

**Food Smart Cities  
for Development  
Recommendations  
and Good Practices**



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# Food Smart Cities for Development Recommendations and Good Practices

## The project

More than 50 percent of the world's population lives in urban areas; this proportion is projected to reach 66 percent by 2050. How to provide healthy food for everyone in a sustainable way is therefore a challenge that especially affects cities. In addition, ensuring the right to food is the main purpose of many decentralized cooperation projects.

In 2015, the European Year for Development, the EU Commission decided to finance the Food Smart Cities for Development (FSC4D) project, which involves 12 urban areas over three continents which coordinated food policies and international cooperation activities until the end of 2016. The project is led by the city of Milan, with the involvement of the municipalities of **Turin, Barcelona, Bilbao, Utrecht, Gent, Bruges, Marseille**, as well as some civil society partners: **People's Expo, Equo Garantito, World Fair Trade, World Fair Trade Europe, Fair Trade Advocacy Office, Fair Trade Hellas, GRAIN and ACRA**. The municipalities of **London, Thessaloniki and Dakar** and the departments of **Antioquia and Medellin** were associated partners. Food Smart Cities for Development was part of the EU DEAR (Development Education and Awareness Raising) programme and was aimed at fostering the role of cities in changing the food production and consumption paradigm.

Reducing food waste, promoting healthy diets and encouraging the purchase of food produced in respect of the environment, human rights and worker's dignity: these are all local actions that can trigger global change. Cities and civil society organisations thus worked together to organise activities, create a coordinated urban food policy agenda and show the potential of European decentralized cooperation in the fight against poverty and hunger. The project had three main objectives:

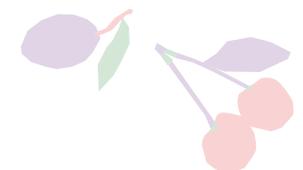
- to raise public awareness on the impact of European cooperation policies, with particular emphasis on decentralized cooperation in food security and sustainable development;
- to strengthen the role of European Cities as facilitators in the promotion of sustainable development, focusing on global food security strategies;
- to encourage partner cities and civil society organisations to participate in the debate concerning the post-2015 development agenda.

FSC4D partner cities were encouraged to adopt a sustainable food policy by exchanging good practices and building a common action framework: The Food Guidelines. They have evolved into the Milan Urban Food Policy Pact (MUFPP), the first international pact on urban food policies, which has so far been signed by more than 130 cities from all over the world. In early 2015 all the municipalities involved in Food Smart Cities for Development contributed to drafting the Milan Urban Food Policy Pact, which was then adopted in October 2015. They then decided to broaden the scope of the initial MUFPP Framework for Action by including further recommendations, with a specific focus on food governance, fair trade and decentralized cooperation. This book presents the Food Smart Cities for Development Guidelines and a collection of good practices implemented by partner cities and civil society organisations in the pursuit of the project's objectives.

## Preamble

In October 2015, the City of Milan and the consortium Food Smart Cities for Development launched the Milan Urban Food Policy Pact (the Pact), an international protocol that engages cities towards more sustainable and fair urban development leveraging on food policies.

The Pact has been signed by more than 130 cities so far and has got an outreach potential to over 450 million citizens.



### Considering:

- The 2030 Agenda and the 17 Sustainable Development Goals (New York, 25 September 2015).
- The UN's 10 Year Framework Programme on Sustainable Consumption and Production.
- The Milan Urban Food Policy Pact and its Framework for Action (Milan, 15 October 2015).
- The Final Declaration of the Third World Forum of Local Economic Development (Turin, 16 October 2015).
- The Final Declaration of "Expo dei popoli" Milan June 2015.
- The Manifesto of the World Fair Trade Week, Milan May 2015.
- The EU Trade for All Strategy and its paragraph on "fair and ethical trade" (Brussels, 14 October 2015).

### Acknowledging:

- The importance of cities as major and increasing centres of food consumption.
- The importance of Municipalities in directing and shaping the way food is produced, distributed, consumed and disposed.
- The role of CSOs in creating public awareness regarding the sustainability of food systems.
- The need to reduce inequalities among those living in urban centres and favour access to healthy, culturally appropriate food for everyone.

### Reaffirming:

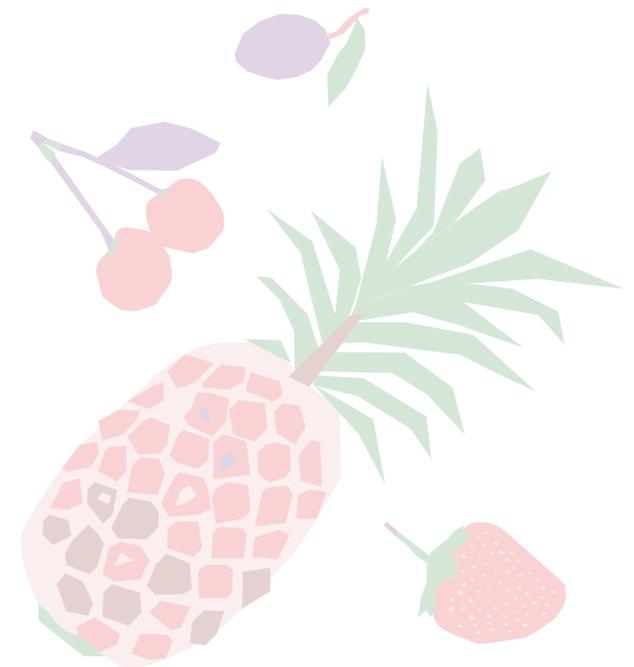
- The additional necessity to undertake a path towards sustainability.
- The focus on urban areas and the ties with its peri-urban areas.
- The necessity to spread as many educational activities as possible to raise awareness on the social, economic and global impact of individual food related choices.
- The power of local actions and decentralised cooperation in an ever interconnected world in which local authorities and civil society organisations are the closest institutions to citizens and a means to achieve tangible results in the quest for a more sustainable world.
- The right to adequate food is the right to have regular, permanent and free access, either directly or by means of financial purchases, to quantitatively and qualitatively adequate and sufficient amounts of food that also correspond to the cultural traditions of peoples, and which ensures physical, mental, individual and collective fulfilment and a dignified life free of fear.
- Food sovereignty as the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and citizens' right to define their own food and agriculture systems.
- Agroecology as an inclusive, holistic system of food production and processing through direct, fair and short distribution chains and self-governance.
- The work carried out jointly by The Food Smart Cities for Development (FSC4D) consortium during last year's project activities to translate political commitment into



practical measures and activities in the footsteps of the Milan Urban Food Policy Pact.

The recommendations collected in this document represent the vision of the FSC4D project's partners to further encourage the collaboration between Municipalities and CSOs to improve local food systems as drivers of sustainable and equitable urban development. The guidelines are based on three pillars:

1. **Improve food governance and strengthen ties with society;**
2. **Fair Trade as a tool to enhance responsible and aware consumption;**
3. **Decentralised cooperation to tackle global issues locally.**



# 1. Improve food governance and strengthen ties with society



Access to safe and nutritious food is a fundamental human right. The food chain plays a key role in the EU economy as well.

In addition to providing consumers in European and global markets with a large choice of safe, nutritious, tasty and affordable food, the EU food chain is fundamental for employment and growth and generates economic activity in rural areas. In order to protect fundamental rights at a local level, in particular citizen's right to adequate food and their right to Food sovereignty, as well as to boost sustainable growth, it is necessary to promote a food system that is environmentally sustainable and fair to people. Citizens need to be informed in order to carefully ponder where our food comes from and make ethical choices. Buying locally and Fair Trade are two sides of the same coin for ethical shopping. Both actions are about putting people back into the trade process and bringing producers closer to consumers.

In order to improve food governance, in accordance with their laws Local Authorities should:

- Recognise the Right to Food in their Statute or Fundamental Chart.
- Use public procurement to provide more opportunities for local producers and boost the demand of organic food and Fair Trade products.
- Involve civil society and all the relevant stakeholders in the planning, implementation and monitoring of their food policies.
- Promote local food autonomy, considered as a form where Local Authorities can exercise their Food sovereignty towards more sustainable, local, fair and right-to-food oriented local food system.

In order to strengthen local food strategies, Local Authorities should also:

- Establish or strengthen strategic public-private partnerships with supermarkets, food banks and key international actors in global food supply chains.
- Make sure that food safety is not limiting access to food in cities while contributing to food waste.
- Provide a sufficient supply potential to urban and peri-urban zones of cities at the heart of spatial urban-planning.
- Increase awareness towards sustainable food production in order to strengthen urban-rural links.
- Invest in logistics to make sure that peri-urban and rural production become part of urban consumption.
- Take the needs and food cultures of the most marginalised and vulnerable groups of their communities into account.
- Take the change and evolution of food life styles into account in Urban food strategies as well as migrants, youth and women's approaches to food.

# 2. Fair Trade as a tool to enhance responsible and aware consumption

Fair Trade is a powerful tool to help Local Authorities enhance responsible and aware consumption. Fair Trade relationships provide the basis for connecting producers with consumers and for informing citizens on the need for social justice. By cooperating with Fair Trade and encouraging their citizens to be involved in the movement, Local Authorities can also support the Fair Trade movement by advocating and campaigning for broader reform of international trading rules in the food sector and achieving the ultimate goal of a just, equitable and sustainable global trading system.

The over 1700 Fair Trade Towns in 27 countries, extending from Latin America to Lebanon and from Poland to Hong Kong, are a concrete example of how Fair Trade can contribute to the sustainable development agenda of local policy makers.

Local Authorities can promote Fair Trade at a local level by:

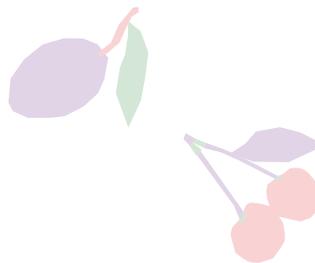
- Buying Fair Trade products through public procurement in order to boost the demand of fairly produced products coming from developing countries.
- Embedding Fair Trade into urban food policy in order to raise awareness among citizens about the interdependences between the North and the South in the food sector and the need for trade justice.
- Including a local Fair Trade steering group to ensure Local Authorities' continued commitment to Fair Trade and recognising Fair Trade organisation's role in food policies.
- Supporting Fair Trade initiatives to raise awareness on consumption and production in urban areas in order to maximise local urban food system's contribution to sustainable development in Southern countries.

• Assisting local companies in sourcing from Fair Trade producers and/or encouraging them to make Fair Trade products available in shops, local cafes, catering establishments, work places, and community organisations (faith groups, schools, universities, etc.).

• Strengthening the connections between Local Authorities in the North and the South through Fair Trade to give visibility to the strong link between EU cities and rural producers in other continents, as well as raise attention on issues such as labour rights, local economic resilience and sustainable development.



### 3. Decentralised cooperation to tackle global issues locally



“Eat Fair and Local, Change the World” is the project’s declination of the old adage “Think global, act local”.

This is the main motive that led the consortium of Food Smart Cities for Development project to choose decentralised cooperation as the most strategic tool for encouraging cities to take action and achieve a more sustainable and fair urban food system.

Urban food policy and decentralised cooperation are two local urban policies and not merely special projects or occasional activities. Indeed, they share the same characteristics as citizen and human rights oriented, cross-disciplinary, trans-local examples of solidarity among the world’s cities and build on territorial partnership. Urban food policy and decentralised cooperation do not only share their methodologies and approach, but also the same content and goals:

- Fight against hunger and obesity.
- Equal opportunities and access to food and land.
- Sustainable access to healthy, fair, religiously and culturally admissible food (especially through local public services).
- Prevention and sustainable management of food waste.

Within this framework there are many good decentralised cooperation projects in the field of urban food policies with a common vision that suggest the appropriate path for reaching a shared goal.

Examples of decentralised cooperation projects in local food policies are:

- Empowerment of both rural and urban food communities and food consumers in the Developing Countries (DC) cities.

- Support for smallholder and family farming.
- Support for agricultural activities.
- Initiatives encouraging responsible and sustainable tourism, strengthening local capacity in tourist accommodations.
- Promotion in the DC cities of different areas related to social communication (radio, journalism, film production, web) in order to inform the local population about food safety and nutrition and prevent food-related epidemics and illnesses.
- Restoration of the local gross food markets.
- Initiatives and campaigns to inform and educate citizens and local authorities on a new approach to reduce world hunger.
- Cultural actions to promote fair consumption of food and fight against inequalities by reducing waste (at both the distribution and consumption levels);

These projects established in cities of the South and North are very interesting, but should also exist among cities belonging to the same geographical area (i.e. North – North and South-South). Around the same table and globally, all people are the same and have the same rights, and each local administration must fulfil citizen’s right to food through their own local food policy. The right to food is a citizen’s issue, whereas urban food policy (within decentralised cooperation) is citie’s and local authoritie’s response.



# Selection of good practices from FSC4D partners

## 1. IMPROVE FOOD GOVERNANCE AND STRENGTHEN TIES WITH SOCIETY

### TURIN

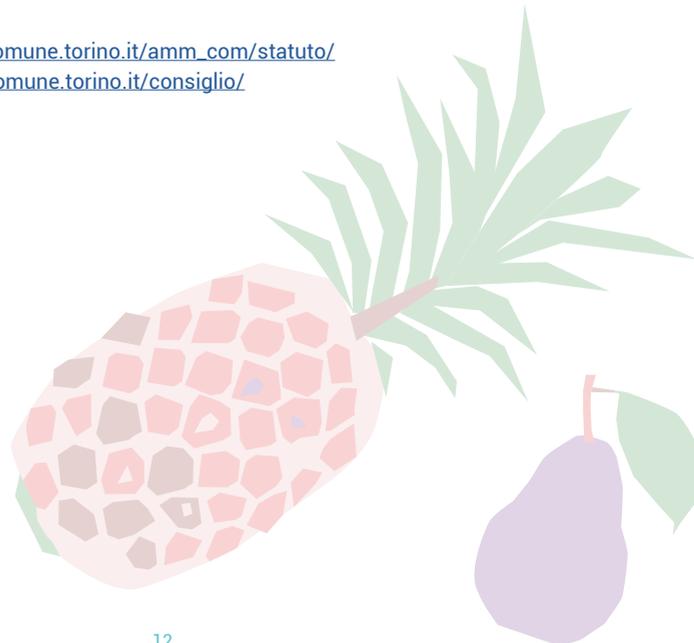
#### The right to food in the statute of the city of Turin

**Actors involved:** City Council

**Short description:** On March 2016 the City of Turin recognized in its statute the right to food. Particularly, the text promotes as mandatory the right to have free and permanent access to a good, fair, appropriate, nutrient and healthy food.

The text has been approved unanimously by the city council under propose of the mayor. The main objective of the resolution was to give relevance and institutional dignity to the Turin's citizens right and to recognize the multidimensional aspects of the right to food, already guaranteed in the many local services related. Moreover, the proposal deliberates and acknowledges the already existing practices carried out by the public administration, like soup kitchens, farmer's markets, urban markets.

**Website:** [http://www.comune.torino.it/amm\\_com/statuto/](http://www.comune.torino.it/amm_com/statuto/)  
<http://www.comune.torino.it/consiglio/>



### BRUGES

#### Start-up Bruges Food Lab

**Actors involved:** 40 organizations are active in the Food Lab such as: Oa. City services (environment, economy, Northsouth) Vredeseilanden, Velt, EVA (NGO on vegetarian food), hotel school, Syntra, landelijke gilde, Velt, soup cafe, KABA (social grocerie)

**Short description:** Bruges has launched, in the context of achieving its 2020 CO2 reduction targets, a transition movement within its city. This happened on the one hand within the range "Future of Bruges" (top-down transition - controlled by the city) or by connecting citizens and local organizations with joint transition ideas (bottom-up transition in which the city has the task to connect individuals or groups). This final section is represented by the Food Lab. In the framework of the EU project DEAR Food Smart Cities for Development (2015-2016), which is based on a participatory process and has the aim of rolling out sustainable urban food strategies and translating them into concrete and innovative projects / collaborations and actions. The Food Lab comprises civil society organisations, small businesses and interested citizens. They have all got expertise regarding sustainable food, especially related to food loss, short supply chains, Fair Trade and urban agriculture. The Food Lab was created in July 2015 with the aid of an external facilitator (FSE and Coduco) and encompasses local food strategy with a focus on local supply chains, reducing food loss and promoting sustainable food. This was done through a SWOT analysis of several organisations in Bruges, a public consultation day and the Heerlijk Brugge in 2016, an event that brought awareness of these initiatives to the general public.

**Website:** <http://www.detoekomstvanbrugge.be/nl/food-lab>





## UTRECHT

### Building a food policy from the bottom-up

**Actors involved:** Municipality of Utrecht, inhabitants, (social) entrepreneurs, social organisations, local bank, RUAF

**Short description:** Utrecht is characterised by a very active civil society. A wide variety of food initiatives have emerged in recent years, such as community gardens, social restaurants and educational vegetable gardens. The municipality has organised a series of workshops focusing on different food themes in order to highlight current local food issues. A lot of new contacts and connections were made in these workshops; the participants expressed the need to keep connected and work together on these issues. A number of active inhabitants, entrepreneurs and social organisations began to form a local food platform; the municipality is facilitating this process and is also a partner. This is a stronger basis for decentralised cooperation than a platform that is initiated and supported by the municipality.

Parallel developments are: a local bank that is building a food community and research on the city-region food system. The municipality is the link between these developments and binds them together. In Utrecht the local food policy is truly developing from the bottom-up.

## MILAN

### Stakeholders Engagement Strategy for Milan's Urban Food Policy

**Actors involved:** Municipality of Milan through the Mayor's cabinet, Civil Society Organisations, community districts, companies, start-up companies, foreign communities, universities, academics and researchers, international experts

**Short description:** Milan's path towards the adoption of its Food Policy was structured in four stages:

- 1) Analysis of Milan's food system and actors
- 2) Public consultation
- 3) Objectives approval from municipal institutions
- 4) Pilot projects.

During the second phase, Milanese citizens were approached through the establishment of online and offline platforms aimed at informing, asking and engaging them regarding the Food Policy making process.

Online tools included a website, questionnaire hosted on the website and the creation of a campaign on major social media.

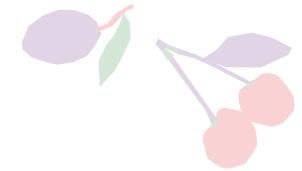
During the first semester of 2015, many different events/workshops involved Milan citizens and interests groups throughout the city.

The city board expressed its opinion on themes and priorities regarding Food Policy in February; third party associations discussed them at "Fà la Cosa Giusta" (trade fair on sustainable lifestyles) in March; start-ups/innovative food companies debated in April; in May, nine meetings were held in the 9 community districts of the city and foreign communities were consulted in Forum Città Mondo; large companies conferred at the beginning of June. The consultation phase ended on 14th June, with a town meeting where concrete and final recommendations emerged for the approval by the municipal institutions.

The text was then officially adopted the 5th of October, which is the starting point for specific city and citizen-led projects.

**Website:** <http://www.comune.milano.it/foodpolicy>





## TURIN

### Turin Food City

**Actors involved:** Torino Internazionale/Strategica Association

**Short description:** Turin Food City is the vision developed by one of the advisory panels established during the strategic planning process for the Metropolitan Turin 2025 Strategic Plan created by the Torino Internazionale/Strategica Association and published in April 2015.

This vision and its associated projects are the result of a six-month participatory process of facilitated dialogue among key actors in Turin's food system including producers, distributors, consumer associations, academics, artisans and representatives of civil society and NGOs.

The working group's discussions around the future of food in Turin started from the knowledge that food has come to take on many different dimensions in the metropolitan context, from social and cultural to economic and environmental.

The metropolitan area has demonstrated leadership and capacity for innovation across the entire food system, specifically regarding: the protection of high-quality local food, quality-driven marketing, world-class ethno-gastronomic events, social, educational and cultural activities and initiatives around food, urban agriculture, increasing public awareness of the centrality of food to healthy communities and food waste reduction.

The plurality and richness of the spectrum of actors, and the depth and maturity of the sectors involved on each of these fronts show that food is one of the city's true callings, a renowned excellence throughout Italy and the world that builds on the widely valued Italian brand.

The strategic planning process aims to help the food sector scale up further, elevating Turin as a global food capital and becoming a pillar of metropolitan economic growth.

The Turin Food City vision aims to ensure that healthy, high-quality food is accessible to all residents and visitors alike.

**Website:** [www.torinostrategica.it](http://www.torinostrategica.it)  
[www.torinostrategica.it/torino-cibo-2/](http://www.torinostrategica.it/torino-cibo-2/)



## GENT

### Gent's Food Council

**Actors involved:** City agencies, agriculture associations and professionals, knowledge institutions, trade associations, private sector, NGOs

**Short description:** In 2013 the City of Gent launched "Gent en Garde", a food policy that includes five strategic goals to pave the way for a sustainable food system for Gent. These goals were decided upon based on various stakeholder discussions, input from the city administration and political agreement:

- 1) A shorter, more visible food chain
- 2) More sustainable food production and consumption
- 3) The creation of more social-added-value for food initiatives
- 4) Reduce food waste
- 5) Optimum reuse of food waste as raw materials.

Inspired by a similar approach in Bristol and Toronto, the City of Gent established a "food council".

The Gent en Garde food policy council consists of about 25 members from various sectors, i.e. agriculture, associations, knowledge institutions and commerce.

The policy group acts as a sounding board for the city's policy on food, issuing recommendations on new or existing projects, proposing new ideas, discussing the city's strategic vision and acting as a major ambassador to help promote the city's vision on sustainable food production and consumption.

Within this food policy council, a core team was put together to refine the Gent en Garde global goals and translate them into concrete operational goals.

This core team met four times from September 2015 to January 2016; during this process, the team reported to the food policy council twice. The latter then gave its feedback on the insights it had been provided with.

This document contains a set of guidelines for the development of the City of Gent's food policy. It is an open invitation to companies, organisations, citizens, associations, knowledge institutions, cultural centres and governments to jointly and creatively develop innovative, local and sustainable food strategies.

This document does not mark the end of the process, but rather a step towards a sustainable future for the City of Gent in a society where sustainability and equity take centre stage.

**Website:** <https://gentengarde.stad.gent/>



## WFTO The World Fair Trade Day

**Actors involved:** The World Fair Trade Day

WFTO members, Fair Trade supporters, local authorities, schools

**Short description:** Awareness raising campaigns to promote Fair Trade and Responsible Consumption.

The World Fair Trade Day is a WFTO initiative held on the second Saturday of May every year, with the aim of raising awareness on fair trade and sustainability. This initiative is spread through the WFTO network, and in particular members, fair trade supporters, local authorities and schools.

The local authorities, schools and WFTO members play a major role in supporting this campaign by carrying out different types of activities in many cities worldwide.

**Website:** <http://www.wfto.com/events>

## BARCELONA "El buen Vivir", The Good Living Strategy

**Actors involved:** Barcelona City Council

GRAIN Foundation & Revista Soberanía Alimentaria

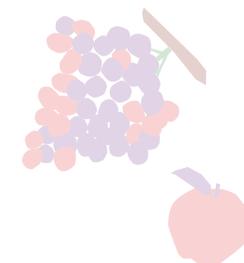
**Short description:** Several meetings, conferences and workshops took place in 2015 and 2016 in order to draft this document. These meetings allowed for consultation and discussion regarding the metropolitan food system situation with people from the agro ecological movement (producers, distributors, traders, consumers, activists, etc.), representatives of small businesses and the technical staff of AMB (Àrea Metropolitana de Barcelona).

This document is the result of a collective process of diagnosis and discussion, on-site and from a distance, that took place between October 2015 and November 2016.

It consists of a set of measures in order to establish the vision of the "Letter to build food sovereignty in our municipalities" and the Milan Urban Food Policy Pact signed in Milan. It aims to be the outline for the food policy guidelines of Barcelona's City Council and also a source of inspiration for practices and activities generated by the agro ecological movement, independently or in co-production. Many of the measures laid down are being carried out and/or can be promoted by different areas simultaneously, as desired. The key point at this stage is for the City Council to orient towards local and agro ecological development and position itself as an active socioeconomic agent, materialising the concept of "el buen vivir" (good living) into their policy guidelines and supporting local actions that are existing or underway.

The City Council of Barcelona is committed to this document becoming the road map for future actions related to municipal food policies.

**Website:** <http://laurantbarcelona.info/>



## 2. FAIR TRADE AS A TOOL TO ENHANCE RESPONSIBLE AND AWARE CONSUMPTION



### BRUGES Fair Trade Expo

**Actors involved:** The Fair Trade Expo is an initiative of Bruges and 5 European partner cities, Utrecht, Gent, Bilbao, Thessaloniki and Milan, within the Food Smart Cities for Development project of the EU-DEAR Program

**Short description:** The Fair Trade Expo (exhibition) is a mobile, sustainable, interactive and multilingual exposition about fair trade and local sustainable food. The main objective is to increase knowledge of the general public towards the issues and values of fair trade and create international solidarity with producers in developing countries by encouraging people to choose fair trade products, also in their own neighbourhood shops. Besides receiving information about fair trade and fair trade sales points in the city, visitors will also be invited to register as "fans" of fair trade.

There are several elements in the exhibition:

1. Information about fair trade: data, pictures and background of several aspects of fair trade (economic, social and ecological), as well as the diversity of fair trade products that can be purchased (not just food, but also textiles, electronics, flowers, etc.).
2. Information about the Fair Trade Towns Bilbao, Bruges, Ghent, Thessaloniki, Utrecht and Milan: practical examples of how these cities promote fair trade are illustrated with an overview of catering businesses and shops offering fair trade products in each city.
3. A photo-booth where people can become "Fair Trade Fans".
4. An explanation of the ties between fair trade in the South and sustainable local agriculture in the North.

The Fair Trade Exhibition held a European tour and travelled to several public events in Bruges and in the 5 partner cities Gent, Utrecht, Bilbao, Thessaloniki and Milan.

**Website:** [www.facebook.com/fair-trade-fan](http://www.facebook.com/fair-trade-fan)

video: <https://www.youtube.com/watch?v=gA6TyzH6Ufl>



### TURIN Terra Madre and Salone del Gusto



**Actors involved:** Terra Madre and Salone del Gusto is organised by Slow Food, the City of Turin, the Piedmont Region, Terra Madre Foundation and MIPAAF (Ministry of Agricultural, Food and Forestry Policies)

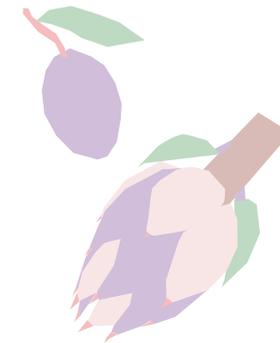
**Short description:** The Salone del Gusto is one of the most globally important cultural and international trade fairs about food. The main goal of the exhibition is to promote and sustain artisan, sustainable food and small-scale producers who safeguard local traditions and high-quality products, coherently with the principles that move Slow Food activities. One of the most important themes of the exhibition is agricultural and cultural biodiversity, dealt with by the Ark of Taste project, which strives to document products that are quickly dwindling into extinction.

Since 2004, the Salone del Gusto has been organised jointly with the biennial meeting of Terra Madre, a network launched by Slow Food in order to support small-scale producers, give them a voice and visibility, raise awareness about the true value of their work and provide them with the necessary tools to be able to work in better conditions.

The Terra Madre network currently includes more than 2000 food communities all over the world, gathering those players in the food chain who support sustainable agriculture, fishing, and breeding with the goal of preserving taste and biodiversity.

The network brings them together with academics, chefs, consumers and youth associations so that they can join forces in working towards a more sustainable food system.

**Website:** [www.salonedelgusto.com](http://www.salonedelgusto.com)



## MILAN

### Fair Vending Machines (Flashmob)

**Actors involved:** Municipality of Milan, Equo Garantito (Italian Fair Trade association), CONFIDA (Italian Vending Machine Trade Association), N&W Global Vending, SERIM

**Short description:** In the framework of the EC funded project “Food Smart Cities for Development” and on the occasion of the award ceremony for a Micro-action contest in the field of urban food policies, the municipality of Milan and Equo Garantito joined forces with CONFIDA and two vending machine companies to organise a flashmob that raised awareness in citizens about the values of fair trade and the possibility of also enjoying fair trade products from vending machines.

The action leveraged companies’ Corporate Social Responsibility pledges by providing a personalised vending machine with images and videos that accompanied visitors while they waited for their fair trade coffee or chocolate products which explained the food’s origin and the fair treatment (in terms of working and trading conditions) received by the farmers of those products.

The action had more than 300 visitors in one morning and attracted the attention of many more who were informed through flyers.

**Website:** <https://www.facebook.com/FoodPolicyMilano/videos/1366416933371846/>



## FTAO

### Toolkit on how Local Administrations can contribute to Sustainable Development Goals (SDGs) through Fair Trade

**Actors involved:** Fair Trade Advocacy Office and Fair Trade partners associations

**Short description:** While all SDGs are, to some extent, related to Fair Trade, Fair Trade is particularly relevant to the goal 12 on sustainable consumption and production and how this goal can serve to achieve eight other SDGs, from poverty eradication to gender equality.

The “Localising the Sustainable Development Goals (SDGs) through Fair Trade” publication provides guidance and best practices across different policy areas at a local level, such as public procurement, local economic development, international cooperation, awareness raising, and multi-stakeholder engagement. It provides examples across countries and continents and is meant to serve as a companion for local officials working on the implementation of SDGs at a local level.

**Website:** <http://fairtrade-advocacy.org/about-us-27/other-information/919-press-release>





## BRUGES

### Fair Trade Town Campaign

**Actors involved:** Local authority, shops, business, community organisation, schools, citizens

**Short description:** The Fair Trade Towns campaign brings people together and raises awareness and understanding of trade issues. In doing so, Fair Trade Towns directly benefit some of the world's poorest farmers and workers by increasing sales of fair trade products. To become a Fair Trade Town, a community needs to meet certain goals ([www.fairtradetowns.org](http://www.fairtradetowns.org)).

Bruges has been a Fair Trade Town since 2008. The city has built up a wide network of schools, catering establishments, shops, businesses, community organisations and citizens that support Fair Trade in Bruges. The campaign is coordinated by the local authority.

- The city council passed a resolution supporting Fair Trade and agreed to serve fair trade tea and coffee at its meetings and in its offices.
- Bruges has got more than 50 sales points of fair trade products and more than 30 catering establishments that include fair trade foods on their menus.
- Bruges has got 30 schools that have earned the title of "Fair Trade Schools".
- Various public events draw attention to Fair Trade during Fair Trade Week (national campaign), Taste Week (national campaign), Fairtrade@Work (national campaign) and International Fair Trade Day.
- Bruges stimulates sustainable local food production and consumption through various projects and activities.
- Bruges has got 2 ambassadors that stimulate and enhance Fair Trade initiatives in the catering and business industries.
- Bruges encourages citizens to register themselves as Fair Trade Fans.

**Website:** [www.brugge.be/fairtrade](http://www.brugge.be/fairtrade) - [www.fairtradetowns.org](http://www.fairtradetowns.org)

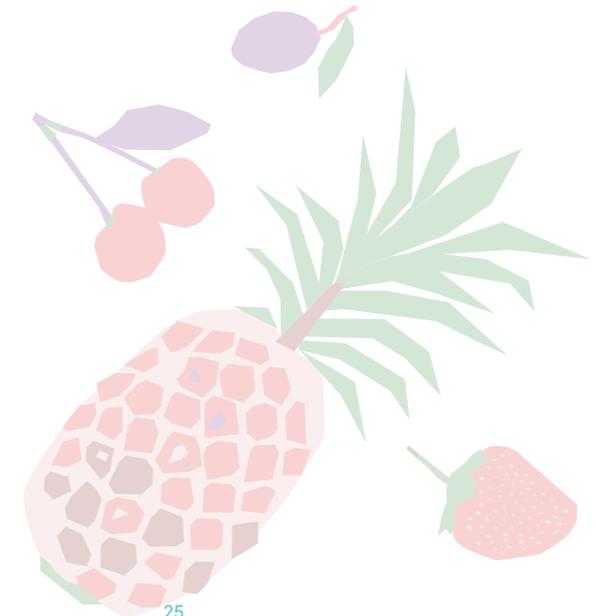
## WFTO

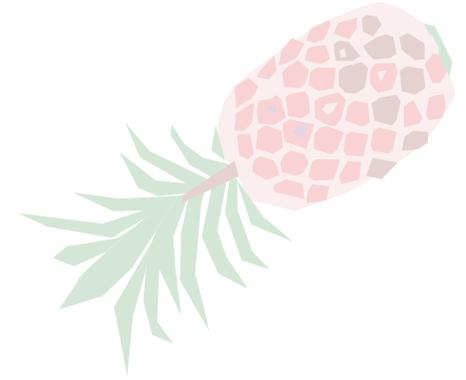
### WFTO Guarantee System and how to refer to it in a procurement process

**Actors involved:** WFTO partners

**Short description:** The WFTO Guarantee System ensures the compliance of Fair Trade Organisations (FTOs) with the WFTO Standard, which focuses on the management and operation of Fair Trade Organisations (FTOs) in relation to their Fair Trade practices. In a procurement process, the WFTO Guarantee System and its product label can be used at the selection stage as evidence demonstrating the compliance of the bidder with Fair Trade principles throughout the supply chain.

**Website:** <http://www.wfto.com/standard-and-guarantee-system>





## UTRECHT

### Fairtrade Utrecht, Young & Fair Utrecht, City of Utrecht

**Actors involved:** Local authority, shops, business, community organisation, schools, citizens

**Short description:** In 2013 Fair Fashion Festival (FFF) was launched as a collaboration between Young & Fair and Fairtrade Utrecht. Year-round, these two non-profit organisations actively create awareness for Fair Trade in the city of Utrecht and beyond.

By sharing knowledge, offering a platform and running campaigns, they inspire citizens and bring them together. For its 4th edition in 2016, the organisation paired up with the national event Dutch Sustainable Fashion Week to amplify communication.

The FFF is a day full of inspiration and information, but most of all fun events. Its programme contains many events, including fashion shows, a market, masterclasses and workshops.

A collaborative non-profit project fully organised and run by a dedicated group of enthusiastic volunteers, it makes use of the best locations in the city centre of Utrecht: the grand restaurant Winkel van Sinkel, the monumental building of the City Library and the grand reception hall of the City Hall, a geographical "fair fashion triangle" that was hard to avoid on the sunny Sunday of 16th October.

**Website:** [www.fairfashionfestival.nl/](http://www.fairfashionfestival.nl/)



## BILBAO

### Annual Fair Trade Week in Bilbao

**Actors involved:** International Cooperation Department of Bilbao City Council and CSOs including OXFAM-INTERMON, Vicente Ferrer Foundation, Kidenda-Caritas, Setem, Adsis Foundation, Solidaridad Internacional, Educo

**Short description:** Every November for 14 years, the city of Bilbao has celebrated its Annual Fair Trade Week (FTW). A huge tent is installed in the Arenal Dock of the city which becomes a place for meetings and raising awareness of the power of fair trade and responsible consumption as tools for change.

The FTW disseminates fair trade criteria and publicises the different places where any citizen can buy Fair Trade Products. More than 10.000 people visit the Fair's huge tent every year in order to taste and buy Fair Trade products.

There are also exhibitions, fair trade information and panels, music performances, coffee tasting courses and talks and lectures on the Fair Trade World. The Fair Trade Week was first held in 2003 and was organised by local Fair Trade promoters and the Bilbao City Council.

The aim was to display the living and working conditions of producers in developing countries and promote Fair Trade as a real alternative for development.

**Website:** [www.comerciojustobilbao.com](http://www.comerciojustobilbao.com) - [www.bidezkomerkataritzabilbao.com](http://www.bidezkomerkataritzabilbao.com)

### 3. DECENTRALIZED COOPERATION TO TACKLE GLOBAL ISSUES LOCALLY

#### MILAN The Milan Urban Food Policy Pact

**Actors involved:** Municipality of Milan, 132 Municipalities of the world, ILO, Foundations, cities' networks, research centres

**Short description:** During a C40 summit in 2014, the then Mayor of Milan launched the idea of gathering cities round the world that are willing to work on the sustainability of their food systems based on a Urban Food Policy Pact. In October 2015, after 46 cities worked together on its elaboration, the Milan Urban Food Policy Pact was signed by 113 cities and the number of signatories is still growing.

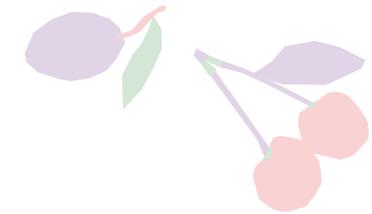
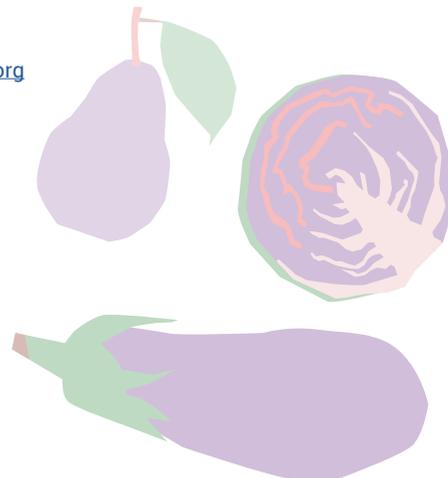
As of November 2016, the pact has gathered 132 cities, potentially implying 470 million people in urban areas of the world, has held two annual gatherings, launched an international award in the field of urban food policies to stimulate city-to-city collaboration, collected almost 100 Good Practices from cities and has provided itself with a governing structure through the establishment of a steering committee including 13 cities divided per continent and a Secretariat based in Milan.

The Pact also works with all interested organisations and institutions at a local, regional and global level, together forming the Food Networks Alliance aimed at facilitating the exchange of knowledge, technical assistance and decentralised cooperation activities between its city members.

**Website:** <http://www.milanurbanfoodpolicypact.org>

**Facebook:** @Mufpp

**Twitter** @FoodPolicyMi



#### TURIN P.I.E.R.MA.RKET

**Actors involved:** Municipality of Bethlehem (Palestine), City of Turin - International Affairs, European Projects, Cooperation and Peace Department, Technical office for covered markets and Markets Department (Italy)

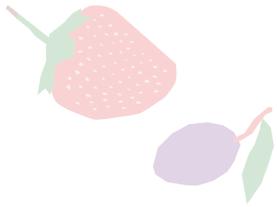
**Short description:** The European P.I.E.R.MA.RKET project is part of (from July 2015 to December 2016) the Italian-Palestinian program *PMSP-Palestinian Municipalities Support Program* financed by *MAE Ali della Colomba*, with the involvement of Palestinian municipalities, Palestinian Local Government Ministry (based in Ramallah) and the Italian consular authorities in Jerusalem (ITAU-Italian Technical Assistance Unit).

The project aims to develop the relationships between the municipalities of Turin and Bethlehem as part of the Palestinian Municipalities Support Program.

The specific objective is to identify a strategy for immediate and cost-effective actions for the rehabilitation of the local Gross Market (GM). This technical assistance will help to launch not only policies for GM regulation and technical guidelines, but also initiatives to involve users in order to develop economic growth through collective and shared activities.

The expected results of the project are: training programme for the Bethlehem Municipality staff operating in the Markets sector, drawing upon an advanced feasibility study for the redevelopment of the new GM, an awareness campaign and educational activities for traders and citizens, preparation and approval of Guidelines at the GM, drafting the final project for GM renovation and two preparatory infrastructural interventions.

**Website:** [www.comune.torino.it/cooperazioneinternazionale](http://www.comune.torino.it/cooperazioneinternazionale)



## DAKAR

### Micro-gardens

**Actors involved:** Municipality of Dakar, Municipality of Milan, FAO, ACRA, Italian Development Cooperation, University of Milan, other Senegalese Municipalities and the Senegalese Horticulture Direction

**Short description:** The cooperation of all the actors involved since 2006 has given rise to more than 140 production centres, different central purchasing offices and 12 training centres (which have trained more than 10,000 people) about micro-gardens. These include simple, low-cost and easy to manage technologies that provide urban gardeners with fresh and nutritious food. They are adapted for landless poor people, as they require little space and are particularly directed towards vulnerable groups of the population (such as marginalised women, the disabled, elderly and detainees). Micro-gardens improve household's food security, fight poverty by generating employment and income, raise awareness about the environmental impact of food production by favouring local consumption and build a new social and fair value chain based on urban food production.

**Website:** [www.villededakar.org](http://www.villededakar.org)  
[microgarden@fao.org](mailto:microgarden@fao.org)

## TURIN

### From food security to food sovereignty

**Actors involved:** Mani Tese, Environmental Association Za Zemiata (Bulgaria), ACORD (UK), Xarxa de Consum Solidari (Spain), Fondazione Slow Food per la Biodiversità ONLUS, Municipality of Rivoli, Coordinamento Comuni per la Pace (Cocopa), CISV (Italy)

**Short description:** The European project "From food security to food sovereignty" began in February 2010 (until January 2013). Citizens and Local Authorities worked towards a new approach in Europe for reducing world hunger by seeking to increase consumers and local authorities' awareness on food sovereignty through a wide range of initiatives.

According to this objective, the Municipality Coordination for Peace (Co.co.pa.) of the City of Turin promoted a multidisciplinary path in order to stimulate the debate on food consumption and food sovereignty among the civil society. The Co.Co.Pa. is made up of various Municipalities of the Province of Turin (now the Metropolitan City) for carrying out cooperation projects through the creation of more communication and discussion channels. In this context, Co.Co.Pa. established relationships within the Mani Tese project, with a wide range of actors including Local Authorities, associations and NGOs. The partner's joint action created opportunities to sign cooperation documents and establish a common vision on food issues.

The intervention involved awareness raising activities, the organisation and participation in educational events and conferences, the creation of awards for short films on food sovereignty, the creation of two short videos to promote good practices and the distribution of informative materials.

**Website:** <http://www.manitese.it/>  
<http://www.comune.torino.it/cocopa/>



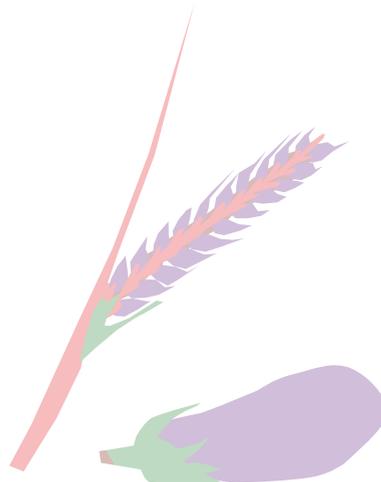
## WFTO

### World Fair Trade Capital

**Actors involved:** WFTO; Milan City Council (Italy) and Rio de Janeiro City Council (Brazil)

**Short description:** Promoting local political engagement and carrying out awareness raising campaigns in favour of Fair Trade and Responsible Consumption. The World Fair Trade Capital is an initiative of WFTO and is carried out every 2 years alongside the World Fair Trade Week, in joint collaboration with cities around the world. The aim is to increase political commitment and social awareness on trade justice and working conditions. Local Authorities have put actions into practice within their fields of influence, with a view to making the general public and social groups more aware of these issues. The fact that Local Authorities take a leading role in this movement towards awareness in their geographical areas means that there is a greater impact on the way in which society acts, more consistent with the policies formed in the promotion of Fair Trade. In 2013 Rio de Janeiro was awarded with the title of World Fair Trade Capital. Milan city gained that title in 2015 during the second World Fair Trade Week.

**Website:** [www.worldfairtradeweek.org](http://www.worldfairtradeweek.org)



## BILBAO

### Raising awareness Campaign "Eating alike" for the right to food for all people

**Actors involved:** International Cooperation Department of Bilbao City Council and some CSOs including OXFAM-INTERMON, FISC Foundation, Caritas, Manos Unidas, Adsis Foundation, Solidaridad Internacional

**Short description:** In collaboration with several CSOs held throughout the year 2014, the Bilbao City Council promoted a campaign entitled "Eating alike", with the aim of raising awareness in Bilbao citizens of the world's food problems and strengthening solidarity in the struggle against hunger, malnutrition and poverty. Moreover, the campaign focused on responsible consumption as a tool for building a more fair and balanced world, and presented the work the municipality had carried out in this regard. Many activities were held during that year including street performances, exhibitions in Bilbao Metro stations, youth workshops, visits to municipal markets, public lectures and information on municipal boards.

There were some explanations on the impact of food waste and ways to avoid it. Surveys were conducted among the clients of the municipal markets with simple questions that were edited in a video.

**Website:** Web page: [www.bilbao.net/cooperacion/derecho\\_alimentacion](http://www.bilbao.net/cooperacion/derecho_alimentacion)

**Facebook:** [@comerporigual](https://www.facebook.com/comerporigual)

**Youtube:** [comer por igual](https://www.youtube.com/comerporigual)



## MILAN

### The Dakar Forum of Francophone African Cities

**Actors involved:** ACRA NGO, City of Milan, Dakar, Niamey, Brazzaville, Ndjamen, Nouakchott, Douala and Abidjan

**Short description:** The Dakar Forum was organised by ACRA Senegal in collaboration with the Cities of Dakar and Milan within the framework of the EU funded project "Food Smart Cities for Development".

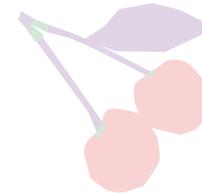
The workshop brought seven francophone African Cities together: Dakar, Niamey, Brazzaville, Ndjamen, Nouakchott, Douala and Abidjan, who all signed the Milan Urban Food Policy Pact to discuss and share ideas, plans, problems and issues arising from the implementation of the Pact. Every city had the chance to present the general characteristics of their food system and food safety situation while also introducing their best practices and related cases.

The workshop sessions had the cities working in three different groups defined along the categories of the Framework for Action.

This work brought up the problems and issues that cities face when implementing the Pact and their best practices were then re-analysed as a means to solve some of those issues.

As a final result, the Cities produced a final statement regarding the input from the Framework for Pact Action for which they would like to keep on working together. The statement was then submitted as a recommendation to the Steering Committee of the Milan Urban Food Policy Pact.

**Website:** <http://www.milanurbanfoodpolicypact.org/acra/>



## UTRECHT

### Utrecht Global Goals City

**Actors involved:** City of Utrecht, foundation Utrecht4GlobalGoals, inhabitants, (social) entrepreneurs, knowledge institutions

**Short description:** In March 2016, the Mayor and Aldermen declared Utrecht as a Global Goals City, including approval from the city council.

This is the starting point and foundation for the municipality and its stakeholders to work together in achieving their Sustainable Development Goals.

Subsequently, the scope of fair trade as one of Utrecht's traditional ambitions is widening to include sustainable and healthy food, but also fair fashion and electronics.

Being a Global Goal City means that Utrecht wants to achieve its SDGs not only by being fair, but also by being sustainable, healthy and socially inclusive.

The role of the municipality is to facilitate, support and motivate civil society to carry out their ambitions. In practice, the local Fair Trade Organisation and local Millennium Goals organisation merged together in a new organisation: Utrecht4GlobalGoals.

**Website:** [www.utrecht4globalgoals.nl](http://www.utrecht4globalgoals.nl)  
<https://www.utrecht.nl/city-of-utrecht/international-relations/>





[www.milanurbanfoodpact.org/project](http://www.milanurbanfoodpact.org/project)  
[www.milanurbanfoodpact.org](http://www.milanurbanfoodpact.org)

