

# REPORT

# A DECADE OF THE

# FAIRTRADE

# MARKET IN POLAND

**2015–2024**



**FAIRTRADE**  
POLSKA





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Female farmers transporting  
bags of harvested cotton,  
photo by Christoph Nusch / Fairtrade



## Introduction



Ladies and Gentlemen!

The year 2025 marks the 10th anniversary of the agreement signed between the “Fair Trade Coalition” Foundation (as we were known then) and Fairtrade International. This milestone presents an excellent opportunity to reflect on the changes in the Fairtrade sector over the past decade, both in business practices and social awareness. Consequently, this year’s report holds special significance.

When reading it, you should remember that this is not the 10th anniversary of Fairtrade in Poland. Our Foundation was established in 2013 based on the informal Fair Trade Coalition that was formed back in 2009. The Coalition was founded by a dozen or so organisations working for Fair Trade, human rights or environmental protection, together with several companies that have taken pioneering steps in the field of selling Fair Trade products, often operating without profit or even voluntarily. Some of these entities have already gone down in history. Others, having entrusted us with Fair Trade activities, are now involved in other areas of sustainable development. The remainder are still with us, through their representatives on our Foundation’s Council. I would like to thank them all very much. Their historic decision to establish an organisation supporting the international Fairtrade certification mark has contributed to the fact that Fairtrade products are now available not only in niche sales outlets, but in most major retail chains.

Where will we be in the next 10 years? A lot depends on the climate – both in the literal and metaphorical sense: on the geopolitical and economic situation in Poland and all over the world. However, the most crucial factor depends on us – consumers choosing Fairtrade products and companies introducing Fairtrade products into their offer.

I warmly invite you to read the report drawn up by the Fairtrade Polska team.

Sincerely,

*Andrzej Żwawa*  
Andrzej Żwawa, President of the Management Board

# About the Fairtrade system



## What is Fairtrade

Fairtrade is a product certification system that works for the purpose of improving the situation of agricultural communities in the Global South. It covers nearly 2 million farmers and wage workers in 67 countries around the world, associated in 1,896 producer organisations. They produce, among others, coffee, tea, cane sugar, cocoa, tropical fruit, cotton or flowers. Worldwide, there are more than 37 thousand certified Fairtrade products, manufactured by more than 3,300 companies licensed to use the FAIRTRADE mark.



## Fairtrade in figures



farmers and workers received in 2023 more than **EUR 211,5 million** in Fairtrade premiums



nearly **2 million** farmers and workers from Latin America, Africa, Asia and Oceania



**1 896** co-operatives with Fairtrade certification operating in 67 countries all over the world



**4 183 companies** cooperating with Fairtrade

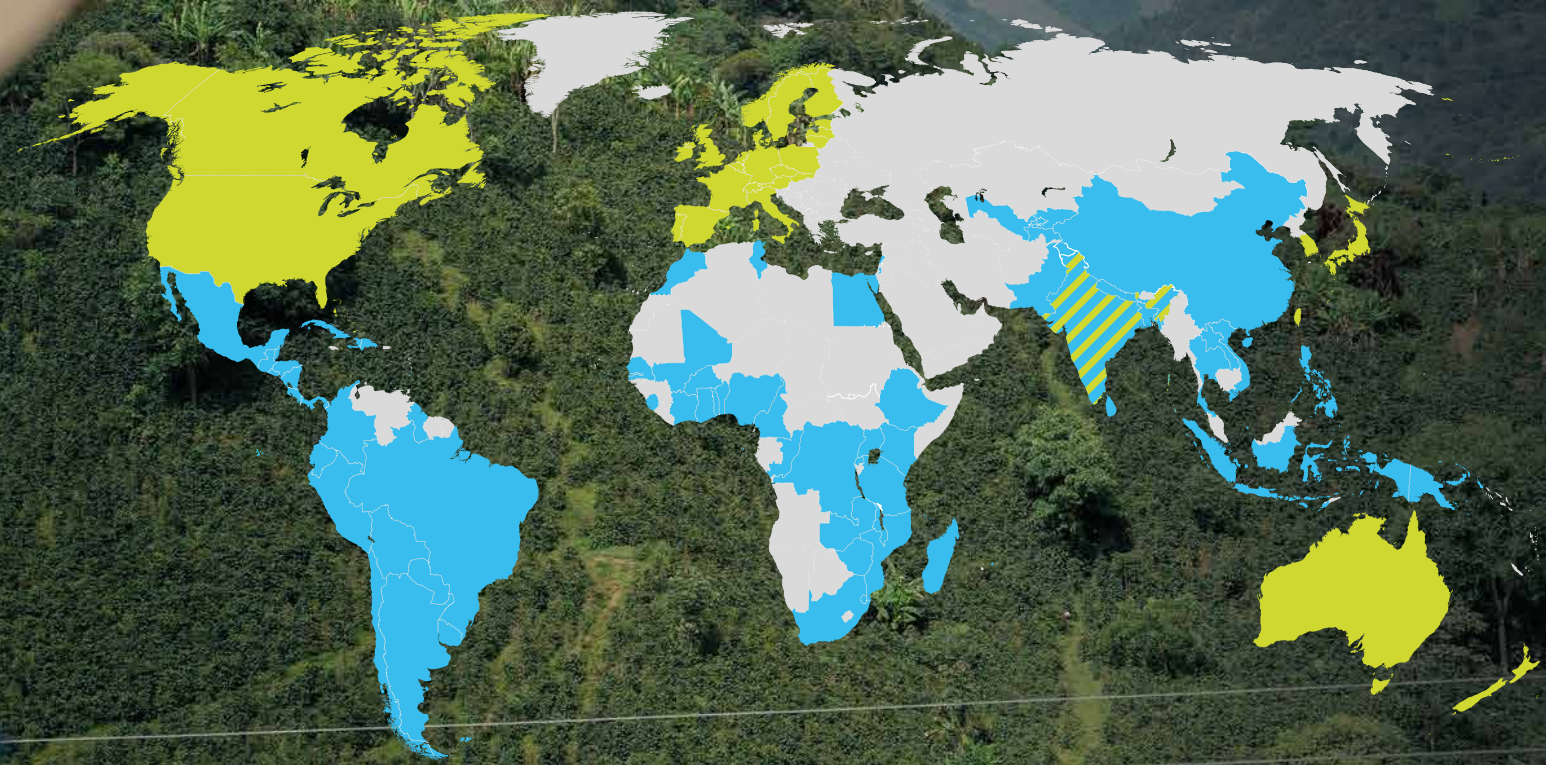


Coffee harvest in Bolivia, CORACA cooperative, photo by Dennis Salazar Gonzales / Fairtrade Deutschland e.V.

# Fairtrade map

Countries producing Fairtrade raw materials

National Fairtrade organisations



## 3 Fairtrade producer networks

### Latin America and the Caribbean (Fairtrade CLAC)

**309 513** farmers and workers  
**16%** of all

### Africa and the Middle East (Fairtrade Africa)

**1 406 813** farmers and workers  
**74%** of all

### Asia and Oceania (Fairtrade NAPP)

**195 075** farmers and workers  
**10%** of all

View of coffee plantations, ASOBRIS Coffee cooperative, Colombia, photo by Juan Nicolás Becerra Manrique/Fairtrade Canada

## What makes Fairtrade different



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 Fairtrade minimum price that protects them in the event 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 development projects that serve farmers (e.g. quality and yield improvement) and whole communities (e.g. improvement of sanitary conditions, access to education and healthcare).

View of coffee plantations,  
ASOBRIS Coffee cooperative, Colombia,  
photo by Juan Nicolás Becerra Manrique/Fairtrade Canada



Apart from financial matters, Fairtrade also cares about social and environmental issues. Producer cooperatives operate in a democratic and transparent way. Farmers jointly decide how to spend the Fairtrade Premium. Farmers and workers in the Fairtrade system are represented at all levels of the organization and have half the decision making power in the Fairtrade International General Assembly.



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

Our vision is fair trade relations based on the principles of sustainable development, thanks to which people, through their work, can provide a decent life for themselves and their families and develop their potential.

## Our mission

Our mission is to promote Fair Trade ideas and standards in order to support marginalised producers from the countries of the Global South. We conduct our mission by raising awareness, educating stakeholders about sustainable development and responsible consumption, and supporting activities aimed at increasing access to Fairtrade products in Poland.

## Our activities

Fairtrade Polska works to develop Fairtrade certified products by:

- supporting 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.

We do not trade in Fairtrade products or conduct any other business activity.



Reports on the activities of the Public Benefit Organisation can be found in the Public Information Bulletin ([bip.fairtrade.org.pl](http://bip.fairtrade.org.pl)).

## Our team



**Michał Bryda-Przybyszewski**  
Communications



**Klaudyna Rozmystowicz**  
Projects



**Paulina Dzedzic**  
Business support



**Tomasz Makowski**  
Business support



**Aleksandra Bilnicka-Mazurkiewicz**  
Office



**Dominika Dzido**  
Administration and finance



**Zbigniew Szalbot**  
Member of the  
Management Board



**Andrzej Żwawa**  
CEO

# Historic milestones





## Trends and challenges – expert commentary



### Dr Ewa Radomska

Institute of Law, Economics and Administration, Department of Economics and Economic Policy University of the National Education Commission in Krakow

The last decade has been a period of turbulence and upheaval in the global economy. The Covid-19 pandemic, the war in Ukraine, in the Gaza Strip, disruptions in global supply chains and in energy markets, rising inflation, fluctuations in prices of raw materials, climate crisis, declining food security in the Global South, geopolitical tensions, growing protectionism in international trade and increasing geo-economic fragmentation are just some of the signs.

The implementation of the UN Sustainable Development Goals has been under pressure from tight public budgets. Particular challenges are faced by the underdeveloped and developing countries of Africa, Southeast Asia, Oceania, Latin America and the Caribbean struggling with many socio-economic problems, and the events and phenomena of recent years have deepened them.

In these circumstances, projects that really improve the living conditions of people in the Global South countries are extremely important, particularly if they are long-term, not incidental. The Fair Trade certification system is part of these. Acting for the sake of higher purchase prices, decent working conditions and fairer trading conditions, Fairtrade makes a significant contribution to improving the situation of small-scale farmers and workers in the Global South countries. Not without significance are Fairtrade's activities to promote responsible, sustainable consumption among the people of the Global North countries.



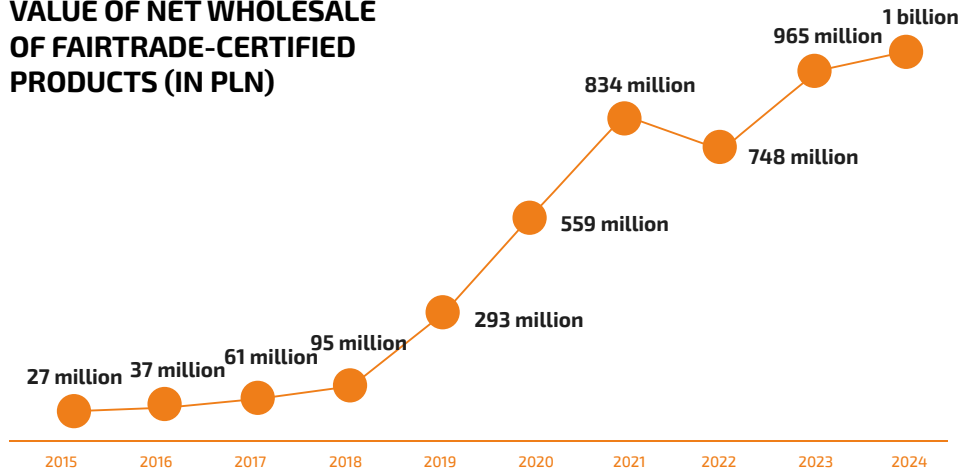
Rosa Mosquera, a worker at the BANAEXPORT banana cooperative, Colombia, photo by Zamira Ramírez/Sergio Calderón/Fairtrade CLAC

# Cooperation with business

## Sales of Fairtrade-certified products

The value of the Fairtrade market in Poland in 2024 exceeded **PLN 1 billion**, which is **an increase of 8% when compared year on year**. These are estimates based on data from Fairtrade International, they do not take inflation into account and are based on net wholesale prices.

VALUE OF NET WHOLESAL  
OF FAIRTRADE-CERTIFIED  
PRODUCTS (IN PLN)



Value of the Fairtrade market in Poland in 2024

**PLN 1 031 015 437**

Increase in the market value when compared year on year

**8%**

## Fairtrade premium

An increase in the sales of products with the FAIRTRADE mark means an increase in the demand for certified raw materials and therefore a higher value for the Fairtrade premium received by farmers from the Global South countries. In 2024, thanks to purchases of certified products by consumers in Poland, the Fairtrade premium amounted to **more than PLN 10 million, which means an increase of 5% when compared to the previous year**. This is your contribution to building a fairer world by simply including Fairtrade-certified products in your purchases! Thank you!



Value of the Fairtrade premium from Poland in 2024

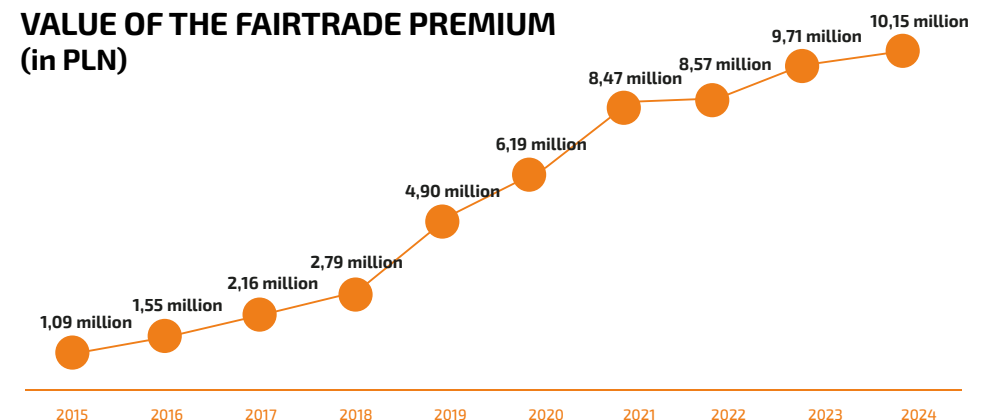
**PLN 10 152 778**

Total value of the Fairtrade premium in the years 2015-2024

**PLN 55 592 318**

**The Fairtrade premium means additional funds allocated for development projects, to serve not only individual farmers (improved quality and productivity of crops) but also whole communities (improved sanitary conditions, access to education and medical care).**

VALUE OF THE FAIRTRADE PREMIUM (in PLN)



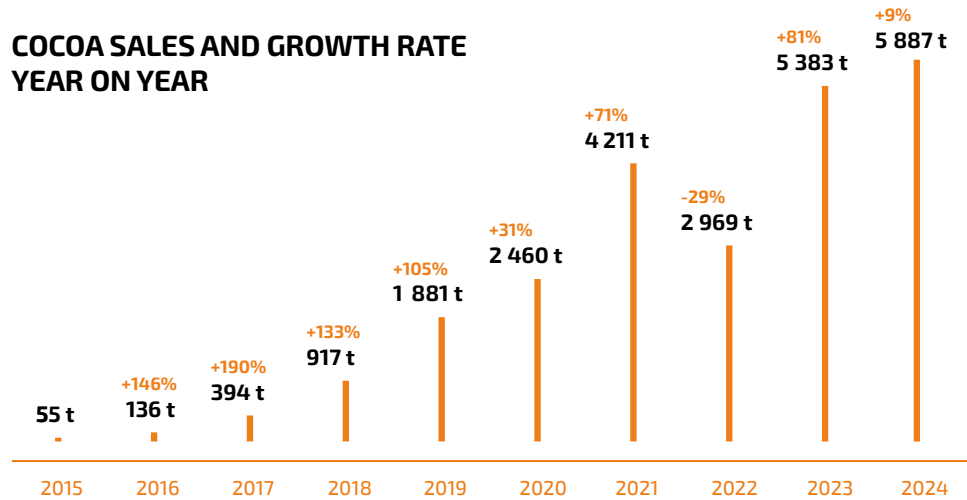
## Product categories

The two most important product categories in Poland are undoubtedly **cocoa-based products** and **coffee**.

### Fairtrade-certified cocoa

Volume of Fairtrade cocoa beans sold in the years 2015–2024. In 2024, we recorded a 9% increase in cocoa sales compared to the previous year!

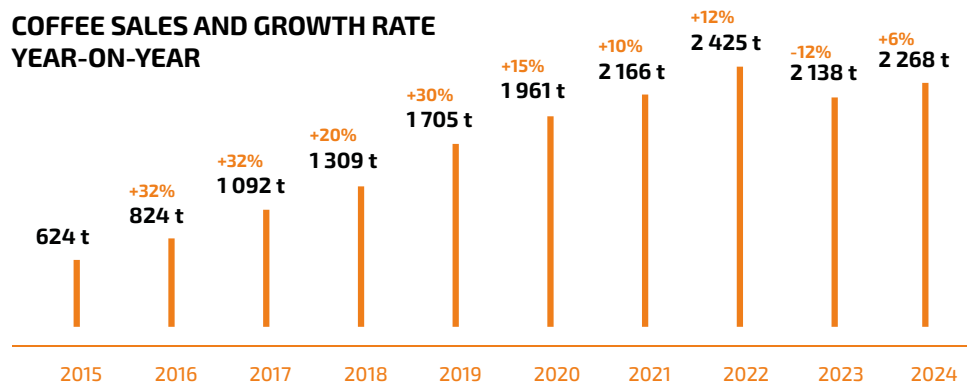
#### COCOA SALES AND GROWTH RATE YEAR ON YEAR



### Fairtrade coffee

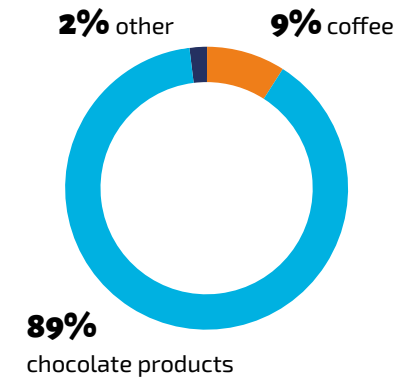
Volume of Fairtrade-certified green coffee beans sold in the years 2015–2024. In the case of coffee in 2024, we recorded **an increase of 6%** when compared to the previous year!

#### COFFEE SALES AND GROWTH RATE YEAR-ON-YEAR



## Percentage of product categories

Regarding the share of individual product categories, chocolate products were clearly dominant in 2024, generating 89% of sales (net wholesale prices). Coffee ranked second, with a 9% share in sales. All other product categories combined accounted for the remaining 2% of sales value.



## Products sold

Number of units of selected Fairtrade-certified products sold in Poland in 2024



**48.5 million**  
chocolate bars



**2.8 million**  
packages of coffee



**6 million**  
packages of cookies



**86 thousand**  
packages of tea



**3 million**  
packages of ice-cream



**579 thousand**  
bowls of porridge with Fairtrade cocoa



**146 million**  
Fairtrade chocolate bars sold between 2015–2024



**1.5 billion**  
cups of Fairtrade coffee between 2015–2024

# Market trends in Poland

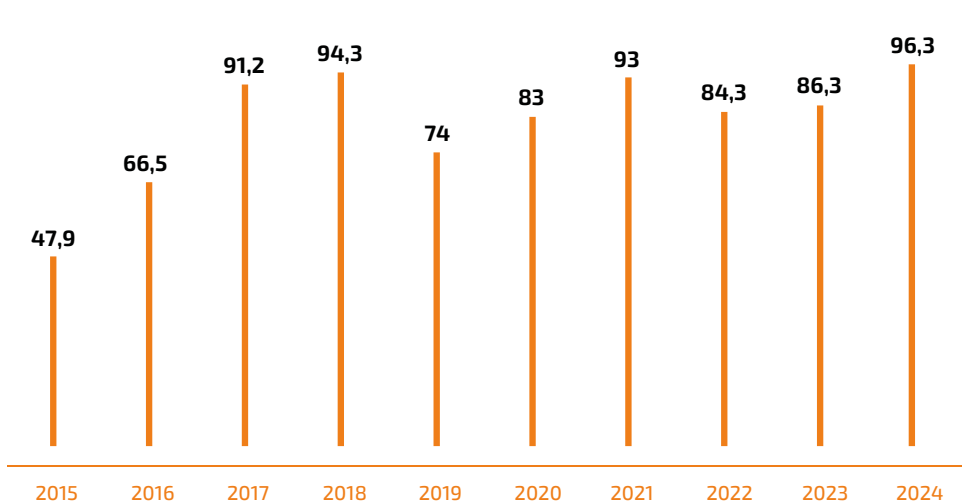
## Coffee market in Poland – total supply

According to Statistics Poland, the supply of natural coffee increased from nearly 47.9 thousand tonnes in 2015 to over 96.3 thousand tonnes in 2024. The supply in 2024 was the highest in the past decade. On average, each adult resident of Poland consumed 3.21 kg of coffee in 2024, equivalent to more than 128 cups.



**128 cups**  
of coffee per 1 adult  
in 2024 in Poland

### NATURAL ROASTED COFFEE [thousand t]



## Chocolate market in Poland – total supply

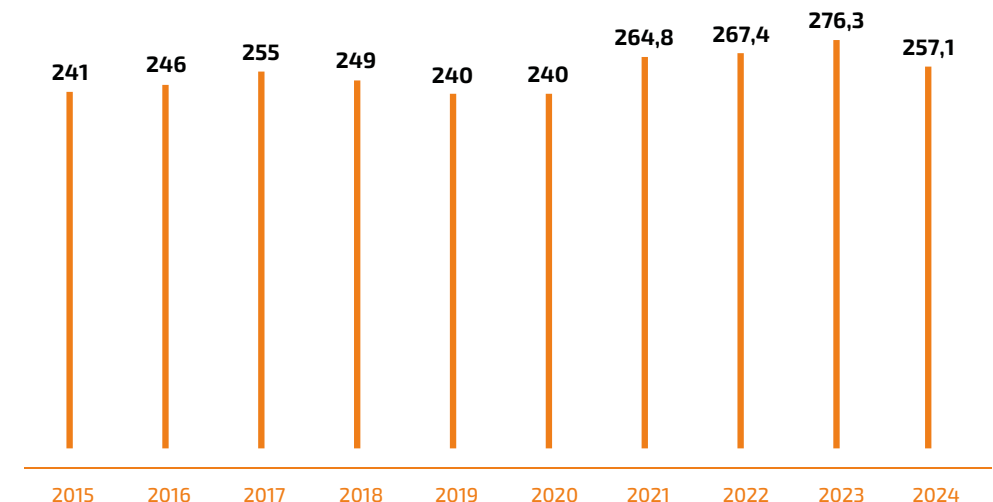
The highest value of chocolate supply was recorded in 2023, when it amounted to more than 276 thousand tonnes. Interestingly, in 2024 the supply decreased by about 19 thousand tonnes and amounted to slightly more than 257 thousand tonnes of chocolate. In 2024, there was an average of 6.77 kg of chocolate per each resident of Poland.

Polish companies exporting chocolate are among the world's leaders. In 2023, our country exported 115 thousand tonnes of chocolate and chocolate products worth USD 5.4 billion. Currently, Polish chocolate producers are ranked third in the European Union and fifth in the world in terms of export volume (data for 2023).



**6.77 kg**  
of chocolate per capita  
in 2024 in Poland

### CHOCOLATE INCLUDING WHITE CHOCOLATE, CHOCOLATES AND CHOCOLATE PRODUCTS [thousand t]



Source: Statistics Poland, <https://dbw.stat.gov.pl>, access: 9.04.2025 r.  
Supply defined as the quantity of products produced domestically minus their exports and plus their imports corrected by the balance of changes at producers.

## Expert commentary



**Zbigniew Szalbot**  
Member of the  
Management Board  
Fairtrade Polska Foundation

According to the Statistics Poland data, in 2024, there were about 2.5 billion chocolates and nearly 4 billion cups of coffee available on the market in Poland. There are billions of reasons to choose Fairtrade every day. Over the last decade, coffee and chocolate markets in Poland have been developing very dynamically. Polish companies have an incredible potential and a huge impact on suppliers of raw materials from distant corners of the world.

In the face of serious deficits of cocoa and coffee beans and the rising prices of raw materials, it is all the more important to take care of people and the environment for Polish coffee roasting plants and chocolate factories to grow sustainably. Behind every coffee and cocoa bean, there is a specific person with their dreams and hopes for a better tomorrow. We all have a role to play – as entrepreneurs and consumers – in building a more sustainable world for us and for future generations.



Female farmer Deborah Osei-Mensah from the Asuadai Cocoa Cooperative Farmers' Cooperative Society while drying cocoa beans, Ghana, photo by Francis Kokoroko/Fairtrade/Fairpicture

# Certified companies and licensees

Companies interested in the Fairtrade system can obtain a Fairtrade certificate and licence to use the FAIRTRADE mark. Fairtrade certification is carried out by the FLOCERT certification body ([www.flocert.net](http://www.flocert.net)). The certificate allows companies to trade in and process Fairtrade raw materials for the production of food products or other commodities. The certificate itself does not give the right to place the FAIRTRADE mark on packages of products. This is possible only after signing a licence agreement with the owner of the trademark – Fairtrade International.

## At the end of 2024 we had:

- 37 companies that were Fairtrade certified to be able to purchase certified raw materials and further process them;
- 6 companies that had a licence agreement to use the FAIRTRADE mark on packages of products;
- 11 companies that were both certified and had a licence agreement.

## New companies that appeared in the Fairtrade system in 2024:

1. **Palarnia Skład Kawy** – certification and licence – coffee
2. **Kreatywna Sp. z o.o.** – licence – coffee
3. **Foodcom S.A.** – certification – cocoa beans
4. **Foodwell Sp. z o.o.** – certification – cocoa beans
5. **KUK Polska Sp. z o.o.** – certification – cocoa beans



# Fairtrade Partners of the Decade 2015–2024

All enterprises that focus on sustainability and source raw materials according to the Fairtrade principles deserve being awarded. We would like to thank our business partners that, in addition to profit, they are also guided by the values of Fairtrade. We want to particularly appreciate those companies and brands that in the decade of 2015–2024 excelled in a unique manner. The entities along with their justification are listed in alphabetical order:

1. **Action Poland Sp. z o.o.** — for the 5th anniversary of cooperation and for the company's commitment to producing its own-brand chocolate products exclusively from Fairtrade-certified cocoa.
2. **ALDI Sp. z o. o.** — for the 10th anniversary of cooperation with a diversified offer of Fairtrade-certified products.
3. **Ben&Jerry's** — for distributing the most popular Fairtrade-certified ice cream and for using Fairtrade raw materials such as cocoa, bananas, vanilla, cane sugar, coffee.
4. **Bio Planet S.A.** — for distributing Fairtrade products since 2006 and for the largest number of Fairtrade-certified organic products introduced to the Polish market.
5. **Biosprawiedliwi** — for co-establishing the Foundation since the beginning of its history and for the diverse offer of Fairtrade-certified products from coffees and chocolates to jellybeans, honey and rice.
6. **Cafe SATI Polska Sp. z o.o.** — for offering Fairtrade-certified coffee in Poland continuously since 2009.
7. **Coffee Hunter** — for the longest-established craft Fairtrade coffee roasting plant in Poland, which received the certificate in 2018.
8. **Fairpants** — for the first family company in Poland sewing underwear using exclusively Fairtrade cotton since 2016.
9. **Instanta Sp. z o.o.** — for the longest-certified Polish coffee roasting plant, which has been delivering Fairtrade coffee since 2009.
10. **J.J. DARBOVEN Poland Sp. z o.o.** — for the 15th anniversary of cooperation and for offering Polish consumers not only Fairtrade-certified coffee, but also various types of Fairtrade-certified tea.
11. **Kaufland Polska Markety Sp. z o.o. Sp. j.** — for the largest offer of various categories of Fairtrade products in Poland, such as: chocolate and sweets, coffee, flowers, bananas, papaya, physalis or muesli.
12. **KOKOWORLD Sp. z o.o.** — for the first fashion brand in Poland sewing clothing made from Fairtrade cotton since 2020.
13. **Lidl Sp. z o.o. Sp. k.** — for selling the largest number of Fairtrade-certified products in Poland and for making a unique contribution to improving the situation of small farmers in the Global South countries.
14. **Miko Coffee Poland Sp. z o.o.** — for the largest volume of Fairtrade coffee with an ecological certificate sold in Poland.
15. **Millano Sp. z o.o. S.K.A.** — for the largest Polish manufacturer of Fairtrade-certified products for own brands of other companies.
16. **Orlen S.A. owner of the stop.cafe brand** — for offering Fairtrade-certified coffee continuously for 17 years and for making the biggest contribution to improving the situation of small farmers growing coffee.
17. **Rossmann Supermarkety Drogerijne Polska Sp. z o.o.** — for the 10th anniversary of cooperation and for the largest number of points of sale of Fairtrade-certified products in Poland.
18. **Tchibo Warszawa Sp. z o.o.** — for the 15th anniversary of cooperation and for the largest volume of Fairtrade-certified coffee sold in Poland.

Thank you for building the Fairtrade product market in Poland together with us.



## Orlen S.A. owner of the stop.cafe brand

The largest chain of petrol stations in Poland, ORLEN, offers its customers stop.cafe Fairtrade-certified coffee, both as served from coffee machines and packaged. Currently (as of March 2025), coffee from freshly roasted and freshly ground Fairtrade-certified beans is available at 1,898 stop.cafe points all over Poland.



**Orlen S.A., the owner of the stop.cafe brand, was awarded as a Fairtrade Partner of the Decade 2015–2024 for offering Fairtrade-certified coffee continuously for 17 years and for making the biggest contribution to improving the situation of small farmers growing coffee.**





## Lidl Polska

Lidl stands out amongst the retail chains present in Poland by offering the largest number of products marked with the FAIRTRADE mark in its regular range. These are mainly own-brand products such as Favorina, Deluxe, Fin Carre and Fairglobe. Currently, all of Lidl Polska's own-brand chocolate is Fairtrade-certified, and the chain maintains a leading position in the sale of products based on Fairtrade-certified cocoa beans.



**We have awarded Lidl Polska as a Partner of the Decade 2015–2024 in particular for its exceptional contribution to improving the situation of small farmers in the Global South and for selling the largest number of Fairtrade-certified products.**

Aleksandra Robaszekiewicz, Corporate Affairs and CSR Director, Lidl Polska:

*Responsibility for people and the environment and ethical sourcing of raw materials are key elements of our activities. Every year in Lidl, we expand the range of our own-brand products bearing the FAIRTRADE mark. We encourage all customers to choose products with the Fairtrade certificate more often, as it is a guarantee of their high quality and, at the same time, a symbol of real help. By consciously choosing Fairtrade products, we support decent wages for plantation workers and safe and equal working conditions, and we also support investment in social projects related to healthcare and education in developing countries in Africa, Latin America, the Caribbean, Asia and Oceania.*



## Kaufland Polska

The Kaufland chain offers the largest range of various Fairtrade product categories in Poland, such as: chocolate products, coffee, flowers, bananas, mango, papaya or coconut milk.



**We would like to recognize Kaufland Polska as the Partner of the Decade (2015–2024) for its outstanding commitment to promoting Fairtrade in Poland. We are deeply grateful to the entire Kaufland Polska team for their ongoing cooperation.**

Katarzyna Łosińska-Burdzy, Director, Corporate Affairs Division, Kaufland Polska

*Cooperation with suppliers is extremely important in creating a responsible value chain. We have an impact on creating a local cooperation policy with suppliers, also offering regional products sold under the “K-Stąd takie Dobre” brand. However, our impact on farmers, local communities and environmental protection in Latin America, the Caribbean and Africa, Asia and Oceania is carried out through cooperation with Fairtrade Polska.*



photo by Kaufland Polska



# Trends and challenges – expert commentary



## Beata Faracik

President and co-founder  
of the Polish Institute  
for Human Rights and Business

In the summer of 2024, after more than a decade of demands and actions by civil society organisations and other stakeholders, the European Union adopted the Corporate Sustainability Due Diligence Directive. This gave binding legal status to actions related to corporate responsibility for respecting human rights and environmental protection, which until then had been included in voluntary international standards, such as the Fairtrade system.

Unfortunately, a shadow looms over the year 2025 in the form of the Omnibus draft regulation. The proposed changes include: reducing the number of companies having obligations to report the information on their impact on human rights and the environment, reducing reporting requirements and due diligence obligations, removing provisions on companies' civil liability (leaving this issue solely to national regulations), and limiting the scope of the obligation to involve stakeholders impacted by the company.

All of this may, unfortunately, result in lower transparency in supply chain transactions, reduced pressure on fair trading conditions and limited liability of companies. In turn, this situation can make it difficult for consumers to access information on the ethical practices of companies. Therefore, the potential effects of Omnibus raise serious concerns regarding the protection of small farmers and workers, particularly in the Global South, making it harder to combat poverty and inequality in those regions of the world where this fight is most needed.

For this reason, it is essential to carefully analyse and modify the drafted amendments to ensure that they do not undermine the existing achievements in sustainability and corporate responsibility.

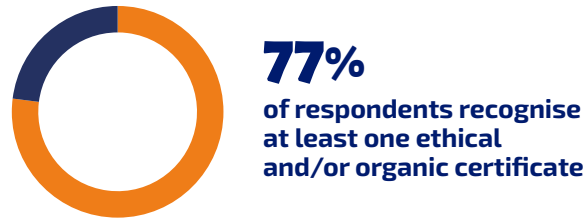


Chief Sahr Ngombu Yajah presents ripening bananas, Sierra Leone, photo by Fairtrade/Dominique Fofanah/thegoodmessage.studio

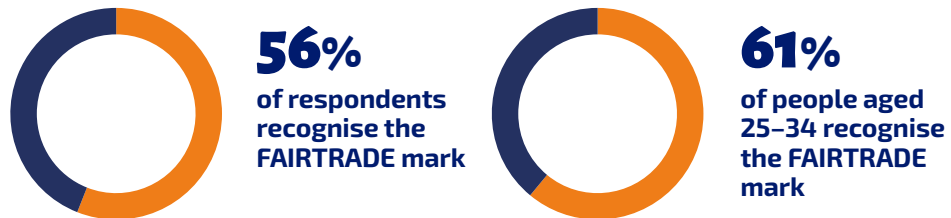
# FAIRTRADE mark recognition

The latest Fairtrade recognition survey, ordered by Fairtrade International, was conducted in 13 countries, including Poland, by the GlobeScan research company. The representative sample for Poland included 1,005 respondents.

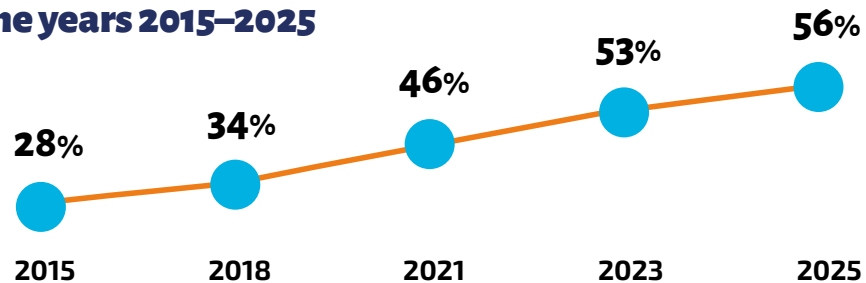
One of the preliminary questions concerned the general association of labels with certificates of ethical and/or organic origin. More than three-quarters of respondents were able to mention at least one label, which means a decrease by 3% when compared to the 2023 survey.



Respondents were asked about many issues, but the most important data for us refer to the recognition of the Fairtrade mark, confidence in Fairtrade and the impact of Fairtrade on brand perception. The data on the recognition of the Fairtrade mark in Poland are unambiguous – recognition is constantly growing and currently stands at 56%, with the largest (61%) being in the 25–34 year age group.



## Increased recognition of Fairtrade in the years 2015–2025



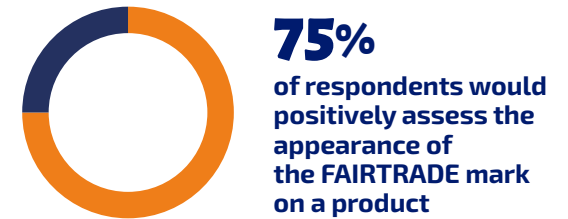
## Confidence in Fairtrade

Among respondents who recognised the Fairtrade mark, 80% declared confidence in it.



## Impact of Fairtrade on brand perception

Three out of four people who recognise the FAIRTRADE mark claim that they would positively perceive its appearance on the package of a product they buy.



# Activities of the Foundation in 2024



The full description of our activities (in Polish) carried out in 2024 can be found in the report available in our [Public Information Bulletin](#).

## 100 million chocolate bars with the FAIRTRADE mark

According to our data, from 2015 to April 2024, **more than 100 million Fairtrade-certified chocolate bars** were sold in Poland. Therefore, on the occasion of celebrating the Day of Chocolate, on our website: [fairtrade.org.pl/100-milionow-tabliczek-czekolady](https://www.fairtrade.org.pl/100-milionow-tabliczek-czekolady) we have activated a chocolate bar counter, which shows the estimated number of certified chocolate bars sold on an ongoing basis.

At the time of publishing this report, our counter was already showing more than 170 million chocolate bars. We estimate that by the end of 2025, the 200 millionth Fairtrade-certified chocolate bar will be sold somewhere in Poland.

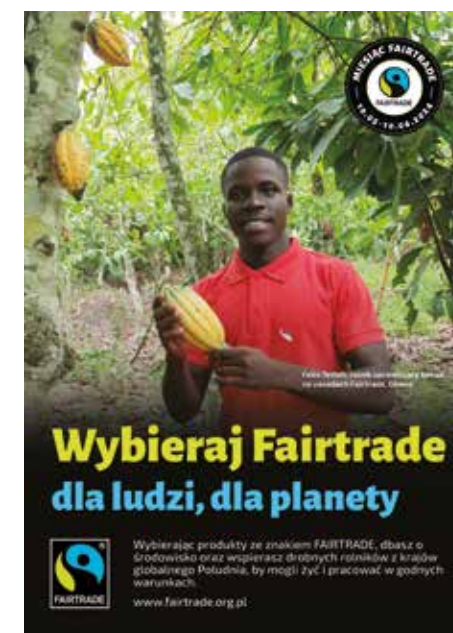
## Fairtrade Month

The goal of the Fairtrade Month campaign is to raise awareness about Fairtrade principles and the Fairtrade ethical certification system in Poland. The 2024 Fairtrade Month was celebrated under the slogan, "Choose Fairtrade – for the people, for the planet." In this way, we wanted to stress that by choosing certified products, we support agricultural communities in the Global South and care for the natural environment.

In total, during Fairtrade Month 2024, we reached nearly 1.6 million social media users. More than 18,000 people visited our website at that time. We were also present in the media and in the press, giving an interview on TVP3 and publishing press releases on industry and information websites (in total, we obtained 12 publications).

We were supported by six people running Instagram profiles with more than 280,000 followers in total.

An important aspect of Fairtrade Month was the Receipt Lottery, which was to highlight the availability of Fairtrade-certified products in Polish shops. We received 3,071 entries, from which 60 winners were drawn.



## Advent calendar

In December, we hosted an educational lottery called the Fairtrade Advent Calendar. This engaging game involved participants opening virtual calendar windows daily and answering questions about the Fairtrade certification system. Each day, three individuals who answered correctly won sets of Fairtrade-certified products. The grand prize, drawn from all correct answers, was an automatic coffee maker and a set of 6 kg of Fairtrade-certified coffee.

During the lottery, we received 44,567 entries in total. Our website was visited by 32 thousand people, and our sites received more than 140 thousand views. The social media campaign had nearly 1.5 million recipients (the number of Facebook and Instagram accounts, which displayed the content related to the lottery).



## NOPLANETB

Our Foundation participates in the four-year NOPLANETB project, which is co-financed by the European Commission as part of the DEAR programme. The project is implemented in eight European Union countries: Portugal, Spain, Italy, France, Germany, Hungary, Estonia and Poland.

One of the objectives of NOPLANETB is to support and regrant funds for 210 selected small civil society organisations. The project aims to promote local actions that mitigate the effects of the climate and ecological crisis, with particular consideration given to environmental, social and economic impacts. By building cooperation with local authorities, the project supports the implementation of scientifically proven solutions and practices in the field of fair transformation. More information about the project at: [fairtrade.org.pl/zaangazuj-sie/projekt-noplanetb](http://fairtrade.org.pl/zaangazuj-sie/projekt-noplanetb)



## Selected events from 2024

### Awarding the title of the Fair Trade University to the Wrocław University of Economics and Business, Branch in Jelenia Góra (7.03)

The Jelenia Góra branch of the Wrocław University of Economics and Business has been honored with the title of Fair Trade University. This recognition makes it the second university in Poland, following the University of the National Education Commission in Krakow, and the first in Lower Silesia to receive such a distinction.

Obtaining the title for the university in Jelenia Góra was possible thanks to the involvement of the whole academic community. The coordinator of the project on the part of the university is Dr. Sabina Zaremba-Warnke. The diploma was presented by Monika Onyszkiewicz, a member of the Council of the Fairtrade Polska Foundation, during a meeting with the university authorities, employees, students and local activists.

### Free Cone Day in Warsaw (16.04)

Ben & Jerry's (B&J) Free Ice Cream Day is a regular international event during which portions of B&J's ice cream are freely distributed. Most varieties of B&J ice cream are Fairtrade-certified, so the issue of Fairtrade was also present during the event.

In 2024, 20 thousand pieces of B&J ice cream were distributed, and the event attracted several thousand people to the square in front of the Palace of Culture and Science in Warsaw. As a partner of the event, we had a tent with information materials where participants could learn what is behind the Fairtrade certification mark on the packages of B&J ice cream



photo by Ben&Jerry's

## Signing of the Children's Rights Charter in Business (21.05)

In May, we officially signed the Children's Rights Charter in Business, established by the Responsible Business Forum in cooperation with companies and social organisations, thus joining the initiative to promote children's rights and actions to protect minors in value chains.

The Children's Rights Charter in Business was signed on 21 May, during the gala ending the Diversity Month. The Children's Rights Charter in Business aims to encourage business to take concrete action to protect children's rights across the value chain of enterprises.



photo by FOB

## Economic Forum in Karpacz (3-5.09)

During the 33rd Economic Forum in Karpacz, Fairtrade-certified products were presented in the Lidl Polska zone. During that event, Mr. Wojciech Grohn, Member of the Management Board responsible for purchasing at Lidl Polska, received a symbolic 100-million chocolate, as an expression of recognition for the participation of the Lidl chain in achieving such a result of selling certified chocolate in Poland since 2015.



photo by Lidl Polska

## Awarding the title of the Fair Trade University to the Poznań University of Economics and Business (4.12)

In 2024, among the Fair Trade Communities, we welcomed another Polish university, the Poznań University of Economics and Business. Activists from the Student Scientific Group for Sustainable Business "Trade Fair" not only initiated the process of applying for the title, but have also for several years been very committed to taking various actions to meet all the required criteria. The person responsible for the work of the committee coordinating the obtaining of the title was Dr hab. Magdalena Śliwińska. In December, we took part in a scientific conference, during which Prof. Dr hab. Barbara Jankowska was presented with the diploma for a "Fair Trade University".

Tomasz Makowski from Fairtrade Polska at the Poland&CEE Retail Summit Conference, which was held from 9 to 10.04.2024 in Warsaw.

photo by Retail Summit



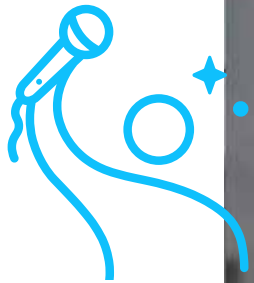
Paolo Pastore, CEO of Fairtrade Italia, during the panel at the 9th Open Eyes Economy Summit, held on 19-20.11.2024 in Krakow.

photo by Fairtrade Polska

## Communication/social and traditional media

In 2024, we gave **22 radio and 4 television interviews** in the following media: TVP 1, TVP Info, TVP 3 Bydgoszcz, TVP 3 Warszawa, Polskie Radio Program 1, Polskie Radio Program 3, RMF24, Radio 357, Radio Nowy Świat.

We also had **170 publications** on Fairtrade in the local and national media.



We are present on the following social media (data as of the end of 2024):

- [Facebook @FairtradePolska](#) – **41 872** followers
- [Instagram @FairtradePolska](#) – **3 159** followers
- [X \(Twitter\) @FairtradePolska](#) – **460** followers
- [Youtube @FairtradePolska](#) – **540** followers
- [LinkedIn @FairtradePolska](#) – **1 821** followers

In addition, we recorded **more than 185,000 views** (sessions) of our website [www.fairtrade.org.pl](http://www.fairtrade.org.pl) made by **115,000 users**. Our mailing database has **8,000 recipients**.

In 2024, our social media posts reached a total of **4,272,142 users**.

## Search engine for Fairtrade products

On the website [fairtrade.org.pl/produkty](http://fairtrade.org.pl/produkty) there is a search engine for Fairtrade-certified products available in Poland, sold by companies operating within the Fairtrade system. This tool aims to facilitate familiarisation with various Fairtrade products to raise consumer awareness with respect to Fairtrade.

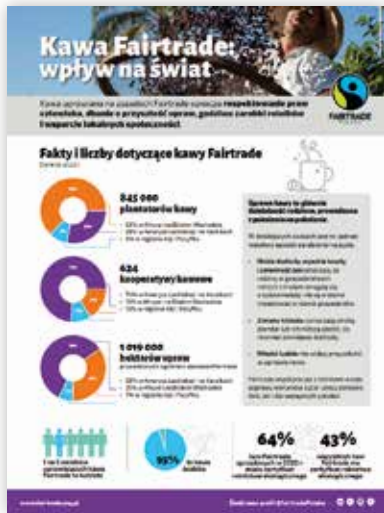
Cocoa fruit, Ghana,  
photo by Francis Kokoroko/  
Fairtrade/Fairpicture





# Recommended publications

On our website [fairtrade.org.pl/materialy-dla-ciebie/](https://www.fairtrade.org.pl/materialy-dla-ciebie/) you can find educational and promotional materials (among others, leaflets, posters, games and puzzles, comic about Fairtrade), as well as reports. Every year, we try to add new, interesting materials, and not only in Polish. We encourage you to use these resources – selected publications can also be ordered in a printed version.



## Fairtrade coffee – Impact on the world

[fairtrade.org.pl/material/kawa-fairtrade-wplyw-na-swiat](https://www.fairtrade.org.pl/material/kawa-fairtrade-wplyw-na-swiat)



## Fairtrade Polska Report 2023

[fairtrade.org.pl/material/raport-fairtrade-polska-2023](https://www.fairtrade.org.pl/material/raport-fairtrade-polska-2023)



## Fairtrade Polska Report 2023 (English)

[fairtrade.org.pl/material/fairtrade-polska-2023-in-review-eng](https://www.fairtrade.org.pl/material/fairtrade-polska-2023-in-review-eng)



## Flowers (A3 poster, bright colour)

[fairtrade.org.pl/material/kwiaty-plakat-a3-kolor-jasny](https://www.fairtrade.org.pl/material/kwiaty-plakat-a3-kolor-jasny)



## Flowers (A3 poster, dark colour)

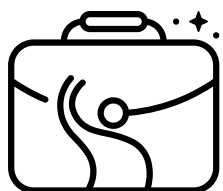
[fairtrade.org.pl/material/kwiaty-plakat-a3-ciemny](https://www.fairtrade.org.pl/material/kwiaty-plakat-a3-ciemny)

# 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 1.5% of your tax.



## Run your business sustainably

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



Female farmer Gangaben Maghabhai  
Koli on the cotton field, India,  
photo by Fairtrade NAPP



Fairtrade Polska  
on social media:



[www.fairtrade.org.pl](http://www.fairtrade.org.pl)