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[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

# Malmö Fairtrade City



City of Malmö



## Malmö – Fairtrade City

Malmö was the first city in Sweden to become a Fairtrade City, a certification system to indicate a city is engaged in the issue of ethical consumption. Over 800 cities in 19 countries have received this award. Copenhagen, San Francisco, London and Rome are all Fairtrade cities.



Malmö Fairtrade City is a cooperative effort between the city, businesses and the local community and the purpose is to raise awareness and understanding of fair trade. Every year certain criteria must be fulfilled to be “re-certified” as a Fairtrade City.

- The purchase of fair trade products must increase within the city’s organisation every year.
- A Fairtrade City steering group that represents the different sectors and co-ordinates action around the goals and develops them over the years.
- More hotels, restaurants and shops offer Fairtrade products
- More workplaces offer their employees coffee that is Fairtrade
- Media coverage and events raise awareness and understanding of Fairtrade products across the city.

## Malmö is making progress

During 2009, almost six million cups of Fairtrade coffee were drunk in the city of Malmö's organisation, that's about 16 000 cups of coffee per day. In addition to that, 17 tonnes of Fairtrade bananas were eaten. The positive numbers are a result of an ambitious goal and a structured and ambitious education and information strategy. The citizens of Malmö now know more about fair trade through these campaigns.

## Fair Trade

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their every day shopping.



When a product carries the FAIRTRADE Mark it means the producers and traders have met international Fairtrade standards, designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade. For producers Fairtrade means prices that aim to cover the costs of sustainable production, an additional Fairtrade Premium, advance credit, longer term trade relationships, and decent working conditions for hired labour.





## More information

For more information about Fairtrade City Malmö please visit:

[www.malmo.se/fairtradecity](http://www.malmo.se/fairtradecity)

or contact the Fairtrade City Office in Malmö:

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