

Only sustainable economic growth will eradicate poverty and ensure decent work for all. We need to break the link between economic growth and environmental degradation. People's lives should be improved through modern production methods and technologies. We need to make the global use of resources for consumption and production more efficient and sustainable, create decent working conditions, and promote local culture and products.

SUSTAINABILITY KNOWS NO BOUNDARIES

➔ WHAT ARE THE ACTIVITIES ALL ABOUT?

Citizens of the Rostock have been working hard for fair trade and the creation of decent jobs for many years. This goes back to the One World movement and the peaceful revolution of 1989/1990. There were two key processes: the Agenda 21 movement and the fair trade process that began in 2011.

➔ WHAT HAS BEEN DONE SO FAR?

Rostock is one of the so-called fair trade towns, which aim to implement fair trade at the local level. In 2013 Rostock won the 'Capital City of Fair Trade' competition, which is held every two years by Engagement Global's Service Agency Communities in One World.

➔ HOW WAS THIS IMPLEMENTED?

Fair trade products are available in more than 80 shops and 40 restaurants in Rostock. They can be found in an online atlas. Schools, various educational institutions, the university and the churches are also actively involved. Rostock uses the funds it was awarded as prize money to finance a fair trade coordinator.

➔ WHAT ARE THE NEXT STEPS?

The City of Rostock is trying to make the fair trade coordinator's position a permanent one. Following the spectacular campaigns of the past, the aim now is to make fair trade part of everyday life in Rostock. For example, the refectories at the University of Rostock now offer fair trade products.



Rostock ➔ Mecklenburg-Western Pomerania

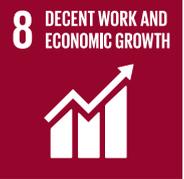


Population:
206,000



Mayor:
Roland Methling





FAIR TRADE IS PART OF EVERYDAY LIFE

‘Fair trade and environmental protection are issues that affect the future’, says Rostock’s spokesperson Ulrich Kunze. Above all they are absolutely essential for achieving SDG 8. This requires safety at work for all. All over the world people must earn a living wage rather than one on which they merely survive, and forced labour and child labour must be abolished. Fair trade is key to this. In Rostock there is a manifest political will for fair trade. The City Council and citizens have adopted corresponding resolutions.

This engagement and the global perspective on the economy have a long tradition in this city on the River Warnow – which goes back at least as far as the peaceful revolution in 1989/1990. According to Ulrich Kunze, at that time the activists of the One World Movement and the student environmental movement were able to gain a hearing for the first time. Their ideas and views remain relevant today. The citizens of Rostock clearly would like to play their part in achieving the UN’s 17 Sustainable Development Goals.

‘FAIR TRADE TOWN AND CAPITAL CITY OF FAIR TRADE’

In 2013 Rostock won the ‘Capital City of Fair Trade’ competition held by the Service Agency. The city has injected vitality into the topic of fair trade in ways that have raised public awareness.

Winning the Service Agency’s competition meant prize money of 30,000 euros. The city is using this to pay for a fair trade coordinator. As Mr Kunze explains, she is hugely important as a hub for all the activities. Particularly so since the title was awarded, as there have been numerous campaigns since then. In the field of sustainable textiles, for instance, a fashion show took place showcasing clothing that was fair traded and produced under socially sound conditions. Its motto was ‘Fair trade on the catwalk’. The campaigns that drew the attention of numerous citizens of Rostock to fair trade also included a T-shirt swap and an upcycling studio.

In the Fair Trade Towns campaign the city meets five criteria which demonstrate that engagement for fair trade is firmly established in the municipality. One criterion is that retailers



The City of Rostock attaches high priority to fair trade products.
(Photo: Thomas Häntzschel / nordlicht)

offer fair trade products. At all public meetings, fair trade coffee and another fair trade beverage are served, and other fair trade products are offered. At public institutions such as schools, fair trade products are used and fair trade is addressed in educational settings. A local steering committee coordinates efforts, and local media report on them.

THE APPLE-MANGO JUICE

Today more than 80 shops and 40 restaurants in Rostock offer fair trade products. According to Ulrich Kunze, the most well-known is the apple-mango juice: a blend of a regional apple variety with mangoes grown under fair conditions in the Philippines. So far an estimated 100,000 litres of it have been sold.

This old Hanseatic city now has to make sure that these activities remain operational. The position of the fair trade coordinator would require further funding, explains Mr Kunze: ‘She keeps the whole thing running’. In the future there will be a strong emphasis on mainstreaming the topic of fair trade in the everyday lives of Rostock’s citizens.

INTERNET ADDRESSES

www.rostock.de/fairtrade
www.eine-welt-mv.de
www.fair-plus-regional.de
www.textilbuendnis.com/en