

# FAIR TRADE TOWNS IN BELGIUM

## Communes du Commerce Équitable – Fair Trade Gemeente

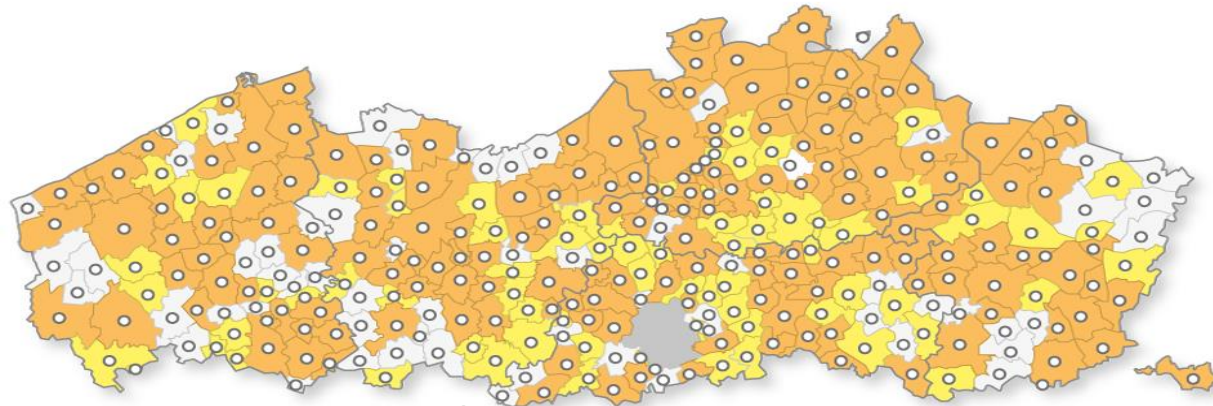


**FAIRTRADE  
GEMEENTE**

**COMMUNES  
DU COMMERCE  
ÉQUITABLE**

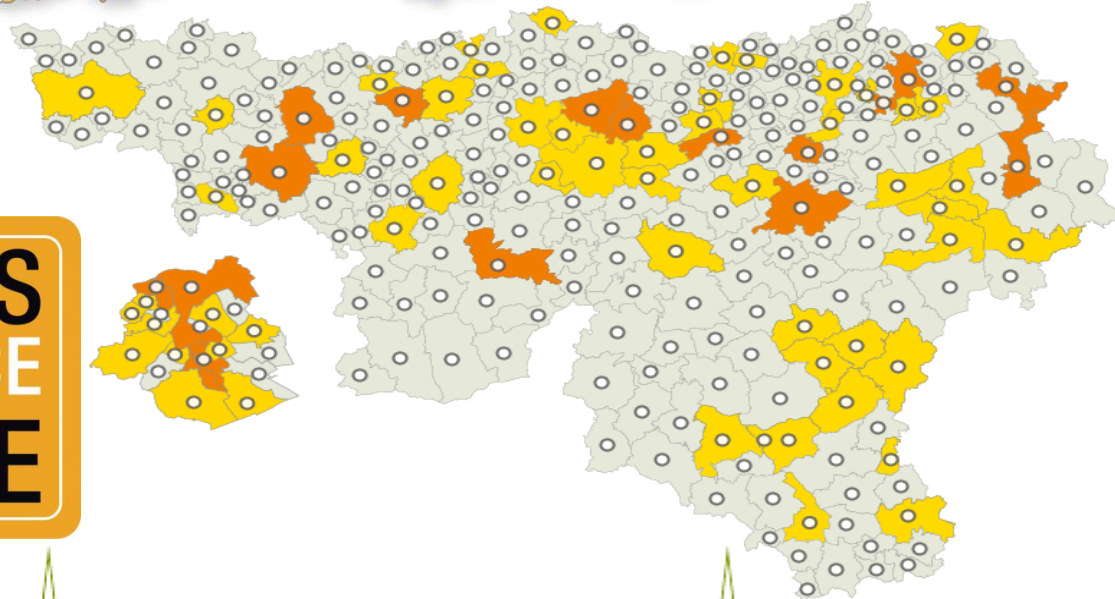


# FAIR TRADE TOWNS IN BELGIUM



**FAIRTRADE  
GEMEENTE**

**COMMUNES  
DU COMMERCE  
ÉQUITABLE**



# FAIR TRADE TOWNS IN BELGIUM SUCCESSION STORY

- **A sixth criterion: one story, strong local movement**
- **The coordinators regularly support the steering committees. (Small size of the country helps 😊)**
- **Belgian Week of the Fair Trade**
- **Use the local elections to boost campaign**
- **Highly creative volunteers, we spread good practices**





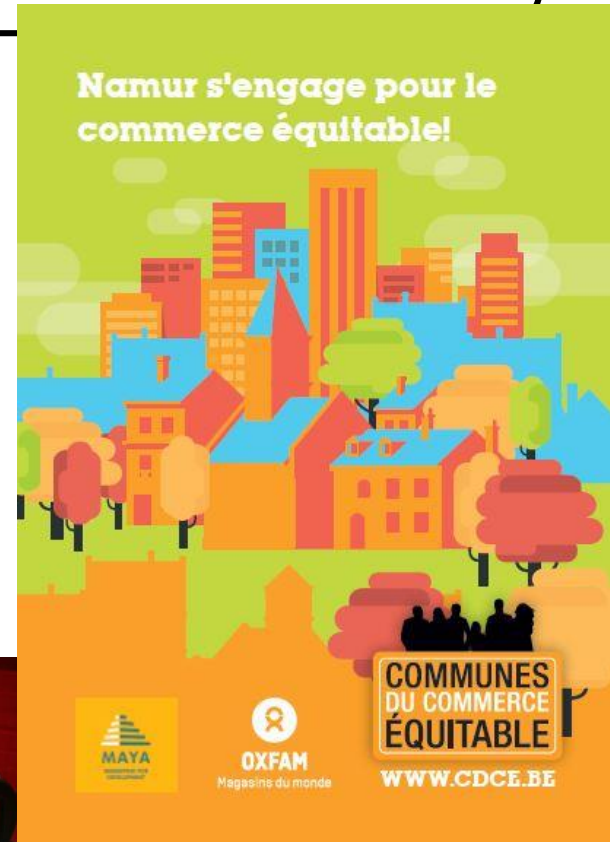
# FAIR TRADE TOWNS IN BELGIUM

## examples

**Houffalize : Fair Trade Awareness Program for students in local schools.**

**Wanze : Fair breakfast with a small market of local products for the participants.**

**Namur : A poster with “Namur is engaged for Fair Trade” -> Automatic poster layout online**



# FAIR TRADE TOWNS IN BELGIUM

## examples

**Tenneville : Organization of a "jog & go for fair trade"**





# FAIR TRADE TOWNS IN BELGIUM

## examples

**Brugge : Tourist map with local producers and points of sale of fair and local products.**

**OXFAM WERELDWINKEL**

- Geldmuntstraat 8 | 8000 Brugge | 050 33 11 68
- Diksmuide Heerweg 102 | 8200 Brugge | 050 33 11 68

**Nijkwereldwinkels**

- Heidelbergstraat 5e | 8200 Brugge | 050 38 94 90
- Lege Weg 83 | 8200 Brugge | 050 39 37 57
- Brieversweg 410 | 8310 Brugge | 050 35 86 78
- Sint-Lenardstraat 32 | 8380 Dudzele | 050 71 00 25

**SHOPS**

- De Bonte Bazar: sociaal project 't Veldzicht  
Julius Delaplacestraat 3a | 8310 Brugge | 050 36 68 00
- Dille & Kamille: alles voor huis, tuin en keuken  
Simon Stevinplein 17-18 | 8000 Brugge | 050 34 11 80
- Herna: artikelen voor elke dag  
Steenstraat 75-77 | 8000 Brugge | 050 34 96 56
- Juttu: home of brands, house of friends  
Noordzandstraat 54 | 8000 Brugge | 050 33 10 06
- Kudzu: eco webshop  
www.kudzu.be | bestellingen enkel ophalen na afspraak: Zandstraat 36<sup>o</sup> | 8200 Brugge | 050 61 54 78
- Lee Loo: cool clothing and accessories  
Sint-Jakobsstraat 1<sup>o</sup> | 8000 Brugge | 050 34 04 55

**BIOBELLO** (alle info op: www.biobello.be)

**Haalpunten**

- Karel de Wolfstraat 3 | 8200 Brugge | 051 20 28 85
- Brugseoisestraat 13 | 8310 Brugge | 051 20 28 85
- Schepenbankstraat 24 | 8310 Brugge | 051 20 28 85
- Pane Pane | Sint-Jakobsstraat 2 | 8000 Brugge | 0486 36 60 33
- Vi Qui | Sint-Pietersgroenestraat 34 | 8000 Brugge | 0486 36 60 33

**SUPERMARKTEN**

Jok in je lokale supermarkt of bioshop vind je fairtradeproducten.



# FAIR TRADE TOWNS IN BELGIUM

## examples

- Bike routes passing by local producers and Fair Trade locations





# FAIR TRADE TOWNS IN BELGIUM

## examples

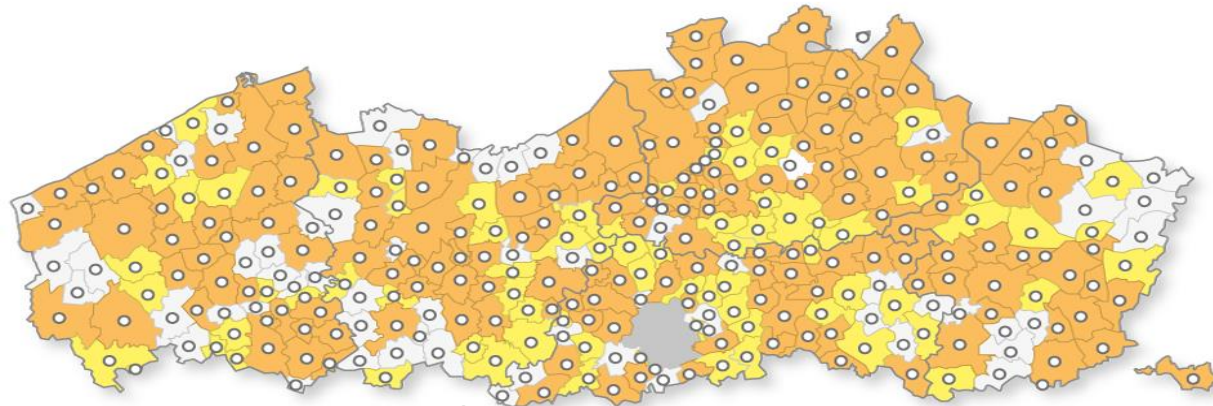
- Turnhout: Fair Greetings From: Belgium, Germany, Ghana To: USA, Lebanon, ...

Idea for 2018?



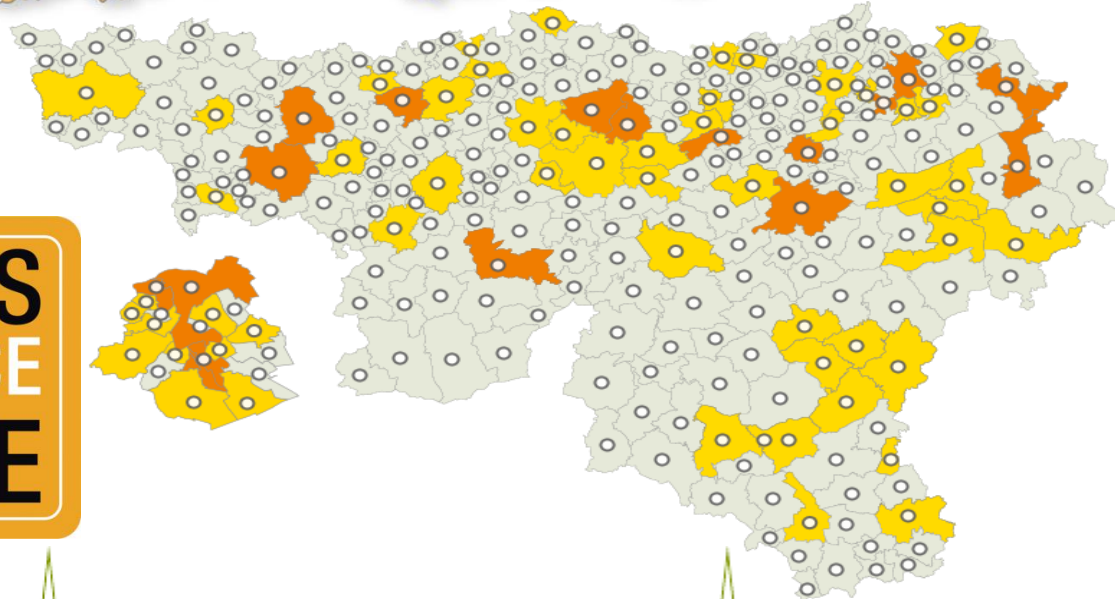


# FAIR TRADE TOWNS IN BELGIUM



**FAIRTRADE  
GEMEENTE**

**COMMUNES  
DU COMMERCE  
ÉQUITABLE**

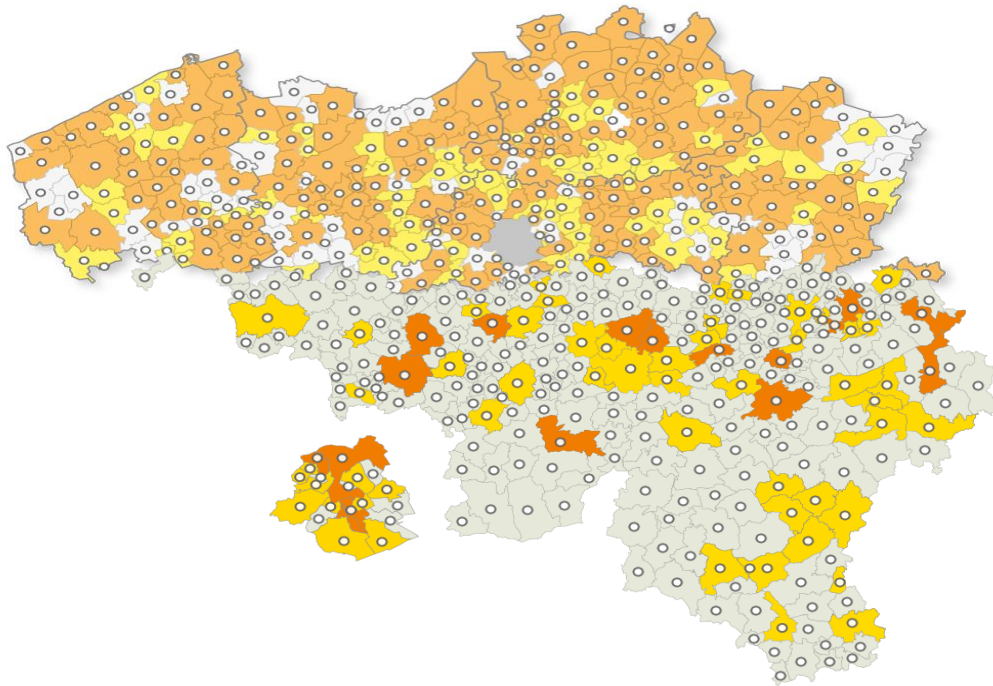


# FAIR TRADE TOWNS IN BELGIUM SUCCESSION STORY

**In Flanders, there are 185 Fair Trade Towns**

**In Wallonia, there are 22 Fair Trade Towns**

**In Brussels, there are 6 Fair Trade Towns**



# FAIR TRADE TOWNS IN BELGIUM SUCCESSION STORY

**FAIRTRADE  
GEMEENTE**

- A regular follow-up, with direct local support (more staff)
- 4 partners with local and civil society roots
- Support of regional government: provinces / states / Regions

**COMMUNES  
DU COMMERCE  
ÉQUITABLE**

- An irregular follow-up
- 2 partners





# FAIR TRADE TOWNS IN BELGIUM

## Beyond 2017



### 1. More follow-up : Have more contact with the municipalities and more support for the steering committee. How?

- By organizing meetings between various actors/steering committee/volunteers,
- by increasing communication
- and by having a direct contact with all the local actors.

### 2. Work with the “Fair Trade Towns” and doing more

Continue work with fair trade towns to perpetuate the campaign on the community. Integrate a follow-up every two years of the titled towns and propose them to go further than the 6 criteria.



# **FAIR TRADE TOWNS IN BELGIUM**

## **Beyond 2017**

**FAIRTRADE**  
**GEMEENTE**

**Challenge: keep the dynamic in the existing FairTradeTowns**

**Sustainable Development Goals (SDG's)**  
**Fair Trade North-South & Fair Trade North-North**



# FAIR TRADE TOWNS IN BELGIUM

## Beyond 2017

### 1. BECOMING A FAIR TRADE COUNTRY IN 2020

An initiative from Trade For Development.

The main objectives are:

- greater awareness of fair trade among consumers
- more responsible consumption

**One of the criteria is to have more than 50% of the Belgian municipalities “fair trade towns”.**

**FAIR TRADE WEEK 2016 – 2017**  
**4 – 14 OCTOBER 2017**





Thank you,  
Questions?

Contact:

**Lothar Boeykens**  
**FairTradeGemeente Flanders**  
[Lothar@fairtradebelgium.be](mailto:Lothar@fairtradebelgium.be)

**Communes Du Commerce Equitable,**  
[Sophie.duponcheel@mdmoxfam.be](mailto:Sophie.duponcheel@mdmoxfam.be)