

FAIRTRADE POLSKA



2016-2017
IN REVIEW





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www.fairtrade.org.pl

The Foundation of the “Fairtrade Coalition – Fairtrade Polska” (pol. Fundacja “Koalicja Sprawiedliwego Handlu – Fairtrade Polska”, abbreviated as Fairtrade Polska) is formally registered as a public benefit organization pursuant to the Public Benefit and Volunteer Work Act dated April 24, 2003. This special status is reserved for non-governmental organizations (and in some cases companies) involved in public benefit and volunteer operations. Public benefit organizations enjoy a number of privileges, such as entitlement to donations of 1% of an annual tax due from individual taxpayers, specific tax exemptions and enhanced access to the public media. Public benefit organizations must follow the principle of transparency with regard to their operations, governance and finances.

In 2015, the foundation signed a partnership contract with Fairtrade Germany and a contract with Fairtrade International that recognized the organization as a formal representative of Fairtrade International in Poland (so called Fairtrade Marketing Organization). Consequently, in December 2015 the organization applied to court for an official approval of the change of our name from Koalicja Sprawiedliwego Handlu (eng. Fair Trade Coalition) to Koalicja Sprawiedliwego Handlu – Fairtrade Polska.

WHAT IS FAIRTRADE

Fair Trade means trading partnership based on dialogue, transparency and respect, aiming to increase equality in international trade.

Fairtrade is a major Fair Trade certification system, covering around 1.6 million small farmers, farm workers and artisans from 70 countries, belonging to over 1,200 producer organizations. Their produce includes coffee, tea, cane sugar, cocoa, tropical fruit, cotton and flowers. There are more than 30,000 Fairtrade certified products in the world, available in over 125 countries.

Fairtrade empowers farmers and farm workers from the global South – representatives of the Fairtrade producer organizations have 50% of votes at the organization's general assemblies.



KEY FAIRTRADE FEATURES



For most products, the Fairtrade Minimum Price has been set in order to protect farmers against sudden drops in prices on the global market. When the market price falls below the Fairtrade Minimum Price, buyers pay the Fairtrade price; when the market price is higher, buyers pay the market price. Long-term contracts allow farmers to better plan their spending and development.



Apart from the purchase price, producers also get the Fairtrade Premium. This is additional money for projects chosen by members of cooperatives or workers. The premium can be used to fund health care, access to safe drinking water, education etc., but also to improve production efficiency and quality, and transition to organic farming. In 2017, the Fairtrade Premium amounted to approximately 150 million euros.



In many countries women cannot own land. Despite the fact that they do most of the field work, the profits are taken by men. Fairtrade empowers women in local communities, for example through pilot programs that for the first time allow women to receive money for the produce they have sold. Furthermore, women have equal voting rights at the meetings of the cooperatives and workers' associations.



All forms of discrimination, forced labour and child labour are prohibited under Fairtrade standards.



Fairtrade puts much emphasis on protecting local environment and safe working conditions.



Representatives of producer organizations from the global South have 50% of votes at the Fairtrade International General Assembly, so they can co-decide about further development of the Fairtrade system.



ABOUT FAIRTRADE POLSKA

VISION

Our vision are fair trading relations based on the principles of sustainable development that enable working people to secure decent livelihood for their families and fulfil their potential.

MISSION

Our mission is to promote the idea and standards of Fair Trade to support marginalized producers and smallholders from the Global South. We carry out our mission by taking actions aimed at increasing availability of Fairtrade products, raising awareness, education in sustainable development and responsible consumption and advocacy.

HISTORY IN BRIEF

2009

An informal Fair Trade Coalition is formed, comprising 13 non-governmental organizations and 9 partner organizations.

2013

Based on the informal coalition, the Foundation of the "Fair Trade Coalition" is established.

OUR WORK

As a Fairtrade Marketing Organization, the foundation works toward the development of Fair Trade through:

- promoting products with the Fairtrade Mark among consumers;
- supporting Polish companies with regard to Fairtrade certification and licensing;
- raising consumer awareness and global education, e.g. through the Fair Trade Communities campaign;
- advocacy activities, e.g. in the area of sustainable public procurements.

FAIRTRADE IN POLAND IN NUMBERS

28%

of Polish consumers recognize the Fairtrade Mark



of these consumers confirm the positive impact of the Fairtrade Mark on brand perception

67%

are likely to recommend Fairtrade to family and friends



Coffee is the most frequently purchased Fairtrade product in Poland

2015

The Foundation signs an agreement with Fairtrade International, becoming the official representative of the Fairtrade system in Poland.

2016

The Foundation gains the status of a Public Benefit Organization.

Activity reports for the period 2009-2015 are available at www.fairtrade.org.pl/about-us/

AUTHORITIES:

Management Board:

Andrzej Żwawa – Chair of the Management Board

Zbigniew Szalbot – Member of the Management Board

Supervisory Council:

Borys Bińkowski – Chair of the Supervisory Council

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FAIRTRADE SKORZYSTAJ Z RYNKOWEJ SZANSY

COOPERATION WITH BUSINESS

In 2016–2017 the following companies obtained or expanded their licenses to use the Fairtrade Mark:



Cafe Borówka – coffee roaster



Fairpants – manufacturer of Fairtrade-certified cotton underwear



Millano – chocolate manufacturer and exporter



Pizca del Mundo – manufacturer of Fairtrade cocoa and coffee products

At the end of 2017, there were 4 Fairtrade licensees and 15 Fairtrade-certified companies in Poland.

In years 2016–2017, we observed a significant increase in the number of Fairtrade products on the market, in terms of both temporary and regular offers. Wider accessibility of products resulted in a dynamic increase in sales. The most popular Fairtrade product was coffee, with PKN Orlen's Stop Café as the major retailer.

FAIRTRADE SALES IN POLAND

2016:
PLN 62 208 481



54%



2017:
PLN 95 762 414



Fairtrade Polska promotes Fairtrade at the Free Cone Day: a free Ben & Jerry's ice cream sampling campaign Warsaw, 2017

COOPERATION WITH COMPANIES

FREE CONE DAY

In 2017, the US Ben & Jerry's ice cream brand organized a launch in Poland. The brand is known for social engagement, and all of their products carry the Fairtrade Mark. Fairtrade Polska representatives took part in their sampling event, Free Cone Day in Warsaw, handing out leaflets and spreading news about Fairtrade.

FAIRTRADE ADVENT CALENDAR

In December 2017, we carried out an activity to promote companies that manufactured and sold Fairtrade products. Sixteen companies joined the Fairtrade Advent Calendar, offering products that would serve as prizes for participants. Each company was presented on a dedicated website and information about its engagement in Fairtrade were also published in social media. The activity proved quite popular, with over six thousand website views, while the overall social media reach amounted to around forty thousand. There were four rounds of the contest, which generated over three thousands responses from participants.



ACTIVITIES AMONG CONSUMERS

WORLD FAIRTRADE CHALLENGE

In 2016–2017, we organized two editions of a global campaign known as the World Fairtrade Challenge. The aim of the campaign was to encourage consumers to express solidarity with farmers and workers from the Global South who deliver coffee, tea, cocoa and many other products that we use every day.

Globally the two editions attracted around four million people from forty countries. In Poland the campaign enjoyed considerable attention and support from consumers, schools, universities, NGOs and companies. In 2017, over six thousand people took part in the Polish edition of the World Fairtrade Challenge. One of the activities was a photo contest with Fairtrade product sets as prizes.



FAIR TRADE COMMUNITIES

The idea of Fair Trade has a great potential to integrate local communities. The aims of the Fair Trade Communities campaign:

- Raising awareness in local communities with regard to links between consumer choices and the livelihood of farmers and workers in the Global South;
- Engaging local communities in activities leading to the achievement of UN Sustainable Development Goals by supporting farmers and workers from the Global South.

In Poland the campaign is coordinated by Fairtrade Polska, Buy Responsibly Foundation and the Polish Fair Trade Association. In 2016, we completed a project 'Fair, Active, Aware', which laid foundations for the development of the campaign in Poland. Between 2014 and 2016, around ten thousand students from more than forty schools attended in the project. By the end of 2017, there were nine Fair Trade Schools and one Fair Trade Town in Poland – Poznań.

FESTIVALS, MEETINGS AND CONFERENCES

In 2016, the foundation coordinated the organization of Fairtrade May Days in Katowice, Krakow and Wrocław. Over five hundred participants of these events had a chance to try Fairtrade certified products, take part in workshops, watch films about Fairtrade or dance to ethnic music. The events were organized as part of the 'Fairtrade – Improving local capacities and raising awareness in V4 region' project. Apart from that the foundation organized stands at such events as Przystanek Woodstock, Cieszanów Rock Festival, SLOT Art Festival, or Veritatis Splendor Charity Fairs.





OPEN EYES ECONOMY SUMMIT

The Open Eyes Economy Summit Congress aims at promoting economy that takes into consideration aspects beyond sheer profit. In 2017, the second edition of the congress brought together around two thousand participants. Fairtrade Polska hosted a promotional stand, the foundation's experts took part in discussion panels, and Fairtrade International's CEO Dario Soto Abril was one of the guest speakers. Fairtrade Polska also organized a review of films about social economy and Fair Trade as a co-event of the congress.

FAIR TRADE FILM FESTIVAL – NOVEMBER 2017

The Fair Trade Film Festival was a review of short and medium films about Fair Trade and social economy, organized as a part of the European Union's project, 'Social & Solidarity Economy as Development Approach for Sustainability (SSEDAS) in EYD2015 and beyond'. The aim of the project was to promote social and solidarity economy. The Festival took place in Krakow, Warsaw and Wrocław, bringing together around five hundred viewers. Around seventy short and medium films were presented across two days in each venue, introducing the audience to the realities of living in the Global South and the ways in which Fair Trade and social economy support sustainable development of the people from the disadvantaged regions of the world. Special guests included experts on development aid, social economy and filmmakers. Popularity of the festival gave rise to its continuation under the name of Local Fair Trade Film Festivals in 2018.

ACTIVITIES ON BEHALF OF PRODUCERS

One of the tasks carried out as part of the European Union's project, 'Social & Solidarity Economy as Development Approach for Sustainability (SSEDAS) in EYD2015 and beyond' was production of a video promoting good practice in the field of social economy in Mauritius. The film 'Mauritius. Stories of Sugar' directed by Michał Wilczek won the acclaim of project partners and coordinators (large fragments were used in a video compilation summary of the project), as well as a larger audience and was subtitled in multiple languages. The film shows the operations of Petite Savanne, a Fairtrade-certified sugar cane producers association nearby Chemin Grenier in Mauritius.

Fairtrade Polska also took part in an international project 'Enhancement of livelihoods in the Kenyan Coastal Region by supporting organic and Fair Trade certification of smallholders' along with a number of organizations from the Visegrad Group countries. The aim of the project was supporting Kenyan farming communities from Lamu, Kilifi and Kwale counties in the production and export of cashew nuts and sesame.



SPEAKER TOUR

In May 2017, Fairtrade Polska invited representatives of Fairtrade banana producer cooperative ASOGUABO from Ecuador: the cooperative's administrator Lianne Zoetewij and its president Fabiola Ramon. The aim of the visit was twofold: strike up business relations with Polish companies and encourage Polish consumers to support small farmers by choosing Fairtrade products. During the twelve days of the speaker tour our guests visited seven towns, took part in twelve business meetings and spoke at eleven open meetings, presenting the public with the story of how Fairtrade certification changed the lives of over 120 small banana producers from the El Oro region in Ecuador.

Fabiola Ramon: *Growing and selling bananas on Fairtrade terms has multiple advantages for producers. We help each other, e.g. through financing education for children. It wasn't easy from the start. Men feared that women wouldn't be able to manage the cooperative. Yet, ASOGUABO has been growing ever since.*



HOW TO GET INVOLVED

BE A RESPONSIBLE CONSUMER

- Choose Fairtrade certified products when shopping.
- Inform retailers, e.g. through social media, that you care about their products coming from an ethical source.

RUN YOUR COMPANY IN A SUSTAINABLE WAY

- Add Fairtrade certified products to your manufacturing or commercial offer.
- Engage your employees around Fairtrade, joining the Fair Trade Workplaces campaign.
- Include Fairtrade in your social responsibility policy. Join the Fair Trade Communities campaign.

BE ACTIVE

- Join the Fair Trade Communities campaign.
- Order our range of free resources and share them with others.
- Take part in the actions of Fairtrade Polska and support our work in social media.
- Support our work with donations or with 1% of your tax.



WWW.FAIRTRADE.ORG.PL