



**Buy Fair -
European public procurement
guidelines for Fair Trade**



Case study

**Fair Trade products in canteen services in
public schools**

***Municipalities of Rome and Settimo Torinese
ITALY***

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Fair Trade in Italy

Italy has been very active in Fair Trade for the last 20 years. The strength of the Fair Trade market is demonstrated by the 500 Worldshops¹, 375 non-profit organisations with 60,000 active members and more than 5,000 places of distribution for Fair Trade products, including supermarkets.

Several motions and resolutions have been passed by the national Senate and Chamber, as well as at the regional level² to engage the respective government in the promotion of Fair Trade.

As far as public procurement is concerned, more than 50 public tenders have included references to Fair Trade products. In the public school sector, 380.000 students can find at least one Fair Trade product in the canteen.

A number of fair trade organisations operate in Italy. *CTM Altromercato*, *Fair Procura* project partner, is the largest Fair Trade organisation in Italy (second in the world) and currently chairing the International Association of Fair Trade (IFAT). *CTM Altromercato* works with over 150 democratically organised small-scale producer groups from the South. Its purpose is to create opportunities for producers who have been economically disadvantaged or marginalised by the conventional trading system. Another body, AGICES³, represents organisations that are active in both the import and distribution of Fair Trade products. *Transfair Italia*⁴ is the Italian Fair Trade product labelling body and runs Fair Trade Towns Italy⁵.

Introduction to case study: Rome and Settimo Torinese

In 2001, *CTM Altromercato* launched a nation-wide campaign called *Fair Canteen Services*⁶ aiming at awareness raising on Fair Trade in public procurement. More specifically, public authorities have been encouraged to insert Fair Trade demands in their public tenders for canteen services in public schools. In addition, guidelines on the public procurement of Fair Trade products were produced. Within five years *CTM Altromercato* was able to convince approximately 70 local authorities, including large and medium-sized cities such as Rome, Turin, Venice, Florence, Genova and Piacenza to purchase Fair Trade products on a regular basis. Two thirds procure these products through public tendering. In most cases public purchasing applies to school canteens, however, over the last few years Fair Trade specifications are increasingly used for vending machines.

The municipalities of Rome and Settimo Torinese have both asked for Fair Trade products, when setting up the technical specifications for canteen services in public schools.

Implementation

In their public tenders for canteen services in public schools, both municipalities referred to the parameters for Fair Trade as defined in the European Parliament

¹ In 2004 Italy's worldshops had a turnover of 54 million euro – see: Calvi C “Progetto ‘Fair Procura’ Acquisti Pubblici e commercio equo e solidale” 2005

² Tuscany Region (Mozione n° 640 del 21 gennaio 2004) – see Calvi F infra at FN1

³ Assemblea Generale Italiana del Commercio equo e Solidale - <http://www.agices.org/>

⁴ Transfair Italia – www.transfair.it

⁵ Città equo-solidali - www.cittaequosolidali.it

⁶ ‘Ristorazione Solidale’ – For more information: Cristiano Calvi - Email: ristorazione@altromercato.it

Resolution on Fair Trade of 2/0/98 A4 – 198/98 and the Commission Communication to the Council on “Fair Trade” of 29/11/99 – COM 1999/619⁷.

Municipality of Rome

Subject matter: Special call for tender for canteen services for schools in Rome
 Contract period: September 2004 – June 2007

Technical Specification: Art.40 point C)/ art.50: *“Regarding fruits for lunch, once a week a Fair Trade banana has to be supplied*

Award criteria: *“the tender will be awarded to the best offer in economic terms, taking into consideration the following criteria:*

	Criteria description	Max. Points
A	Price	51
B	Improvement and adaptation of canteens, kitchen and furniture supply	17
C	DOP ⁸ and/or IGP ⁹ (meat and packaged food) products supplied in compliance with those required in the technical specification	9
D	Increase in training courses and communication and information campaigns / Awareness-raising campaign ¹⁰ : points awarded 08/100	8
E	Methodological and organizational characteristics to realize the service	5
F	Regarding the compulsory rates of organic food, the products must come exclusively from food suppliers affiliated to Bio	4
G	Additional organic products that go beyond the requirements specified in the technical specification (mozzarella, parmigiano, burro, other cheeses)	4
H	Products offered by Fair Trade suppliers	2
	TOTALE	100

FT Products: Point h): *“ all Fair Trade operators that have the characteristics of the Parliament Resolution on Fair Trade (see above) are considered to be eligible, even if they are not linked to IFAT.”*

⁷ EFTA January 2006 *Fair Procura: Making public Authorities and Institutional Buyers Local Actors of Sustainable Development*

⁸ DOB refers to products with protected denomination of origin

⁹ IGP refers to organic, typical and traditional products

¹⁰ The awareness-raising campaign comprises alimentary education for teaching personell (4 points) and/or dissemination booklets for teachers and parents (4 points)

Municipality of Settimo Torinese

Subject matter: Canteen services for kindergartens and elementary schools, supply of food products and food packing for orphanages

Contract period: 09 September 2005 - 31 August 2008

Award criteria: *“the adjudicating commission will take into consideration the various parts of the offer, looking upon the following criteria:*

Price:	Value 50/100
Supply of products from Fair Trade operators / Awareness-raising campaign	Value 10/100
Project kitchen	Value 10/100
Project savouriness of food	Value 15/100
Project environmental valorisation of canteen area	Value 15/100

‘FT operators’: *“[...] “all Fair Trade organisations and suppliers that have the characteristics of the Parliament Resolution on Fair Trade (see above) are considered to be eligible, even if they are not linked to IFAT.”*

Key actors involved

Both municipalities have been externally encouraged and supported by *CTM Altromercato’s* campaign for *Fair Canteen Services*¹¹ aimed at fostering Fair Trade criteria in public procurement.

In Rome, the contracting authority responsible for the tender was the ‘Department of Education Policy’. In Settimo Torinese, it was the ‘Department of Social Assistance’ that issued the tender. In both cities, local Fair Trade organisations have been directly involved.

Difficulties encountered

No particular difficulties have been encountered.

Complementary Measures

Rome is the first ‘Fair Trade City’ in Italy. The title was awarded in October 2005 in recognition of the capital’s multiple efforts for Fair Trade, in particular the introduction of Fair Trade products in public school canteens, of Fair Trade coffee in vending machines and its commitment to set up a unique and permanent Fair Trade Centre in the city. Rome is also engaging in sustainable tourism, ethical finance, critical consumption, etc¹². The award was given during the Fair Trade week *“I do the right shopping”*¹³ which is taking place every year with the support of Fair Trade related organisations and prominent people.

Rome is currently carrying out an awareness raising campaign through local Fair Trade organisations that are helping to disseminate an information leaflet to students and families. The campaign includes a survey among dieticians, managers of canteens and representatives of parents’ groups. An exhibition with cartoons on Fair Trade bananas, a theater show and other educational initiatives are also planned.

¹¹ ‘Ristorazione Solidale’ – For more information: Cristiano Calvi - Email: ristorazione@altromercato.it

¹² The Fair Trade Centre will be set up at the Testaccio and probably be inaugurated somewhere in 2006 - Frare B October 2005 *“Roma, prima città equosolidale italiana”* online: <http://www.equitalia.it/>

¹³ The last Fair Trade week (ital.: “lo faccio la spesa giusta”) took place from 15-23 October 2005

Settimo Torinese

Apart from the triannual awareness raising and information campaign (see next chapter), Settimo Torinese is currently setting up a “Social District” with the aim of hosting various Fair Trade initiatives. A website about *Fair Catering* has been launched by a local Fair Trade organisation called “*Mondo Nuovo*”¹⁴

Results achieved

Rome

More than 140.000 students receive Fair Trade bananas and Fair Trade chocolates in school canteens corresponding to more than 200.000 kg of bananas and over 4 million chocolate bars per year. Impressive Fair Trade activities followed the tendering process (above).

Settimo Torinese

Since the contract started only recently (above) it is too early for any conclusions. However, in compliance with the tender requirements, the winning bidder will carry out a triannual campaign including Fair Trade education for students, teachers and families

Further information

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¹⁴ <http://www.mondo-nuovo.it/ristorazione.htm>