

FAIR TRADE EVALUATION PROJECT

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The [Zentzuz Network](#), made up of: SETEM Hego Haizea, medicusmundi Álava/Araba, Mugarik Gabe and Bide Bidean, and the [Vitoria-Gasteiz City Council](#) have signed annual agreements since 2020 with the aim of developing a series of actions aimed at promoting Fair Trade and Responsible Consumption. With several years of experience, NAIDER was entrusted with the technical assistance in the evaluation of these agreements.

The work aims to obtain a clear and complete vision of the overall impacts and results of the initiatives and activities proposed in the project, based on the agreements for the years 2020, 2021, 2022 and 2023. All this in order to have a basis for promoting the replication and transfer of the solutions used and to propose recommendations that maximise the promotion of fair trade and responsible consumption.

The evaluation methodology to be used makes it possible to quantify the impact of the agreements on raising public awareness and training on Fair Trade and Responsible Consumption, also evaluating the actions to promote Socially Responsible and Sustainable Purchasing by the City Council. The evaluation is based on the criteria of effectiveness (achievement of expected results and progress towards them) and efficiency (obtaining the desired results and impacts in relation to economic, material and human resources).

