

## CATALOG OF CRITERIA

Fair City Map Berlin of the Action Alliance Fair Trade Berlin  
[www.fairer-stadtplan.berlin](http://www.fairer-stadtplan.berlin)

Fair Trade advocates for globally just trade relations and offers an effective alternative: both through fair trade in products and through political and educational work. The term „Fair Trade“ is not protected by law. We are guided by the internationally recognised definition. The fair city map lists sales outlets, organisations and initiatives that contribute to a „fair Berlin“ through their offers and actions.

Here you will find the recognised seals for all categories that a product should have and the additional criteria that a location must fulfil in order to be included in the fair city map.

At the product level, the following recognised Fair Trade certifications/seals apply:



Additionally for the textile sector:



At the corporate level, the following organizations are considered recognized Fair Trade companies:



Recognition of direct trade and solidarity-based trade approaches:

In the area of coffee, additional roasting companies are recognised that engage in solidarity-based or direct trade and whose import standards are based on fair trade principles (e.g. members of the import collective Roasters United, members of MITKA).

## Categories and requirements



Sales locations offer at least two Fair Trade products/goods groups in their regular assortment.



Retail stores and retail chains with sustainable aspirations/sustainable added value carry at least two Fair Trade products/product groups in their regular assortment\*.



Retail stores carry at least one fair trade product/goods group in their regular assortment\*.

Other recognized seals/logos in this category: Fair Trees (fair Christmas trees) and Fair Rubber (products made of natural rubber/latex, e.g. gloves).



The company carries at least two Fair Trade products/goods groups in its regular product range.



The point of sale carries at least one Fair Trade product/goods group (e.g. Fairtrade gold) in its regular range. If a company offers jewelry made of metals in its core business, this must have been largely handmade.



## Drugstore articles / Cosmetics

Retail stores and retail chains with a sustainable claim/sustainable added value carry at least two products/goods groups with Fair Trade components in their regular assortment. \*



## Arts and crafts / Living

Sales locations carry at least two Fair Trade products/goods groups in their regular assortment.



## Other

Sales outlets that carry one of the listed Fair Trade products/goods groups in their regular range. The following recognized seals/logos apply to these product groups:

- Fair Natural Stones: [XertifiX](#)
- Fair IT: [Computermäuse](#), [Fairphone](#), [SHIFTphone](#)
- Products made of natural rubber/latex: [Fair Rubber](#)
- Fair merchandise/snack vending machine: [Fair-O-Mat](#).



## Enjoyment



## Restaurants / Snack

In restaurants and snack bars, at least two Fair Trade products/goods groups must be part of the regular assortment.



## Pubs / Bars

Bars and pubs have at least two products on their regular offer that contain fair trade ingredients. Mixed drinks (alcoholic / non-alcoholic) contain at least one fair trade ingredient. If coffee is offered, it must be fairly traded.



## Cafés / Ice cream parlors / Bakeries

Cafés, ice cream parlors and bakeries regularly offer at least one Fair Trade product/product group. If coffee is offered, it must be fairly traded. \*

## Hotels

Hotels carry at least two Fair Trade products/goods groups in their regular range (catering, drugstore items/cosmetics, textiles).

## Cafeterias / Canteens

Cafeterias and canteens regularly offer at least two Fair Trade products

## Catering providers

Caterers regularly use at least two fair trade ingredients when preparing food. If a caterer takes over the supply of fresh coffee, it must be fairly traded.

## Engagement

## Associations / Organizations

Associations and organizations carry out projects in the field of fair trade and create offers for educational/informational/campaign work on fair trade. Sports clubs regularly use fair trade balls and/or sports textiles in regular training and/or competitions.

## Schools / Universities

Schools and universities that promote fair trade, e.g. through campaigns such as [Fairtrade Schools](#), [Fairtrade Universities](#), fair students companies.

## Production

Recognized fair trade company based in Berlin.

## Public administration

Coordinator:s for community development policy at state and district level, business development with Fair Trade as one area of work.

## Initiatives

County and statewird [Fairtrade Towns](#)-steering groups, campaigns focused on Fair Trade.

## Religious communities

Regular sale of fair trade products in own premises, during church services or at other events.

Parishes awarded the "[Faire Gemeinde](#)" seal.

\* Other sales locations with Fairtrade products in this category can be found in the city map via a corresponding link in the info area.

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