

Fair Trade Town Bergisch Gladbach

Really fair or just prestige?



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1 Introduction

Over the past three decades the awareness of fair trade products has increased worldwide. The variety of products as well the availability has grown hugely over these thirty years. Initially fair trade was limited to products such as coffee and bananas, which used to be colonial food. Over time the variety of products grew as well as the number of firms that support fair trade, so that today, there are over 150 fair-trade supporting firms, which have more than 1000 labelled products sold in over 30,000 shops in all of Germany. (cf. TransFair¹) The consumption of fair traded products has flourished due to the fact that large supermarket chains such as Rewe, Aldi, Edeka and Lidl are offering fair traded products. In 2010 7,200 tones of fair-traded coffee were sold all over Germany (cf. TransFair¹) and 340 million Euros were spent on fair trade products in Germany in 2010 which way an increase of 27% during one year (cf. Hahn ⁴2012: 15). These facts show how the fair trade movement influenced the consumer's behaviour in Germany.

With the afore-mentioned development the certificate for "Fairtrade Town" came into existence in 2000. Today such towns can be found in over 24 different counties (cf. TransFair²)

The certificate is attractive for many towns because the campaign Fairtrade Town is known worldwide and the towns hope for a better image. This tag could also be used in tourism and might attract a new type of tourist. Furthermore the certificate could help the towns to support the towns regional marketing by striving for the title and making the consumer aware of the importance of the quality of the products they buy. The town additionally hopes that towns' networking will be stabilised and by involving a whole town in fair trade the values that are behind it are more easily conveyed.(cf. Stadt Dinslaken) In order for the campaign to run successfully the community members have to assist in achieving the title as well.

After mayor Lutz Urbach signed a resolution to work against exploitative child labour in June 2010 (cf. Stadt Bergisch Gladbach¹) he suggested to the council to strive for the title of a Fairtrade Town on 24th March 2011 (cf. Unserort Media UG). During the following nine months Bergisch Gladbach worked on the five goals that have to be achieved in order to become a Fairtrade Town successfully. Besides Mr. Urbach who was the initiator, Nancy Werner, chairwoman of the fair trade steering group was instrumental in getting the idea of the ground. Together with the other members of the

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steering group she coordinated the actions of Bergisch Gladbach regarding fair trade and actively worked on the accomplishment of the five goals, which will be listed later. At the New Year's reception of 2012 Bergisch Gladbach finally received the certificate by Mr. Overath, the German Fairtrade-manager (cf. Dietsch. 2012). Today Bergisch Gladbach has been a Fairtrade Town for over one year and the steering group is working towards the renewal of the certificate already.

I chose the topic Fairtrade Town Bergisch Gladbach because I am interested in providing justice for the producers as well as proper working conditions. After years of Colonialism and exploitation it is only proper to do one's best to further the idea of fair trade, thus giving the producers the chance to make a profit and provide them with a decent living. During my exchange year in England I got to know the certificate Fairtrade Town and when I found out that Bergisch Gladbach is a Fairtrade Town I was flabbergasted. To be honest I did not know that Bergisch Gladbach is a Fairtrade Town until my geography teacher mentioned it to me. This led me to do some research. I was interested in the town's motivation and its achievements. My lack of knowledge of the fact that Bergisch Gladbach is a Fairtrade Town was my motivation in finding the title for my work. My main aim is to find out to what extent Bergisch Gladbach is fair and if Bergisch Gladbach is using the title just for the prestige that goes with it. In order to answer this question I will first explain the terms Fair trade, Fairtrade Town and Fairtrade School before I describe Bergisch Gladbach's path to becoming a Fairtrade Town.

The aim of this extended essay is to get an overview of the situation in Bergisch Gladbach according to the tangibility of fair trade and to analyse the result to provide possible improvements. In order to achieve this aim data has to be collected that makes it possible to evaluate the public awareness and the development of fair trade in Bergisch Gladbach. The analyses of these results are to result in concrete suggestions for improvement.

2 Definition of Fairtrade

Fairtrade guarantees cost-covering minimum prices for producers, especially those that are economically disadvantaged, and fair trade bonuses are given to groups of producers who can decide via majority decision how to use these bonuses in order to improve their standard of living and social conditions by investing in schools, hospitals or the construction of buildings. Fairtrade assures safe and healthy conditions of employment, environmentally friendly management and the integration of producers in decision making to give them the possibility to establish them in the world economy. Furthermore, Fairtrade fosters sustainable ecology and works to improve the role of women in society. In addition, no child or forced labour is permitted and genetic modification was banned from the production. (cf. Hahn ⁴2012: 48-50)

2.1 Fairtrade Towns

The International Fair Trade Association was founded in 1989 and the Fairtrade Town campaign came into existence in 2000 (cf. TransFair¹). As fair trade enables the producers from the developing world to be integrated in the world market, fair trade was of great interest to the European Union, which is why the campaign is co-financed by a grant from the European Union (cf. Fairtrade Foundation¹). Being a Fairtrade Town means supporting fair trade and raising public awareness of it. The campaign originated in England in 2000 and ever since more than 1000 cities worldwide can call themselves a Fairtrade Town (cf. Fairtrade Foundation²). Since 2009 German cities can apply for the certificate and call themselves “Fairtrade-Stadt” if they succeed (cf. TransFair¹). The first German Fairtrade Town was Saarbrücken in 2009 (cf. TransFair¹) and ever since 139 other cities achieved the title by the end of February 2013 (cf. TransFair²) with many more cities working on the goals to get the certificate (cf. TransFair³). Fair Trade Towns can be bigger cities such as Berlin/Charlottenburg-Wilmersdorf, Bonn, Düsseldorf, Frankfurt and Cologne, and also smaller towns such as Gummersbach, Herborn, Mössingen, Ravebsburg and Dinslagen (cf. TransFair⁴). The certificate is given to a town by the TransFair e.V. association, which is situated in Cologne, for two years and can be renewed every two years after inspection (cf. Dietsch 2011).

In order to get the certificate “Fairtrade Town” in the first place, a town needs to meet five goals. The first goal is that the local council passes a resolution supporting fair trade and agrees to serve fair traded coffee and at least one other fair trade product at all

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meetings of the committee and the board. The second goal is the convention of a local fair trade steering group, which will coordinate the actions of the Town towards fair trade. The third goal is achieving minimum number of shops and restaurants which offer fair trade products according to the number of inhabitants. The fourth goal is that at least one local school, one church and one local association use fair trade products and organise educational activities. In order to archive the fifth goal local media has to report about the towns activities regarding fair trade and the towns' achievements on the way to becoming a Fairtrade Town. This should result in at least four articles per year. (cf. TransFair e.V.¹)

The goals are referred to as the five C's, Council, Captains, Commerce, Community, and Common Consensus (Fairtrade Foundation¹).

2.2 Fairtrade-Schools

Since 2012 schools can strive for the title Fair Trade school by forming a Fairtrade schoolteam, creating a Fairtrade- compass for the school, selling Fairtrade products, organizing educational activities in at least two grades in two different subjects, planning a school action about Fairtrade at least once a year and a documentation about how the goals were archived on the Fairtrade-Schools Blog (cf. TransFair e.V.²). During the first year three schools became a Fairtrade School in Germany, but there are many schools which have already sent their application and are waiting for an answer (cf. TransFair⁵).

3 Fair Trade Town Bergisch Gladbach

Bergisch Gladbach became a Fairtrade Town on the 8th January 2012. But the decision to apply was made some time earlier. On the 12th of June 2010 Mr. Lutz Urbach, the mayor of Bergisch Gladbach, signed a resolution to work against exploitative child labour (cf. Stadt Bergisch Gladbach¹). When the board discussed how to achieve this, the mayor suggested campaigning for Bergisch Gladbach to be a Fairtrade Town on 24th March 2011 (cf. Unserort Media UG). This means that Bergisch Gladbach uses the campaign to meet the claims of this resolution and extended the resolution to work against exploitation not only as far as children are concerned but in general terms. *“Es nicht nur wichtig gegen Ausbeutung von Kindern vorzugehen, sondern auch gegen die Ausbeutung des Restes der Menschheit.”* (Werner 2013) Furthermore, at least two fair trade products have to be served at each meeting. In order to achieve the first goal Bergisch Gladbach decided on coffee, orange juice and brown sugar. (Werner 2013)

The first two goals were achieved rather quickly. The local Fairtrade steering group, coming from different fields, consists of up to ten members and meets every second week. The catholic and the protestant churches have a representative each, the owner of the Oneworld Shop and the headmaster of the “Berufskollege für kaufmännische Berufe” in Bergisch Gladbach are members as well as consumer advice centre individuals. Mrs. Nancy Werner is the chairwoman of the steering group and contact person of the project. Together the steering group decided to run the campaign under the title “fairliebt in Bergisch Gladbach”. (Werner 2013)

With just under 110,000 inhabitants at the time of the application, Bergisch Gladbach needed 21 shops and eleven restaurants which would sell at least two different fair trade products (cf. TransFair e.V.¹:8). Supermarkets such as Edeka and Rewe already had fair trade products among their normal assortment of goods as well a number of health food shops such as the “Bensberger Bioladen”. In addition to the supermarkets, the steering group was able to convince a local pharmacist to sell two fair trade products one of which is wine gums. There are also a couple of flower shops who sell fair trade flowers and the “Bensberger Weinlädchen” also sells fair trade wine and coffee. Together the shops add up to more than 21 shops, as Mrs. Werner told me in my interview. According to her it was much more difficult to convince restaurants and cafés to sell at least two fair trade products than to convince the shops. In the end the steering group managed to convince eleven restaurants. To name a few: Quirl’s Drinks and Food, Centrale

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– Café Bar Restaurant, Galerie Café and Tchibo sell an assortment of fair trade coffee, tea, orange juice, honey and sugar. Furthermore, CrêpeMarie sells fair trade coffee. Every shop which sells at least two fair trade products is given a tag to stick it on the outside of the shops. This tag mentions them as supporters of the Fairtrade campaign in Bergisch Gladbach and ought to attract customers. (Werner 2013)

Image 1: tag for fair trade shops and restaurants



Source 1: Bergisch Gladbach

The fourth goal is to include a school, a church and a local association in the project. The “Berufskollege für kaufmännische Berufe” (BKSB) Bergisch Gladbach supports the town by selling fair trade products in the school shop and by selling fair trade products at the school open day. The catholic church in Bensberg regularly has a little stand with fair trade products, and the catholic church in Bergisch Gladbach, held a service with a collection for fair trade and a coffee round where fair trade coffee is offered to senior citizens regularly. The local association involved in the project is the “Stadtverband für Entwicklungszusammenarbeit Bergisch Gladbach e.V”. They organised an information booth in front of the Rhein Berg Galerie in Bergisch Gladbach regarding fair trade. (Werner 2013)

The fifth goal is to include the media in the process of becoming a fair trade city. For this Bergisch Gladbach had seven articles which were published in 2011. Publishers were the Bergische Landeszeitung, the Bergische Handelsblatt, the Monatsmagazin FRANZZ and the Kölner Stadtanzeiger. Furthermore the major and Mrs. Werner got about two minutes airtime on Radio Berg on 1st May 2011 and there were four contributions regarding fair trade in Bergisch Gladbach by Berg TV in March and May 2011. (cf. TransFair⁶)

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In addition to the five goals Bergisch Gladbach hosted a fair trade breakfast on 25th May 2011 as a part of the worldwide project “fair trade breakfast”. The breakfast took place at the weekly market on the Konrad-Adenauer-Platz and was free for everyone. Fair trade coffee, juice, rolls and waffles which were served with fair trade sugar and honey were given to people along with handouts about Fair Trade (cf. Stadt Bergisch Gladbach²). Donations were collected for future projects (Werner 2013).

Another item was the New Year’s reception on 8th January 2012, promoting fair trade and Bergisch Gladbachs’ achievement of becoming a Fairtrade Town. During this reception German Fairtrade-manager Mr. Dieter Overath presented the certificate to Mr. Urbach and afterwards the guests were explicitly informed about the meaning and the aim of fair trade. (cf. Dietsch 2012)

Furthermore fair trade cocktails were served on the Universal Children’s Day 2011 by project coordinator Nancy Werner and trainees from the city administration. The five different cocktails were mixed using fair trade juices and were named after popular children’s books. (cf. Stadt Bergisch Gladbach²)

4 Evaluation

In order to evaluate Bergisch Gladbach as a Fairtrade Town one has to consider whether or not the goals a town has to achieve in order to get the certificate make sense.

It is good that the local council has to agree to become a Fairtrade Town as enthusiasm is essential for such a project to work. The second part of the first goal might appear to a few people as not being serious. It will be taken for granted that the local council and the steering group consume and promote fair trade products. It is self evident the local council will consume these products, because they are the instigators of striving for the title and ought to act as role models for the rest of the population.

The second goal stands to reason as a committee is necessary to organise fair trade in the town. The members of the Bergisch Gladbach steering group come from different fields, so that the group has a wider spectrum.

The number of shops and restaurants selling fair trade products is a good starting point. Over time one would expect a Fairtrade Town not only to have more shops, but also to have more restaurants offering fair trade products because 11 restaurants is not a big number for a town with 110.000 inhabitants. More has got to be done to promote these products. It is a good starting point, but it should also be seen as such by the steering group. In future the steering group ought to continue trying to convince more shops and restaurants to sell fair trade products.

Including a school, a church and a local association makes sense because by doing this it means that people other than those who are included in the project get to know the project and with a school, a church and an association there should be a variety of people that are informed about the project.

A Fairtrade Town is expected to report four times a year about fair trade in local media. And even though Bergisch Gladbach exceeded this number it is questionable if it is enough.

4.1 Methods

Having described how Bergisch Gladbach achieved the title Fairtrade Town the perception of the population is a major aspect when evaluating whether or not Bergisch Gladbach is really fair. The aim is to get a broad overview on the consumption of fair-

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trade products, the public awareness of the project Fairtrade Town Bergisch Gladbach and the perception on what a Fairtrade Town should do. The result should be a representation for Bergisch Gladbach, which means the method has to be quantitative. One way of collecting quantitative data is a questionnaire (cf. Flaker 2006:47). The questionnaire comprises ten questions that help to answer the three aspects listed above. Additionally the interviewee is offered the possibility of giving a statement about the project or fair-trade in general. These statements cannot be taken as being representative but give some qualitative data. The chosen target group consists of pedestrians on the Main Street in Bergisch Gladbach and pupils of the “Albertus Magnus Gymnasium Bensberg” and the “Otto Hahn Schulen”. Due to a high percentage of those aged under 18 it seem logical to look at the results separately from the other age groups.

Furthermore an interview with Mister Zeuge, owner of the Bensberger Weiniadchen, one of Bergisch Gladbach’s fair trade shops, gives qualitative data about the current circumstances in Bergisch Gladbach concerning the demand for fair trade products, difficulties the shops have to deal with and possible improvements that could be made in the future. The interview is not representative for all fair trade shops in Bergisch Gladbach, but describes the circumstances this one shop is currently in and therefore is a qualitative data collection (cf. Flaker 2006:47).

4.2 Perception of the population

The results of the questionnaire give an overview of the situation in Bergisch Gladbach regarding the public perception on fair trade.

First of all 80% of the population know the label Fairtrade which is a positive result. One can expect the majority of the population of a Fairtrade Town to know what the label means and is about. In total 55% of the population buys products from fair trade including 8% who buy fair trade products as often as possible. The fact that more than half of the inhabitants buy these products shows that they are available in supermarkets and shops and that it is important to the consumer under what conditions their food is produced, especially due to genetically-modified food and food scandals like the recent horse meat declaration scandal. According to U. Zeuge such scandals will encourage the consumer to buying fair trade products in the long term. By being consumers the population supports the establishment of fair trade in society.

Even though more than half of the population supports fair trade by being consumers only 24% know that Bergisch Gladbach is a Fairtrade Town. This leaves 76% who do

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not know that Bergisch Gladbach is a Fairtrade Town and shows that the public awareness is extremely low. Out of this 24% not everyone has recognised any form of advertising or campaign on fair trade by Bergisch Gladbach. Only 19% of the population has actually recognised something. Examples would be articles in local newspapers, the New Year's reception, a lecture in school about Bergisch Gladbach and fair trade as well a market stand and a stand with fair trade products in the catholic church in Bensberg. The other 81% have never heard that Bergisch Gladbach is a Fairtrade Town. *"Ich lese täglich Zeitung, aber einen Artikel zu Bergisch Gladbach als Fairtrade Stadt ist mir noch nicht aufgefallen"* (questionnaire remark). This indicates that Bergisch Gladbach is not doing enough to educate the public about Bergisch Gladbach's efforts towards fair trade at the moment. This lacking awareness questions if the title Fairtrade Town is suitable for Bergisch Gladbach. It is beyond questioning that Bergisch Gladbach achieved all five goals and did even more than was expected, but was this enough? The findings of the questionnaire showed that apparently it was not enough yet.

The fact, that there is no financial support from the town (Werner 2013) makes the project more difficult. Bergisch Gladbach has no money to support the campaign. This makes advertising in form of posters as well as events problematic and could be the reason why the public awareness is so low. According to Mrs. Werner this suits the basic idea of fair trade but it might be contra productive in the end.

The smaller fair trade shops often cannot afford to spend money on extra advertising. U. Zeuge, owner of the "Bensberger Weinlädchen" says: *"Größere Discounter, die Fairtrade Produkte anbieten, wie Aldi, Lidl, Edeka und Rewe, sollten sich stark machen, wie sie es bei Bio-Produkten tun"* (Zeuge 2013.) His statement shows how crucial his enthusiasm is for success. He would like to make more advertising himself but cannot afford to do so.

One of the major problems of the project Fair Trade Town Bergisch Gladbach is that even though the town exceeded the number of published articles about Bergisch Gladbach as Fairtrade Town, the public awareness is very low with only 24%. With such a low level of public awareness it is quite impossible for a project to be successful, which is also the reason why 79% of the population think the project is not going well, either because they have never before heard that Bergisch Gladbach is Fairtrade Town or because they wish the town would do more to towards fair trade. A statement such as *"Ich finde es gut, dass Bergisch Gladbach es versucht, es muss aber mehr getan werden bevor sie den Titel verdienen."* (questionnaire remark) shows that the population wants

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the town to show more effort. Even though the interviewee generally supports the idea of fair trade he thinks that Bergisch Gladbach is not doing enough to earn the title Fairtrade Town at the moment.

Some consumers are afraid, that the label Fairtrade does not hold what it promises. Statements like *“Fairtrade ist nur eine Chance für das Label mehr Geld zu machen“* (questionnaire remark) and *“In den dritte Weltländern kriegen die Menschen von dem Geld nichts ab“* (questionnaire remark) show that some consumers are wary of the label. To them it is not trustworthy because they are not informed about it and have never seen proof that fair trade products really are fair for the producers in developing countries. In this case the label is not transparent enough. This makes it hard for a Fairtrade project to be effective.

Also only 59% of the interviewees think that the town should appeal to the people to buy Fairtrade products. In their opinion giving information is good, but they don't want to be forced to buy these products. This makes it hard for the steering group to contact the people as an appeal to buy fair trade products is easily seen as being rude. Nevertheless this should not be a reason for the steering group to stop trying.

As far as those aged under 18 are concerned a few differences can be spotted. The questionnaire led to the result that young people tend to have greater awareness of the label Fairtrade than those aged above 18. By comparison the percentage of people who know the label differs by 12.5 percent as 92.5% of the young people knew the label. Besides this they have a greater willingness to support fair trade and wish the schools would be involved more in the process. *“Der faire Handel dient einem guten Zweck und man sollte die Schulen mehr involvieren”* (questionnaire remark). Overall their greater willingness can be seen in the fact that 70% of the people aged under 18 want a Fairtrade Town to appeal to the people to buy fair trade products. One might come to the conclusion that the youngest generation of our society appreciates the values of fair trade more and therefore does not consider campaigns for fair trade as being rude. It is striking that only one school in Bergisch Gladbach is involved in the campaign. According to Mrs. Werner the schools did not respond to any information and class competition regarding fair trade that were sent to them.

4.3 Suggestions for improvement

Based on the results of the questionnaire a few suggestions for improvement can be made. These suggestions should result in the establishment of fair trade in Bergisch

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Gladbachs' society and in working against the problems that were spotted when analysing the results of the questionnaire.

First of all the low level of public awareness about the project Fairtrade Town Bergisch Gladbach is a major stumbling block that prevents the project from being successful. In order to create a higher public awareness, posters could be put up at public places like major bus stations, the entrance to Bensberg town hall and the consumer affairs office in Bergisch Gladbach as well as the "Bergische Löwe". With posters placed in such places many people pass them every day, and if even half those people look at the posters this will increase the awareness of the population. The poster should state Bergisch Gladbach as a Fairtrade Town and stress the importance of fair trade with giving links to the town's website and maybe even naming the closest shop that sells fair trade products. Additionally flyers about fair trade could be placed in the consumer affairs office and other information sites.

The fact that 55% of the population is buying fair trade products, but just 24% know that Bergisch Gladbach is a Fairtrade Town shows that the tag which every fair trade product selling shop gets to stick it on the outside of the shop is not eye-catching. This could be due to size but also due to the colours. Perhaps one might suggest a bigger size and a new graphic design which is more eye-catching. Furthermore fair trade products could be placed more apparent in shops and supermarkets as this could result in an increased consumption and awareness of fair trade products. In addition the steering group should continue looking for additional fair trade restaurants. They might even consider including up-market restaurants, such as the "Gourmetrestaurant Vendôme – Grandhotel Schloss Bensberg" and the "Gourmetrestaurant Lerbach – Schlosshotel Lerbach" in the campaign as they certainly have customers who can afford fair trade products and many people from outside town because they are attracted to the best German restaurants. If these restaurants opted the campaign would become better known, therefore an increasing public awareness.

Another inexpensive way of advertising would be an update on the town's website including a list of shops and restaurants that sell fair trade products which can be downloaded and be used as a shopping guide. This would not only increase the awareness of the population, but it would also offer free advertising for the shops and restaurants, which could be an incentive for other shops to offer fair trade products as well. In addition the certificate should be mentioned on the welcome page of the home page of the "Stadt Bergisch Gladbach" in a way that everyone who visits the page cannot fail to

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see it. In addition local media should be involved more because past effort was not enough.

In order to increase the public awareness and make the project more successful more effort has got to be made. The schools should be included in the process of spreading the idea of fair trade in Bergisch Gladbach. As the analysis of the questionnaire of those aged under 18 has shown the willingness to do something towards fair trade is higher. Furthermore the children who learn about fair trade at school will tell their parents about it so that in the end a great number of people are informed about fair trade and the fact that Bergisch Gladbach is a Fairtrade Town. This is a reason why the schools should be included more in the fair trade project and a suitable suggestion might be the title Fair-trade School. As most of the schools located in Bergisch Gladbach did not reply to any of the information sent to them, members of the steering group could visit the schools in person. Furthermore the town could offer their help to schools to get the project off the ground.

Besides the lack of public awareness the trust of people has to be gained. This means that the population has to be educated about the consequences of buying fair trade products for the people in developing countries. If the label itself makes the process of fair-trade more transparent and the town reports about the increasing living standards of the people in a specific case study the people who are suspicious of fair trade at the moment might change their minds. Furthermore the steering group could educate the people about the other labels that trade fairly, like GEPA and el Puente, which have even stricter terms than Fairtrade. These might be good alternative for those who are of the opinion that the terms of the label Fairtrade are not strict enough and that more measures need to be taken to convey authenticity.

5 Conclusion

The title Fairtrade Town acts as proof for Bergisch Gladbach's active work against exploitative child labour, which Bergisch Gladbach promised to do by signing the resolution. The title is proof of this because fair traded products work against the exploitation of producers from developing countries by assuring just prices for the products. This means that Bergisch Gladbach is using the prestige of the campaign to meet the requirement mentioned above.

Additionally the campaign is used to put the town on the map and use it as an attraction for the enlightened consumer. The campaign ought to result in a greater public awareness of fair trade and a greater consumption of goods. The results of the questionnaire have shown that 55% of the population is already buying fair trade products and therefore supports the campaign by consumption. However, public awareness about Bergisch Gladbach as Fairtrade Town is low with only 24% who knew that Bergisch Gladbach is a Fairtrade Town and 19% that have recognised the campaign. This shows that even though Bergisch Gladbach exceeded the minimum number of articles that were needed in order to meet the one of the goals. Not enough effort has been made to educate the public about the project. Therefore Bergisch Gladbach cannot be considered to be really fair yet.

Based on the results of the questionnaire, suggestions for possible improvement could be formed, such as more advertising, involvement of schools, more education about fair trade for the public, more use of local media and more visibility of fair trade in the town.

Besides the possible improvements one has to mention that Bergisch Gladbach has been a Fairtrade Town for about one year. This means that fair trade is still in its infancy. The establishment of fair trade in Bergisch Gladbach will take time. Additionally genetically- modified food and the food scandals will motivate the consumers towards fair trade in the long term, as fair trade assures them of good quality goods.

It is only right, that Bergisch Gladbach supports fair trade as this is the only way for the developing world to become economically independent. In order to make Bergisch Gladbach really fair the products have to be more visible for the consumer, and the public awareness will follow. It is hoped that in time the number of fair trade shops and restaurants will increase. I am optimistic because not using fair trade would be against progress.

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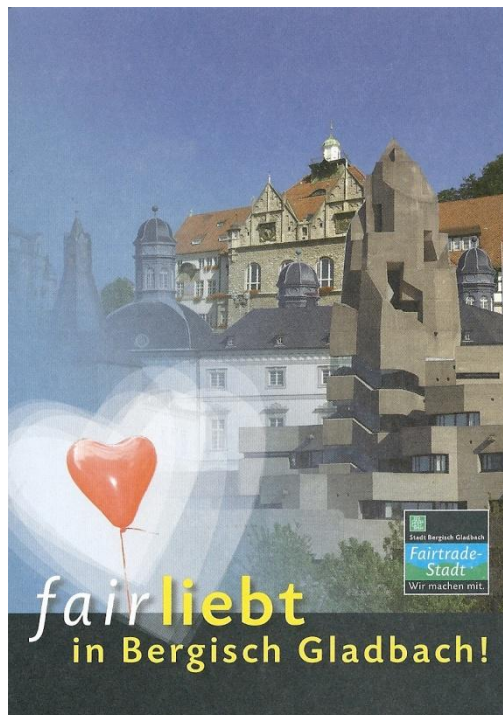
7 Appendix

Image 1: tag for fair trade shops and restaurants



Source 1: Bergisch Gladbach

Image 2: post card



Source 2 Bergisch Gladbach

Zusammenfassung des Interviews mit Fairtrade Projektkoordinatorin Frau Werner vom 13.02.2013:

Wie kam Bergisch Gladbach dazu sich als Fairtrade Stadt zu bewerben?

Es war eine notwendige Konsequenz auf die Resolution gegen ausbeuterische Kinderarbeit, welche Bergisch Gladbach dazu verpflichtet aktiv gegen Kinderarbeit anzugehen. Durch das Zertifikat ist Ausbeutung ausgeschlossen. Es nicht nur wichtig gegen Ausbeutung von Kindern vorzugehen, sondern auch gegen die Ausbeutung des Restes der Menschheit.

Der Beschluss kam vom Bürgermeister selber. Der Rat hat den Beschluss von ihm präsentiert bekommen und es dann beschlossen. Es wurde entschieden Kaffee, Orangensaft und braunen Zucker aus fairem Handel bei den Sitzungen zu verzehren. Damit war das erste Kriterium erfüllt.

Anschließend gab es eine Auftaktveranstaltung am 1.Juni 2011 Referenten von Fairtrade Deutschland führten eine PowerPoint Präsentation vor.

Eine Steuerungsgruppe wurde gegründet. Sie besteht aus acht bis zehn Personen, die Mitglieder wechseln. Mitglieder sind: Vertreter der evangelischen und katholischen Kirche, Vertreter der Verbraucherzentrale, die Besitzerin des Eine Welt Ladens in Bergisch Gladbach, der Schulleiter des Berufskolleges für kaufmännische Berufe (BKSB) und Frau Werner als Ansprechpartnerin und Vorsitzende. Der Rat trifft sich ca. alle zwei Wochen. Die Kampagne läuft unter dem Titel „fairliebt in Bergisch Gladbach“. Das ist die Erfüllung des zweiten Kriteriums.

In der nächsten Sitzung geht es um die Titelerneuerung.

Für das dritte Kriterium musste Bergisch Gladbach 21 Einzelhändler und 11 Gastronomiebetriebe vorweisen, die mindestens zwei Produkte verkaufen/anbieten.

Die 21 Einzelhändler zu erreichen war kein Problem durch die Supermärkte. Dann gibt es auch noch Blumenläden und eine Apotheke (Weingummies) sowie das Bensberger Weinlädchen, die Produkte aus fairem Handel verkaufen.

11 Gastronomiebetriebe zu finden war schwierig, durch das wirtschaftliche Denken der Inhaber. Häufig werden die positiven Aspekte verkannt.

Gastronomiebetriebe, die Fairtrade Produkte verkaufen sind z.B.:

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Quirl's Drinks and Food, Centrale – Cafè Bar Restaurant, Galerie Café, Tchibo, CrêpeMarie Quirls, Tchibo, Kafe Central, Galerie Kafe, CrepeMarie

Kriterium 4: das Berufskollege für kaufmännische Berufe veranstaltet einmal im Jahr zum Tag der offenen Tür eine Aktion zu Fair Trade. Es werden Poster gemacht und Fairtrade Produkte verkauft. Auch im normalen Schulalltag werden Produkte verkauft.

Der Stadtverband für Entwicklungszusammenarbeit Bergisch Gladbach e.V. hat einen Stand vor der Rheinberg Gallerie aufgebaut zu Fairtrade (ein Informationsstand)

Eine katholische Kirche hat in einen Gottesdienst eine Kollekte für Fairtrade integriert und es gibt ein Seniorenkafe in der Kirche, wo Fairtrade Produkte angeboten werden.

Kriterium 5: es gab einige Zeitungsartikel und einen zweiminütigen Auftritt von dem Bürgermeister und Frau Werner bei Radio Berg und es gab TV Beiträge auf TV Berg.

Wir hatten insgesamt mehr Medienbeiträge, als notwendig sind. Es wurde von dem Weg zur Fairtrade Stadt viel berichtet. Jetzt, ist es ein bisschen schwieriger. Es müssen sich Aktionen ergeben, über die in der Zeitung berichtet werden kann. Das nächste wäre das Fairtrade-Frühstück im Mai.

Besonders war, das Herr Overath zur Verleihung der Urkunde da war. Weil Bergisch Gladbach so nah an Köln liegt wurde angefragt, ob er nicht die Urkunde verleihen kann.

Des Weiteren wurde ein Fairtrade-Frühstück veranstaltet. Und der gesamte Neujahrsempfang 2012 wurde auf das Thema Fairtrade ausgerichtet. Und bei dem neuen Belag für die Fußgängerzone wurde auf Belag geachtet, der nicht aus Kinderarbeit kommt.

Welche Projekte sind für die Zukunft geplant?

Die Titelverteidigung ist das nächste Projekt. Dadurch festigt sich Fairtrade in Bergisch Gladbach festigen und ist nicht nur vorübergehend.

Ich wünsche mir, dass die Schulen sich stärker engagieren. Auf die ersten Anfragen hat nur eine Schule geantwortet und auf den Schülerwettbewerb, welcher ein Filmwettbewerb war, zu dem Thema FairLiebt, gab es gar keine Rückmeldungen, und somit auch eine eingeschickten Filme. Der Gewinnerfilm war eingeplant für den Neujahrsempfang 2012. Der Wettbewerb war mit einer sehr engagierten Studentin zusammen ausgeschrieben worden.

Eine gute Bildungsarbeit mit attraktiver Öffentlichkeitsarbeit

Wie sieht die finanzielle Unterstützung der Stadt Bergisch Gladbach aus?

Auf Grund des Nothaushalts der Stadt geschieht die Finanzierung nur über Spenden. Die Steuerungsgruppe arbeitet ehrenamtlich, und bei Aktionen, wie dem Fairtrade Frühstück werden Spenden für weitere Aktionen gesammelt. Dass das Projekt über Spenden finanziert wird, passt zu dem Gedanken von Fairtrade.

Was würden Sie mit einer richtig großen Spende anfangen?

Ich würde gerne einen fairen Einkaufsführer drucken lassen, in dem die Geschäfte, die Fairtrade Produkte verkaufen aufgelistet sind, damit sich die Verbraucher danach richten können. Dafür fehlt im Moment das Geld. Außerdem würde ich einen attraktiveren und größeren Eine Welt Laden gestalten, der eventuell ein Kaffee hat.

Es ist wichtig, dass Billigläden keine Chance kriegen.

Es gibt neben dem Siegel Fairtrade auch noch andere Zertifikate, die den fairen Handel unterstützen, wie GEPA und elPuente. Das Fairtrade Siegel ist das prominenteste, nicht das Beste. Das Siegel muss extra bezahlt werden und manche Firmen, die Fair handeln sparen an dem Extrasiegel.

Bergisch Gladbach hat selber zwei Produkte, Bergisch Gladbacher Kaffee und Bergisch Gladbacher Schokolade, die Fair gehandelt und bio sind. Es gibt Sticker für die Geschäfte, die nachweislich Fairtrade Produkte anbieten. Diese Sticker sind von außen für den Verbraucher sichtbar.

Das heimische ist auch wichtig. Es ist viel sinnvoller deutsche Produkte zu verwenden, wenn möglich. Bei Produkten, die nicht aus Deutschland kommen wie Kakao, Kaffee und Orangen, die aus 3. Weltländern kommen, ist es wichtig auf fairen Handel zu achten. Ich bin nicht dafür, dass alle Produkte aus fairem Handel stammen müssen. Weißen Zucker, den wir in Deutschland aus Zuckerrüben gewinnen können, müssen wir nicht aus anderen Ländern importieren. Nur wenn etwas exotisch ist sollte auf fairen Handel geachtet werden. Regional vor global.

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Man sollte nicht nur wegen des Unterstützungsgedanken wahllos Sachen kaufen. Es gibt z.B. genug deutschen Honig. Es sollte nicht unnötig konsumiert werden, wer helfen will kann auch spenden. Sonst könnte es zu einer sinnlosen Versiegelung von Produkten führen.

Zusammenfassung des Interviews mit Herr U. Zeuge, Inhaber des Bensberger Weinlädchen vom 20.02.2013

Worin sehen sie das Problem von Fairtrade?

Es gibt wenig Lieferanten. Der Markt richtet sich nach der Nachfrage und durch die große Breite an Lebensmitteln werden die fair gehandelten Produkte in den Hintergrund gedrängt. Auch ist das Haushaltsgeld limitiert und der Verbraucher nimmt meistens das billigere Produkt. Die werden von den großen Discountern angeboten.

Das Angebot an Fairtrade Produkten ist noch zu klein. Und die Angebote, die es gibt müssen auch schmecken.

Wir in Deutschland haben die Möglichkeit etwas zu ändern und das Bewusstsein zu Natur und anderen Menschen sollte verstärkt werden. Den Produzenten in 3. Weltländern muss Sicherheit gewährleistet werden.

Fairtrade ist eine schöne Idee, doch es sollte es gar nicht geben müssen. Es ist Gegenwart und Zukunft, dass Menschen ernährt werden müssen. Essen und Getränke sollten auch in Zukunft zur Verfügung stehen und es ist wichtig, dass die Menschen in 3. Weltländern darin mit berücksichtigt werden. Durch Förderungen sollte unser moralischer Standard hochgehalten werden.

Sind Sie der Meinung, dass Fälle, wie der aktuelle Pferdefleischskandal, die Verbraucher dazu veranlasst mehr Fairtrade Produkte zu kaufen.

Ich denke, dass Fälle wie dieser, die häufiger vorkommen, und auch in Zukunft vorkommen werden die Verbraucher langfristig dazu bewegen wird mehr Fairtrade Produkte zu kaufen.

Sollte die Stadt mehr Werbung für Fairtrade machen?

Ja das sollte sie. Die Stadt hat sich für das Zertifikat entschieden und sollte dies durch Kompetenz deutlich machen, und sich abheben. Werbung ist sehr teuer und Plakate auch. Da der Anteil von Fairtrade Produkten in unserem Sortiment nicht sehr groß ist

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können wir nicht groß dafür werben. Größere Discounter, die Fairtrade Produkte anbieten, wie Aldi, Lidl, Edeka und Rewe sollten sich stark machen, ähnlich, wie sie es bei Bio-Produkten tun. Kleinere Händler haben nicht die Möglichkeit Werbung zu machen. Da der Staat an sich Fairtrade auch anstrebt, sollte dieser die Städte und dadurch die Läden unterstützen.

Es müssen auch günstige Mittel genutzt werden, wie z.B. Links unter den Webseiten.

Im Moment ist es eine Unterstützung der 3. Weltländer in kleinem Maße. Ich sehe es als Testphase an. Der Bedarf wird überprüft und es gilt das Vertrauen des Verbrauchers zu erlangen. Wir sind wie eine kleine Insel, die gegen den Strom anschwimmt. Wir sind verlässlich und leben davon. Unsere Kunden können sich auf uns und unsere Ware verlassen. Wir bieten auch noch hochwertigere Schokolade und Fairtrade Kaffee an. Auch der Rest unserer Weine, der hauptsächlich aus Europa kommt wird nicht durch Kinderarbeit hergestellt und unsere Kunden vertrauen uns.

Wenn der Markt in Bezug auf Fairtrade läuft, sind wir dabei, wenn keine Nachfrage herrscht, macht es wenig Sinn es weiter zu führen. Ich wurde bis jetzt noch nie von einem Kunden direkt gefragt, welchen Fairtrade Wein ich anbiete.

Fragebogen zu Bergisch Gladbach als Fair Trade Stadt

Im Rahmen einer Facharbeit im Fach Erdkunde, Stufe 11 (Q1) des AMG Bensberg

1. Geschlecht

- Weiblich Männlich

2. Wie alt sind Sie?

- unter 18 18-29 30-45 46-60 über 60

3. Sind Sie Bürger der Stadt Bergisch Gladbach?

- Ja Nein

4. Kennen Sie das Label Fairtrade?

- Ja Nein

5. Kaufen Sie Fairtrade Produkte?

- Ja, so oft wie möglich Ja, aber selten Nein

6. Wissen Sie, dass Bergisch Gladbach eine Fairtrade Stadt ist?

- Ja nein

7. Ist Ihnen eine der Kampagnen, durch die Bergisch Gladbach zur Fairtrade Stadt wurde, begegnet?

- Ja, und zwar: _____ Nein

8. Kennen Sie die Bedingungen, die eine Stadt dafür erfüllen muss?

- Ja, alle Ja, einige Nein

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9. Was sollten Ihrer Meinung nach die Bedingungen sein?

- _____ Geschäfte, die Fair Trade Produkte verkaufen pro 10.000 Einwohner (Bergisch Gladbach hat ca. 110.000 Einwohner)
- Werbung für Fair Trade Produkte (z.B. auf lokalen Festen, in der Zeitung)
- Kampagnen, die an die Bevölkerung appellieren, Fair Trade Produkte zu kaufen
- Verstärkt auf das Angebot von fair gehandelten Produkten achten
- _____

10. Sind Sie der Meinung, dass das Projekt Fairtrade Stadt Bergisch Gladbach zur Zeit erfolgreich verläuft?

- Ja Nein

11. Was ist Ihre Meinung zu dem Projekt Fairtrade Stadt Bergisch Gladbach?

Rechnerische Auswertung des Fragebogens

Zahl der insgesamt Befragten: 100

Frage 1: Geschlecht

	weiblich	männlich
Zahl der Befragten	54	46
Prozent	54	46

Frage 2: Wie alt sind Sie?

	Unter 18	18-29	30-45	46-60	Über 60
Zahl der Befragten	40	11	19	18	12
Prozent	40	11	19	18	12

Frage 3: Sind Sie Bürger der Stadt Bergisch Gladbach?

	ja	Nein
Zahl der Befragten	75	25
Prozent	75	25

Frage 4: Kennen Sie das Label Fair Trade?

	ja	nein
Zahl der Befragten	80	20
Prozent	80	20

Frage 5: Kaufen Sie Fairtrade Produkte?

	Ja, so oft wie möglich	Ja, aber selten	nein
Zahl der Befragten	8	47	45
Prozent	8	47	45

Frage 6: Wissen Sie, dass Bergisch Gladbach eine Fairtrade-Stadt ist?

	Ja	Nein
Zahl der Befragten	24	76
Prozent	24	76

Frage 7: Ist Ihnen eine der Kampagnen, durch die Bergisch Gladbach zur Fairtrade-Stadt wurde,, begegnet?

	Ja	Nein
Zahl der Befragten	19	81
Prozent	19	81

Kampagnen waren: Zeitungsartikel, der Neujahrsempfang 2012, Vorträge in der Schule, Stand in der katholischen Kirche in Bensberg und Marktstand

Frage 8: Kennen Sie die Bedingungen, die eine Stadt dafür erfüllen muss?

	Ja, alle	Ja, einige	Nein
Zahl der Befragten	0	12	88
Prozent	0	12	88

Frage 9: Was sollten Ihrer Meinung nach die Bedingungen sein?

	Mindestanzahl an Geschäften	Werbung für Fairtrade Produkte	appellieren Fairtrade Produkte zu kaufen	Verstärktes achten auf das Angebot
Zahl der Befragten	82	79	59	80
Prozent	82	79	59	80

Die Mindestanzahl an Geschäften, die es pro 10000 Einwohner geben sollte variierte zwischen 500 und einem Geschäft. Die meisten Angaben waren 10, 15 und 20 Geschäfte.

Weitere Vorschläge waren: starke Zusammenarbeit mit Schulen; Kampagnen, die der Aufklärung über fairen Handel dienen; Sichtbarkeit der Angebote; Subventionierung

Frage 10: Sind Sie der Meinung, dass das Projekt Fairtrade-Stadt Bergisch Gladbach zur Zeit erfolgreich verläuft?

	Ja	Nein	Weiß ich nicht
Zahl der Befragten	7	79	14
Prozent	7	79	14

Verwendete Kommentare der Befragten:

„Ich lese täglich Zeitung, aber einen Artikel zu Bergisch Gladbach als Fairtrade Stadt ist mir noch nicht aufgefallen.“

„Ich finde es gut, dass Bergisch Gladbach es versucht, es muss aber mehr getan werden bevor sie den Titel verdienen.“

„Fairtrade ist nur eine Chance für das Label mehr Geld zu machen.“

„In den dritte Weltländern kriegen die Menschen von dem Geld nichts ab.“

„Der faire Handel dient einem guten Zweck und man sollte die Schulen mehr involvieren.“

Rechnerische Auswertung des Fragebogens der unter 18 Jährigen

Anzahl an befragten Personen: 40

Frage 1: Geschlecht

	weiblich	männlich
Zahl der Befragten	28	22
Prozent	45	55

Frage 3: Sind Sie Bürger der Stadt Bergisch Gladbach?

	Ja	Nein
Zahl der Befragten	30	10
Prozent	75	25

Frage 4: Kennen Sie das Label Fair Trade?

	Ja	Nein
Zahl der Befragten	37	3
Prozent	92,5	7,5

Frage 5: Kaufen Sie Fairtrade Produkte?

	Ja, so oft wie möglich	Ja, aber selten	Nein
Zahl der Befragten	1	18	21

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Prozent	2,5	45	52,5
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Frage 6: Wissen Sie, dass Bergisch Gladbach eine Fairtrade-Stadt ist?

	Ja	Nein
Zahl der Befragten	11	29
Prozent	27,5	72,5

Frage 7: Ist Ihnen eine der Kampagnen, durch die Bergisch Gladbach zur Fairtrade-Stadt wurde,, begegnet?

	Ja	Nein
Zahl der Befragten	8	32
Prozent	20	80

Kampagnen waren: Vorträge in der Schule und ein Stand in der katholischen Kirche in Bensberg

Frage 8: Kennen Sie die Bedingungen, die eine Stadt dafür erfüllen muss?

	Ja, alle	Ja, einige	Nein
Zahl der Befragten	0	4	36
Prozent	0	10	90

Frage 9: Was sollten Ihrer Meinung nach die Bedingungen sein?

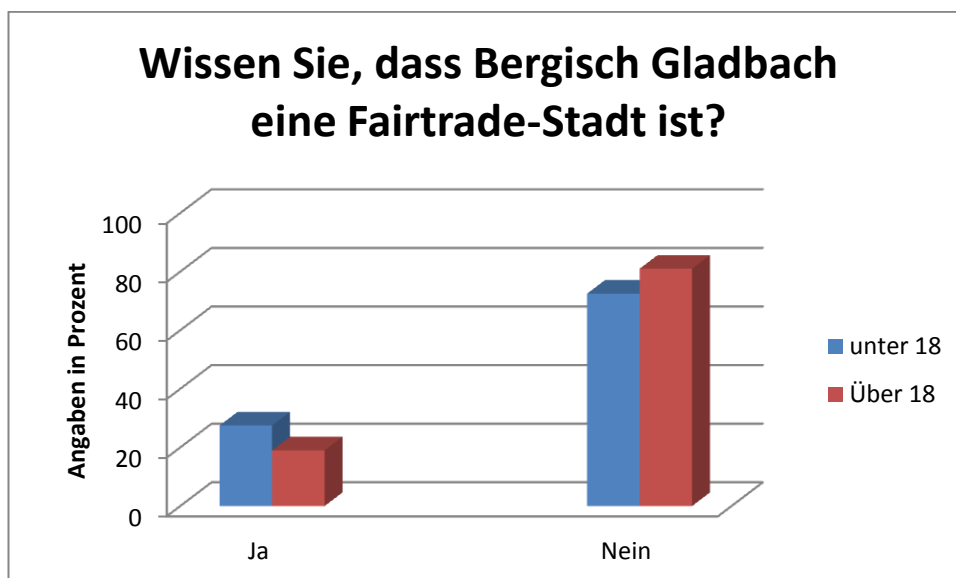
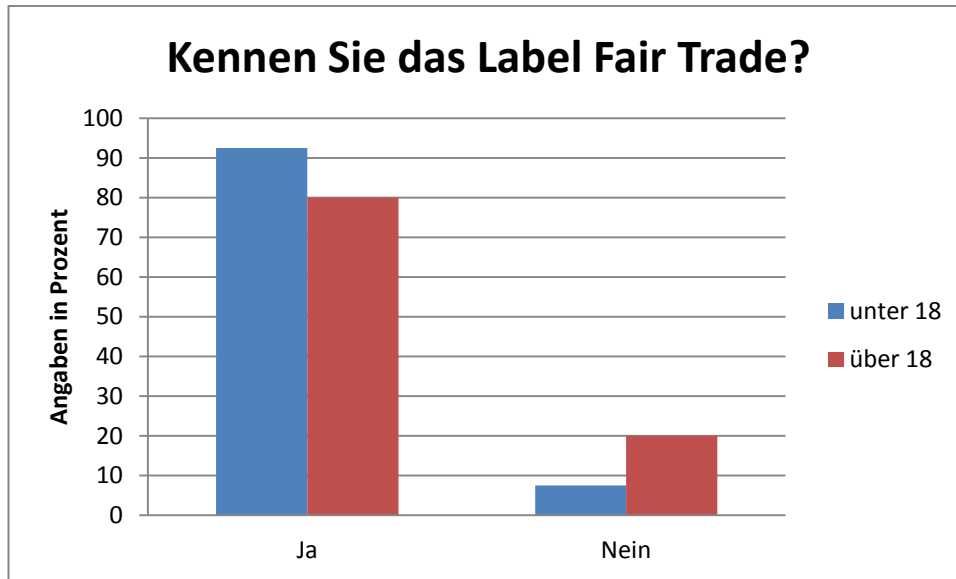
	Mindestanzahl an Geschäften,	Werbung für Fairtrade Produkte	appellieren Fairtrade Produkte zu kaufen	Verstärktes achten auf das Angebot
Zahl der Befragten	38	35	28	36
Prozent	95	87,5	70	90

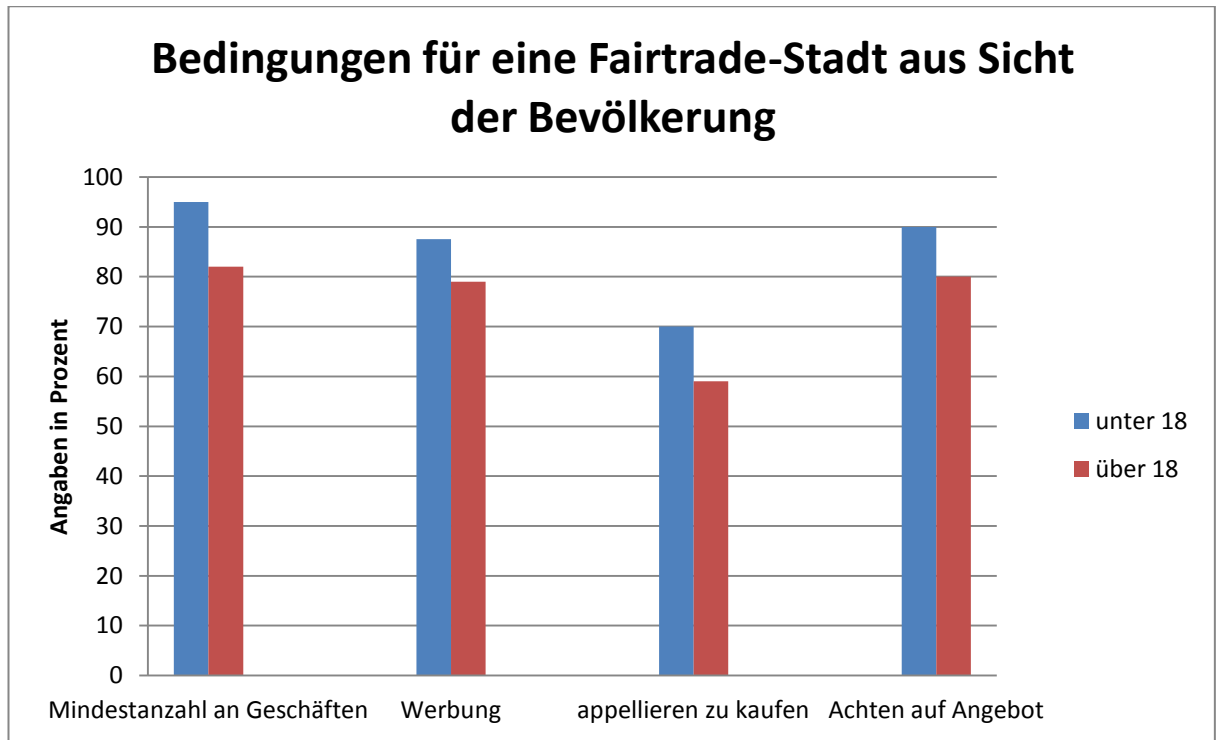
Die Mindestanzahl an Geschäften, die es pro 10000 Einwohner geben sollte variierte zwischen ## und einem Geschäft.

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Frage 10: Sind Sie der Meinung, dass das Projekt Fairtrade-Stadt Bergisch Gladbach zurzeit erfolgreich verläuft?

	Ja	Nein	Weiß ich nicht
Zahl der Befragten	3	34	3
Prozent	7,5	85	7,5





8 Erklärung des Verfassers

„Hiermit erkläre ich, dass ich die vorliegende Arbeit selbstständig und ohne fremde Hilfe verfasst habe und keine anderen als die im Literaturverzeichnis angegebenen Hilfsmittel verwendet habe. Insbesondere versichere ich, dass ich alle wörtlichen und sinngemäßen Übernahmen aus den anderen Werken als solche kenntlich gemacht habe“

Merlin Kammerer