



**Fairtrade
and ethical
trading in the
public sector**

***Vision of the conference:
All municipalities become
Fairtrade municipalities
and all public bodies
set ethical criteria in their
purchases.***

September 29 – October 1 2010, Trade Union Hall, Sauda



www.fairtrade.no



www.etiskhandel.no/



www.sauda.kommune.no

Arranged by:
Fairtrade-kommune Sauda
www.fairtrade-kommunesauda.no

FAIRTRADE AND ETHICAL TRADING IN THE PUBLIC SECTOR

Sauda, September 29 – October 1 2010
Trade Union Hall, Sauda

Vision of the conference:

All municipalities become Fairtrade municipalities and all public bodies set ethical criteria in their purchases.

Wednesday, September 29 2010

Dinner at Sauda Fjord Hotel from 8.30 p.m.

App. 9.30 p.m.: **Bruce Crowther: Garstang to the world – Ten years of Fairtrade Towns. Where next?**

Thursday, September 30 2010

Chairman: Trond Helleland, leader of the Norwegian Union of Municipal and General Employees in Rogaland (NUMGE)

a.m.

08.15 – 08.45: **Registration and coffee at the Trade Union Hall**

08.45 – 08.55: **Cultural interlude**

08.55 – 09.00: **Welcome to Sauda**

Laura Seltveit, Mayor of the municipality

09.00 – 09.20: **What is Fairtrade and what is ethical trade?**

Erik Hager, General Manager Fairtrade Max Havelaar Norway

Magne Paulsrud, Adviser, Ethical Trading Initiative Norway

09.20 – 09.45: **Billions of opportunities to change the world**

Eli Bleie Munkelien, Vice President, Corporate Responsibility, KLP

09.45 – 10.10: **The Norwegian confederation of trade unions will work for an ethical and just trading.**

Kristian Tangen, Confederation secretary, Norwegian confederation of trade unions

10.10 – 10.30: **Break**

10.30 – 10.55: **Ethical trading in public purchasing – what does the government do?**

Rigmor Haga, Adviser, Agency for Public Management and eGovernment (Difi)

10.55 – 11.20: **Responsible Public Procurement**

Kristine Aasgård, Higher Executive Officer, Agency for Public Management and eGovernment (Difi)

11.20 a.m – 12.10 p.m: **Norwegian health authorities are on the move!**

11.20 – 11.45: **Ethical criteria in purchase of medical equipment must be made mandatory.**

Torunn Janbu, President of the Norwegian Medical Association

11.45 – 12.10: **Ethical criteria in public procurement require follow-up activities. Example of a follow-up strategy from the South Eastern Norway Regional Health authority**

*Grete Solli, Senior Adviser Social Responsibility
South Eastern Norway Regional Health Authority*

12.10 – 13.25: **Lunch**

13.25 – 14.10: **Exonerated in order to forgive – Commitment, solidarity and compassion.**

Dialogue between Lidio Dominguez and Eskil Havgar

14.10 – 14.25: **Why Rogaland wants to become the first county in which all municipalities are Fairtrade municipalities. That is why the county makes ethical requirements in its purchases.**

Klara Gauthun Tveit, member of the county council of Rogaland and the county executive board

14.25 – 15.15: **Panel discussion: Challenges, possibilities and responsibilities when setting ethical criteria**

Participants:

Liv Bente Wasa, Head of Purchasing, KLP

Knut Arve Orten Lie, Head of Purchasing, municipality of Bærum

Rigmor Haga, Adviser, Difi

Grete Solli, Senior Adviser Social Responsibility, South Eastern Norway Regional Health Authority

There will be five-minute speech from each participant followed by discussion and questions from the floor.

The panel discussion will be chaired by Magne Paulsrud, adviser on public purchasing in Ethical Trading Initiative Norway

15.15 – 15.30: **Break**

15.30 – 16.15: **Debate: Which possibilities will labelling and other ethical initiatives bring for purchasers/consumers?**

Participants:

Kjersti Lie Holtar, founder of Isandi, blogger – Craftprat and active participant in the debate on current affairs: *Fairtrade – Public Education or Marketing?*

Lene Hjort Lorentzen, Innovation & CSR manager, Toms International/Anthon Berg: *Why Anthon Berg chose Fairtrade*

Ugur Dæglum, Sales manager, Løfbergs Lila: *A cup of coffee with a particularly pleasing after-taste.*

Ten-minute speech from the panel participants followed by discussion, comments and questions from the floor.

The debate will be chaired by Thore Hem, the Norwegian Agency for Development Cooperation

16.15 – 16.35:

Congratulations!

For the fifth time Fairtrade Max Havelaar Norway celebrate the recipient of the “Fairtrade Fighter” prize. Who wins it this year?

KLP Mutual Insurance Company awards the prize “**Not at any price**” to a person or an organisation in the public sector for outstanding efforts in promoting ethical aspects in purchasing.

16.40:

Guided tour of Sauda

20.00

Dinner at Sauda Fjord Hotel

21.30:

Entertainment by local performers

Friday, October 1 2010

Chairman: Trond Helland, NUMGE

09.00 – 09.05: **The chairman welcomes you**

09.05 – 09.15: **Cultural interlude**

09.15 – 09.50: **Conditions in the global cocoa and chocolate industry**

Alex Assanvo, Global Product Manager for cocoa in Fairtrade Labelling Organizations International (FLO)

Alex hails from the Ivory Coast and has a thorough knowledge of cocoa and the cocoa industry as well as the actual conditions on cocoa farms in West Africa.

09.50 – 10.05: **The Norwegian government’s efforts in the struggle to reduce poverty – and why Fairtrade and ethical trading is important.**

Norwegian Foreign Minister Jonas Gahr Støre

10.05 – 10.20:

Questions from the floor to the Foreign Minister

- 10.20 – 1040: **Break – during which the participants may meet Foreign Minister Jonas Gahr Støre**
- 10.40 – 11.10: **Why is Kuapa Kokoo Limited Fairtrade certified?**
Mr. Kwasi Aduse-Poku, Managing Director of Kuapa Kokoo Limited, Ghana
- 11.10 – 11.40: **Divine: A Fairtrade Company – Owned by Cocoa Farmers – Made for Chocolate Lovers**
Sophi Tranchell, Managing Director of Divine Chocolate Ltd
- 11.40 – 12.00: **A critical eye on international chocolate industry**
Simen Sætre, author and journalist
- 12.00 – 12.45: **Panel discussion: What may be done to improve conditions for the workers in the cocoa and chocolate industries?**
Participants:
Alex Assanvo, Fairtrade Labelling Organizations International
Kwasi Aduse-Poku, Kuapa kokoo Limited
Sophi Tranchell, Divine Chocolate Ltd
Simen Sætre, author and journalist
Lene Hjort Lorentzen, Toms International/Anthon Berg
- Discussion and questions from the floor.
- The panel discussion will be conducted in English and translated (into Norwegian)
- The discussion will be chaired by Thore Hem, the Norwegian Agency for Development Cooperation
- 12.45 – 12.50: **Summary, thanks and the best wishes for a safe return!**
- 12.50: **Lunch and departure**

For enrolment and practical information: www.fairtrade-kommunesauda.no

There will be stands and exhibitions in the hall where food and refreshments are being served during breaks.

