

German Fairtrade-Towns – Development, changes and possibilities

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FAIR TRADE
TOWN CONFERENCE
2021



FAIRTRADE
DEUTSCHLAND

Workflow Impact – 18 November 2021

The German Fairtrade Network



- ▶ 768 Fairtrade-Towns
- ▶ Half of the German population lives in a Fairtrade-Town
- ▶ 2009: 9 vs. 2019: 65 vs. 2020: 54 awarded towns



- ▶ 805 Fairtrade-Schools
- ▶ Over 620.000 students visit a Fairtrade-Schools



- ▶ 35 Fairtrade-Universities
- ▶ 8% of all universities in Germany are Fairtrade-Universities

Aktionen und Kampagnen 2022

30 Jahre Fairtrade Deutschland e.V.



activities & events

2022

LIZENZNEHMER-TREFFEN
27.10

TERMINE

How to become a Fairtrade-Town

- 1) Local council passes a resolution supporting Fairtrade and agreeing to use Fairtrade Products
- 2) A local steering group ensures continued commitment to the Fairtrade-Town Status
- 3) Fairtrade products are readily available in the area's shops & served in local cafés, restaurants etc.
- 4) Fairtrade products in public facilities
- 5) Press and media work for local activities on Fairtrade

Faire Woche - constant commitment

- ▶ 2013 > 2566
- ▶ 2016 > 2160
- ▶ 2019 > 2103
- ▶ 2020 > 1592 (Covid-19)
- ▶ 2021 > 1992



Hot Topics



- ▶ Public Procurement & Strategy for Sustainability
- ▶ e.g. European Region Nuremberg & Ruhr region



- ▶ Districts & Regions
- ▶ ca. 50 Fairtrade-Districts & 8 Fairtrade-Regions



- ▶ Digital Community
- ▶ social media, online campaigning etc.



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**GEMEINSAM
MEHR
BEWEGEN**



 **FAIRTRADE**

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Possibilities

- ▶ Strengthen digital communication
- ▶ Reactivate „street events“ after the pandemic
- ▶ Offer individual support for procurement, marketing, education
- ▶ Connect local issues & „big politics“
- ▶ Support growing regional networks
- ▶ Empower Fairtrade Youth



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Thank you!

Questions?

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