



FAIRTRADE
POLSKA



FAIRTRADE POLSKA

2021 IN REVIEW





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Fairtrade Polska in social media:



www.fairtrade.org.pl

Introduction

We are happy to present the report of activities in 2021, which includes key information about the development of the Fairtrade products market in Poland as well as our own projects and activities in which we were engaged. In 2021, we carried out a number of national campaigns, such as **Fairtrade Month** (April 12 – May 12), an **outdoor campaign** (September) and **Fairtrade Advent Calendar** (December 1 – 24). Apart from that, in the course of the year we took part in multiple projects and events; some of them were our own ideas, while in other cases we were invited to cooperate by our partners.

Despite the challenges of the pandemic, 2021 was another year of growth for the Fairtrade market in Poland. Further details can be found in this report. I would also like to take the opportunity to kindly ask for your further support in the coming years.

This report may cover activities in 2021, but I feel I should also refer to the current situation, especially the Russian invasion of Ukraine, which started at the time when we were hoping to resume full-scale operations after the pandemic. The present context requires even more effort on the part of our organization. We are all the more pleased to enjoy your continued support.

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

About Fairtrade

What is Fairtrade

Fairtrade is a product certification scheme that aims to improve the situation of farming communities in the Global South. It brings together 1.9 million farmers and workers from over 1,880 organizations across 72 countries who produce coffee, tea, cane sugar, cocoa, tropical fruit, cotton, flowers and many other goods. Worldwide, there are over 30 thousand Fairtrade certified products from 2,400 companies licensed to use the FAIRTRADE mark.

Rolniczka ze spółdzielni Koperasi Baithul Qiradh Baburrayyan, Indonezja, fot. Nathalie Bertrams



What makes Fairtrade unique

Fairtrade seeks to improve the situation of farmers within the existing market economy, creating opportunities for them to receive fair prices for their products. Farmers and workers in Fairtrade cooperatives are sure to receive at least an agreed minimum price that protects them in case of a fall in prices on world markets.

In addition to stable and fair prices for their products, farmers also receive a Fairtrade Premium for development. The premium is used to finance projects that serve farmers (e.g. quality and yield improvement) and whole communities (e.g. improvement of sanitary conditions, access to education and healthcare).

Apart from financial matters, Fairtrade also cares about social and environmental issues. Producer cooperatives operate in a democratic, transparent and participatory way. Farmers jointly decide how to spend the Fairtrade Premium. Moreover, representatives of farmers and workers have 50% of votes at the General Assembly, which gives them a considerable influence on how the Fairtrade system works.

Fairtrade actively works towards assuring equal rights for women in farming communities and putting an end to child labour.

Fairtrade Standards oblige producers to protect the local environment. Members of certified cooperatives are not left on their own when it comes to the growing impact of climate change; Fairtrade offers technical support to employ farming methods that are more resilient to climate change.

About Fairtrade Polska

Our vision

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

Our 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.

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.

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 (bip.fairtrade.org.pl).

Our team



Michał Bryda-Przybyszewski
Communications
(followed Rozalia Wiśniowska on December 31, 2021)



Dominika Dzido
Administration
and Finance



Paulina Dziezic
Business Support



Maria Huma
Business Support
(Cotton & Textiles)



Tomasz Makowski
Business Support



Aleksandra Mazurkiewicz
Office



Magdalena Pastuszek
Office



Zbigniew Szalbot
Member of the
Management Board



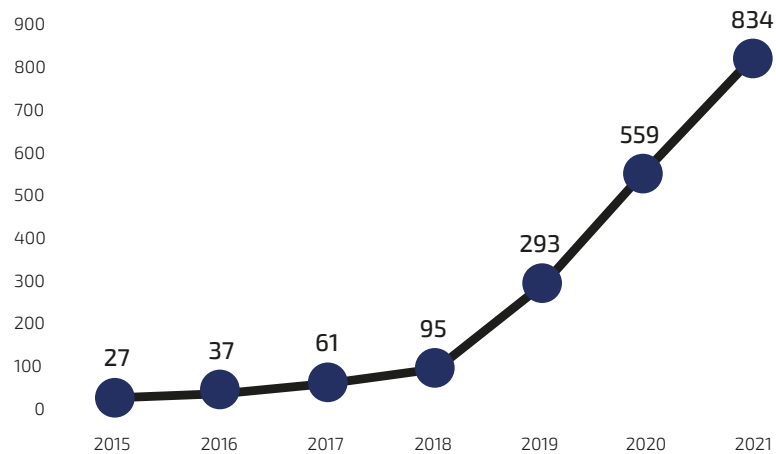
Andrzej Żwawa
Chair of the
Management Board

Fairtrade market in Poland

Product sales

The sales of Fairtrade certified products has been rising dynamically since 2018, even in spite of the COVID-19 pandemic. In 2021 the wholesale net value **grew by 49% year by year, reaching 834 million zlotys.**

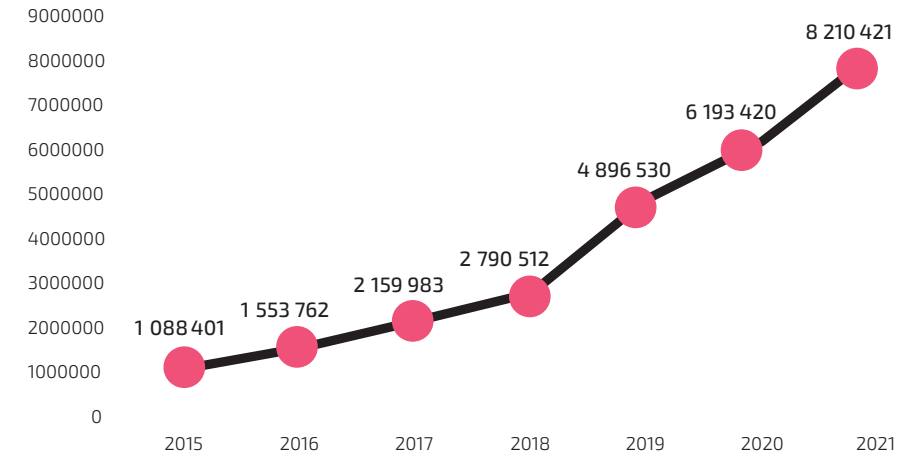
Wholesale net sales of Fairtrade certified products (in millions Polish zlotys)



Fairtrade Premium from Poland

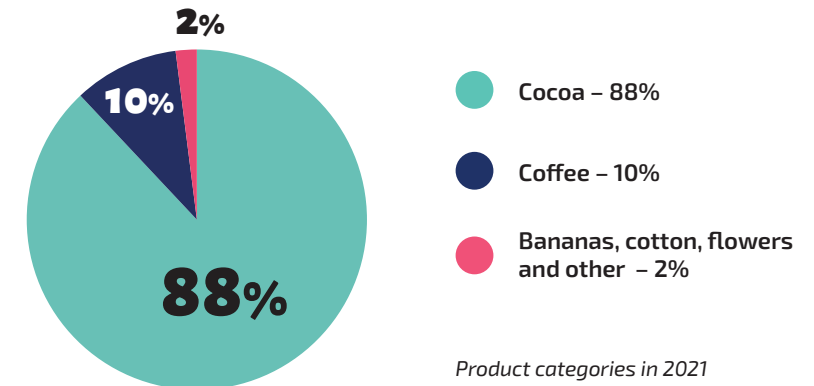
As Polish consumers are choosing products with the FAIRTRADE mark more and more often, companies are reacting to the demand by sourcing more Fairtrade certified ingredients. Consequently, the value of the Fairtrade Premium paid to farmers from the Global South increases every year. In 2021, the value of Fairtrade Premium amounted to **8.2 million zlotys**. This is your contribution to building a fairer world by putting Fairtrade certified products in your daily shopping baskets. Thank you!

The value of Fairtrade Premium generated by consumers in Poland (Polish zlotys)



2021 Market share by products

In 2021, chocolate products were by far the most prominent Fairtrade products on the Polish market with 88% of the total wholesale value (732 million zlotys), followed by coffee (10% wholesale value share, 83 million zlotys).



New Fairtrade product categories in retail chains in Poland

- In 2021, the total of **167 new Fairtrade certified products** hit shelves in Poland!
- Fairtrade **passion fruit** are on regular sale at Lidl.
- Fairtrade **bananas** and **flowers** (roses) are on regular sale at Kaufland.
- In 2021, Fairtrade **bananas** were also temporarily available at Auchan (Q2), Carrefour (Q2) and Lidl (Q2 & Q3).
- Like in the previous years, Fairtrade certified cotton **towels** were available at Aldi in September.
- Lotos gas stations chain introduced Fairtrade packed **coffee** at their cafes and Café Punkt shops, displayed on dedicated stands.
- Fairtrade **coffee** is now served at the new EAT&GO food court format of AVIA gas stations.
- Good news came from the Dutch retail chain Action (www.action.com): the company declared that by 2023 all of the **cocoa** used in its private label sweets will be sourced from Fairtrade certified cooperatives.



167

new Fairtrade certified products in 2021



Certified companies and licensees

Fairtrade certification is carried out by FLOCERT (www.flocert.net). The certificate authorizes companies to trade and process Fairtrade raw products to produce food and other end products. The certificate does not entitle companies to put FAIRTRADE marks on packages; to this end companies must sign a license agreement with Fairtrade International, the owner of the mark.

Fairtrade certified companies and licensees in Poland in 2021:

30

companies with the Fairtrade certificate only

13

companies with both the Fairtrade certificate and license to use the FAIRTRADE mark

6

companies with the license to use the FAIRTRADE mark only

New companies in the system:

1. Arkadia Sp. z o.o. / Certification: cocoa / www.arkadia-choco.pl
2. Astra Coffee&More Sp. z o.o. / Certification: coffee / www.astra.com.pl
3. Azuba Polska Sp. z o.o. / Certification: cocoa
4. Cosmo Sp. z o.o. / Certification: cocoa / www.cosmochocolate.pl
5. Golden Grain Group Sp. z o.o. / Certification & license: coffee / www.goldengrain.coffee
6. Lambertz Polonia Sp. z o.o. / Certification: cocoa / www.lambertz.com.pl
7. Maspex Food Sp. z o.o. / Certification: cocoa / www.maspex.com
8. Toms Polska Sp. z o.o. / Certification: cane sugar, coffee, cocoa, vanilla
9. Trade Milk Sp. z o.o. Sp. Komandytowa / Certification: cocoa / www.trademilk.pl
10. Twining's Sp. z o.o. / www.twinings.pl
11. ZPC Flis / Certification: cocoa / www.flis.pl
12. ZPC Łuczniczka / Certification: cocoa / www.luczniczka.com





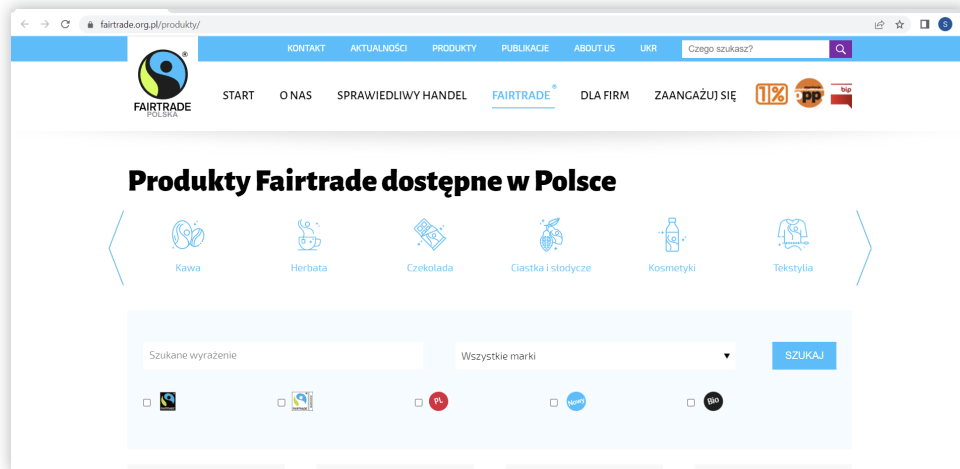
In order to assist companies that consider entering the Fairtrade system we published comprehensive information regarding the benefits of choosing Fairtrade and the support offered by our organization on www.fairtrade.org.pl/dla-firm.

Based on the profiles of companies that decide to apply for certification it can be seen that the most popular certified ingredient is **cocoa beans and its derivatives**. In Poland there are 28 companies certified by Fairtrade to source cocoa derivatives for further processing, repackaging or reselling to other certified companies. By way of comparison, there are 11 companies certified to source and process coffee, which is the second most popular Fairtrade product. Some companies are certified for both cocoa and coffee.

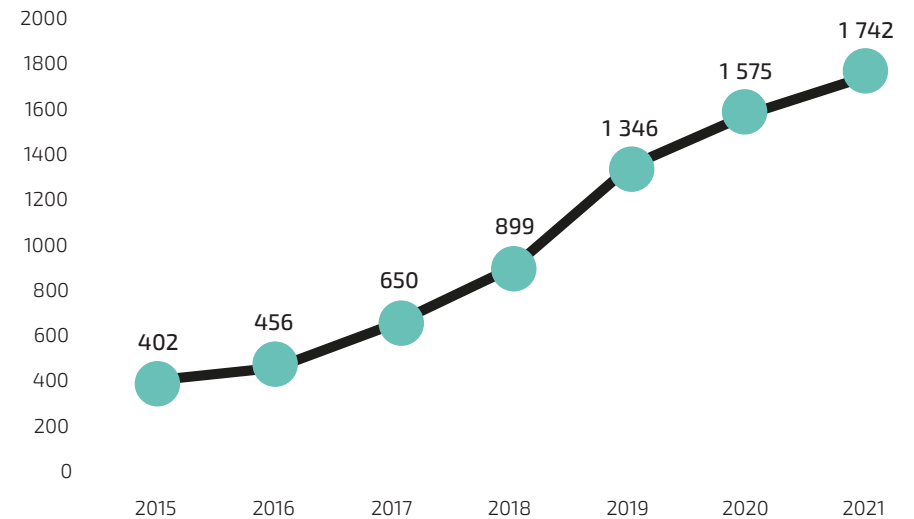
In 2021, the unquestionable leader of sales of Fairtrade certified **chocolate products** was Lidl, followed by Kaufland and Aldi. As for **coffee**, the three top sellers were ORLEN, Tchibo and Starbucks.

It is worth noting that there are four companies in Poland offering Fairtrade cotton babies' clothes, light garments and underwear as well as blouses and trousers. Moreover, consumers can buy a multitude of products from international brands online, such as sweatshirts, T-shirts or cotton bags.

Consumers can now use a **product finder** available on www.fairtrade.org.pl/produkty in order to check availability of Fairtrade products in Poland. Products are divided into categories and users can filter results by categories, brands, type of FAIRTRADE mark, Polish companies, organic certification and latest launches. In 2021, a total of nearly 25 thousand unique views of the product finder was reported.



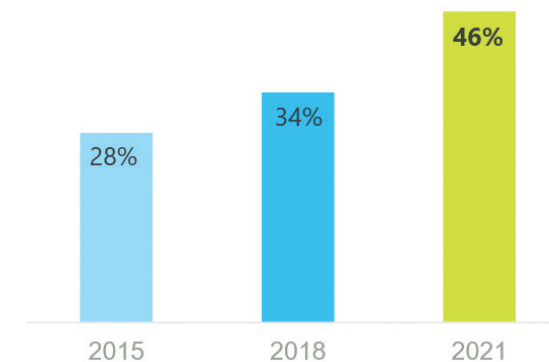
The dynamics of the number of Fairtrade certified products available in Poland



Globe Scan survey results

In February and March Globe Scan carried out a global consumer survey about Fairtrade. As the results showed, **46% of Polish consumers** recognize the FAIRTRADE mark, which is a considerable increase compared to 34% in 2018.

Growing recognition of the FAIRTRADE mark



In Poland the Fairtrade system is associated mainly with working to increase the power balance between large companies and farmers from the Global South.

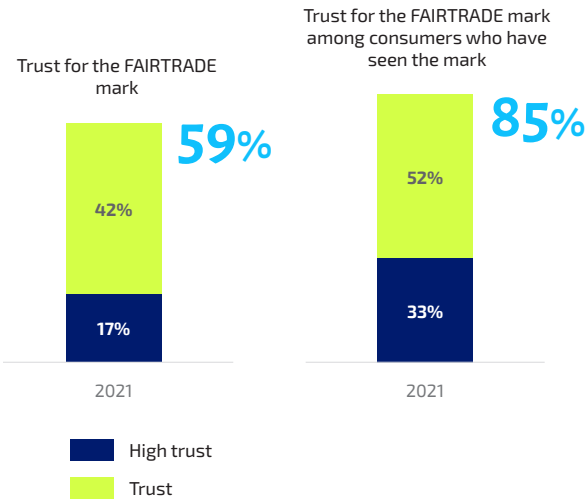
The most motivating areas of Fairtrade impact are the efforts to eliminate child labour and forced labour (higher score among Polish consumers compared to the global average) as well as reducing the use of pesticides or switching to safer pest control solutions.

The FAIRTRADE mark has a positive impact on brand reception among Polish consumers: nearly 75% declare their intention to buy at shops with an extensive offer of Fairtrade products.

More: www.fairtrade.org.pl/r21/gs



Trust for the FAIRTRADE mark



The overall level of trust for the FAIRTRADE mark increased considerably since 2015 (43%)

Fairtrade Polska activities in 2021

In 2021 Fairtrade Polska carried out multiple activities, including three large-scale monthly campaigns: **Fairtrade Month, I Choose Fairtrade** outdoor campaign and the **Fairtrade Advent Calendar**. Besides these campaigns, we also participated in numerous events organized by others.

Fairtrade Month campaign

The **Fairtrade Month** campaign, which spanned from **April 12 to May 12**, was a time of intensive Fairtrade education and awareness-raising activities. The goal of the **Fairtrade Month** was to maximize our reach among the Polish public, increasing awareness of Fairtrade as a proven way to improve the situation of farmers in the Global South. The message was spread over social media, press and the radio.



Fairtrade Month was launched on international Chocolate Day (April 12) and concluded with two online conferences. The guest speaker of the first conference – **Fairtrade: a proven way to create a responsible supply chain in your company** – was **Professor Jerzy Hausner**, who spoke about the practical dimension of the economy of values. Experts from Fairtrade Polska, **Tomasz Makowski** and **Paulina Dziedzic**, explained the benefits of including Fairtrade certified products in company portfolios. The conference was hosted by **Paweł Oksanowicz**, a radio and TV presenter engaged in corporate social responsibility. The event was organized under the auspices of **UN Global Compact Network Poland**.

FAIRTRADE - SPOSÓB NA ODPOWIEDZIALNY ŁAŃCUCH DOSTAW TWOJEJ FIRMY

11.05.2021
13:00-14:10
Platforma ClickMeeting

FAIRTRADE POLSKA

in Fair Trade and Sustainable Development Goals. The aim of the conference was to explore the ways in which Fairtrade can be used to boost the process of achieving the Sustainable Development Goals. The guest speaker of the conference, **Kamil Wyszkowski** from the United Nations Global Compact Network Poland, presented global results in achieving Sustainable Development Goals.

Other speakers – **Rozalia Wiśniowska** (Fairtrade Polska), **Jolanta Murawska** (Gdańsk Municipal Council), **Ewa Radomska**, Ph.D. (Pedagogical University in Krakow) and **Dobrośława Egner** (Youth Center no. 2 in Piekary Śląskie) – explored a variety of ways to engage in the Fair Trade Communities campaign at a town, university or school level. The conference was held under the auspices of the **Institute of Law and Economy of the Pedagogical University in Krakow**.

KONKURS WYBIERAM FAIRTRADE

Ekspres do kawy 4Swiss Modena A6
Zestaw 10 kg kawy ziarnistej Puro
Zestaw produktów Fairtrade

1X NAGRODA GŁÓWNA
2X NAGRODA WYRÓŻNIENIA

MIESIĄC FAIRTRADE 12.04 - 12.05.2021

I Choose Fairtrade was a photo competition for consumers organized as a part of the **Fairtrade Month**. In order to have a chance to win a coffee machine and a supply of coffee funded by Miko Pac (or a runners-up prize of a Fairtrade hamper), consumers were asked to publish a selfie with a Fairtrade product on Facebook or Instagram. With a total number of 94 pictures submitted, the jury decided to award eight participants.

The campaign was carried out under the auspices of **UN Global Compact Network Poland** and was further supported by **Gdańsk, Jelenia Góra, Poznań** and **Oborniki Śląskie**.

More: www.fairtrade.org.pl/r21/mf

SILA SPOŁECZNOŚCI W REALIZACJI CELÓW ZRÓWNOWAŻONEGO ROZWOJU

12.05.2021
18:00-20:30
Platforma Clickmeeting

MIESIĄC FAIRTRADE 12.04 - 12.05.2021

Power of Communities in Achieving Sustainable Development Goals was the name of the conference organized on May 12, which was aimed at municipal authorities, schools, universities, social partners, companies, media and other parties interested

Other events during the Fairtrade Month

During the Fairtrade Month Fairtrade Polska participated in a number of other events organized by other organizations:



April 15

Courtesy of the **Academy for the Development of Philanthropy**, Fairtrade Polska held an online meeting with the **Pro Bono Leaders Coalition**, during which Zbigniew Szalbot from Fairtrade Polska and **Tomasz Schimanek** presented members and supporters of the organization with the idea of including Fairtrade certified products in sustainable public procurement, and provided information on the Fair Trade Workplaces campaign.

April 19-25

As a part of the Earth Day celebrations, the **Polish Chamber of Organic Food** organized a **Green Week**, during which shops sold organic products with discounts. Owing to the fact that Fairtrade Polska is a member of this organization, Fairtrade products were also promoted.

April 22

The goal of the webinar for staff handling public procurement was to explore the idea of social labels in public procurement. The presenters included **Przemysław Grosfeld** from the Ministry of Development, **Tomasz Schimanek** and **Rozalia Wiśniowska**, who discussed the general idea and application of sustainable public procurement, with the emphasis on including Fairtrade products.

April 29

At the invitation of the **United Nations Development Programme in Ukraine**, **Oksana Forkutsa** from Fairtrade International delivered a presentation about Fairtrade Standards, and **Zbigniew Szalbot** shared the experiences of Fairtrade Polska in the area of supporting companies interested in joining the Fairtrade system.



Farmers fighting the global crisis – videos

In 2021 we created Polish language versions of a series of videos about farmers from the Global South who are members of Fairtrade certified cooperatives.

Shot in Peru, Indonesia and Kenya, the series offers an insight into the impact of the global crisis on communities across the planet.

In Peru the camera follows **Roberto**, a banana farmer from the Fairtrade certified cooperative APBOSMAM, who is also a local radio presenter and a restaurant owner.

Ponisih from Indonesia is a producer of cocoa sugar from KSP Karmatera Fairtrade certified cooperative.

Caroline is a coffee farmer from the Kapkiyay cooperative in Kenya.

More: www.fairtrade.org.pl/r21/fd

The three videos above were not the only uploads to our YouTube channel in 2021. You are most welcome to watch this and other content at: <http://youtube.com/fairtradepolska>



I Choose Fairtrade outdoor campaign

In September we carried out the first all-country **outdoor campaign, I Choose Fairtrade**, aimed at increasing the popularity of the FAIRTRADE mark. The heroes of the campaign were Anita Włodarczyk – a three-time Olympic hammer-throw champion and Marek Kamiński – an explorer, philosopher and the first Polish man to reach the North and the South Pole. The visuals with photos taken by Alicja Rzepa were exhibited throughout September and part of October on over 300 billboards, more than 450 street lights, as well as on displays in public transport. Campaign-related messaging reached over 250 thousand people via Fairtrade Polska social media channels.

The campaign was accompanied by a series of short videos in which Anita Włodarczyk and Marek Kamiński shared their opinions about Fairtrade.

More: www.fairtrade.org.pl/r21/kwf

The campaign was supported by **Gdańsk, Jelenia Góra, Poznań** and **Oborniki Śląskie**.



Fairtrade Advent Calendar campaign

The year of activities aimed at spreading the idea of Fairtrade was crowned by another edition of the **Fairtrade Advent Calendar**. To join the prize draw, participants simply needed to visit www.fairtrade-advent.org/pl, between December 1–24, locate the window for the current day and answer a question. Three winners of the lottery were drawn every day and awarded valuable sets of Fairtrade certified products.

Awards consisted not only of products offered by major retail and gas station chains, but also by craft coffee roasters and online shops. Around a thousand people participated in the lottery each day.

More: www.fairtrade.org.pl/r21/ka



Fairtrade în România project

Fairtrade Polska, in cooperation with Fairtrade International, manages **Fairtrade în România** – a Facebook fan page aimed at supporting the promotion of Fairtrade in that country. Posts published via the fan page cover both general information about Fairtrade and news about Fairtrade certified products available in Romania and retail chains offering Fairtrade products. Thanks to the promotion of the channel, news about Fairtrade were displayed more than 6.3 million times, and the number of followers increased to nearly eight thousand. Apart from that, we created a playlist on our YouTube channel containing videos with subtitles in Romanian, created a leaflet *Ce este Fairtrade?* (What is Fairtrade?), posters *Alege Fairtrade pentru oameni, pentru planeta* (Choose Fairtrade. For people, for the planet) and online banners *Alege produse cu semnul Fairtrade* (Choose products with the FAIRTRADE mark).

More: www.facebook.com/FairtradeInRomania



Other events

Fairs, conferences and other events



Coffee is the flagship of Fairtrade products. In spite of the pandemic we participated in such events as the **Coffee Festival** in Wrocław (June 19–20) and the **Christmas Coffee Festival** (Tauron Arena, December 4–5).

February 17–19

Organized in Nurnberg, Germany, **Biofach** is the largest international organic food and farming fair. As a member of Polish Ecology Association, Fairtrade Polska had an opportunity to present Polish companies offering organic Fairtrade products.

May 27

The Academy for the Development of Philanthropy hosted a closing gala of the 24th edition of **Benefactor of the Year** event in Warsaw. Experts and members of the chapter received sets of Fairtrade products.

September 17–19

Natura FOOD and **beECO** in Łódź is a major fair of organic, natural, regional and traditional products presented by producers and processors from Poland and abroad. Fairtrade Polska was a partner of **Biokurier Academy**, one of the side events accompanying the fair. It proved to be an inspiring meeting of the industry, with training seminars on organic and Fairtrade certified products. Organic shop managers and other visitors had a chance to learn more about the Fairtrade system, the value of including Fairtrade certified products in their offer and the ways to communicate Fairtrade to consumers. Speakers included: **Karol Przybylak** from Biokurier (*Organic, Vegan, Fairtrade: labels on food and cosmetic products*); **Tomasz Makowski** from Fairtrade Polska (*Fairtrade: A step-by-step guide through what it is and how it works*); and **Katarzyna Kamińska** and **Agnieszka Makowska** from Miko Coffee (*Benefits of using the FAIRTRADE mark for producers and sellers*). It is worth noting that Miko coffee is Fairtrade certified and has been present on the Polish market for over 12 years.

More: www.fairtrade.org.pl/r21/nf



September 30 – October 02

The third edition of the **International Trade Fair for Organic Food and Non-Food Products Bio Expo Warsaw** took place in Nadarzyn, nearby the capital of Poland. Fairtrade Polska showcased organic Fairtrade products available in Poland at its booth. Apart from that, **Tomasz Makowski** from Fairtrade Polska was one of the speakers at the Bio Expo Congress side event and delivered a presentation entitled *Fairtrade certification as a chance to enter the organic market*.

Morej: www.fairtrade.org.pl/r21/be



October 8–9

Krakow hosted the second edition of **Carbon Footprint Summit**, an event aimed at integrating scientists, activists and businesses around common action for climate. **Juan Pablo Solis**, Senior Advisor for Climate and Environment at Fairtrade International, delivered a lecture on *Global emissions trade for climate and fair cooperation between the North and the South* at the international conference that concluded the summit. More: www.fairtrade.org.pl/r21/cfs

October 16

Do dzieła Foundation organized an event **Do dzieła. Zero Waste Fest 21**, where the visitors had an opportunity to watch videos about Fairtrade, conservation and responsible fashion.

October 27–28

At the **European Circular Retail Congress** in Warsaw **Tomasz Makowski** from Fairtrade Polska held several meetings with retail chains managers, representatives of consumer packed goods producers and providers of solutions supporting sustainable development.

November 16-17

The ICE Congress Center in Krakow hosted the sixth edition of the international congress of economy of values **Open Eyes Economy Summit**. Just like in previous years, Fairtrade Polska was a partner of the congress. The event brings together renowned experts in the area of science, economy and culture who meet to discuss practical dimensions of the economy of values. Fairtrade products were available for participants. CEO of Fairtrade Belgium, **Nicolas Lambert**, was one of the speakers of the special session *Local or global providers: who needs our help most?*

More: www.fairtrade.org.pl/r21/oees



December 02

Academy for the Development of Philanthropy organized the **9th Conference of Pro Bono Leaders Coalition – Value-based life. Volunteering of the future**. Participants received Fairtrade certified drinking chocolate, coffee and tea.

Education



January 25

Rozalia Wiśniowska from Fairtrade Polska conducted an online training for **Sustainable Development Ambassadors**, where she discussed the overlap between Sustainable Development Goals and Fairtrade.

May 13 & 18

Buy Responsibly Foundation invited **Zbigniew Szalbot** from Fairtrade Polska to conduct training on Fairtrade for participants of the project **Our Food, Our Future**.

July 06

Monika Krawczykowska from Slogan company ran a webinar *Fairtrade: A Way to Fair and Sustainable Fashion* for non-governmental organizations.

July 08

During a study visit for event organizers interested in implementing more sustainable event solutions held by **Meeting Planner Sp. z o.o.**, **Magdalena Pastuszak** from Fairtrade Polska discussed such ideas as using Fairtrade certified products in catering.



September 01

Owing to excellent campaign coordination by **Ewa Radomska Ph.D., the Pedagogical University in Krakow** renewed the Fair Trade University title for another two years.

September 03

Upon request by the **Academy for the Development of Philanthropy** we organized a webinar about Fairtrade for representatives of non-governmental organizations and consumers, during which **Zbigniew Szalbot** from Fairtrade Polska and an independent expert **Tomasz Schimanek** spoke about social labels and Fairtrade.

November 17

Magdalena Pastuszak from Fairtrade Polska conducted an online presentation for students of the **Primary School in Pogorzela** during the Global Education Week. The school received posters, leaflets and product samples from us. It is worth noting that the school community decided on their own to go to nearby discounts to search for Fairtrade certified products, hand out Fairtrade-related leaflets and encourage consumers to choose Fairtrade products.

Anniversaries of our friends

June 12

KOKOworld is a company in Krakow that offers private label Fairtrade certified cotton products and more. At the 10th anniversary celebration, guests received samples of Fairtrade certified food products. It is worth noting that customers of the KOKOworld boutique can treat themselves to Fairtrade coffee.

July 03

Targ Pietruszkowy (Eng. Parsley Market) organizes markets with products from local farmers in Krakow. Visitors to the market can watch videos about farmers from the Global South. The market also runs an online shop, which offers Fairtrade certified products among others. During the 8th anniversary celebration a few hundred Fairtrade certified cotton re-usable bags were handed out to participants.

We also cooperated with the following organizations: **Grupa Zagranica** (the Abroad Group), **Koalicja CSR Watch** (CSR Watch Coalition), **Spółdzielnia Kooperatywa Pozarządowa** (Non-Governmental Cooperative) or **Turkusowy Klub Przedsiębiorstw Społecznych** (Turquoise Club of Social Enterprises).

Media activities

Activities in social media

Fairtrade Polska (@fairtradepolska) is present in the following social media:

 /FairtradePolska – **28,006** followers

 /FairtradePolska – **2,963** followers

 /FairtradePolska – **467** followers

 /FairtradePolska – **365** followers

 /FairtradePolska – **377** followers

 www.fairtrade.org.pl – **224,775** views

 Newsletter Fairtrade Polska – **4,034** subscribers

The above data come from 2021.

Traditional media

In 2021, we achieved 135 media releases: 7 radio interviews and 128 online articles. We were present among others in **Radio ZET, Halo Radio, RMF Classic, Radio Nowy Świat, Radio 357** and **Polskie Radio Program 3**.

The estimated Advertising Equivalent Value of the coverage: 764,033 Polish zlotys.

Cooperation with opinion leaders

The aim of regular cooperation with opinion leaders is to increase the reach of messaging about Fairtrade. In 2021, we cooperated with **Natasza Kotarska, Katarzyna Błażejewska--Stuhr, Katarzyna Zajączkowska-Fajto, Jakub Kuroń, Daria Rogowska** and **Karolina Piotrowska**, reaching more than 260 thousand recipients. Thank you for your partnership!



Recommended resources

Resources are available at

www.fairtrade.org.pl/materialy-dla-ciebie



2021 Globe Scan Survey

www.fairtrade.org.pl/r21/mgs



Comic book about Fairtrade

www.fairtrade.org.pl/r21/mkf



Що таке Fairtrade?: A leaflet in Ukrainian

www.fairtrade.org.pl/r21/muk

How to get involved?

Be a responsible consumer



- Choose Fairtrade products when shopping.
- Inform retailers, e.g. via social media, that you care about ethical sourcing of products.
- Take part in the activities of Fairtrade Polska and support our work on social media.
- Order our range of free resources and share them with others.
- Support our work with donations or with 1% of your tax.

Run your company in a sustainable way



- Add Fairtrade certified products to your trade or production offer
- Join the Fair Trade at Workplaces campaign to involve your staff in the idea of Fairtrade.
- Include Fairtrade in your corporate social responsibility policy.



Fairtrade Polska in social media:



www.fairtrade.org.pl