



FAIRTRADE POLSKA

2019 IN REVIEW





INTRODUCTION

This report is an overview of the activity of Fairtrade Polska in 2019. It includes the most important facts about Fairtrade, our organisation, and the growth of Fairtrade in Poland, as well as a summary of operations.

To summarize the last year in a few words, it was a time of growth, empowerment, collaboration and change. Sales of Fairtrade products in 2019 reached over € 68 million, meaning a three-times increase on the previous year. The unquestionable leader in coffee sales was the oil company PKN ORLEN, which offers Fairtrade coffee at its petrol stations. An interesting development is the change in the market share of product categories; more on that can be read on the following pages, along with details of an award winning film, Poland's first Fair Trade University, and Fair Trade bananas arriving in style at one of the country's biggest sporting events.

Fairtrade Polska carried out a number of educational and promotional activities to improve recognition of the Fairtrade mark among consumers; for they are the ones who change the world by buying Fairtrade products. None of this would have been possible without our partners – from companies to NGOs, to authorities. Some great examples of collaboration are presented in this report. I would like to take the opportunity to thank everyone who supported us.

By the end of 2019, changes in the structure of Fairtrade Polska took place. At the Management Board's instruction, a three-person Supervision Committee was appointed. The Supervisory Council changed its name to the Foundation Council. Grzegorz Gruca, Deputy Chairman of the Management Board of the Polish Humanitarian Action, was appointed the Chairman of the Foundation Council, a position that had previously been held by Borys Bińkowski. I would like to hereby thank the previous Chairman of the Foundation Council, and other members of the Council for their contribution to our operations. The current statute of the Foundation can be found in the public information bulletin.

I hope this short introduction has encouraged you to continue reading and keep supporting our activities in the coming years.

Andrzej Żwawa,
CEO of the Foundation of the "Fair Trade Coalition" –
Fairtrade Polska

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Names:
p.1 top: Marcelina Agurto
p.4: Inen Nurlaila

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Fairtrade Polska in social media:



www.fairtrade.org.pl

FAIR TRADE AND FAIRTRADE

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

Fairtrade is a major Fair Trade certification system, covering around 1.7 million small farmers, farm workers and artisans from 73 countries, belonging to over 1,700 producer organizations. Their produce includes coffee, tea, bananas, cane sugar, cocoa, tropical fruit, cotton, flowers and more. There are more than 35,000 Fairtrade certified products in the world, available in over 150 countries. Fairtrade empowers farmers and 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, a 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 2018, the Fairtrade Premium exceeded 176 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 programmes that for the first time allow women to receive money for the produce they sell. 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 an 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 have important decision-making powers on further development of the Fairtrade system.

ABOUT FAIRTRADE POLSKA

VISION



Fair trade relations based on the principles of sustainable development, which allow producers to secure their livelihoods and fulfill their potential.

MISSION



Promote Fair Trade ideas and standards in order to support marginalized producers and smallholders in the global South. We carry out our mission by raising awareness, educating stakeholders about sustainable development and responsible consumption, and supporting initiatives aimed at increasing access to Fairtrade products in Poland.

The Foundation of the “Fair Trade Coalition” – Fairtrade Polska does not trade in Fairtrade products nor does it conduct any other business activity. As a Public Benefit Organization, we file yearly reports in the Public Information Bulletin.



OUR WORK

Fairtrade Polska works to develop Fair Trade by:

- supporting Polish companies with regard to Fairtrade certification,
- promoting Fairtrade certified products among consumers,
- global education and raising consumer awareness, e.g. with the Fair Trade Communities campaign,
- advocacy activities, e.g. concerning sustainable public procurement.



OUR HISTORY

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.

2015

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

2016

The Foundation gains the status of a Public Benefit Organization.

FOUNDERS

Agnieszka Bińkowska, Szczypta Świata
 Dorota Kocurek-Poznańska, Pozytywna zmiana
 Fundacja EkoRozwoju
 Maria Monika Stalony, Biosprawiedliwi
 Ośrodek Działań Ekologicznych „Źródła”
 Polska Akcja Humanitarna
 proFT LTD
 Stowarzyszenie Lokalnych Ośrodków Twórczych
 Związek Stowarzyszeń Polska Zielona Sieć

AUTHORITIES

Foundation Council

Chair of the Foundation Council

Grzegorz Gruca, Polska Akcja Humanitarna

Members of the Foundation Council

Andrzej Smok, proFT Ltd.
 Dorota Kocurek-Poznańska
 Ewa Maria Kamińska-Bużałek, Ośrodek Działań Ekologicznych „Źródła”
 Jan Paweł Frącz, Szczypta Świata
 Joanna Szabuńko, Fundacja Kupuj Odpowiedzialnie
 Krzysztof Marcin Słaboń, Stowarzyszenie Lokalnych Ośrodków Twórczych
 Maria Monika Stalony, Biosprawiedliwi
 Monika Aleksandra Onyszkiewicz, Fundacja EkoRozwoju

Supervision Committee

Chair of the Supervision Committee

Monika Aleksandra Onyszkiewicz

Members of the Supervision Committee

Dorota Kocurek-Poznańska
 Grzegorz Gruca

Management Board

Chair of the Management Board

Andrzej Żwawa

Member of the Management Board

Zbigniew Szalbot

OUR TEAM



From left to right:

Andrzej Żwawa - Chair of the Management Board
 Rozalia Wiśniowska - Event and Social Media Manager
 Paulina Dziejdzic - Business Account Manager
 Maria Huma - Cotton Adviser
 Tomasz Makowski - Key Account Manager
 Dominika Dzido - Administrative and Finance Manager
 Zbigniew Szalbot - Member of the Management Board
 Magdalena Pastuszek - Office Manager
 Krzysztof Rączkowiak - Communications Manager

FAIRTRADE MARKET IN POLAND

Sales growth
(net wholesale
value)

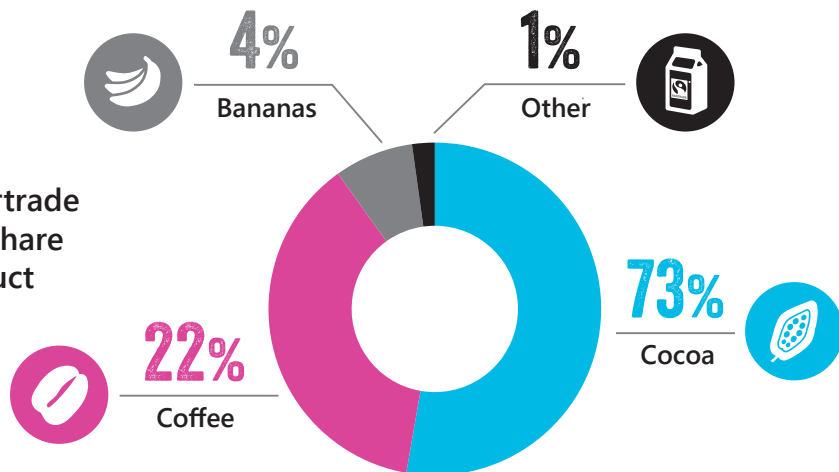


Fairtrade-certified
companies
and licensees
in Poland in 2019*



* Fairtrade certification is required to trade in and process Fairtrade products (ingredients). The license authorizes brand owners to place Fairtrade marks on final products manufactured in compliance with Fairtrade terms.

2018 Fairtrade
market share
by product



EXPERT'S COMMENTARY



In 2016, coffee accounted for over 80% of the wholesale value of Fairtrade products sold on the Polish market. Year by year the value of coffee sales has been on the rise, reaching nearly 15 million euros in 2019. Stop Cafe at PKN ORLEN stations has remained the main sales channel. However, the entire Fairtrade market in Poland is growing, and so the share of coffee in total sales of 2019 was 22%. This was mainly a result of a highly dynamic increase in sales of Fairtrade cocoa products. Their offer has significantly expanded, generating as much as 73% of wholesale sales in 2019, worth almost 50 million euros. These changes demonstrate the expansion of the Polish Fairtrade market, which is becoming more diverse and more accessible to consumers. The change is a result of introducing a flexible sourcing model called FSI (Fairtrade Sourced Ingredient). This allows using only one or more Fairtrade ingredient in composite products, but not all. For example, to produce a vanilla-flavoured chocolate bar a company may use Fairtrade cocoa, but not Fairtrade vanilla, which could be more difficult to source. The FSI model has boosted the sales of Fairtrade cocoa, providing considerable support to Fairtrade cocoa farmers. Bananas are another interesting product: despite only being available in store for about six months, its share in sales was about 4%. This proves how important this category of products is for the development of the Polish Fairtrade market.

Paulina Dziedzic, Business Account Manager

FAIRTRADE POLSKA OPERATIONS IN 2019

RESPONSIBILITY IN FASHION

Fairtrade certification is a chance to improve the lives of small cotton producers and clothing factory workers in the countries of the Global South. This goal was reflected in Fairtrade Polska's activities in 2019.

"Behind the scenes of responsible fashion" was a series of meetings organized in Warsaw, Krakow and Katowice. It gathered around 150 enthusiasts of sustainable fashion, including designers and potential clothing brand owners, students of fashion and design, and journalists interested in the subject.

A Fairtrade Polska cotton expert participated in the "Make the Change in Fashion" events, which took place on the 26th of June and 8th-9th July 2019 in Warsaw. In addition to taking part in the debate on the challenges facing the fashion industry, she gave a talk on Fairtrade cotton.

"Fairtrade. Responsibility is in fashion" is the title of a film presenting Fairpants: the first producer of certified Fairtrade cotton underwear in Poland. The film produced by Fairtrade Polska was awarded the bronze shield in the NGO category by the jury of the 4th edition of the Responsible Film Festival "17 Goals". The gala was held on the 28th of September 2019 in Poznań. The festival aims to promote the UN Sustainable Development Goals in Poland.

Sustainable garment production was also one of the subjects of the Open Eyes Economy Summit 4 held in Krakow on the 19th-20th of November 2019. An expert on cotton and textiles from the British Fairtrade Foundation, Subindu Garkhel, was invited to discuss the responsibility of the textile and fashion industry. We also organized a series of workshops for the participants, during which they could learn how to decipher the meaning of the labels on their clothes.

Apart from participating in and holding the events, we have supported companies interested in production and sales of Fairtrade certified cotton products in Poland.



POLAND'S NATIONAL RUNNING FESTIVAL

Orlen Warsaw Marathon, the largest running event in Poland, took place at the National Stadium in Warsaw on April 13-14, 2019. The event included a children's competition, a charity run, and a 10 kilometre run. According to the organizers' estimates, 20 thousand people took part in the event.



The banana running suit made Stefan one of the most cheered runners of the Orlen Warsaw Marathon.

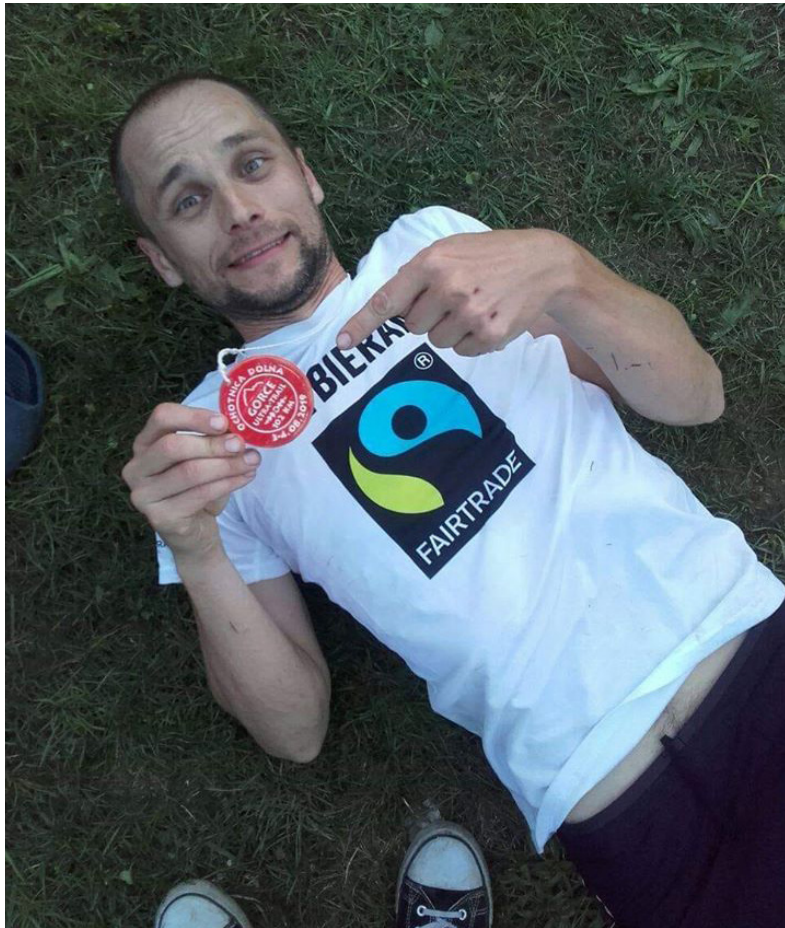
Thanks to a collaboration between PKN Orlen and Fairtrade Polska, the runners were provided with Fairtrade certified bananas. The audience visited the Fairtrade Polska tent located in the Stop Cafe zone in large numbers. Younger participants could examine a map of countries where everyday products come from. Adults could take a coffee quiz.

It is worth noting that PKN Orlen has been offering Fairtrade certified at petrol stations ever since 2008.



SUPPORTING OTHER RUNNING EVENTS

In 2019, we also supported other running events: the Gorce Ultra Trail run, as well as runs organized by the 4 Alternatywy Foundation, like Ultra Trail Małopolska. We donated t-shirts for volunteers and prizes for participants. Thanks to the partnership with Lidl Polska, we provided Fairtrade certified bananas for participants of the Gorce Ultra Trail race, which took place on the 3rd and 4th of August 2019.



Tired, but happy. Borys Bińkowski, long-time head of the Supervisory Council of Fairtrade Polska, right after finishing a 102 kilometre run during the Gorce Ultra Trail.

CELEBRATION OF FREEDOM AND SOLIDARITY

Between the 1st and the 11th of June 2019, Gdańsk hosted a series of events to commemorate the 30th anniversary of the 1989 election, a breakthrough on the road to overthrowing the communist government in Poland. Between the 1st and the 4th of June, a Social Zone was established in the Gdańsk shipyard. The zone hosted an exhibition featuring around 200 NGOs from all over the country. There were many discussions and open meetings. The Fairtrade Polska stand, set up in partnership with the Economy and Public Administration Foundation, the organizer of the Open Eyes Economy Summit, had a huge turnout. Visitors were offered coffee, tea, and a banana – of course, all Fairtrade certified! According to the organizers, the Social Zone was visited by around 40 thousand people.



WARSAW HUMANITARIAN EXPO

Warsaw Humanitarian Expo took place on the 11th-13th of June 2019. Europe's largest global humanitarian aid fair, the event was hosted under the honorary patronage of the President of the Republic of Poland Andrzej Duda. Thanks to our cooperation with the organizers and the Ministry of Foreign Affairs, the exhibitors received brochures about Fairtrade and samples of certified products.

BIO EXPO WARSAW

The Bio Expo international organic food and products trade fair took place between on 11th-13th of October 2019. A representative of Fairtrade Polska was invited to participate in the expert panel "Organic food - from early beginnings to the future", where he delivered a presentation titled "Combining organic and ethical aspects in products".

II FAIRTRADE FORUM

The Fairtrade Forum took place in Łódź on the 18th of October 2019. The aim of this annual event, organized by Fairtrade Polska, is to present the latest trends in the Fairtrade market in Poland and abroad and facilitate networking between Polish companies involved in the sector. Experts from Poland and abroad talked about the important principles of the Fairtrade system. Katarzyna Kulig-Moskwa, PhD, of the Wrocław School of Banking discussed the 2018 poll study on the recognition of the Fairtrade mark among Polish consumers. Mariska Przyklenk, Sustainable Product Manager at Fairtrade Deutschland, talked about the latest trends in the German Fairtrade market. Karol Przybylak, editor-in-chief of the Biokurier magazine, delivered a comparison of the organic and Fairtrade market in Poland. Mutaz Khalaf, Marketing Manager at New Farm Company, gave a presentation on Fairtrade's activity from the perspective of Palestinian farmers producing Fairtrade certified olive oil and thyme.

A venerable guest of the II Fairtrade Forum, the Ambassador of Palestine to Poland Sir Mahmoud Khalifa (in the foreground), talked about the uniqueness of Palestinian olive oil. (In the background: Krzysztof Rączkowiak from Fairtrade Polska and Mutaz Khalaf from New Farm Company).



NATURA FOOD AND BEECO FAIR

Every year, Natura Food and BeEco Fair in Łódź attract numerous guests interested in organic food and healthy lifestyle. On the 18th-20th of October 2019, they were all welcome to the Fairtrade Polska booth, where they could find out about how Fairtrade supports farmers from the Global South.



OPEN EYES ECONOMY SUMMIT 4

Open Eyes Economy Summit is undoubtedly the most important event of its kind in Central Europe. On 19th-20th November 2019, as many as 200 speakers, including representatives of cultural, scientific, NGOs, business and public administration sectors, came to the ICE Congress Centre in Krakow to discuss solutions to the most pressing issues of the modern world.

Year to year, Fairtrade Polska is increasing its presence at the Summit, raising awareness of the importance and potential of Fairtrade in building a more sustainable world, and trade based on the principles of fairness, transparency and mutual respect.

Participants of the last edition received bags made of Fairtrade cotton. Children were given Fairtrade cotton t-shirts.

A Fairtrade Polska cotton expert held workshops that explained the information included on labels on the clothes we buy. Agnieszka Bińkowska and Jan Paweł Frącz of *Pizca del Mundo* – a Polish brand of ethical and organic products – facilitated workshops on coffee and cocoa.

Throughout the Summit, there was a Fairtrade Meeting Point, where participants could meet and talk to our guests, while enjoying a cup of Fairtrade coffee or tea. An invitation to the Fairtrade Meeting Point was accepted by professor Andrzej Kassenberg, Adam Wajrak, Marek Rabij, and Areta Szpura among others.



Fairtrade Meeting Point: environmental journalist and author Adam Wajrak talks to Professor Jerzy Hausner, deputy Prime Minister, presently the Chairman of Open Eyes Economy Summit Program Board.

There were also representatives of companies involved in the production and sales of Fairtrade products, as well as representatives of universities - Pedagogical University in Kraków, Kraków University of Economics, and the Wrocław School of Banking. We hope that the meetings and conversations at the Fairtrade Meeting Point will lead to interesting initiatives.

Using the Blender Bike at the Fairtrade Meeting Point, visitors to the Open Eyes Economy Summit could prepare a nutritious and refreshing smoothie made of Fairtrade bananas provided by Agro Select company, mixed with nuts and dried fruit from *Pizza del Mundo*.



FAST TEXTILE

On the 20th-22nd of November 2019, the latest International Fast Textile Fair took place. It is the largest textiles industry event in Poland. Our Fairtrade Polish Cotton Expert delivered two presentations on Fairtrade cotton.

FAIR TRADE COMMUNITIES

Fair Trade started many decades ago as a grassroots social initiative. To this day, local communities gathered around the idea of supporting marginalized producers through Fair Trade are an important element of the movement. The title of the Fair Trade Town has already been granted to over two thousand cities, two of them in Poland: Poznań and Jelenia Góra. Thousands of schools, companies, and congregations participate in the Fair Trade Communities campaign, while Wales and Scotland are the first two Fair Trade Nations.

In Poland the campaign is led by local activists with the support of Fairtrade Polska, Buy Responsibly Foundation and the Polish Fair Trade Association.

A two-day seminar, "Fair Trade School Meets Sustainable Development Goals" held on 28th and 29th of March 2019 in Gdansk, brought together around thirty teachers and educators from all over Poland. The participants learned about the links between the campaign and the Sustainable

Development Goals, and found out how to effectively promote the campaign on social media. Most of all, it was a great opportunity to exchange experiences and ideas about educating students.

In cooperation with Grupa Zagranica, on the 20th of September 2019, we held workshops on Fairtrade and the Fair Trade School campaign for teachers from the Czech Republic.

In 2019, we participated in meetings of the Working Group on Social Responsibility of Universities organized by the Ministry of Investment and Economic Development. As a result of our involvement, information on Fair Trade and the Fair Trade Communities campaign was included in a publication issued by the ministry, "Social responsibility, and its importance to universities; implementation methods."

On the 29th of November, at the University of Economics, lectures were held on "Fairtrade in tourism and Fair Trade tourism". It was an excellent opportunity to promote the Fair Trade University campaign.



Małgorzata Binkowska from the Pangea Foundation presented an interactive drama promoting Fair Trade.

PEDAGOGICAL UNIVERSITY OF KRAKÓW BECOMES THE FIRST FAIR TRADE UNIVERSITY IN POLAND

Undoubtedly, the most important event of the Fair Trade Community campaign was naming the Pedagogical University of Kraków as the first Fair Trade University in Poland:

The campaign coordination group was led by Ewa Radomska, PhD, and included both academic representatives and students. The title was in recognition of the University's activities promoting Fairtrade, sustainable development and responsible consumption that have been implemented since 2018. An important element of the campaign was introducing the "International Trade and Fair Trade" course to the Social Economy study programme.

The idea of Fair Trade was also present at the following courses: Development Economics, International Economic Relations, International Organizations, Concept and Strategies for Sustainable Development, International Aid to Least Developed Countries, and Corporations on the International Market. The university participated in such events as World Fair Trade Day. Fairtrade Polska experts were invited to conferences organized by the university, during which materials on Fairtrade were distributed, and Fairtrade certified products were served to the audience.



Zbigniew Szalbot, Member of the Management Board of Fairtrade Polska, hands the Fair Trade University diploma over to representatives of the Pedagogical University in Kraków: Katarzyna Karcz, Ewa Radomska, PhD (leader), Kamila Pasternak and Oliwia Kowalska

FAIRTRADE HANSEATIC CITIES

The term "Hansa" refers to the confederation of market towns, which began in the 13th century to protect their economic and political interests. The modern Hanseatic League Association brings together over 180 cities, 23 of which are Polish. The main goal is economic, cultural and tourism cooperation. During the Hanseatic Cities Summit in Hamburg in July 2016, a resolution was adopted to promote Fair Trade in all cities of the league. The delegates gathered at the Summit of Polish Hanseatic Cities, which took place on the 17th of September 2019 in Gdansk, to learn about how their cities could join the campaign of Fairtrade Cities.

THE FAIR TIMES – THE FUTURE CAN BE FAIR

Although Fairtrade is a consumer movement, its success depends largely on decisions made by politicians. The aim of The Fair Times campaign was to make trade relations between Europe and the countries of the Global South a subject of the debate preceding the elections to the European Parliament, and to strengthen the role of the European Union in the promotion of sustainable consumption and production.

As part of the campaign in Poland and a dozen other countries, the newspaper The Fair Times was published. It was comprised of articles written from the perspective of the year 2024. The pieces presented what the world would look like if the new European authorities took decisive action for Fair Trade. In addition, on the 20th of May 2019, a debate was held in Warsaw on "How the European Parliament will secure the future of the young", during which a representative of Fairtrade Polska introduced the principles of Fairtrade in the context of Sustainable Development Goal to candidates for MEPs, and the public.



SUSTAINABLE PUBLIC PROCUREMENT

Public procurement is the fundamental form of spending public money in Poland, used by public institutions as well as non-governmental organizations and private companies that use state funds. For several years now, a sustainable approach to public procurement has been promoted. It aims to spend public funds in a way that is socially and environmentally beneficial. The Fairtrade mark is one of the legally recognized social labels that guarantees the compliance of ordered products with social sustainability standards. Fairtrade Polska commissioned two experts in the field of public procurement, Agnieszka Deja and Tomasz Schimanek, to write a booklet on "Fairtrade in public procurement" (it can be ordered on our website), and prepare a presentation addressed to both contracting authorities and companies participating in tenders. A development cooperation expert Magdalena Rybi-Trojanek carried out a study on policy coherence. These materials are a starting point for the promotion of Fair Trade products in sustainable public procurement in the coming years.



FAIRTRADE AND CLIMATE CHANGE

Due to the increasing importance of climate change, we published Polish editions of Fairtrade International's materials on Fairtrade activities in the face of climate change as well as those regarding the CO₂ emission allowance market.



ON FAIRTRADE IN FOREIGN LANGUAGES

With the growing number of foreigners in Poland, we published booklets on Fairtrade in English, Russian and Ukrainian.



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.

CO TO JEST FAIRTRADE?

FAIRTRADE TO WYBIERANIE PRODUKTÓW,
KTÓRE ZMIENIAJĄ ŻYCIĘ.



Fairtrade Polska in social media:



www.fairtrade.org.pl