



Cittaslow International

REGULATIONS FOR THE CITTASLOW MARKETS 12.05.17

The Cittaslow Market is aimed at the development and promotion of agri-food and artisan products characteristic of the local area, in compliance with the original values of each individual town and tradition. It supports opportunities for interaction between producers and consumers at the local level, between local farmers, processors of quality agri-food, artisan producers and craftsmen on the one hand and citizen consumers on the other, in a mutual exchange of opportunities and advantages. In this way we contribute to the resilient economy in the various local areas, adding another practical opportunity for the resilience and balanced development of the local socio-economy, according to the principles of Cittaslow. At the same time we can educate on consumption and health matters, restoring a proper relationship of trust between producers and consumers, and contributing to the protection of the environment and to social cohesion. All that with a "simple" Market

- 1) **COMMITMENTS AND TRADEMARK.** Signing these Regulations is the single necessary condition for participating in the Cittaslow Market, in every place where it is organised. Signing these Regulations for the Cittaslow Market, the party concerned expressly declares to share and to commit to respect and make respected all the rules included herein. Only those parties that enrol in the appropriate Municipal Registers of the Cittaslow municipalities can sign **"The Cittaslow Market"** Regulations as per Art. 2, 4 and 13. The name Cittaslow and the logo of the snail are part of the Cittaslow Registered Trademark recognised internationally.

- 2) **ORGANIZATION AND PROCEDURE FOR PARTICIPATION IN THE CITTASLOW MARKET.** Participation in the Cittaslow Market is normally restricted exclusively (except in the cases in Art. 13) to producers (farmers and artisans), processors and traders, hereafter referred to as Market Traders, resident or established in the Cittaslow municipalities. Market Traders from areas adjacent to the Cittaslow municipalities or belonging to other quality networks will be admitted with secondary status as per the procedures in Art. 13. Participants admitted to the Cittaslow Market undertake to ensure their continuous presence



throughout the period for which the event is scheduled, with no exceptions or restrictions. It is not possible to organize other markets called Cittaslow markets, inside or outside the territories of Cittaslow, which do not follow these Rules.

- 3) **UNIQUE CHARACTERISTICS OF THE MARKET.** The Cittaslow Market – bearer of the characteristic values of the town and its community – must be recognisable and uniform for the types of product offered by retailers (local agri-food and artisan producers and craftsmen) and for the quality of the products on sale. It should be organised by the Municipality or by the organisers of the Market (appointed by the Mayor and under the responsibility of the Cittaslow Municipality) exclusively, without mixing, concurrence or proximity that could cause misunderstandings with other markets or events of different types and objectives. The Cittaslow Markets conform where possible to the rule of "reciprocal hospitality": the Municipalities provide spaces on public land free and – if possible – exhibition space (gazebo and internal fittings such as table and chairs), while travel and accommodation expenses are borne by the Market Trader.

- 4) **MUNICIPAL REGISTER OF MARKET TRADERS.** The Mayor of the Cittaslow town in question, through a special assignment to the relevant municipal department (Cittaslow Technical Coordinator, Cittaslow Municipal Department where it exists or Commercial Department), is entrusted with the keeping of a special **Register of Cittaslow Market Traders** (of the town of), created by publishing a PUBLIC NOTICE, approved by the town council which can be updated, if necessary, on an annual basis. The document will be drawn up according to the procedures prescribed by local legislation in the Cittaslow town, in accordance with standards on transparency and fairness. The Register is based on a written agreement (or "gentlemen's agreement") between the parties and operates by self-certification, relying on the reciprocal honour and respect of the parties concerned.

- 5) **SELECTION OF MARKET TRADERS.** Applicants for enrolling in the Register ex Art.4 must submit a written request to the Mayor



accompanied by signed acceptance of these Regulations. It will then be up to the Municipal Administration of the Cittaslow town to perform the checks required and, subject to a positive result, to insert the applicant in the Register. The signing of the Regulations by the applicant will not influence the decision of the Municipality to insert the Market Trader in the Register but must nevertheless accompany the request. The selection of Market Traders to be admitted to the Register will give preference to "Local Supporters of Cittaslow", if they are present into the Cittaslow Town organizing the Market, and will be based on criteria of consistency with the principles of Cittaslow, the nature of the Market Trader persons/companies as per Art. 8 and the quality characteristics of the products put on sale as per Art. 6. All Municipal Registers will then be sent to the Cittaslow Market Secretariat c/o the Head Office of Cittaslow International.

- 6) MARKET TRADERS. The organiser invites to sell in the Cittaslow Market those farmers and artisans who fulfil the legal requirements, different in each individual country and region, who have signed these Regulations and who have subsequently been inserted in the Market Trader Register of their own Municipality. Agri-food producers in the Cittaslow Markets may only sell products grown, reared, harvested or processed by them in the local area of their own Cittaslow Municipality. Traders, refiners and plant breeders are obliged to ensure the maximum use of local raw materials, or to justify the use of other products used in processing and traditional local recipes, clearly belonging to a historical or cultural tradition. The Market Traders must be present in the Cittaslow Markets either personally or via family members or employees and/or delegates involved in the production process. There can be shared stalls, managed by way of a partnership, if allowed by the organiser of the Market and following prior written request, featuring the goods of the producers unable to attend for documented reasons of force majeure.
- 7) RIGHTS. Market Traders enrolled on the Register can be called to participate in regular or occasional CITTASLOW MARKETS in the squares of Cittaslow towns or other locations (fairs, exhibitions, events, etc.); make exclusive use of the "CITTASLOW MARKET WINDOWS", i.e. the shop windows of the online market on the international portal www.cittaslow.org, to promote and sell selected products, in the manner prescribed by a special set of regulations (provisional rules for these Regulations).



- 8) PRODUCERS FROM OTHER CITTASLOW TOWNS.** At the discretion of the Market Secretariat (at the Head Office in Orvieto) of the Cittaslow Mayor and the management of the local market of the individual Cittaslow town, Market Traders from other Cittaslow towns worldwide can be hosted if they are enrolled on the Register of their own town. The local Slow Food Presidia and Food Communities may also be hosted.
- 9) NEIGHBOURING PRODUCERS AND OTHERS.** Following a written proxy by a Cittaslow Mayor, products from neighbouring areas or adjacent non-Cittaslow Municipalities may be admitted if they respect the principles of Cittaslow and the criteria in Art. 4. Producers belonging to other renowned quality networks (Slow Food, Biodistretti, Sites remarquables du goût, Europe Culinary Heritage, etc.) may also be admitted, on a case by case basis, subject to the direct responsibility and guarantees of the Cittaslow Mayor and the local organisers. In each case they may not represent more than 30% of the total number of producers in the Cittaslow Market. At the discretion of the Cittaslow Mayor, Cittaslow Market events can include stalls for charity and solidarity purposes.
- 10) MARKET SECRETARIAT AND GENERAL REGISTER.** The Head Office of Cittaslow International in Orvieto (Italy) will maintain a Market Secretariat, which will centralise and update the list of all Cittaslow Market Traders. No later than 15 November each year Cittaslow Mayors will send to the Market Secretariat the list of the parties enrolled in the local Register of Market Trader producers/artisans representing their town/local area. If there are no changes or additions to the list of Market Traders on the Register, tacit consent is given to the current list and the list from the current year will be adopted ex officio.
- 11) CHARACTERISTICS OF PRODUCTS ON SALE: - NATURALNESS AND WHOLESOMENESS OF THE PRODUCTS:** agri-food products sold in the CITTASLOW MARKETS are natural and obtained through traditional and environmentally friendly production processes. Local production guaranteed by the Cittaslow Mayor, the Slow Food Presidia, the Food Communities and organic, biodynamic and quality certifications all favour the choice of producers and products to be enrolled in the Cittaslow Markets Register.



- LOCAL PRODUCTS: the products on sale, whether agricultural or derived from processing of food should be a clear expression of, and flagship for, the local community. Secondary priority for admission to the Register will be given to products not necessarily traditional but coming from producers and/or artisans who adopt small- or medium-scale working methods in local premises, reclaiming a craft or bringing back a product.
- GM-FREE: the use of GMOs (genetically modified organisms) at every stage of production of products present in Cittaslow Markets is prohibited.
- FAIR PRICES: the prices prevailing in the Cittaslow Markets must be transparent and fair, both with respect to proper remuneration for the work of whoever produces it and to fair treatment of consumers who will benefit from reduced costs paid to intermediaries. Checking these conditions is entrusted to the Mayor of the organising Cittaslow town.
- CORPORATE SOCIAL RESPONSIBILITY (CSR) AND CODE OF ETHICS FOR PRODUCTION: all products – agri-food or artisan – on sale in Cittaslow Markets must correspond to a social values system that guides the activities of the enterprises, with a prohibition on all forms of exploitation and social, economic and housing marginalisation of workers.

12) SELECTION OF PRODUCTS ON SALE: authorised Market Trader operators, in accordance with the Mayors of the Cittaslow towns where they come from, are asked to specify a single "product flag" for their local areas, clearly recognisable as symbolising the town and its traditions. It is also recommended – except for well-justified exceptions – to display a limited number of products, or product families, on each stall, favouring distinctive items easily recognisable by consumers.

13) SELF-CERTIFICATION. Producers who wish to be present in the Cittaslow Markets are obliged, for each event, to display a self-certification document, written and signed by the owner, in which the products on sale and their production process are documented.



14) SALES PROCEDURES. The agri-food products offered for sale, including those also obtained as a result of handling or processing, shall have the following characteristics:

- a) coming from your own business or the business of farmer partners
- b) being labelled in compliance with the rules applicable to individual products and with an indication of the place of origin,
- c) in the case of mixed sales, the display space should be organised so as to segregate, or highlight with signs or other appropriate instruments, products awarded recognition for quality (e.g. in Europe, DOP, IGP, DOC and DOCG) and organic products.

15) ENVIRONMENTAL SUSTAINABILITY. Cittaslow Markets – inasmuch as the urban context in which they exist allows – take every possible opportunity to ensure the greatest respect for the environment and landscape, promoting at the local level circular economy principles for recycling and reusing in order to limit general waste and food waste (where feasible, adopting a plan for the recovery and use of unsold food) as well as the efficient use of recycled products. For packaging/paper/ small plastic bags/boxes/plastic shopping bags, and for tastings or food samples, the organisers of the Cittaslow Markets should prioritise biodegradable materials. Our aim is the zero-waste standard, with recyclable consumable materials (plates, cups, cutlery, wrappers) and encouragement for waste recycling. Cittaslow Market operators must, at the end of the event, provide for recycling of waste. Operators are required to leave the area clean and free from any residues within the time limits set by the local organisation of the Market. Vehicles used for the carriage of goods or other materials used by Market operators cannot stand in the Market area itself.

16) EDUCATION AND EXPLANATION. The Cittaslow Markets must include an ongoing commitment to explanation and elucidation of the products and their characteristics (history, product origin, modes of production, organoleptic and nutritional specifications) in the form of leaflets, brochures and/or digital and video media. Information about products on sale, as well as the necessary legal requirements on labelling, will be enhanced by talks from producers during the market itself. The local organisation of the Market, in collaboration with the Cittaslow Municipality, shall arrange spaces and arrangements for the so-called



"Market Explained", i.e. a public explanation of the products on sale and their production processes, the qualities of the product itself, how to pair food and wine with them and how to consume them. It is also understood that the Market Traders must be able to inform customers about Cittaslow principles and projects, and therefore act as "ambassadors of good living", representing their own Cittaslow towns.

17)MARKETS CALENDAR. No later than 15 November each year the Cittaslow Mayor will send to the Market Secretariat an application for Cittaslow Markets to be held in their own town the following year. Drawing up an annual Calendar with the main events as well as general communication of the same are entrusted to the Market Secretariat at the Cittaslow International Head Office. In case of multiple requests for the same date in the same country, the Secretariat would normally give priority to the first request received unless otherwise agreed between the Cittaslow towns in question.

18)COMMUNICATIONS AND ORGANISATION. Cittaslow International ensures general communication through web channels and web tv on the www.cittaslow.org platform, through the production of promotional materials and through national and international coordination of a general Calendar for the Cittaslow Markets. The Cittaslow Municipalities, in collaboration with the Market Traders enrolled in the local Register, look after the local organisation of the Cittaslow Markets, strictly observing these Regulations and ensuring active support for organising the site, the use of public land and local promotion.

19)EQUIPMENT, GRAPHICS AND STALLS SET-UP: each type of Market structure, outdoors or indoors, must meet legal requirements, with fire-retardant fabrics and certificates of correct assembly (e.g. modules of 8 x 8 m frame-and-fabric structures with multiple stalls for several Cittaslow towns/producers, or individual stands 3 x 3 m for each Market Trader). Stalls will feature a main sign (100 x 30 cm) located on the top front of the gazebo or behind in plain sight that indicates the Cittaslow town of origin as the primary message to the visitor. They can be customised with accessories, such as flags, tent cards on the stall,



brochures or roll-ups to provide information about the producer. All organisers of Cittaslow Markets and all Market Traders will have to adopt a standard protocol for graphics and communications with the orange Cittaslow snail logo (Pantone colour Orange: for logo, snail and logotype Pantone: 021C - CMYK: 0 53 96 0 - RGB: 241 142 0) and name of the Cittaslow town of origin. It is important that Cittaslow Markets can be identified at a distance through banners, posters and flags with the Cittaslow logo and name, styled so as not to be confused with other types of markets. A uniform means of communicating the values of the Market and information on participating enterprises will therefore be adopted. The predominant colour is orange (Pantone colour : see above). Normally, given the limited space available, we recommend no more than three operators for each sales stall.

20) PROTECTION CLAUSES. In the event of misconduct or conduct contrary to these Regulations, the Market Traders on signing absolve Cittaslow International and the Municipality and/or the local Market organiser from all liability under civil, criminal and fiscal law. At the discretion of the local organisers and depending on the local operating and economic conditions, producers may be asked to contribute financially to the costs of operation and fitting out of the Cittaslow Markets. Failure to comply with one or more of the obligations contained in these Regulations will entail immediate disqualification from the Register.

Signed for acceptance.

The Market Trader _____

Company _____

Date _____