



## 2024 Special Edition

A Special Edition looking back at the EU's major achievements in promoting sustainable production and consumption during the 2019-2024 European Parliament term. This newspaper is part of a European Parliament elections campaign which aims to help visualise the possible action that could be supported in the next term.

# EU has become a global leader in sustainable consumption and production



Young citizens called for change during the Fair Pride in Paris © Fédération Artisans du Monde.

## Opinion Editorial by the first female EP rapporteur on Sustainable Consumption and Production.

In the European Council Conclusions of June 2017, the European Union committed to being a forerunner in implementing the 2030 Agenda and the

Sustainable Development Goals (SDGs) set out by the United Nations. The SDG action package was finally adopted three years later, in 2020, thanks to the combined pressure of European citizens and the insistence of MEPs, including myself.

In early 2019 I was out on the road canvassing for the European Parliament (EP) elections. At that time, thousands of students were marching in many cities, calling on the EU to take ambitious climate action, and I remember well their voices raised with a clear message: "There is no Planet B!" At political meetings and debates I heard great concern expressed and questions raised

about the impact that our lifestyles as EU citizens was having on the earth and the rest of humanity. Many felt helpless, declaring: "I can't afford to buy organic products". Others were convinced that acting alone would not change anything: "Just me buying Fair Trade and eating local won't improve the lives of all the farmers or protect the environment." I realised that people needed to feel supported through concerted political action. Thanks to these voices, the visionary leadership of my party and like-minded MEPs, the issue of sustainable consumption and production moved from the fringes of political attention to take centre stage.

## Editorial

Dear Reader, As another European Parliament term (2019-2024) comes to a close, we bring you this special edition of The Fair Times. We look back at the major achievements of the European Union in the fields of sustainable consumption and production over the last five years. With the 2030 deadline for the UN's Sustainable Development Goals (SDGs) on the horizon, with climate change an ever-present threat and the need to change consumption and production patterns, has the EU proved up to the challenge?

As politicians campaigned for election to the Parliament back in 2019, students across the EU were standing up for their rights and crying out for action on climate change. We are so pleased that we've been able to share more and more stories of young people calling for more accountability and action from politicians in recent years. We've also been able to report on some inspiring stories of communities taking action to transform and regenerate their regions, while calling on the EU to do more to promote such initiatives.

Actions taken by the EU during the last term have encouraged a shift right across society towards consumption and production practices that are fairer for both people and planet. Although much remains to be done, our politicians have realised the need to base their decisions on broader criteria than mere price competition. Polls are now showing that citizens approve of the action taken by the EU, and this should be seen as a green light for the next crop of MEPs to continue on the same path.

We can breathe a sigh of relief that urgent action has been taken. But we cannot rest there. Seeds of change have been planted. There is hope. But now it's time for all of us to play our part in ensuring that the roots grow deep and strong and in building a fairer world for everyone! So we urge you to get involved! And meanwhile, read on...

The Editors

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Nevertheless, it took hours of cross-party discussions and negotiations to draft and adopt the EP resolution on Sustainable Consumption and Production in January 2020. The resolution called on the EU to adopt commitments that would even surpass the targets and indicators set out in SDG 12, especially with regard to mandatory due diligence for companies. The incorporation of these demands into the 2020 Zagreb commitments on Sustainable Consumption and Production is, in my view, one of the EU's greatest achievements in recent years. Thanks to these principles we now have a systematic mechanism in place: a standing rapporteur on Sustainable Consumption and Production at the EP, plus an annual European Commission report and Council conclusions on progress towards achieving the Zagreb commitments.

This mechanism was instrumental in the adoption of the new EU rules on supply chain due diligence, reporting and responsibility. With this Regulation in place, European consumers can be confident that a rightful share of the price they pay for a product or service will reach all those who worked to produce it or were impacted by its production. They also know that the price reflects the costs that producing and consuming the product will have on the environment and on society as a whole.

There is still much more to do. However, as the European Parliament's first-ever rap-

porteur on Sustainable Consumption and Production, I am proud of what has been achieved so far. My next goal is to ensure that we will turn global trade rules into global Fair Trade rules: I hope that one day we will have a World Fair Trade Organisation instead of a World Trade Organisation!

## Ethical and sustainable fashion has become the norm

Gone are the days when European consumers were buying clothes without knowing who made their garments, or how and where! In the same vein as the spread of organic food shops, both speciality and mainstream retail outlets are now making ethically and sustainably-produced clothes accessible to consumers across Europe. What started out as a niche sector has now transformed into a powerful trend. Trailblazing young advocates and fashionistas are making it cool to upcycle and repair clothes, and they're educating shoppers about putting quality ahead of quantity.

Thanks to the committed work of a cross-party group of Members of the European Parliament, forward-looking EU Member States and a bold European Commission,

the European Union passed a landmark piece of legislation in 2021 that enables European consumers to shop with confidence. The legislation requires companies selling clothes in Europe to ensure that manufacturing sites, no matter where they are in the world, respect human rights, provide safe working conditions and pay workers a living wage. The law also gives consumers, workers, farmers and other interested groups the power to quiz companies about the fibres used in their garments – i.e. about whether they contain specific harmful chemicals, Genetically Modified Organisms (GMOs) and whether the farmers that grew the fibres have been paid a living income.

“We support this legislation, as we have invested, ever since we were set up, in offering high quality, sustainable and ethical textiles to European consumers,” stated the Board Chairperson of a leading European textile industry federation.

## Cooperation for sustainability:

1 + 1 = 3

The EU Competition Commissioner has made one thing clear since her hearing as Commissioner-designate before the European Parliament in September 2019: EU competition policy cannot be seen in isolation from Eu-

rope's societal objectives. At the heart of the problem, she told the hearing, was the antitrust dogma of the EU and the national competition authorities across Europe, based on an interpretation of competition law that traditionally saw cheap prices as the main goal. This had become harder to justify in recent years, she pointed out, with the growing number of European citizens showing concern about the impact supply chains were having on human rights and the environment.

In 2021, after consultation with Member States and the European Parliament, the European Commission issued a much-awaited guidance document on how sector-wide agreements aiming to ensure respect for human rights and promote sustainable production, including prices and wages paid to farmers, can be drawn up without the risk of infringing competition law. This EC guidance was very much welcomed by the legal profession and civil society alike, as it clarified the rules of the game and indicated how far such agreements could and could not go. Since then, following a widespread civil society campaign, a large number of European retail chains committed in 2022 to a sector-wide agreement designed to ensure that by 2024 the women and men working in banana export production earn a living wage. The Chair of the European Parliament Committee on Economics Affairs commented: “I welcome the fact that EU competition law can no longer be used as an excuse for not taking action against the exploitation of farmers and the environment along the supply chains.”

## Sustainable public procurement: killing two birds with one stone

The days when price was the only thing public procurement managers looked at when deciding what products and services to buy are now behind us. Since the adoption of the United Nations Sustainable Development Goals in 2015, a growing number of public authorities have been striving to achieve their sustainability targets by being smart about how they use public money. With approaches ranging from hiring local social enterprises to adopting ethical finance for their bank accounts, serving organic and Fair Trade products in

## The majority of Europeans want the ensure fashion supply chains are socially and environmentally responsible.



### Fair Pay

“Fashion brands should be required by law to say if they are paying the workers who make their products a fair, living wage.”

72% strongly / somewhat agree

### Human rights

“Fashion brands should be required by law to respect the human rights of everybody involved in making their products.”

77% strongly / somewhat agree

### Sustainability

“The Government has a role to play in ensuring clothing (including shoes and accessories) is sustainably produced.”

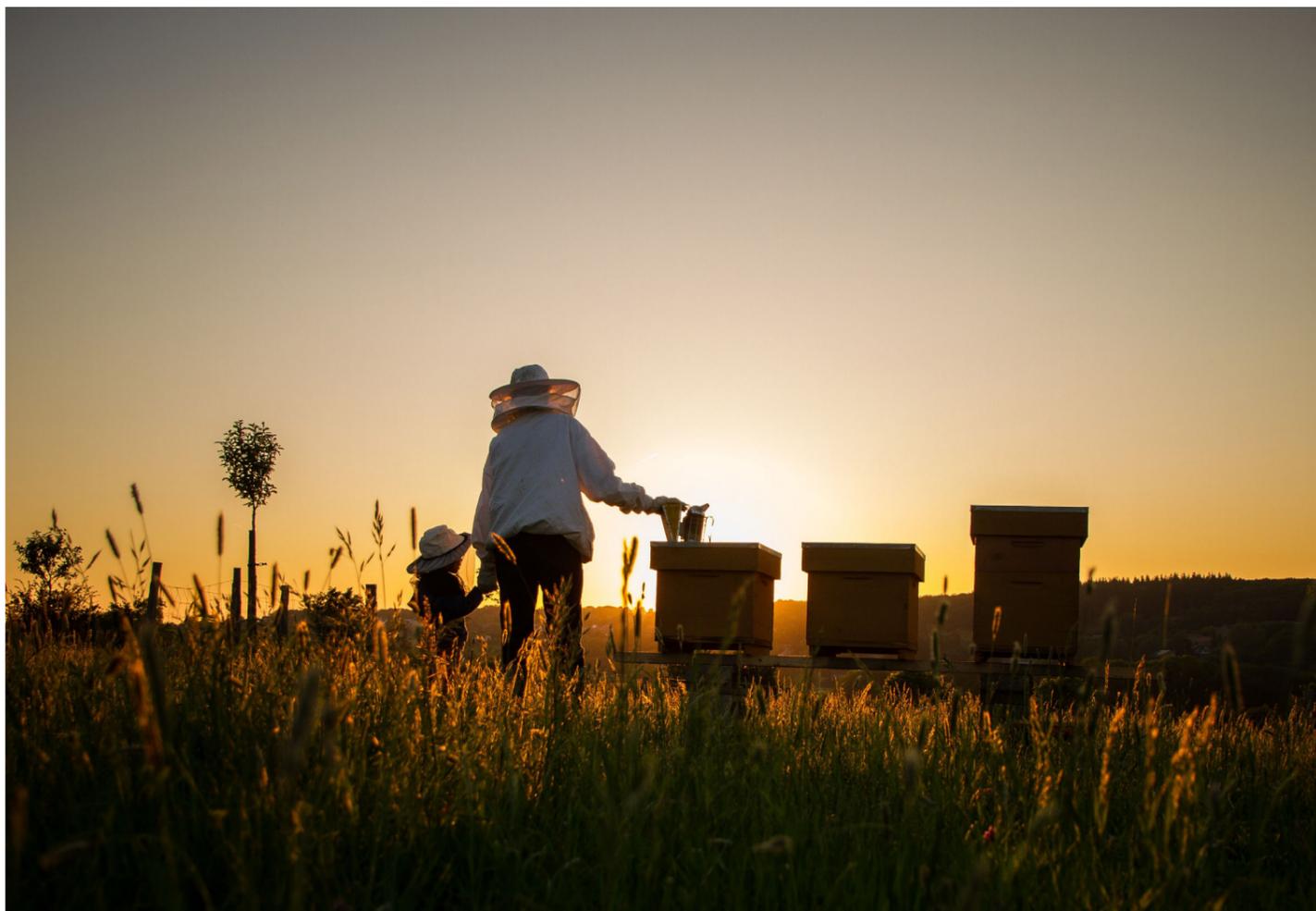
68% strongly / somewhat agree

### Environment

“Fashion brands should be required by law to protect the environment at every stage of making their products.”

75% strongly / somewhat agree

\*Actual Data from the 2018 Fashion Revolution Consumer Survey Report



Future generations getting involved in agroecological practices © Sebastien Pins/CIDSE

their canteens, buying textiles from Fair Trade enterprises, and introducing human rights clauses into purchase contracts for electronic equipment, contracting authorities all across Europe are now taking the lead with practical strategies for ensuring consistent policy application.

During Germany's tenure of the EU presidency in 2020, the first woman ever to serve as President of the European Council raised the question: "How can Europe have global credibility about its commitment to the Sustainable Development Goals if we don't change the way European public authorities procure products and services?"

The following year, the European Commission decided to make sustainable procurement a priority driver for change as part of its 2021 strategy to implement the SDGs. At that time, the European Commissioner responsible for coordinating implementation of Agenda 2030 stated: "The Commission will put in place a programme to ensure that

all contracting authorities, in particular small local authorities, have the necessary know-how to ensure that all public procurement

made with EU money incorporates sustainability criteria by 2030. This will be a win for

a more sustainable Europe and a win for enterprises that have realised they will be more competitive if they offer sustainable solutions to both public and private consumers."

The European Parliament also played its part. In 2020, newly-elected MEPs ensured that both the EP internal public procurement policy for food, textiles and electronic goods, plus all calls for tender, systematically incorporated sustainability and human rights criteria.

## Historic judgement in investor-state dispute case

**T**he European Court of Justice made a historic judgement last year when it upheld Greece's decision to terminate the activities of its biggest coalmining company. Citing Greece's legal-

ly-binding clean energy targets and EU renewable energy requirements, the court overruled the argument of a major investor in the coal firm that

the decision would harm their legitimate expectations of future profits.

This judgement is a first after the European Union's decision to withdraw from trade and investment agreements which contain an Investor-State Dispute Settlement (ISDS) clause. Consequently, state-investor disputes must now be first heard in national courts and can only then be appealed to the European Court of Justice. The decision to withdraw from agreements with an ISDS clause came after sustained pressure from the European Parliament on the European Commission and Council of Ministers to put an end to the inclusion of ISDS mechanisms in new trade and investment agreements and withdraw from existing agreements containing such a clause.

The Chair of the European Parliament's International Trade Committee said that she hoped that this ruling would not only send a signal that the EU was serious about its climate change commitments but also make investors in the EU energy sector fully aware that they must align with the obligations that European Union Member States have to their own citizens, to the European Union and to the international community – whether on climate change, human rights or protection of the environment.

Call for projects!

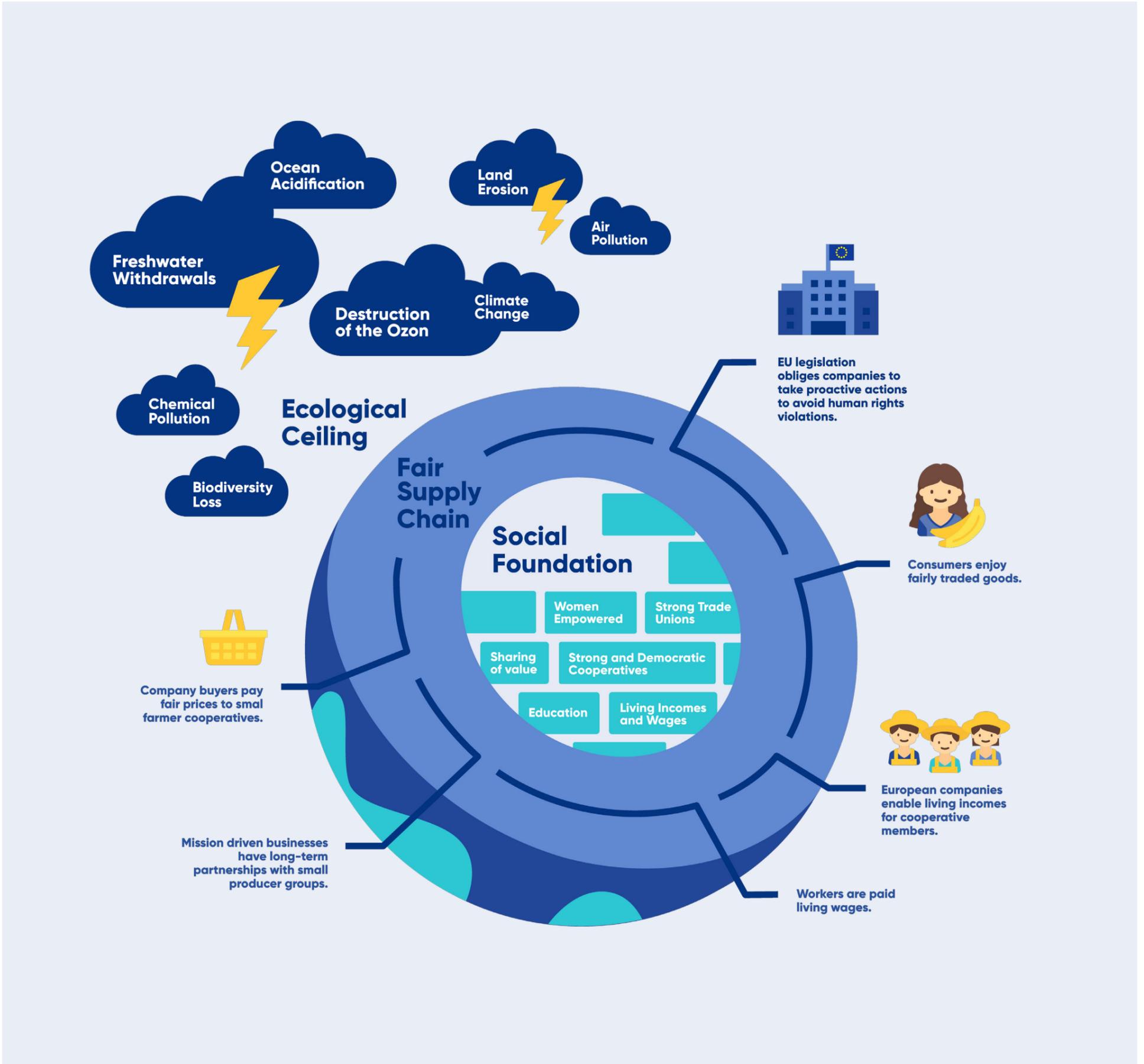


## EU Horizon Europe research programme launches mission for the implementation of agroecology and sustainable farming practices.

The European Commission has launched a Call for Projects for the second stage of 'Mission A', the 'A' standing for 'agroecology'. This approach to farming applies ecological concepts and principles in order to optimise interactions between plants, animals, people and the environment, and seeks to minimise or avoid the use of external inputs. The basic aim of Mission A is to transform the way in which European farms operate and to help farmers transition towards agroecological practices. Back in 2019, the European Parliament pressed for the inclusion of a flagship research programme on agroecology in the EU Research Programme. The Chair of the Parliament's Industry and Research Committee underlined at that time that "research priorities should reflect societal expectations, and they have a crucial role to play to help our farmers transition towards agroecology."

The successful agroecological practices investigated during the first phase of Mission A will now be out-scaled and replicated across the entire European Union in the second phase. The objectives of this new Call for Projects are: to mainstream agroecological practices in the EU as a whole; to consolidate the network of agroecology demonstration farms; to establish a strong EU-wide network of advisory services available to all European farmers; and to highlight priorities for innovative actions and practices that can be replicated and adapted across the entire EU, including setting up supply chains geared to rewarding these new practices. Highlighted themes include large-scale intercropping, the Internet of Things used in small-scale and heterogeneous fields, and micro-organisms in plant-to-plant communication.

Those wishing to respond to the Call should apply via the Horizon Europe website.



## Fair supply chains: contributing to development within planetary boundaries.

**H**umanity’s 21st Century challenge is to meet the needs of all within the means of the planet. GDP growth has been the central goal of economics in recent decades. This has pushed many societies into deepening inequalities and is pushing everyone towards ecological collapse. In a world of intricate, global supply chains, a question that remains is how do we ensure that the way we trade assures everyone’s life essentials, like education and living income, while ensuring that we do not overshoot our pressure on Earth’s life-supporting systems, such as a stable climate and healthy soils, on which we depend?

This was part of the challenge that the EU addressed with its 2022 action plan on sustainable agricultural supply chains. One of the key measures in the action plan is a piece of legislation making it mandatory for companies to ensure that human rights and the environment are respected throughout their supply chains. Since, companies have been taking serious action to minimise legal risks, by upgrading the prices they pay to their suppliers, such as cocoa farmer cooperatives in West Africa. Such improved conditions enable farmers to earn a living income and adopt sustainable farming practices, and encourages younger generations in rural

areas to pursue careers in agriculture.  
*Inspired by Kate Raworth, Doughnut Economics: Seven Ways to Think Like a 21st-century Economist. London: Random House, 2017.*

## A common Food Policy with agroecology at its core to fight against climate change

In releasing the first performance results for the Common Agricultural Policy's 2021-27 programming period, the European Commission has just announced that the next CAP is to be transformed into a European Common Food Policy designed to support a transition towards agroecology. This move was welcomed by civil society organisations, one spokesperson underlining: "Agroecology is the way forward for agriculture. This is how we can tackle all the challenges it faces – climate change, biodiversity loss, soil degradation, water pollution – while ensuring access to land and decent living conditions for farmers."

The European Commissioner for Food & Agriculture declared that "2019 was a pivotal moment for agroecology and climate action, with the release of the IPCC report on land and food security and the expert report on agroecology from the UN Committee on World Food Security. But the key triggering factor came in 2020, after all states had submitted their Nationally Determined Contributions (NDCs) to combat climate change under the UN Framework Convention."

Readers may recall that the apparent inability of the NDCs to limit global warming to 1.5°C, as set out in the 2015 Paris Agreement, the potential threat to food systems that this represented, and the staggering increase in food insecurity triggered mobilisation and protests by some Member States, MEPs, farmers and citizens. This forced the EU to review its 2050 Long-Term Strategy, agreeing to reduce greenhouse gas emissions from agricultural sources and land use. Building on the work of the UN Food and Agriculture Organisation, the EU recognised the key role that agroecology must play in combating harmful climate change.

That was the moment when the EU Food Policy Council was set up, with a mandate to lead the EU towards a Common Food Policy. Many of their recommendations and the outcomes of their work have already been translated into key policies. This in turn

paved the way for a bold revision of the EU-wide NDC, which was presented at the latest Conference of the Parties to the UNFCCC (COP29) a few months ago.

## Paying the true cost of food at the checkout makes nature happy

2024 will be remembered as the year in which Europe and its major cities finally implemented measures to take account of the environmental and health-related costs of intensive and environmentally-unconscious agricultural practices. After so many years, the contributions made by nature to our general wellbeing finally have a price tag. According to the latest Eurobarometer survey, 95% of EU citizens see the climate crisis and environmental protection as a political priority. Given citizens' demands and the new political will to change things, the EU and its cities committed to reduce their impact on the environment.

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The campaign launched with the strapline 'The true cost of cheap food' in most cities across Europe raised people's awareness of the external costs linked to water pollution and damaging emissions. The comparison of external costs between conventional practices and organic, agroecological and Fair Trade practices really hit home.

The campaign showed consumers that total external costs for Fair Trade Bananas is about €3.19 per box, significantly lower than the sector benchmark of €5.9 per box. Another example showed the monetised impact of conventional pesticide use on groundwater pollution. In a standard field of potatoes this works out at €1.298 per hectare, while the impact on groundwater pollution of an organic field amounts to just €0.4 per hectare.

Following the vast mobilisation initiated by European cities, the new EU Regulation 2024/25, whose purpose is to set up a unified framework of indicators for true cost accounting and value pricing, has finally enabled European consumers to discover the true cost

of products they buy in the stores. This regulation is a first step towards ensuring that value and power are fairly distributed among all operators in the system and that the costs and benefits of food production are properly accounted for. 2024 will be remembered as the year in which governance at various different levels came together to provide some tangible protection to the environment and show citizens the true value of the food they eat.

## Grassroots communities leading the way on sustainable consumption and production

All across Europe, communities are now leading the way in responding to the climate challenge and myriad other environmental crises. There are thousands of community-led initiatives, ranging from renewable energy cooperatives to community farms



Thumbs up for Fair Trade! School children call on their government to pay farmers fairly. © Fair Trade Wales



A community social currency event in the neighbourhood of el Pumarejo in Seville, Spain which supports local and sustainable consumption and production.

and gardens, waste reduction projects and social enterprises, that are innovating for a sustainable, fair future. These communities are challenging the competition-at-all-costs consumerist culture and are helping to transform our socio-economic systems so that they truly serve people and the planet.

There are for instance in Europe some 7000 community-supported farms feeding around a million people and around 1500 renewable energy cooperatives (REScoops). Sustainability and climate action are key goals motivating community-led innovation.

ECOLISE has been pushing for greater recognition of and support for the role of grassroots, community-led initiatives (CLIs) and there are signs the message is getting through. However, communities often have very limited resources with which to act, other than personal commitment and vision. They also generally face legislative barriers, have to rely too heavily on volunteers, and enjoy neither accessible funding nor policy support. They tend to be off the radar for European funding and research bodies.

ECOLISE has been actively contributing to the design of several new EU programmes, including a new Smart Villages programme due to be launched in 2021. Here, as elsewhere, ECOLISE has been promoting recog-

nition of the pivotal role of communities in helping to attain climate and sustainability goals.

Communities are the main drivers of transformational change in Europe. They often inspire other people, within their home communities and elsewhere, to take a fresh look and transform their way of thinking, acting and being in the world. It is therefore vital that grassroots communities, who are showing leadership on the ground, become further empowered. To do so, procedures and bureaucracy need to be simplified; ongoing dialogue between CLIs and public authorities must be established and supported; and barriers and constraints faced by CLIs in accessing public funding must be dismantled.

**Communities are the main drivers of transformational change in Europe.**

**The new CAP protects the environment and delivers results for consumers & farmers**

The first performance results for the Common Agricultural Policy's 2021-27 programming period have just been published. According to the European Commission, the CAP outcomes are overwhelmingly positive in mainstreaming environmental and social sustainability in Europe's farming sector. According to official figures, 54% of the CAP's total budget went on climate and environmental measures, with eco-schemes showing as the largest budget item among the direct payments and market measures under the First Pillar of the CAP.

According to Victor Ionescu, who chairs the Parliament's Environment Committee, the new CAP has helped Member States avoid a downward spiral of rural poverty, depopulation and environmental degradation. He underlined: "In a situation where EU

**it was essential for the Parliament to convince the Council that 70% of the CAP budget should be set aside for climate and environmental action.**

Member States are given more flexibility on the measures they choose to support, it was essential for the Parliament to convince the Council that 70% of the CAP budget should be set aside for climate and environmental action," adding: "Ensuring that the new CAP rewards farmers who protect environmental resources was also a vital step in re-building the credibility of the policy, which accounts for fully 40% of the EU budget, as many European citizens have questioned why CAP payments were so unfairly distributed." The Romanian MEP expects that by the end of the CAP programming period (2027), three-quarters of the budget will be used to support sustainable farming and that 100% of the beneficiaries will be covered by at least one voluntary environmental measure.

Marie Jacqmotte, a French organic dairy farmer, told us: "After 20 years in farming, I completed my conversion to organic back in 2019, after I'd been through hard times with low milk prices. In 2023, I joined a new voluntary scheme for high-level animal care. My cows are now healthier and happier, and I get a much better price for my milk." Ms Jacqmotte's story is similar to many others across Europe, where the number of farmers benefiting from eco-schemes has been growing.

**A European 'Sustainable Seeds' system**

Seeds are the starting point in our food chain. The road to establishing a sustainable food system should therefore begin with seeds. Seeds sold in Europe are usually covered by either Intellectual Property Rights (IPRs) or patents. Farmers using these commercial seeds for their annual crops, are entitled to plant the seeds they purchase and subsequently sell the fruit, but they are not allowed to save seeds for planting the following season unless the IPR/patent owner is paid. Such seeds are bred to fit the current industrial agriculture paradigm, which calls for uniformity and involves very little genetic diversity. Moreover, when

the purchased seeds are F1-hybrids (as are most vegetable seeds on the market) there is no point in saving them because they do not reproduce correctly. Farmers are then obliged to buy the seed every year from the

IPR or patent owner. It has also been observed that when the legal rights to a given variety expire, the seeds in question frequently disappear from the market. On top of this, the European seeds business is an oligopoly, with very few companies controlling most of the market. These companies, which are also producers of agrochemicals, tend to promote their seeds in tandem with agrochemical solutions. This means that their seeds – the ones we find on the European seed market – have been selected to be ‘productive’ as long as agrochemicals are used in combination with them.

There are many plant varieties whose seeds are not only free of IPRs or patents but also more resilient, needing less, if any, agrochemical input. Until this year, seeds of these varieties could not be traded in Europe. The marketing criteria (registration system) set under the previous law were not suited to protecting the natural characteristics of these seeds, in particular their genetic diversity.

The introduction of the EU’s New Organic Regulation in 2018 has done much to free up these varieties for trading and seed saving. The Regulation allowed organic farmers from 2021 onwards to use more genetically diverse seeds and plants (known as ‘hetero-

geneous material’) and permitted the marketing of such seeds for certified organic farmers only.

The new European Seeds System Regulation now allows all farmers, including traditional small-scale farmers, who are not necessarily organically certified, to use more diverse seeds that are not registered in the European seed catalogue. They are thus able to save their seeds and plant them and/or buy farm-saved seeds from other farmers and plant them legally. This way, farmers and seed savers are able to improve seeds and create new varieties through participatory plant breeding.

A representative of small farmers in Europe commented: “The breeding of new varieties is no longer the exclusive privilege of the multinational seed and agrochemical companies that have been in control of our food chain for decades. We’re delighted that the EU has taken these steps to put power back into the hands of farmers.”

**“The breeding of new varieties is no longer the exclusive privilege of the multinational seed and agrochemical companies that have been in control of our food chain for decades.”**

## Talking Tag: from now on we’ll know what the real price is!

Two years ago, after four years of debate in the European Parliament, a new EU directive, bringing into being the European Common Price Tag Data Exchange (ECPT-DE), known as the Talking Tag, was adopted. Today most countries have finally implemented it. All companies and traders in the EU common market are now required to use the interoperable data system to share information on their products and services and link it through the Talking Tag. By simply pointing a mobile device at the Talking Tag, anyone can now obtain much more information than before, which means more people are able to make better-informed purchasing decisions.

By combining the best standard measurement, labelling and guarantee systems, it is now possible to obtain all the updated information regarding :

- the environmental impact of a given product
- the energy required to produce

**By simply pointing a mobile device at the Talking Tag, anyone can now obtain much more information than before, which means more people are able to make better-informed purchasing decisions.**

- or operate it
- tracing of all the ingredients or components to the exact location of production
- details of the treatment a product has been submitted to
- labour conditions and fair payment along the supply chain (including photos and videos)
- cooperative or other governance structures
- social impact and community benefits

The Talking Tag also enables price transparency. It shows the composition of the price, and provides comparisons with similar products via an ‘average pricing mechanism’ This prevents dumping or overpricing and indicates the ‘solidarity price’ – which, since its introduction, has made it possible for many to afford what was previously unaffordable, paying up to 20% less, thanks to a consumer shared purchase system, plus a tax rebate.

Critics have pointed out that in many cases, especially for merchandise coming from outside Europe, not all information is currently available. Nevertheless, as the Talking Tag data exchange system is being enforced (with penalties for those companies which refuse to share information), the number of incomplete profiles is falling fast. In fact, there has been an increase in the number of companies that are providing additional information about the positive initiatives they are supporting.

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**‘The Talking Tag’ will make it easy for shoppers to make better informed choices with a touch of a button!**



## Tweets of the day

 @IFOAMEU

Huge increase in demand for #Organic and #FairTrade food in public #schools & #hospitals recorded between 2020-2023. Many emergency services have been demanding uniforms made with #sustainable textiles too! #PublicProcurement #SDG12

 @RIPESStwit

Survey reveals that 60% of public authorities in the #EU manage their bank accounts via #ethicalbanks!

 @FairTradeFTAO

Today, all EU Member States have implemented the new #EU Regulation on Human Rights Due Diligence, a great step to avoid #HumanRights violations in our supply chains! #HRDD #TradeFairLiveFair

 @Ecolise

Great news! @EU\_Commission President announced in her annual State of the Union address, that all future addresses will include a progress report not only on the economy, but will also include progress on greenhouse gas emissions and indicators on citizens health and wellbeing! #BeyondGDP



Young European Entrepreneurs are keen to be part of start-ups that contribute to society and protect the environment. © David Costa/ CIDSE

## European Social and Solidarity Economy moves up to another level

The World Social Forum on Transformative Economies that took place in Barcelona in 2020 provided a great opportunity to showcase the growing number of citizen-led enterprises with business models aiming to make the economy work for both people and planet. Examples range from cooperatives that recycle and reuse electronic components, to ethical banks and Fair Trade enterprises that source the coffee made available to local

authorities across Europe. Young European entrepreneurs are keen to set up businesses that do more than merely provide dividends to shareholders; they want to help create startups that also contribute to the positive social dividends.

Looking back at her achievements during the 2019-2024 term, the President of the European Commission stated: “One of the achievements I am most proud of is our appointment of a specific EU Commissioner for the Social and Solidarity Economy and our decision in 2020 to make Social and Solidarity Enterprises one of the

European Union priority sectors for both reducing unemployment and inequalities and combating climate change.”

The Mayor of Lyon underlined: “Since 2010, our city has been promoting Fair Trade and Social and Solidarity Enterprises, for which we received a special mention as part of the first European Fair Trade City Award in 2018 handed over by the European Commissioner

for Trade. We’re delighted that the European Commission decided in 2020 to step up its support for Fair Trade and Social and Solidarity Enterprises through EU internal and external policies.”

**“I am proud of is our appointment of a specific EU Commissioner for the Social & Solidarity Economy and our decision in 2020 to make Social and Solidarity Enterprises one of the EU priority sectors for both reducing unemployment and inequalities and combating climate change.”**

The present edition of “The Fair Times” is a fictitious newspaper supposedly written in 2024. It is a campaign material for the European Parliament elections of 2019. It is meant to help vision examples of policies that the European Union could put in place on Sustainable Consumption and Production and the role of Members of the European Parliament therein. It is an output of the “Trade Fair Live Fair” EC-funded project. The responsibility of its contents lies within the campaign partners. The views expressed don’t reflect the views of the European Union.



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