Cities and Fair Trade Alliances for economic inclusion

Learning Note
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1. PRESENTATION

This document brings together the experiences of the #CitiesAreListening session "Cities and Fair Trade: Local Partnerships and Global Challenges"1, which took place on February 3rd, 2021. This event gathered representatives from cities and regions around the world who presented the impact of the epidemic on the economy and employment and demonstrated their efforts to promote inclusive and sustainable local economic development in the face of the challenges faced, through the tool of Fair Trade.

The #CitiesAreListening experiences, launched by United Cities and Local Governments (UCLG), Metropolis and UN-Habitat are part of a broader process of co-creation of Public Advocacy developed jointly between local and regional governments and our partners, bringing together the world organization's vision of a Pact for the Future: for people, for the planet and for governments. The session on economic inclusion, building on the results of the previous #BeyondTheOutbreak experience, was organised by the UCLG Committee on Local Economic and Social Development, the Andalusian Fund of Municipalities for International Solidarity (FAMSI) and Fairtrade International. This space provided a dialogue in which LRG leaders and representatives of civil society and its actors identified the challenges faced. Furthermore, they discussed Fair Trade as a way to ensure local development capable of providing alternatives focused on ecological transition and the fight against inequalities, articulated from a social pact perspective.

According to the UCLG Decalogue for the post-COVID-19 era, "it will be essential to rebalance the relationship between economic growth, the environment and public priorities"2. Thus, the objective of this session and its learning note will be to highlight the importance of collaboration from the local level to transform our production patterns and global trade dynamics towards a fairer system. The good practices and lessons learned from the conference are intended to be systematised in this document and to serve as a tool for local and regional governments, contributing to the Pact for the Future through the promotion of Fair Trade as an alternative to the conventional trading system. This constitutes an alternative that promotes the development of territories through fairer and more respectful environmental and social practices.

With the Pact for the Future, local and regional governments are manifesting a paradigm shift in the conception of territorial economic development by promoting a resilient recovery in all dimensions - people, planet, and government - in which Fair Trade is an opportunity to transform the production and consumption model from the bottom up and leaving no one behind.

Fair Trade is identified as an effective way to contribute to Sustainable Development. Through the application of its ten principles of production and marketing based on respect, cooperation, environmental sustainability, and solidarity, it has a direct impact on several targets of the Sustainable Development Goals of the 2030 Agenda, especially SDG 1 on Ending Poverty, SDG 8 on Decent Work and Economic Growth and SDG 12 on Responsible Production and Consumption3. Also, the implementation of Fair Trade practices has a direct impact on SDGs 5 and 7 (no child or forced labour and no discrimination based on gender equality, respectively); and SDG 10 (respect for the environment).

This document brings together the main proposals for the recovery of the experiences presented in the dialogue. This is arranged around three thematic axes: local action and partnerships, decent employment and the informal sector, and responses to global challenges.

To this end, the document is structured in three blocks of content, with a first block of contextualisation in which the concepts and dimensions of the ecological and social crisis in which we find ourselves are set out, followed by a section aimed at defining the most relevant areas of action for Fair Trade. The third section presents the key contributions drawn from the actions shared during the day, classified according to the three thematic axes proposed for this session: Action and local alliances, Decent employment and the informal sector, and Responses to global challenges. This block is accompanied by practical examples that illustrate the lessons learned. Finally, a number of conclusions are drawn.

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1 More information on the session #CitiesAreListening Cities and Fair Trade: Local Partnerships and Global Challenges available on https://www.citiesarelistening.uclg.org/sessions/economic-inclusion/
2. CONTEXT

2.1. MAJOR GLOBAL CHALLENGES

The current moment calls for the implementation of urgent measures, given the needs of our societies in a multidimensional systemic crisis. As underlined by the opening speakers, there are many challenges facing our cities and communities today. According to Roberto Di Meglio, a specialist in local economic development at the International Labour Organisation (ILO), economic activity has been considered a closed system and without the influence of the social and natural environment. This disconnection between the conventional economy and the material bases that enable life, the ignorance of the dependence humans have on both nature and other people who care for our bodies, an enormously powerful technoscience that makes it possible to increase the physical dimension of the economy, and the availability of cheap fossil energy have led to a way of inhabiting the planet that is profoundly incompatible with the organisation of the living.

Emilia Saiz, Secretary General of UCLG, Bernadia Irawati, Secretary General of UCLG ASPAC, who moderated the session, and Darío Soto, CEO of Fairtrade International, also argued the need to build from the local level and transform our economies from proximity, giving value to collective knowledge and participation and taking local producers and consumers into account.

With the increasing incidence of climate change, pandemics and extreme weather events are becoming more and more common and have a major impact on agricultural producer groups. The IPCC (Intergovernmental Panel on Climate Change) concludes in a report published last year that limiting global warming to around 1.5°C or even 2°C is already, at our level of emissions, an unattainable target and therefore with catastrophic consequences in all cases. For example, by 2050, it is estimated that up to 50% of coffee production will be lost due to the climate crisis, causing significant damage and losses.

These events, linked to the increase in pandemics, in turn, produce other challenges such as the increase in inequalities or the forced migration of people from rural areas to cities in search of better living conditions. Last year, Oxfam International published its latest report analysing the social impacts of COVID-19. The report states that since the beginning of the pandemic, the number of people living in near starvation conditions has increased six-fold. According to the report, conflict is the main driver of hunger since the pandemic began, followed by the economic consequences, increasing inequalities and worsening poverty. According to estimates, the number of people living in extreme poverty is expected to reach 745 million by the end of 2021, indicating an increase of 100 million people since the health crisis began.

Another major challenge stems from our community model: cities are home to the highest percentage of people, and therefore of consumers, who need large retail outlets to stock up. The large commercial platforms take advantage of the profits of conglomerating the largest proportion of consumers by acquiring goods at very low prices, even below the cost of production borne by farmers.

“It will be unavoidable to transform how we understand production, consumption, and to think about the future of work. There is no one single type of economy, and fair trade will be critical to ensure informality is addressed in future discussions”.

Emilia Saiz, Secretary General of UCLG.

It is also worth mentioning the transformations of ecosystems with repercussions on our health that are a consequence of large-scale industrial agriculture, intensive livestock farming, and a transnational food system controlled by large corporations, which undermine the food sovereignty of peoples and contribute to the impoverishment of many producer communities.

UCLG Committee on Local Economic and Social Development
The moment, as highlighted by Emilia Saiz, is special because the COVID-19 pandemic has served to demonstrate that we must change the way we relate to each other, to governments and to our planet. And this change must happen at the local level, from the communities, which have a leading role in the joint construction of a system that considers the conditions of local producers, consumers, and informal workers. And, understanding that the only way to do so is through solidarity, creating solutions that are common to all people and, to do so, reinventing governments and democracy, because if we do not do so, it will be impossible to change how we understand consumption, production, and our jobs. In Saiz’s words, the first step we must take is that there is no single type of economy. Our perspective must also recognize the informal economies we deal with. And that is the particular aspect that Fair Trade and Proximity Trade share that enriches the debate on the transformation of the economy and the role that governments play in it, connecting proximity and the global is essential.

Local and regional governments have an essential role to play as drivers of change in consumption and production patterns, which in turn enable the provision of inclusive and fair services, fostering the preservation of common goods and the promotion of human rights. In this sense, Fair Trade and proximity trade enrich the debate on the transformation of the economy and the role of governments, connecting the local with the global in solidarity; promoting local development strategies that integrate the various spheres of human life.

2.2. FAIR TRADE AS A TOOL FOR ECONOMIC TRANSFORMATION

The Fair Trade movement started more than 60 years ago with the aim of changing international trade practices and generating more sustainable production and marketing practices, under parameters of responsibility and solidarity with disadvantaged producer communities.

According to the International Fair Trade Charter, it is a trade alliance based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions and guaranteeing the rights of marginalised producers and workers, especially in the global South. Fair Trade Organisations, backed by consumers, are actively engaged in supporting producers, raising awareness and campaigning for changes in international trade rules and practices.

The World Fair Trade Organization sets out 10 principles to be complied with by organisations, through which Fair Trade offers the possibility to support small producer groups and generate decent employment opportunities, encouraging the transition to stable and formal work. In addition, Responsible Public Procurement is a vital tool for governments to support this.

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8 Extracted from the intervention at the seminar by Emilia Saiz, UCLG Secretary General.
The European Parliament recognises Fair Trade as a tool for Development Cooperation, and in point 5 of the Resolution on Fair Trade and Development 2005/2245 (INI) approved in July 2006, it states: "The Fair Trade system is an important instrument for poverty reduction and sustainable development, and considers that, in the long term, it could facilitate the equitable participation of developing countries in the multilateral trading system, guarantee them stable and sustainable access to the European market and increase consumer awareness"\textsuperscript{10}. Similarly, the United Nations recognises Fair Trade in its Position Paper of the United Nations Working Group on the Social and Solidarity Economy\textsuperscript{11}, as a tool for the promotion of fairer agri-food systems.

\textbf{COVID-19 and Fair Trade: an example of community resilience through Fair Trade.}

The Fairtrade social premium, a premium paid to producer groups to be invested collectively for community development, is one of the tools that Fair Trade uses to fight poverty. According to Dario Soto, CEO of Fairtrade International and Xiomara Paredes, CEO of CLAC (Latin American and Caribbean Coordinator of Small Fair Trade Producers and Workers), in 2020, Fair Trade producers were able to invest this premium in equipment and biosecurity protocols for the prevention of COVID-19, the acquisition of food for people in the communities and the socialisation of protection and hygiene measures for the communities.

Furthermore, Fair Trade organisations were able to mobilise a total of 16 million euros for emergency and recovery funds, as well as to strengthen sales by keeping production chains open to ensure income for producer groups.


3. STRATEGIC AXES OF FAIR TRADE FOR LOCAL GOVERNMENTS

3.1. LOCAL ACTION AND ALLIANCES

Fair Trade implies a different system of relationships that takes people and the planet into account and promotes social innovation strategies that change the ways in which institutions relate to each other and to society. This has a greater impact if it is also understood from a local economic development strategy focused on building alliances through dialogue between governments, civil society, the business sector, and trade unions.

For this reason, in order to increase the global and local impact of Fair Trade actions, as well as transforming and encouraging the implementation of responsible consumption policies, ethical purchasing and the promotion of Fair Trade in and from our cities, it is advisable to influence the successful areas of Fair Trade by integrating the successful aspects of the actions analysed, with a particular emphasis on establishing networks and local and global alliances and public purchasing under ethical criteria.

» Establishing Local and Global Networks and Partnerships

Networking within Fair Trade allows us to unify efforts and broaden perspectives and working perspectives, to campaign in a more representative way for all member parties, maximising available resources and amplifying the scope of action. Part of the success of the Fair Trade movement lies in its own organisational structure, based on cooperation and networking as the main strategy to represent a solid economic alternative to the large transnational corporations that dominate global markets. Fair Trade thus contributes to the necessary transition from an international system to an interurban, interdependent, and solidarity-based system of local governments. In this sense, the international local and regional movement is structured based on closer links between a more balanced system of cities and the strengthening of the continuity between the urban and the rural, areas where Fair Trade is making significant progress.

A clear example of this is CLAC\(^3\), a network that represents all Fair Trade organisations in Latin America and the Caribbean. The CLAC is understood as the tool for these Fair Trade organisations to relate to each other internationally, representing their members and promoting their interests and those of their communities. In addition to this, most Fair Trade organisations organise themselves nationally through territorial coordinators.

Another good example of alliances within Fair Trade is linked to the obligation of producer groups to associate and establish democratic decision-making processes in their participation in Fair Trade networks. The most important partnership in this sense in our cities is that of local governments and civil society, which must have full confidence in each other’s performance, shared objectives, and governance. An example of this partnership is the establishment of networks\(^4\) and coordinators at both local and international level within the Fair Trade movement that allows for high impact campaigns, such as the Fair Trade Towns campaign\(^5\). This campaign is being implemented in a large number of cities around the world, working under common criteria and in compliance with a series of internationally recognised standards to promote the defence of local and environmental justice.

Three of the experiences presented during the session correspond to examples of the development of this campaign: in the city of Quito, Ecuador; in Spain, and in the metropolitan region of Nuremberg, Germany.

During the session, Luis Robles, councillor of the Quito City Council, Ecuador, shared the achievements and challenges of Quito, Fair Trade City since 2015. Among them, the networking of the local government, its Secretariat for Productive Development, and the economic promotion agency Conquito. The local corporations work together with other Fair Trade actors in the city, such as cooperatives, the Ecuadorian Fair Trade Coordinator (CECI), UTE and universities. With the common objective of transforming its economy towards a fairer model, the aim is to ensure a minimum of 10% of ethical public procurement, the promotion of the Social and Solidarity Economy and Fair Trade, and the strengthening of fair trade products sale points.

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\(^4\) Latin American and Caribbean Coordination of Small Fair Trade Producers and Workers. https://clac-comerciojusto.org/


15 Facts about the international Fair Trade Towns campaign available at http://www.fairtradetowns.org/
The city of Quito thus presents actions aimed at both consumers and producers. A special effort is dedicated to generating alliances with academia to influence community awareness and, recently, to strengthening digital marketing channels (e-commerce platforms) for producer communities.

Challenges of Quito, a city for Fair Trade:

» Create public policies allowing the optimisation of spaces and improving marketing channels and direct distribution of producers - short marketing channels.

» Strengthen associativity and integral processes of production and commercialisation with innovation and added value.

» Increase the percentage of responsible public procurement.

In the case of the Nuremberg Metropolitan Region16, the territorial alliances established around the Fair Trade Towns campaigns stand out as they had a great impact in all areas. It is an alliance of several municipalities in Southern Germany that united in order to work together on projects and issues of common interest, such as sustainable development, infrastructure or the promotion of regional products. The alliance comprises of a region of 3.6 million inhabitants spread over 23 districts, and 11 cities without a district.

The Fair Trade movement in the region was born from a grassroots movement formed decades ago by businesses, NGOs, Fair Trade towns, Fair Trade shops, etc., which generated a solid network until 2017, when it was declared the first metropolitan region for Fair Trade. The strategies implemented include "City marketing" actions, the development of joint awareness-raising campaigns between municipalities, the promotion of collective responsible public procurement, and the generation of tools to ensure transparency in all processes, among others.

“Our new strategy is to bring a transformative approach to improve the livelihoods of producers, to bring Fairtrade's impact for the world, and seek to empower consumers and turn them into responsible citizens. We cannot do this alone, only through combined work can we make the link”,

Darío Soto, Executive Director of Fair Trade International.

16 Data on the Nuremberg Metropolitan Region available on: https://faire-metropolregionnuernberg.de/
Another example of success presented in this line is the #Localizanos campaign, by Xiomara Paredes of CLAC, in which eight cities in seven Latin American countries have participated and managed to generate great impact in the promotion of local markets and responsible consumption in favour of small Fair Trade producers.

Alliances to maximise the impact of Fair Trade must take place both internally and externally, with other agents and movements that are exogenous to Fair Trade but also sensitive to the transformation of the economic model and the protection of human rights and the planet. An example of this, in Spain, is the Cities for Fair Trade campaign, which for the last few years has brought together local and agro-ecological production organisations in the Fair Trade working groups of various cities.

According to David Comet, a member of the IDEAS Fair Trade cooperative, the Fair Trade Cities campaign coordinator in Spain, the promotion of fair trade joins other social demands, incorporating in its commitment to Fair Trade the promotion of local, sustainable and ecological production, which results in a beneficial alliance for both parties. In this way, this alliance integrates the demands of citizens to continue to reduce the environmental impact of marketing practices, making the demands of local producers their own and generating synergies and common spaces that allow for the promotion of global sustainable consumption, which integrates local and Fair Trade producers.

» Ethical Public Procurement

In addition to encouraging change in the consumption model, responsible public procurement can ensure the sustainability and social and environmental coherence of public policies, as these not only reflect the society they represent, but also guide the way towards the achievement of EU priorities. In Europe, for example, procurement by public institutions accounts for 16-18% of GDP, making it an essential tool for transforming the economic and consumption system and contributing to mitigating its impacts.

Public sector contracting based on criteria of social, environmental, and economic balance is an effective instrument for promoting fair trade initiatives. It is therefore essential that the policies and measures associated with the application of legislation are coherent with the objectives of social development and are aimed at the common good. It is important to establish and improve regulations to uphold the integrity of workers. Public procurement must be green, gender-sensitive and set up in a way that can be transmitted from the international to the local level.

In Europe, Directive 2014/24 of the European Parliament and of the Council of 26 February on public procurement lays the structural foundations for its use as a strategic tool to promote the objectives that each country sets and encourages states to make the most of it, contracting for inclusive growth, including SMEs and social economy enterprises, applying sustainable and resource-efficient solutions.

27 More information about IDEAS Fair Trade is available at https://ideas.coop/
In the case of the experience of the Nuremberg Metropolitan Region, its commitment to Responsible Public Procurement stands out. To this end, 70 municipalities have joined together by signing the Sustainable Public Procurement Pact with which they commit themselves to pass city and district council resolutions on sustainable public procurement, to develop and implement sustainable procurement guidelines and to procure sustainable products to the value of 8 million euros, among others. Through the Pact, they have generated a tool to measure the impact of public procurement and identify needs for action on demand-driven tenders, a dashboard that makes visible how these 8 million euros are being managed in order to ensure transparency in the processes. In addition, this contributes to the dissemination of the work carried out and the sharing of good practices in Ethical Public Procurement, publishing not only the contracting criteria applied but also the specifications and lists of suppliers. To raise awareness of the scope of this tool, they have worked on promoting the wide range of supplies that comprise responsible public procurement. In this line, they have developed campaigns such as "The Sustainable Public Procurement Suitcase" and a travelling exhibition that aims to inform employees of municipalities about sustainable public procurement options and activities in the region, as well as to collect ideas and suggestions from visitors on how to strengthen the commitment.

In order to promote Ethical Public Procurement, it is not only essential to work from and with local governments, but also to, influence the companies supplying the services to be procured with information and advice on how to access public procurement tenders and bids.

Such is the case of the experience shared by Liviana Zorzi, from the UNDP Regional Centre in Bangkok. This initiative was created with the aim of supporting and advising both local governments and companies on the best strategies for effective responsible Public Procurement. To this end, the business ecosystem is analysed and the relationship between the different actors and stakeholders is identified. Based on this analysis, they develop specific advocacy strategies for each actor in the public procurement process. On local governments, raising awareness and training public officials on the importance of abandoning the logic of cost as the only valid criterion for contracting. On suppliers, interacting with large multinationals, SMEs, and micro-enterprises, as well as with start-ups and young entrepreneurs in the development of a set of business integrity tools that provide information on the main anti-corruption standards, how to comply with them and how to access public procurement tenders and bids.

18 Information on the UNDP Regional Centre in Bangkok is available at https://www.asia-pacific.undp.org/content/rbap/en/home/about-us/regional-hub.html
3.2. DECENT EMPLOYMENT AND THE INFORMAL SECTOR

Fair Trade seeks to ensure quality employment and a way out of poverty for producer groups through the establishment of ethical and respectful trading relationships. On the labour side, Fair Trade promotes respect for local standards and international conventions on freedom of association and collective bargaining, the elimination of discrimination by promoting a safe and healthy working environment and encourages developing the skills of workers.

Fair Trade also ensures the absence of child and forced labour. Child labour is mainly concentrated in agriculture (71%), in the specific case of cocoa, UNICEF estimates that there are around 160,000 child slaves working for the cocoa industry in West Africa. This region accounts for 70% of the world’s cocoa production, with Côte d’Ivoire being the main producer.

Fair Trade trading practices include the payment of a fair price, mutually agreed on by all parties through dialogue and participation, and sustained by the market, i.e., the provision of a socially acceptable remuneration in the local context considered by the producers themselves as fair and taking into account the principle of equal payment for work between women and men.

In addition, Fair Trade provides for advance payment of at least 50% of what was agreed on if requested and the maintenance of long-term trading relationships based on solidarity, trust and mutual respect that allow producers to have lasting economic stability, fostering economic inclusion and sustainable development at the local level.

From the experiences linked to direct work with producer communities, we can distinguish the work carried out from two different approaches or strategies. On the one hand, the work carried out in Quito through the Cities for Fair Trade campaign, in which legislative initiatives are promoted with local actors to strengthen the organisation, training and marketing of small producers with a social and solidarity-based approach, given that, in Ecuador, there are many producers who work under Fair Trade principles but are unaware of Fair Trade networks and certifications and/or are held hostage by intermediaries and need support to make this transition.

On the other hand, CLAC works directly with Fair Trade producer groups in Latin America, focusing specifically on the main challenges they face, such as obstacles in accessing fair markets, given that traditional commercial channels are often dominated by large transnational corporations, the obstacles to receiving a sustainable price, the lack of generational change among producers, and the difficulty in combating the effects of climate change, which cause great losses for producers. The focus of the adaptation measures developed by CLAC is centred on the most vulnerable populations, on the most degraded environments and ecosystems with the greatest tendency to continue these processes, on the country's infrastructure and productive sectors, on the management and handling of water resources and on the articulation of planning instruments.

The actions proposed by the CLAC are aimed at strengthening the management of research and knowledge transfer, improving land use as a strategy to reduce vulnerability, improving the adaptive capacity of the most vulnerable communities, designing, and implementing an adequate institutional arrangement for adaptation, valuing and protecting the productive base based on biodiversity goods and services, and strengthening the management of cooperation and resources for adaptation.
3.3. RESPONSES TO GLOBAL CHALLENGES

At a time when urgent solutions are needed, a common transformational movement from the local and community level that has an impact on people and the planet is particularly relevant. It is imperative to make visible those good practices that have managed to establish shared leadership at all levels: social, institutional, and business; establishing local and global networks based on respect and transparency.

The initiatives compiled in the session make up a series of good practices for the promotion of Fair Trade as an economic tool for transformation. Particularly, those framed within the international Fair Trade Towns programme, present an evolution and strategic territorial development maintained over time, carrying out coordinated actions at different levels of incidence and collectively led by working groups made up of Fair Trade producers and organisations, points of sale and local governments, among others.

“It’s essential to ask ourselves how LRGs can play a role in fair trade to bring equality to all people. In Asia, we are seeing struggles to connect consumers with producers, and it is often up to local governments to encourage producers to develop”, Bernadia Irawati, UCLG ASPAC Secretary General.

To influence the transformation of our economic model towards a fairer one requires actions from each group of actors: producer groups, Fair Trade organisations, traders, local governments, civilian consumers, etc. We must act not only individually, but collectively, in order to influence the other parties in the transition towards a more equitable economic model that respects people and the planet. In the social sphere, it is vitally important for civil society to participate, through their individual consumption, in fairer alternatives and, as consumers, to demand that governments and companies opt for Fair Trade. In this sense, several of the experiences present at the conference mentioned the importance of the commitment of consumers, of responsible companies, and of young people and women leading these changes.

In the specific case of Spain, the success achieved through awareness-raising actions, which have been reflected in the consumption of Ethical Trade products, was shown. According to the latest report presented by the Spanish Fair Trade Coordinator, in 2019, Fair Trade reached an economic sales volume of 138.5 million euros in Spain as a whole, which represents an increase of more than 60 million euros compared to the previous year and in relative terms a growth of 78% compared to 2018.

Currently, there is also an increasing trend in the number and recognition of corporate social and environmental responsibility, many companies are strengthening the scale of value of their products by taking care of the human and environmental relations that are established throughout the production chain, i.e., demonstrating the social and environmental benefits resulting from their activity. This fact is also identified by Fairtrade International as one of the opportunities for Fair Trade today: companies and young entrepreneurs become the axis of change, aware of their role in the economy and a reflection of the society that supports the commercial work committed to the principles of Fair Trade.

Mareike Grytz, responsible for Fair Trade in the Nuremberg Metropolitan Region, pointed out that an essential action for local administrations and governments was the establishment of a favourable political framework to generate systemic change. From there, the role of local administration is vital, not only for the high contribution that ethical public procurement implies, but also for supporting ethical consumption alternatives by facilitating the establishment of short and safe marketing channels, the development of local markets and supporting the work of Fairtrade organisations with resources for producer groups and the promotion of international cooperation projects.
4. CONCLUSIONS

At a time of multidimensional systemic crisis such as the one in which our societies find themselves, the economy translated through trade and collective and individual consumption stands as an answer to many of the major challenges identified.

In order to lead change from cities, it is important to institutionalise fair trade policies in the medium and long term, and to identify the links between fair trade and sustainable consumption, particularly in food chains. The voices of the most vulnerable people must be heard and local tools must provide answers and translate into global changes. Integrating consumer and producer rights into our systems will help to generate synergies and common spaces to create fair global trade.

Fair trade policies are a pathway to a supply chain that will facilitate transparency in terms of remuneration and access to global markets. In this line, the Fair Trade Towns campaign represents an inclusive example of "global advocacy working from the local", providing a framework for cities, but with the relevant freedom to successfully translate the standards or criteria set by the campaign into local needs and idiosyncrasies. In this way, it encourages voluntary engagement, urban-rural partnerships, and the establishment of regional governance networks with business, science and academia, culture, and administration.

Ethical trade is postulated as a solution of tangible success through the long experience of Fair Trade organisations, producer groups and consumers, which international institutions legitimise and whose good practices have been demonstrated. In all of them, the importance of co-creating governance models stands out, from local and regional levels of government and together with civil society, promoting favourable and reliable political frameworks, capable of involving those agents of change who have demonstrated more than sufficient skills and leadership to shape a more sustainable and equitable future.