

Italian experience in Green and Fair Trade Procurement

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Evolution of the Green Public Procurement concept

- The sustainable developing makes the GPP including also social issues (Social Public Procurement)
- The attention to the product quality involves all the process including also the labour condition of the production
- Starting point of the Fair Trade Public Procurement project in Italy was the national Financial law of 1999: at least 1 organic food in the school canteens

“Social responsibility” of Public Administrations”

**2004 AALBORG+10 – TO INSPIRE THE FUTURE
OUR RESPONSIBILITIES**

We, European local governments...

- We carry out a central role in assuring a sustainable development...
- In the meantime we should assure that our actions to improve the quality of local life
- do not threaten actions made by people in other part of the world or by future generations.
- We are the governmental component closer to the European citizens and
- **we have opportunities to address individual behaviours in favour of sustainability**

The Aalborg "Commitments"

4 RESPONSIBLE CONSUMPTION AND WAYS OF LIVING

We commit ourselves to adopt and to encourage a careful and efficient use of the resources, encouraging a sustainable consumption and production.

We shall work, then, in all our community:

- **1. to prevent and reduce waste production and to increase reuse and recycling.**
- **2. to work and deal with the waste according to the best usual procedures.**
- **3. to avoid unnecessary use and to improve energetic efficiency.**
- **4. to have recourse to sustainable contract procedures.**
- **5. to promote actively a sustainable production and consumption, with particular attention to eco-certificated products of the fair trade.**

European Council Social Economy Forum 2004

Local and regional authorities for a responsible consumption

The role of local administrations:

- Support to the social aspects for a sustainable development
- Awakening campaigns
- Support rules
- Tax incentives
- **Insertion of social clauses in contracts for public acquisitions.**

Codice "De Lise" : italian adoption of EU directives n°17 – n°18



Art.2 Principles

paragraph 2. Principle of economy **can be subject to the criteria based on social needs** provided in the notice, as well as to health and **environmental protection and promotion of sustainable development**, within the limits that the rules and this code allows.

Fair Trade & Public Procurement: why it is crucial



Public authorities are the main “consumers” in Europe:

- The European Commission estimates public purchases in **€1,500 billion**, corresponding to **16,3% of GDP**
- Similarly in Italy the figure **is 18%**
- **Particularly in Italy catering for schools and colleges** corresponds to **€1.6 billion**, covering nearly **2 million students.**

Fair Trade & Public Procurement

Introduction of ethical clauses in tenders: **how?**

- Contractual obligation (on certain products) to supply fair trade products
- Possibility of an additional score for the companies that will engage further
- Possibility of an additional score for activities of "education to responsible consumption"

2005 Campaign for "Fair Procura"

Fair Trade
Organisations
involved: **94**

Signatures
45.000

167 signatures' letters
to

132 Towns- 8 Provinces - 4
Regions
6 Hospitals - 10 Universities-
7 Others

Postcards:
5.000



Fair Trade & Public Procurement: an opportunity from the schools canteens



- Enlargement of the market for the producers
- Support to the sustainable economy in the territory
- Formative opportunities for students - teachers - families; educational power of the refectory service
- Involvement of companies working in the catering sector

Fair trade and public purchase in Italian schools: actual situation

- More than **250** Public Administrations contacted
- **150** Tender for contracts with products and services of the fair trade
- Supplies in progress in more than **120** administrations
- **30** Companies of scholastic catering involved
- More than **60** no profit local organisations involved

Fair trade and public purchase in Italian schools: actual situation

- Value of the fair trade products inserted in the school canteens in Italy (07-08): **8 millions of euro**
- **Students involved** in tender for contracts with fair trade criteria: about **500.000**
- Products (also organic): bananas, pineapples, snack, chocolate, quinoa, cous cous, rice, legumes, sugar, honey, camomile, cacao, marmalade, biscuits,

Fair public procurement in Italian schools)



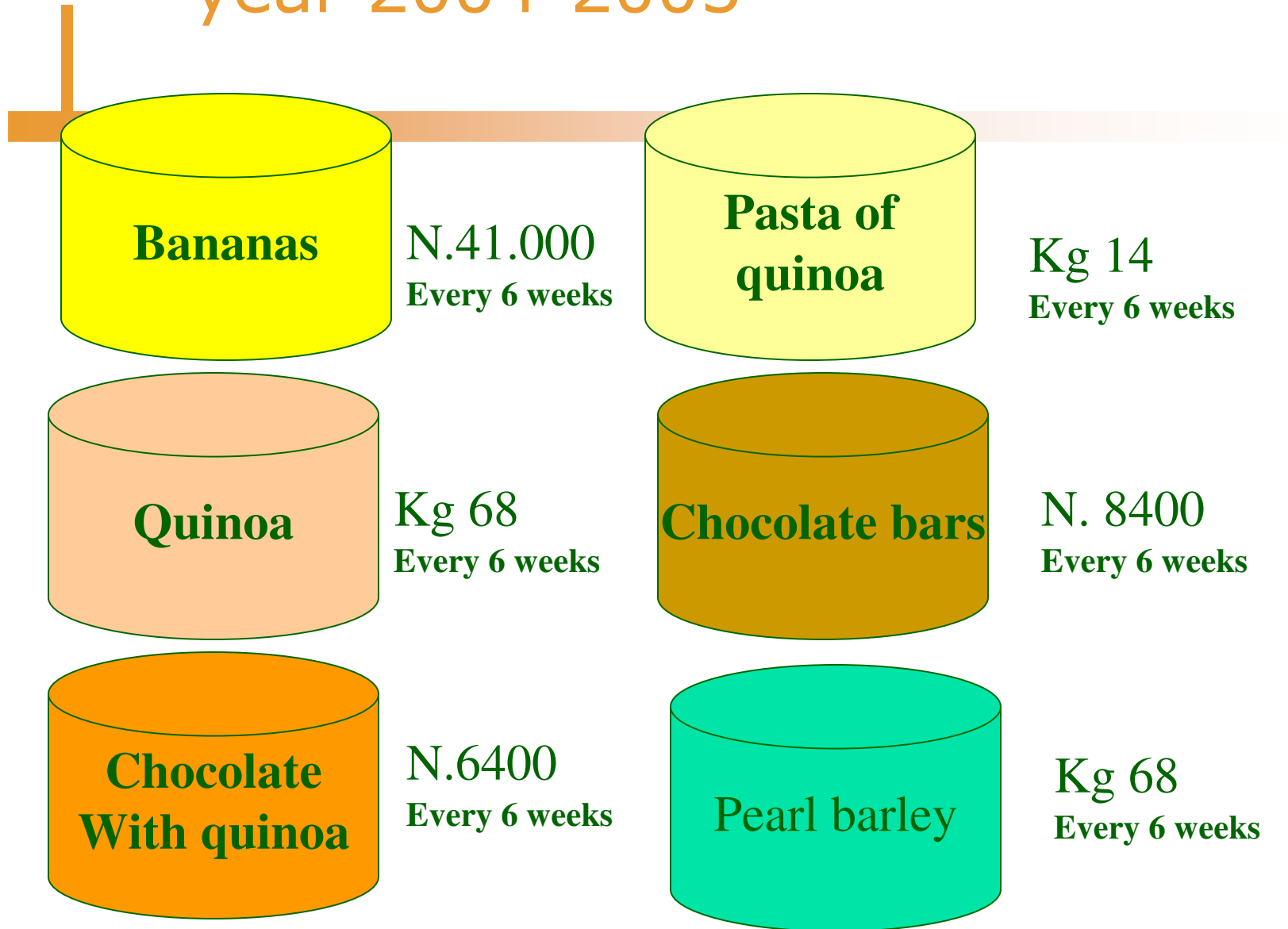
City of Genoa, "2002-2005 Tender"



...“Food security, ecosustainability and traceability on food process”:

- The municipality asks for and promotes the use of organic food, local and traditional, fair trade products...”
- The municipality promotes project finalized to encourage the traceability and the health education...”
- 2/100 points premium

City of Genoa school canteens: year 2004-2005



Introduction in the tender: Municipality of Rome 2007-2012

TITLE V

CHARACTERISTICS OF RAW MATERIALS NECESSARY FOR THE PREPARATION OF THE MEALS

Art. 41: technical specifications for the raw materials
omissis.....

- **a) once a week, as fruit after lunch, and once a week as snack, it will be compulsory to supply fair trade bananas.**
- **b) once a week, as snack middle morning, it will be compulsory to supply fair trade chocolate bar**
- **c) once a week as snack middle morning and when there is cold meal, it will be compulsory to supply fair trade biscuits**

Schools canteens in Rome: impact on the market

- **Bananas bio fair trade:**
 - 290.000 pieces per week
(about **45.000 kilos**, 2500 boxes a week, about 100.000 boxes during school year)
 - Corresponding to **10% of the whole market of organic bananas** in Italy
- **Chocolate snacks bio fair trade:**
 - 145.000 pieces per week
(more than **5 millions of snacks in the year**)
 - Corresponding to **0,5% of the whole chocolate market in Italy**
- **Biscuits:**
 - 210.000 pieces per week (**8 million** during the school year)

Schools canteens in Rome: impact on fair trade producers

Example of a project: El Guabo –
association of banana producers in Ecuador

- More than 300 small producers involved
(there were only 100 5 years ago)
 - Fixed price: \$9,5 for 1 carton of 18,4 kilos of biological bananas
 - No chemical products (bio bananas or integrated fertilizer system, but never dangerous products for health).
 - Autonomy from exploiting middlemen.
 - Guarantee of stability for the future.
 - Social services for producers: health, education.

Fair trade in school canteens: Problems

- Cultural prejudice (is quinoa against Mediterranean diet???)
- Safety prejudice (are fair products less safer than the other ones???)
- Dietetic prejudice (does fair product taste good? are they nutritional fine?)
- Economic aspects

NEED OF A GOOD COMUNICATION STRATEGY

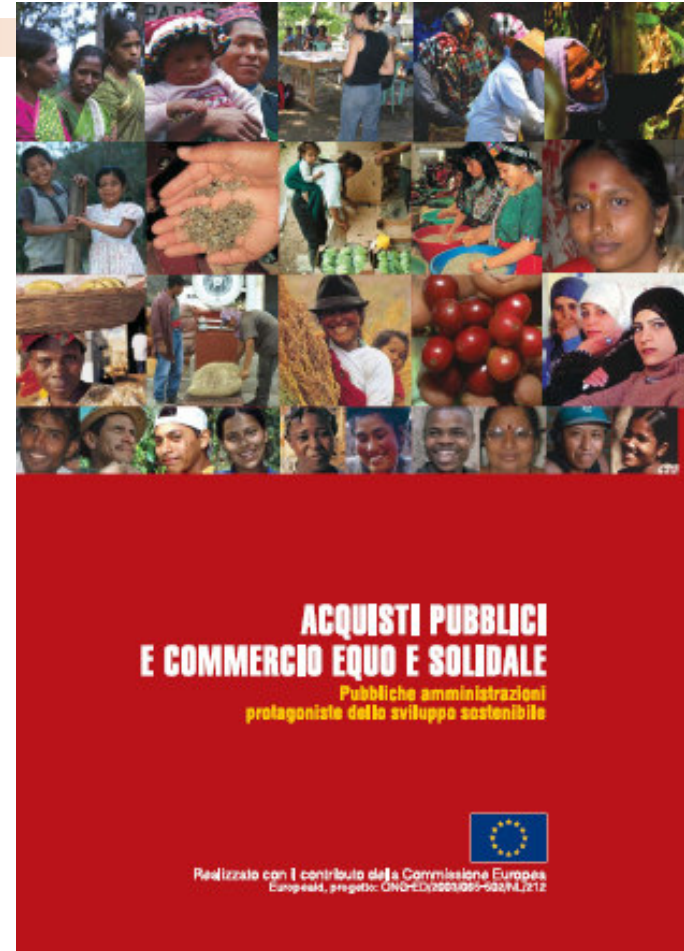
Alimentary education: a great opportunity



- Possibility to teach different cultures from faraway lands, to speak about food rights, to have more responsible consumers
- Tools:
 - Explicative brochure on fair trade to student families
 - Formative activities for teachers and students
 - Didactic exhibition with cartoons
 - Theatre performance for children

Fair Procura Manual

- Fair Procura project
- Fair trade
- How to recognise FT
- Fair trade procurement: why?
- Fair trade procurement: How?
- Best practise examples (canteen, vending, catering, gadgets, ...)



Regional law: Liguria case



- 2007: regional law to recognize Fairtrade and support local organizations for cultural activities (300.000 euros)
- 2008: additional funds to support local municipalities in their purchases of fair trade products (410.000 euros for fair trade organizations; 140.000 euros for public fair trade purchases)

Fair Trade Towns in Italy



www.cittaequosolidali.it

Transfair/Fair Trade, Coordinamento
agenda21, Enti locali per la pace,
Agices

+

CTM Altromercato, Commercio
Alternativo, Assobotteghe



*"Actually fair trade is opening
a room of justice
in international trade.*

*For this reason we ask the WTO for
a clear confrontation on the rules.
A fairer trade is possible"*

Rigoberta Menchu, Nobel prize

THANK YOU !



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Green Public Procurement in Italy

- Law 22/1997: more than 40% of recycled paper
- Financial law of 1999: at least 1 organic food in the school canteens
- Law 448/2001: more than 20% of rebuited tyres for cars
- Law 203/2003: more than 30% of furniture made by recycled material