

Report



YFTAs X FAIR TRADE TOWNS CONFERENCE

Garlus Nord, Switzerland,
22.09.2023 - 24.09. 2023

The **International Fair Trade Towns Conference** is an event that brings together representatives from Fair Trade Towns worldwide to exchange ideas, share experiences, and strengthen the global Fair Trade movement. The primary objective of the conference is to provide a platform for **networking, collaboration, and learning** among individuals and communities committed to promoting Fair Trade principles.

The [2023 International Fair Trade Town Conference](#) took place from the 22nd to the 24th September in the picturesque Fair Trade Town of Glarus Nord in Switzerland.

Young Fair Trade Advocates **Simon Guerin Sanz** and **Julia Rivero** proudly attended and represented the YFTAs delegation during the conference.





The YFTAs found the conference to be highly informative and inspiring.

They were particularly fascinated by the legal frameworks in countries like Switzerland, which not only permit but also **encourage municipalities to consider ecological, social, and economic impacts** when making public procurement decisions.





In particular, Simon joined as a keynote speaker in the session on “**Youth Engagement**” whose objective was to discover effective strategies to engage and empower young people, amplifying their voices in the global conversation surrounding Fair Trade.

Engaging in a panel discussion alongside **Mayqueen Serwaa Frimpong**, a young cocoa producer from Ghana, and Jennifer Baldissera from Fair Trade Towns Switzerland, Simon explored the impact and contributions of youth in the Fair Trade Movement and the broader transition toward **fairer practices**.

Presenting the YFTAs’ network during the conference reinforced YFTAs' belief in the importance of interacting with fellow young advocates as their diverse experiences resonated with one another.

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This opportunity of presenting the YFTAs convinced me about the necessity to have engaged and trained young people involved in the political debates

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Simon Guerin Sanz