**CALL FOR EXPRESSIONS OF INTEREST for local Governments in emerging markets**

**Guidelines**

**august 2019**

International Technical Cooperation Project led by International Trade Centre and the CIty of Ghent, Belgium

*EU Cities for Fair and Ethical Trade Award*

This document serves as an overview to help guide interested municipalities/local governments from emerging markets in the ‘Call for Expressions of Interest’ process for participation in a peer-to-peer learning and technical cooperation project led by the International Trade Centre (UN/WTO) and the Belgian City of Ghent in 2019-2020.

1. **Background**

The technical cooperation project takes place in the context of the [**EU Cities for Fair and Ethical Trade Award**](https://www.trade-city-award.eu/) (www.trade-city-award.eu). The Award is an initiative of the European Commission (EC), launched by the Directorate-General for Trade (DG Trade) as a commitment of its 2015 [*Trade for all*](https://trade.ec.europa.eu/doclib/docs/2015/october/tradoc_153846.pdf) strategy on trade and investment. The International Trade Centre (ITC) is the implementing agency of the Award project.[[1]](#footnote-1)

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

“Sustainable, fair and ethical trade” includes a wide range of initiatives and schemes relating to the social, economic, and environmental aspects of international production and consumption systems. This includes, but is not limited to, initiatives taking into account social issues, economic viability, and environmental protection. Such initiatives can include different voluntary standards and labels, but they can also go beyond these, covering 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 producing countries* – and the role that local governments (cities and regions/clusters) have to play in making sure that those decisions are well-informed.

Cities globally are already leading the way as pioneers on many different sustainability issues, be they environmental, economic or social. Better knowledge about the local conditions, challenges and stakeholders allows them to develop and introduce context-specific solutions that are more likely to resonate with their citizens and thus generate greater impact. As such, cities are in a unique position to enhance both sustainable *consumption* and *production*.

The Belgian city of Ghent won the first Award in June 2018. Ghent was recognized for being a true champion of fair and ethical trade, especially from the *consumption* perspective, who actively engages its community through events and multi-stakeholder platforms, spreads awareness, exchanges best practices across borders, and develops and disseminates tools to support businesses in making their value chains sustainable. Specifically, Ghent has a deeply engrained **textile history**; textiles and fashion are a very dominant focus of the city’s awareness-raising activities, connecting many of its efforts to the city’s textile-industry “DNA”.

1. **City-to-City Technical Cooperation Project 2019-2020**

One of the Award objectives is to encourage greater exchange between EU and non-EU cities, especially those from developing and emerging markets, in the area of sustainable and responsible trade, consumption and production. To facilitate this, the Award Winner develops a technical cooperation project with a selected counterpart municipality/local government from an emerging market with technical support and facilitation from the International Trade Centre. For the 2018 Award Winner, the city of Ghent, local economic development and procurement are the areas in which the city is particularly strong.

Cities globally are important actors for driving sustainable and responsible consumption and production in their constituencies. As such, they contribute to the achievement of the UN Sustainable Development Goals (SDGs) that the global community subscribed to in 2015. However, becoming a front-runner in such efforts requires additional and specialized knowledge about the challenges and opportunities of promoting sustainable consumption and production.

This is a need that the project aims to meet through a two-way peer-to-peer learning and technical assistance process between the city of Ghent as a front-runner on the **sustainable consumption side** and a local authority in an emerging market on the **sustainable production side**, which are inextricably linked. ITC, which possesses a unique expertise on sustainable trade, will provide technical support. ).

The **objective** of this technical cooperation project is therefore to:

* **Increase the understanding** of the partner municipality about the (economic, and other) opportunities for local producers and businesses, and the community as a whole, which stem from adopting more sustainable production practices and business models; and
* **Strengthen the capacity** of the partner municipality to become a change agent to foster sustainable production practices in **the local ecosystem**. By extension, the project also aims at greater community participation in the selected partner city or region.

Ghent has chosen to focus on the **garment/textile value chains in this prospective project**, given its own textile heritage.

The city-to-city project implementation period will run from **October 2019 to October 2020**, with the **Call for Expressions of Interest** period running from late August to October 2019 (details below)

1. **Description of the Technical Cooperation / Areas of intervention**

The project will offer a set of activities aimed at sharing experiences and transferring knowledge between Ghent and the beneficiary partner municipality/local government through a mixture of two-way **peer-to-peer learning** and ITC **technical assistance**.

While there is **no direct funding available** for the beneficiary municipality, the **selected candidate** will benefit from the following interventions:

1. Assessment of the municipality needs and/or capacity gaps on sustainable production (and/or consumption, if applicable)

**Output**: A report for the beneficiary municipality for use in decision-making, strategy development and/or activity development, and to tailor the rest of the interventions

1. Interactive workshops/trainings for the city/municipality administrators on the following topics:
   1. Exchange of good practices with Ghent on creation of an enabling environment for a local ecosystem conducive to responsible/sustainable production, based on Ghent’s advanced knowledge in the field of sustainable consumption in cities (e.g. education and incentive systems)
   2. Sharing of good practices to support community participation on responsible/sustainable production and consumption
   3. Role of fair and ethical trade schemes in sustainable value chains, including transparency and traceability (facilitated by ITC technical expertise)
   4. Scaling up responsible/sustainable production solutions in the local government context (facilitated by Ghent together with ITC)

**Output**: Capacitation of local government administrators on the above mentioned topics, supported by reports as knowledge outputs from the workshops/trainings

1. A field trip for the beneficiary partner municipality to Ghent to learn about the city’s local ecosystem on sustainable consumption and participate in the ceremony of the second EU Cities for Fair and Ethical Trade Award as well as the Belgian Fair Trade Week (October 2020). The travel expenses for an agreed number of participants from the beneficiary local authority will be covered, subject to the UN travel rules and regulations/ITC Travel Reimbursement Policy.

The selected candidate will only be expected to contribute reasonable amount of time of relevant staff in the municipality administration, in the course of the implementation period, ensuring that the transfer of knowledge is sustainable and of high quality.

1. **Intended applicants**

The Call for Expressions of Interest is open to:

* All local authorities/governments (cities, municipalities, or regions if and where the international cooperation is managed by a regional unit) with a local administrative unit governed by a city council or another form of recognized governing body that covers the urban centre, or a cluster of local governments in the same region;
* In which garment/textile and apparel production (for export) plays a substantive role in the local economy;
* In the two following countries:
* **Vietnam**
* **India**

Only municipalities/local governments (i.e. representatives from the city administration) are authorised to submit the Expression of Interest.

1. **Expression of Interest**

An applicant local government wishing to participate in the activities of the ITC-Ghent technical cooperation project is asked to send a communication with the following specifications:

* The communication should be addressed **in English, by e-mail** to the International Trade Centre (UN/WTO), Ms. Petra Walterova ([walterova@intracen.org](mailto:walterova@intracen.org)) and Ms. Sonja Hawkins (shawkins@intracen.org).
* The communication should be sent no later than **1 October** **2019, 24:00 Central European Time (CET)**, **using the template contained in ANNEX 1** and the following subject line: “ITC-Ghent-Project-[Applicant Name]-YYYYMMDD”.

The received Expressions of Interest only reflect the interests of the submitting local authorities to participate in the implementation of the project. No application fees are requested at any moment of the application/EOI and selection process.

Full work-plans will be developed with the selected applicant municipality; the work-plan will inform the implementation process, and it will be tailored to the needs of the selected partner.

1. **Selection process and criteria**

The Expression of Interest asks to identify the general local needs by the applicant municipality in the area of fair and ethical trade/ sustainable production. The selection process will be guided by the information provided by the applicants in the two selected project countries, received through the Call for Expressions of Interest.

The selection process will be led by the City of Ghent, supported by ITC and DG Trade. Following the close of the Call for Expressions of Interest on 1 October 2019, the selection process will take place in the first half of October2019. The applicants will be contacted in mid-October 2019.

The following selection criteria will be applied:

* Relevance of the project in the overall city strategy
* Commitment to sustainability
* Potential for project to generate long-term impact in the partnering local authority
* Capacity and commitment of local authority administrators to work on sustainable production and (international) supply chains

1. **Disclaimer**

Please note that this notice does not constitute a solicitation and ITC reserves the right to change or cancel this project at any time. Submitting a reply to an EOI does not guarantee that the submitting organization will be selected to implement the project.

**Annex 1 – EXPRESSION OF INTEREST**

To:

**International Trade Centre (UN/WTO)**

Attn: Trade for Sustainable Development Programme

Ms. Petra Walterova, Programme Officer ([walterova@intracen.org](mailto:walterova@intracen.org))

Ms. Sonja Hawkins, International Consultant ([shawkins@intracen.org](mailto:shawkins@intracen.org))

Palais des Nations, 1211 Geneva 10

Switzerland

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| A. General Information (max. 0.5 page) | | | |
| A.1 Name of the interested local government (LA), region, county, state |  | | |
| A.2 Size of the local government(number of inhabitants) |  | A.3 Does the local government subscribe to the SDG agenda? | Yes ☐ No ☐ |
| A.4 Approximate number of textile/garment/apparel producers/factories in the local authority |  | A.5 Name of the officer/administrator in charge of submitting the Expression of Interest  (Full name, title, unit/department)  + Contact |  |
| B. Context and Description of Needs (max. 1.5 page) | | | |
| * *Specify whether there is a department within the local authority administration that deals with/is responsible for local economic development or sustainability; please add also how many people work in this department and, if possible, what its approximate budget is* * *Describe the relevant opportunities and challenges in relation to more sustainable/responsible garment/textiles production in your city/region that the project would help to address* * *Please indicate whether the city/municipality has in the past identified any challenges (e.g. regulatory, institutional, technological, financial, social, gender, ecological, etc.) that would be important to consider for sustainable consumption and production solutions to succeed* * *Please indicate whether the city/municipality already has a vision, strategy of any action plans in relation to sustainable production in the locality or region, and, if possible, how the prospective technical cooperation project with Ghent and ITC can support this (generally, or connected to textiles sector).*      * *Please give one example of a project that shows how the local government would like to work on sustainability, already delivered in the past or planned for the future (connected or not to the textiles sector)* | | | |

1. ITC is a joint agency of the United Nations and the World Trade Organization for trade-related technical cooperation in developing countries. 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. [↑](#footnote-ref-1)