

Fair Trade

ADVOCACY OFFICE

Advocacy

Unlocking power of public policy-makers in making sustainable consumption and production the norm

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2021

Scaling up from local to EU

Source: *The Open Book of Social Innovation*
(Young Foundation, 2010)



Read more:
www.fairtradetowns.org

Cooperation of CSOs and Local Authorities is key!

Scaling up from local to EU

Encouraging local authorities across EU to:

- 1) Joint Fair Trade Towns campaign
- 2) Learn from each other
- 3) Participate in EU award

Read more:

www.fairtradetowns.org



Wide civil society pan-European civil society campaign

Wide CSO alliance for Sustainable Consumption and Production: Fair Trade, Ethical Fashion, Organic farming, Cooperatives, Social Solidarity Economy Enterprises, community-led initiatives

SDG 12 and related SDGs



Unfair Trading Practices Directive adopted

Read more: <https://fairtrade-advocacy.org/our-work/eu-policies/unfair-trading-practices/>

17 April 2019: on unfair trading practices in business-to-business relationships in the agricultural and food supply chain

1 May 2021: deadline for transposition

With external partners
beyond project



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EU multistakeholder cocoa initiative launched!



Textile civil society *Shadow Strategy*

(EC strategy expected for June 2021)

Read more: <https://fairtrade-advocacy.org/our-work/eu-policies/textile/>



**FAIR &
SUSTAINABLE
TEXTILES**

EUROPEAN CIVIL SOCIETY STRATEGY



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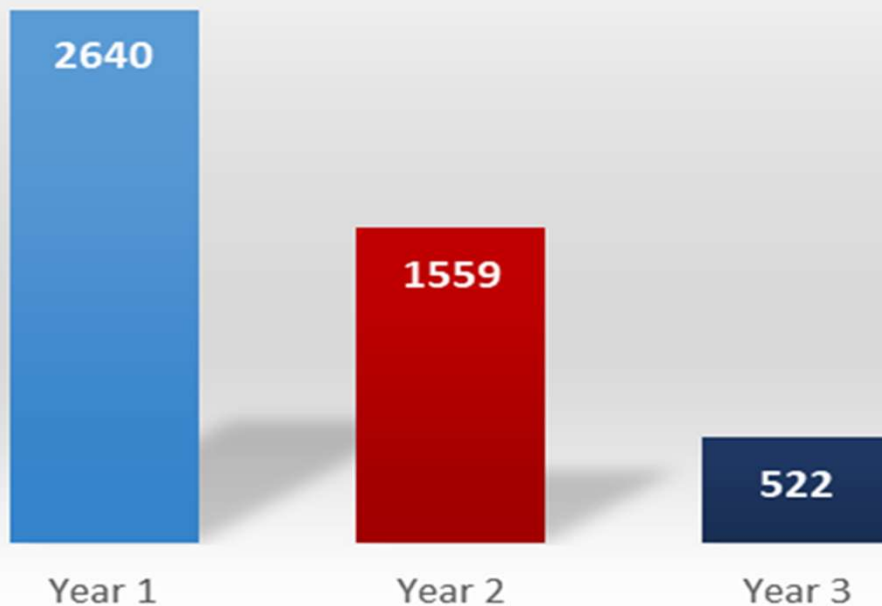
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Number of local, national & EU policy makers/decision makers reached to favour policies in support of targeted SDGs



Target: 4,000 policy-makers
Achieved: 4,721 policy-makers



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Advocacy: key learnings from *Trade Fair Live Fair*

About advocacy impact

- Partnerships are ESSENTIAL, at all levels, with CSOs and Local Authorities
- Progress at the EU is a product of long, hard battles. EU initiatives reflect tension between growth and sustainability.
- Gestures, commitments and some policy changes from national governments.
- Cities as beacons of progressive practice

About advocacy strategy

- We are more successful if we talk about 'sustainable consumption and production' for CES countries and 'Fair Trade' for WE countries
- We must 'advance on a broad front' and bring pressure to bear on the local, national and European levels simultaneously, if we are to be effective
- Companies will change practice if forced to by government regulation, voluntary approaches are important steps but not enough



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