	<p>FAMSI (Andalusian Fund of Municipalities for International Solidarity), Spain, Association of Local Authorities (LA).</p> <p>IFAT/WFTO Europe (World Fair Trade Organization), Belgium, Non State Actor (NSA).</p> <p>Felcos Umbria, Fondo di enti locali per la cooperazione decentrata e lo sviluppo umano sostenibile, Italy, Association of LA.</p> <p>FPMCI - Fondo provinciale Milanese per la cooperazione internazionale, Italy, Association of LA.</p> <p>Védegylet, Fair Világ Szövetség, Hungary, NSA.</p>
Other interest groups	Business, Banking ethics, social organizations of various kinds: (unions, neighborhood associations, etc.) Fair Trade producers in South and EU citizens.
Estimated results	<p>Closer cooperation in the field with Member States and countries of European integration.</p> <p>Win coherence in public policies based on the objectives of Fair Trade.</p> <p>Citizens, businesses, media and decision makers sensitized on the benefits of Fair Trade from local work in the European environment.</p> <p>Consolidated strength in a South-North cooperation.</p> <p>Improved active participation from the local in a Globalized World.</p> <p>Increased social cohesion and political consultation.</p> <p>Enhanced decentralization processes.</p> <p>Increased impact and visibility of foreign aid from the European Commission.</p>



Main activities	<p>Hold an introductory seminar in Cordoba (March, 2010).</p> <p>Hold a conference, with media event in Cordoba in the second half of 2010.</p> <p>Hold a lobby action to European Parliamentarians in Brussels in October of 2010.</p> <p>To hold a concluding seminar in Budapest in the first half of 2011.</p> <p>Editing communication materials.</p> <p>Making a website and to promote a newsletter.</p> <p>Coordination and ongoing evaluation.</p>
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