

Fair Trade City Herne

Welcome to the Fairtrade Town of Herne! Our city council was honored on June 4th, 2011, to be awarded as the one-thousandth Fairtrade Town worldwide, together with eleven other cities on five continents, including Kumamoto, Japan and Madrid, Spain. Herne is therefore part of a global movement of communities and people coming together for social justice.

This award was acknowledged very positively both nationally and internationally. The title "Fairtrade City" should continue to signify the incentive and obligation to further develop Fair Trade in Herne and make it more visible.

"Our coffee pots stay fair!" – and the City of Herne with them

The Ruhr Region has once again been awarded as a "Fair Metropolis."

Industrial location, football region, capital of culture - the Ruhr region has many facets. Less well-known is another pioneering role: in 2013 it was the first region in the world to be awarded the title "Fair Metropolis."

At the celebration of the title renewal on the floor of the Ruhr parliament at the Ruhr Regional Association (RVR) in Essen, 30 municipalities, a county, the RVR and the Faire Metropole Ruhr network received the awards for recertification. Dieter Overath, Managing Director of Fairtrade Germany, praised the special commitment to fair trade and global justice.

A model region

Dr. Marc Jan Eumann, State Secretary of Federal Affairs, Europe and the Media, emphasized the role of municipalities: "A just world begins on the ground. What you are doing here is something special—the fair metropolis is an example not only for NRW, but also far beyond the borders of this country." Sports reporter Manni Breuckmann, member of the Fair Metropolis Ruhr network, makes the point: "The Ruhr Metropolis plays in the Champions League of fair-trading regions." In 2010, the Ruhr region committed itself to renouncing products from the exploitation of child labor through the Magna Carta Ruhr.2010. Ulrich Carow, RVR Environmental Director, emphasized: "The signing ceremony during the Ruhr region's European Capital of Culture year was a first milestone - a sign that the municipalities of the Ruhr region would come together for a common theme. From this evening on, we will consider what projects we can start together."

A journey on the road to more fairness

Being awarded as a "Fair Trade Metropolis" was only an intermediate goal for the initiators of the Fair Metropolis Ruhr project. Further plans are underway, the final objective of which is to certify each municipality of the Ruhr area as a Fair Trade Town, thereby promoting fair trade issues to a broader public, and strengthening fair government procurement processes. "At the moment, some 4.3 million people live in the Ruhr area in a Fairtrade city or town. Our goal is that in the foreseeable future all municipalities will be an active part of the Fair Metropolis Ruhr," said Vera Dwors and Markus Heißler, both spokespeople of the Fair Metropolis Ruhr Network. "We understand the commitment of the municipalities to greater justice in trade with the countries of the South, also to give people in the countries of origin better future prospects. To this end, we are also actively engaged in educational work. For example with our FaireKITA project, involving around 100 children's day-care centers, and dealing with global issues."

Find further information and pictures here: www.faire-metropole.ruhr