

Fair Trade City Kumamoto

Do you know what fair trade is?

Kumamoto City was certified as Asia's first Fair Trade City in 2011.
To mark the 10th anniversary in 2021, we made the "Fair Trade City
Kumamoto 2021 Declaration".

Fair Trade City Kumamoto 2021

After a Decade as a Fair Trade City, We Aim to Become a World-Leading Fair Trade City

Ten years have passed since Kumamoto City was certified as a Fair Trade City, and now we must again reaffirm the urgency of realizing a sustainable society in which no one is left behind working with local and international stakeholders across a wide range of fields, improving our efforts, and spreading fair trade principles, and furthering our efforts. As a city working with various members of our community to tackle local issues that are present all over the world, we aim to contribute to global society and the people therewithin by sharing our regional initiatives.

- We, in accordance with the principles of Fair Trade, **will take actions rooted in our daily practices and strive to raise awareness in our communities and organizations.**
- We recognize Fair Trade practices are pivotal to advancing towards achieving the SDGs vision **as we work together with the movement to realize the SDGs.**
- We recognize that Fair Trade projects are closely tied to various local activities, and so, as part of our local Fair Trade initiatives, **we will work together coordinate with partners across different fields.**
- As the first Fair Trade City in Japan and Asia, we will widely share our philosophy and efforts to inspire others and **promote worldwide social change.**

Fair Trade and SDGs

Fair trade will help achieve all the SDGs!

The SDGs are international goals extending towards 2030, adopted at the 2015 UN Summit. They are universal goals that aim to create a society in which everyone can live happily and which we can pass on to future generations. Fair trade practices are [directly and indirectly related to all of the SDGs](#). Kumamoto City was certified as an “SDGs Future City” in 2019.



Ethical Consumption

Ethical consumption means choosing products considerate of "people," "society," and the "environment" when purchasing goods. Fair trade practices also lead to ethical consumption.

As a Fair Trade City, Kumamoto City also encourages [fair trade that supports the local community](#), whether environmental activities, local production for local consumption, or support for people with disabilities.

©For more details about Kumamoto City's Fair Trade practices:

“Kumamoto City Fair Trade”

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