



EU CITIES FOR FAIR AND ETHICAL TRADE AWARD



EU Cities for Fair and Ethical Trade Award

Rules of Contest
2nd edition of the Award:
EU Cities for Fair
and Ethical Trade Award 2021

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Background and Objectives

What is the Award about?

The EU Cities for Fair and Ethical Trade Award (the “Award”) is an initiative of the European Commission, Directorate-General for Trade (DG Trade), based on a commitment in its 2015 *Trade for All* communication on trade and investment strategy. The initiative is implemented by the International Trade Centre (ITC).¹

The Award aims to recognize, celebrate and scale-up cities’ achievements in the area of sustainable, fair and ethical trade with third countries, which can bring more sustainable opportunities to producers elsewhere and thus support sustainable and inclusive development.

“Sustainable, fair and ethical trade” encompasses a wide range of initiatives and schemes pertaining to the social, economic, and environmental pillars of international trade.² This includes, but is not limited to, initiatives that take into account working and social rights, economic viability, and environmental protection. Such initiatives can include a variety of voluntary standards and labels, but they can also go cover other tools and mechanisms.

The Award is part of the EU’s efforts to raise awareness about how purchasing decisions of EU consumers can affect the environment and livelihoods of people in other countries – and the role that cities and local authorities have to play in making sure that those decisions are well-informed.

Cities will have the opportunity to showcase their efforts in raising awareness about and commitment to sustainable, fair and ethical trade – and to learn about new approaches from other cities and local authorities through exchange of good practices, ideas, initiatives, and experiences.

The Award is a unique opportunity for EU cities to raise their international profile and to gain inspiration from other EU cities in enhancing trade’s contribution to the UN Global Goals for Sustainable Development (SDGs), enshrined in the 2030 Agenda for Sustainable Development.

¹ The International Trade Centre is the joint agency of the [World Trade Organization](#) and the [United Nations](#). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations’ Sustainable Development Goals. For more information, visit www.intracen.org.

² For the purposes of the Award, ‘sustainable trade’ is interpreted as sourcing of products that are produced sustainably, i.e. with less harm to the environment, with respect to human rights and provision of good working and employment conditions. This may for example include products compliant with sustainability standards or schemes (e.g. Fairtrade, Organic, Rainforest Alliance) and/or internal sustainability codes of conduct of companies.

Why should cities participate?

The Award comes with a range of benefits for the applicant and winning cities:

- **Promotion of pioneers** and championing of inspiring cities and their stories of sustainable trade;
- **Prestigious recognition** for cities supporting sustainable, fair and ethical trade with the winners announced during the Award ceremony;
- **Increased visibility and enhanced reputation;**
- **Networking and experience-sharing opportunities** for shortlisted cities in the Network of EU Cities for Fair and Ethical Trade;
- **Opportunity to implement a sustainable city cooperation project in a developing country** with the International Trade Centre (ITC) and funded by the European Commission.

Why cities and trade?

Over the last 20 years, the response by businesses to social and environmental challenges of global production was to incorporate new sustainability parameters in sourcing strategies, often through the adoption of sustainability trade schemes (standards, internal sustainability codes, codes of conducts and the like). With the adoption of the SDGs in 2015, more consumers are conscientious about the way the goods and services that they buy are produced. More needs to be done, however, to further increase awareness, understanding and uptake of the sustainable trade schemes amongst both consumers and producers and to ensure that they truly generate value in order to unleash the potential of trade to contribute to the achievement of the SDGs.

Cities have traditionally been hubs of global trade, serving as gateways for Europe's economic links with the rest of the world. Today, more than two-thirds of Europeans live in cities and towns. The bulk of the EU's consumption is therefore driven by city consumers. As such, EU cities have great potential to drive sustainable consumption and production patterns through trade. Cities are already leading the way as pioneers on many different sustainability issues, developing innovative solutions for environmental, social or economic problems. Better knowledge about the specific local conditions, challenges and stakeholders allows them to come up with context-specific solutions that are more likely to resonate with their citizens, respond to the local circumstances and thus generate greater impact. As such, cities are in a unique position to enhance consumer awareness and commitment to sustainable, fair and ethical trade schemes.

Focus of the Award

As part of its commitment to a more responsible trade and investment policy, outlined in its 2015 *Trade for All*³ strategy, the European Commission has taken significant steps to support fair and ethical trade schemes over the years. It considers such schemes beneficial for developing more sustainable trade opportunities.

In the *Trade for All* strategy, the Commission commits to promote “fair and ethical trade” without referring to a particular scheme. The European Commission’s efforts in this area are broad; the focus is particularly on improving the information flow about sustainable trade schemes to ensure that EU consumers understand the criteria underlying each scheme and are able to make informed decisions.

In its *Trade for All* strategy, the European Commission specifically suggested the launch of a city award to raise awareness and spread schemes that promote fair and ethical trade.

The Award, launched in 2017-2018, covers cross-border **trade between the EU and third countries**, highlighting the interconnectedness of the EU with the rest of the world as an important part of this initiative.

The Award is designed to encompass the entire city ecosystem of sustainable trade by focusing on public policy but also taking into account efforts by and collaboration with civil society and the private sector. It thus considers both the policies and practices within EU cities driven by the local government authorities as well as those by other city stakeholders outside the government in support of sustainable, fair and ethical trade. Overall, **the Award illustrates how EU cities set an example by having a global impact on sustainable, fair and ethical trade across borders through local efforts.**

³ European Commission (2015). Trade for all: Towards a more responsible trade and investment policy. Available from https://trade.ec.europa.eu/doclib/docs/2015/october/tradoc_153846.pdf

II.

Conditions of Entry and Basic Rules of Participation

1. → The application process will be open to cities in the EU member states.⁴
2. → For the purposes of the Award, a city is defined as an urban area (not including metropolitan areas) with a local **administrative unit governed by a city council or another form of democratically elected body** that covers the urban centre.⁵ This point is to avoid overlap between greater metropolitan areas and cities when applying, especially since the overall sustainability ecosystem would overlap between a specific city municipality and its respective metropolitan area. In cases where there is a greater diversity of the municipal governance of the larger urban area (e.g. communes, districts, etc. forming together an urban centre) and the individual units would like to apply, the prospective applicants are strongly **encouraged to contact the Award Secretariat** to verify eligibility prior to submitting their application.
3. → Applications can be submitted by cities with populations above 20,000⁶. Entrants can substantially differ in size, which will be taken into account through the cities' context criteria when reviewing the applications. The assessment of the applications will be based on the cities' vision and overall 'story', rather than, for example, budgetary and other resources available to the city for activities in the area of sustainable, fair and ethical trade. In countries that do not have at least three cities with a population of 20,000 inhabitants or above, the country's three largest cities are eligible to apply.
4. → The application process is open and free of charge for all cities meeting the criteria described in paragraphs 1-3 above. The overall city profile will be assessed based on the application form, which covers a variety of efforts or observable situations with regard to the city's performance in areas of sustainable, fair and ethical trade.
5. → The application may be initiated by either any representative from the city government or any other stakeholders in the city such as citizens, civil society organisations or the private sector. The latter are encouraged to nominate their city for the Award, by way of starting the application on the city's behalf or collecting the necessary information to share with the relevant city representatives. Any such nominations will, however, need to be accepted by the local city government, which will have to coordinate and manage the completion and submission of the application.

⁴ For applicant cities located in the UK: Please be aware that the eligibility criteria must be complied with at the moment of awarding the "EU Cities for Fair and Ethical Trade Award".

⁵ See *Cities in Europe: The New OECD-EC Definition*. RF 01/2012

⁶ This level is lower than the 50,000 inhabitants threshold used to define a "city" by the OECD and the EC.

6. → Only local authorities (i.e. representatives from the city administration) are authorised to submit the final application.
7. → In order for the application to be complete and valid, it must contain a **completed Mayoral Declaration signed, stamped by the signatory authorised by national law to legally represent the city. This is typically the Mayor or Deputy-Mayor of the city**, and/or other senior political representatives in charge of international cooperation or sustainable development. The Mayoral Declaration template (in English) is an integral part of the Application Form pack and can be downloaded by applicant cities. In cases where the Mayor is not the signatory, the applicant city must provide an explanation of the signatory’s power of authority (in the format of a one page annex in the city country language). The Mayoral Declaration ensures that the city administration is in agreement with the application being submitted on behalf of the city. Applications that are submitted without a duly signed and stamped Mayoral Declaration will not be accepted and will hence be excluded from entering the competition.
8. → The overall Award winner from the latest Award cycle can apply again for the Award after a waiting period of one award cycle. Applicant cities that were awarded ‘Special Mentions’ and any other applicant cities may re-apply immediately in the subsequent award editions as there is no waiting period for those cities. However, “Special Mention” cities will not be considered for competition in the same category that they won in the previous Award and one Award-cycle waiting period also applies before cities can win the same category again.
9. → The European Commission may exclude participants that are in one of the situations referred to in Article 106(1) and Article 107 of the Financial Regulation applicable to the general budget of the Union and its rules of application.

III.

Application Format

1. → Structure:
 - a. → Applicants will need to respond to all six guiding questions in the application form, following the format described in the Application Guidelines. The application form also calls for a City Summary Pitch that describes the “story” behind the city’s application, as well as the City Context Criteria that describe basic city demographic, economic and international situation.
 - b. → While cities are free to choose the way in which they would like to compile their application narrative, they should answer the questions as precisely as

possible, allocating relevant content to the appropriate questions. All questions in the application form must be answered. In the case where an answer cannot be provided, the cities must briefly explain the reasons for not doing so. The evaluation will be based on the “overall story”; therefore, leaving out one question for a valid reason does not disqualify a city.

- c. Applicants can revert to a new guidance document (the ‘Guidelines on the Application Form’) which explains each question and provides basic examples inspired by the previous Award edition(s). Part of the guidance also includes examples of evidence that the city applicants can provide to support the claims made in their applications. The emphasis should be on presenting a coherent, compelling and engaging story of the city’s approach towards sustainable, fair and ethical trade. Supporting evidence/documentation must be clearly linked to the overall city story and narrative, in order to create a succinct, compelling and complete application.
- d. The Application Form and the related Guidelines are complemented by a compendium of good practices (Sustainable Trade Champions 2019). The compendium presents examples of inspiring, innovative and replicable initiatives and approaches that were drawn from the applications to the first Award cycle in 2017-2018. The compendium of good practices and the Application Guidelines together build on and supersede the single 2017-2018 Award Application Guidelines, the so-called ‘Living Book’. Each subsequent Award edition will provide new inputs into the compendium of good practices, thus creating a continuous learning and knowledge-sharing process.
- e. Each Application Form question has a specified word limit. This word limit is detailed in the online Application Form. The total text submitted by the city in answering the application questions must not exceed 4,500 words.

2. → Submission:

- a. Applications are to be completed and submitted through the online portal on the Award website. The online portal includes sections where supporting evidence (.jpg, .pdf, and others) can be uploaded and other references can be included (e.g. adding URLs).
- b. The Application Form includes a section where the PDF of the signed and stamped Mayoral Declaration can be uploaded, prior to submission of the application.
- c. Only fully completed applications that are accompanied by the signed Mayoral Declaration and supporting evidence (if applicable) and that are submitted within the application period will be considered for competition.

- d. Formal submission of the application will be done through the online application portal, and applicants will receive an email acknowledging the successful submission of the application in the online system. Any technical problems in relation to formal submission will be treated on a case-by-case basis through the Award Secretariat.

3. → Language:

- a. To facilitate the handling, analysis and comparison of applications, and to facilitate the cities' exchange of experiences in the Network (see Section VI), cities are encouraged to submit their application in English.
- b. However, applications can be submitted in any of the twenty-four (24) official working languages of the EU. Submitted applications will be translated into English for evaluation purposes by the Secretariat of the Award (evidence material will however remain in the original language).

IV.

Application Process

1. → An **Award Secretariat** will manage the application process. The Secretariat is a technical/communications agency that will promote the Award and communicate with interested parties before and after the call for applications. The Secretariat will also receive and process the applications. The tasks of the Award Secretariat include:

- a. Executing an awareness-raising campaign about the Award and its second edition, and ensuring a sufficient number of applications by interested EU cities;
- b. Providing day-to-day support for the implementation of the Award and working with the Award winner on the development and dissemination of promotional materials;
- c. Coordinating and overseeing the call for applications as well as the application process of the Award (first screening of applications, structuring of the applications for the Evaluation Committee);
- d. Organizing the Award ceremony;
- e. Periodic reporting to ITC and the European Commission (DG Trade).

2. → The call for applications will be launched in January-February 2020. The exact dates

of the application period, including its end date in 2020 will be communicated on the Award website (www.trade-city-award.eu).

3. → A series of applicant guidance webinars will be held during the application period. These webinar sessions will provide an overview of the application process and allow applicant cities to ask questions. The webinar dates and times will be announced on the Award website and via email.

V.

Evaluation Process and Criteria

1. → The **Award Secretariat** will conduct an initial screening of all submitted applications to ensure that applications have been properly formatted and that they fulfil the necessary requirements. The application assessment will then be conducted via a two-step process by the Evaluation Committee and the Jury.

2. → The **Evaluation Committee** is a multi-stakeholder group of 10 professionals in the field of fair, ethical and sustainable trade and public policy. The members are selected via an open application process.
 - a. The members of the Evaluation Committee serve on a voluntary basis; they do not receive any financial compensation for their participation.
 - b. The Evaluation Committee is responsible for assessing Award applications based on **their collective expertise** and **specific Award evaluation criteria and methodology** developed by the ITC and the European Commission. In case of outstanding substantive questions, the Evaluation Committee can contact the cities for clarifications, via ITC and the Award Secretariat.
 - c. The main task of the Evaluation Committee is to determine a shortlist of the most outstanding applications (5-10 applications, depending on the number of applications received), which will then be presented to the Jury for their decision.
 - d. The Evaluation Committee will meet in person once, to make a decision on the shortlist and appoint a Rapporteur.
 - e. The Rapporteur will present the results of the Evaluation Committee's deliberations to the Jury.
 - f. It is anticipated that the Evaluation Committee will arrive at their decision by consensus. If consensus cannot be reached, a voting method will be put in place.
 - g. The Evaluation Committee is managed by ITC, with support from the Award Secretariat and the European Commission where necessary.

3. → The **evaluation methodology** of the Evaluation Committee is based on the following criteria:

- a. Overall city direction and strategy:** A vision, strategy and objectives are in place to help guide cities in taking decisions and implementing actions in line with sustainable, fair and ethical trade principles;
- b. Policies and activities:** Breadth, scope and type of policies, practices and initiatives to drive sustainable, fair and ethical trade and awareness for such schemes;
- c. Stakeholder engagement and participation:** Involvement of and cooperation with and amongst various city stakeholders e.g. different city departments, civil society, academia, businesses etc;
- d. Measurement, evaluation and impact:** Tools to measure and evaluate initiatives are in place; initiatives are showing impact;
- e. Presentation and communication:** The city presents its engagement in a compelling and coherent manner.

The Evaluation Committee considers the general completeness of the submission, substantiation of the claims made in the main text of the application, as well as the compelling nature of the overall efforts made by the applicant city. The weighting of the criteria will be specified on the website at a later stage, during the application period.

4.→ The **Jury** consists of seven representatives from EU institutions, the private sector and NGOs, as well as the Rapporteur from the Evaluation Committee. The European Commission, in collaboration with ITC, will nominate the **Jury** for each edition of the Award.

- a.** The members of the Jury serve on a voluntary basis; they do not receive any financial compensation for their contributions.
- b.** The Jury is responsible for assessing the applications based on **their collective expertise and specific criteria** developed by ITC and the European Commission. The Jury's decision will be based on the content of the shortlisted applications, the evaluation reports from the Evaluation Committee, as well as live city pitches made before the Jury (see Section V.6.e below).
- c.** The main task of the Jury is to determine the Award Winner and the 'Special Mentions' from the shortlisted applications.
- d.** The Jury will meet in person to hear the city pitches, deliberate and make a decision on the winning city and Special Mentions.
- e.** Similar to the Evaluation Committee, it is expected that the Jury will arrive at their decisions via consensus. However, if consensus cannot be reached, a voting method will be put in place.

5. → The Jury takes into consideration the **following aspects** in its final decision:

- a. The set of evaluation criteria applied by the Evaluation Committee in their assessments;
- b. The potential of the applicant city to act as an Ambassador of the Award and of the values promoted by the Award;
- c. The potential for the applicant city to champion and actively contribute to the Award Network and the implementation of the Award project with ITC;
- d. Future prospects and sustainability of the city's efforts.

6. → The application **assessment process** consists of the following steps:

- a. The Evaluation Committee prepares a shortlist of outstanding applications. The Committee's analysis will be based on the Award evaluation criteria and methodology. The Committee decides on the exact number of shortlisted applications (5-10).
- b. The Evaluation Committee also has the power to nominate candidates for Special Mentions. The Special Mentions nominees will be selected from the pool of shortlisted applications.
- c. As the coordinator of the Evaluation Committee, ITC will draft an evaluation report for each shortlisted city application, which will be based on the Award evaluation criteria and methodology and the Evaluation Committee's individual assessments. The reports will form part of the package for the Jury.
- d. The Jury will then decide on:
 - The Winner;
 - The Special Mentions.
- e. Shortlisted cities will present their applications (the live city pitch) via a short video-conference to the Jury, on the same day of Jury proceedings. ITC and the Award Secretariat will liaise with the shortlisted cities to organize this.
- f. The Jury's final decision for the Winner and the Special Mention categories will be closed (non-public).

7. → The Award Ceremony or the Winner and the Special Mentions will be held in Ghent, Belgium in October 2020. Subsequent editions of the Award Ceremony are to be held in the title-holding city.

8. → The winner of the Award will receive the title of **EU City for Fair and Ethical Trade 2021**.

⁷ Subject to the approval of the EU 2020 Budget and approval by the College of the 2020 Financial Regulation for Aid for Trade. The award of this prize will follow the rules on indirect management (art.60) as set out in the Financial Regulation applicable to the general budget of the Union and its rules of application.

9. → The remaining cities from the shortlist will be considered for '**Special Mentions**' in the following categories:

- *Inspiring Procurement Practice;*
- *Innovation;*
- *Global Partnerships;*
- *Education and Community Participation.*

The Jury has the right to decide on the final list and categories of the Special Mentions in any given Award cycle, based on the nature of the applications received.

VI.

Benefits

1. → The benefits of the Award are the following:

- a. The winning city and those who received a 'Special Mention' will be able to carry their respective titles from the date of the October 2020 Award ceremony until the next edition of the Award ceremony in 2022.
- b. The winning city will implement a cooperation project with ITC technical support, in a developing country. The project is an opportunity for the winning city to make a positive impact in its area(s) of specialization vis-à-vis sustainable, fair and ethical trade. Generally, the idea behind the implementation of the cooperation project is to help encourage cities in the EU to increase contacts with cities in developing countries. The European Commission will make this project possible via a contribution of 100,000 €⁷ to ITC. ITC will implement the project in cooperation with the winning city and will use the 100,000 € to cover the project implementation costs. The winning city is not expected to bear direct financial costs for the implementation of this project.
- c. The shortlisted cities will automatically be offered membership in the Network of EU Cities for Fair and Ethical Trade, an informal structure facilitating the exchange of best practices as well as practical approaches and solutions related to sustainable, fair and ethical trade at the city level. Network members may consider the coordination of joint actions and collaboration on projects, subject to confirmation of such objectives within the Network itself.
- d. Promotion of the winning city and Special Mentions through targeted content and channels.

- e. The European Commission and ITC will promote good practices from applicant cities and their stories of sustainable trade through the award website and other communications channels. All applicant cities can be featured in the compendium of good practices of the EU Cities for Fair and Ethical Trade Award, which is updated and expanded through each Award edition. As such, applicant cities contribute to the rich compendium of knowledge and experience on sustainable, fair and ethical trade in the EU, gathered via the Award process. The examples to be included in the compendium are selected by ITC and are based on a review of the cities' applications, reports of the Evaluation Committee and Jury deliberations. The ITC team may follow up with the city applicants directly to obtain further information about the initiatives it plans to feature.
2. → A city can enjoy the benefits of the Award only if it will be part of the EU during the whole period in which it would carry the title of the Winner or a 'Special Mention'.

VII.

Commitments of the Shortlisted and Winning Cities

1. → By applying to the EU Cities for Fair and Ethical Trade Award, the Award finalists (shortlisted cities) agree to the following:
- a. Both finalists and Award winners (the Winner and Special Mentions) must promote the Award by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.
 - b. The shortlisted cities that accept the invitation to join the Network of EU Cities for Fair and Ethical Trade will be bound by the Network's Terms of Reference (TORs), developed in 2018-2019 after the first edition of the Award and modifiable in the subsequent editions of the Award.
 - c. The winning city (the Winner) commits to its involvement and participation in the follow-up cooperation project (as specified in Section VI.1.b), with the primary implementation responsibility (technical assistance) of ITC and financial

support and guidance by the European Commission.

- d. The winning city (the Winner) agrees to host the subsequent Award Ceremony.
- e. The winning city (the Winner) agrees to present the outcomes of the development cooperation project at the subsequent Award Ceremony.

2. → Award winners agree to the proper use of the EU Cities for Fair and Ethical Trade Award logo and other branding material throughout their communication efforts in relation to Section VI.1.a (for Branding Requirements and Guidelines, please refer to Annex 2).

VIII.

Cancellation of the Contest

- 1. → The European Commission reserves the right to terminate the Award contest before its closing date without any obligation to indemnify contestants.
- 2. → The European Commission has the right to decide not to award the benefits if no applications are received, if no applications meet the eligibility criteria or if no applications are to be awarded by the Jury.

IX.

Conflict of Interest

- 1. City applicants, evaluators and Jury members must take all measures to prevent any situation where the impartiality and objectiveness of the award of the prize may be compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest.

⁸ OJ C 288, 31.08.2017

⁹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

2. They must inform the European Commission and ITC without delay of any situation that may constitute or lead to a conflict of interests and immediately take all necessary steps to rectify this situation.

3. The European Commission may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

X.

Personal Data

1. → Participant cities agree that the European Commission can publish the following information:
 - a. Name of winning city and 'Special Mentions' and results in relevant categories;
 - b. Application forms of applicants and/or the relevant summaries and excerpts thereof;
 - c. Photos or other visual communication materials from the Award Ceremony;
 - d. A summary of the cooperation project with the ITC.
2. → Personal data will be treated by the European Commission and ITC according to Regulation 2018/1725 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data⁸. The personal data from contestants will be processed in accordance with this regulation⁹.

XI.

Complaints

The Law of the Union applies on the award. Complaints can be brought before the General Court under Article 263 of the Treaty on the Functioning of the EU (TFEU).

XII.

Legal Status of the International Trade Centre

The International Trade Centre (ITC) is a joint subsidiary organ of the World Trade Organization and the United Nations and enjoys privileges and immunities as granted under the Convention on the Privileges and Immunities of the United Nations adopted by the General Assembly of the United Nations on 13 February 1946. Nothing in or relating to the ITC activities in relation to the Award shall constitute or imply the waiver by ITC of any of its privileges and immunities.

XIII.

Contacts

fairandethical@trade-city-award.eu

+32 497 880 079

+32 492 867 226



ANNEX 1 Mayoral Declaration: EU Cities for Fair and Ethical Trade Award 2021

I, the Mayor/authorised signatory* of _____, _____,
City Country
hereby declare that _____ has submitted an application for the
City
EU Cities for Fair and Ethical Trade Award 2021.

I confirm that all information submitted in the application is true and accurate to the best of my knowledge and I agree in full to the Rules of Contest.

Signed

Name in all capitals

Mayor/authorised signatory* of _____
City

Date _____

* Signatory authorised by national law to legally represent the city



ANNEX 2 Branding Rules and Requirements

Overview

A graphic identity (logo) for the Award was developed by the International Trade Centre to build awareness that EU Cities for Fair and Ethical Trade Award status is awarded following a stringent competition that is adjudicated on by both an evaluation committee and a jury.

The logo highlights that the Award is an initiative of the European Commission and, as such, is a credible and verified European competition.

The EU Cities for Fair and Ethical Trade Award brand and logo is an important communication tool and ensures continuity of the Award brand.

Winning City Commitments

The EU Cities for Fair and Ethical Trade logo represents the prestigious European Commission designation that a city is awarded following an EU-wide competition. It is the reason why a winning city is able to promote itself as a Fair and Ethical Trade City. The "winning city" logo should be used in its configuration by all winning cities and their agents. Special Mention cities should display the logo but must include their respective titles (e.g. "Best Public Procurement.") when displaying the logo.

Cities are not allowed to develop their own brand to promote their EU Fair and Ethical Trade City status. The official European Commission brand is the only symbol of a winning city and should be prominently displayed. The marketing and communications strategy, and communication materials (printed and online), used by a winning city must clearly reflect the fact that the Award is an initiative of the European Commission. For this purpose, an EU Cities for Fair and Ethical Trade Award winning city shall make exclusive use of the official "winning city" branding.

It is an absolute requirement to reinforce awareness of the EU Cities for Fair and Ethical Trade Award by applying the full logo correctly to all communications activities and materials. ITC and its Secretariat will verify the actual use and correct application of the winning city and Special Mention cities logos. Winning and Special Mention cities agree to make best efforts to comply with ITC branding recommendations.

Size, Position and Co-branding

It is a requirement for each winning city to reinforce awareness of the EU Cities for Fair and Ethical Trade Award by applying the full and correct “winning city” logo to all communications activities and online and printed materials, such as (indicative, non-exhaustive list): advertisements, websites, flags, posters, newspaper articles and supplements, brochures, leaflets, reports, postcards, t-shirts, PowerPoint presentations, etc.

SIZE:

- The logo should be displayed at a minimum size of 25mm wide on an A5 page; and appropriately scaled up for larger applications, i.e. 100% larger on A4; 200% larger on A3, etc.
- The logo should be at least 10% larger than any other crest / logo being displayed on the same page, flag, T-shirt, screen, advertisement, etc.
- The logo should be displayed prominently on the home page of all websites at a minimum size of 50mm wide.

POSITION:

The logo must be displayed on the front cover of all printed publications, top of the page.

CO-BRANDING:

When other (sponsor) logos have to be displayed on the same page, screen, other media as the logo, the European Commission stipulates, that as a condition of the Award, the EU Cities for Fair and Ethical Trade Award brand should always have dominance above all other brands in terms of size and position. The minimum sizes for the logo as will be detailed in the branding toolkit mentioned above must be adhered to all times.

SPONSORS AND PARTNERS:

Importantly, the EU Cities for Fair and Ethical Trade Award or its "winning city" logo should never be referred to as a sponsor and should never be displayed underneath / alongside any heading that infers that it is a sponsor - it is not.

The "winning city" logo should not be displayed alongside any sponsor and should not be provided to sponsors without the European Commission's prior permission. If a winning city secures partners from the commercial or other sectors, all requests to provide the logo to partners must be sent to the European Commission and be subject to the Commission's verification and prior approval.

APPROPRIATE USE:

When displaying the logo in promotion of the Special Mention winners, cities should specify the particular category for which they received recognition. For example, the city that wins EU Cities for Fair and Ethical Trade Award Special Mention: **Innovation** should display the logo as following. More details will be provided once the Special Mentions have been finalised.



