



## FOUNDATION OF THE "FAIR TRADE COALITION" ANNUAL ACTIVITY REPORT IX 2013 – XII 2014

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

- supporting economic and entrepreneurial development;
- supporting technology development and innovations and implementation thereof in business practices. This area is strictly related to promotion and protection of human rights and civil liberties as well as advocacy of the development of democracy, especially through:
  - advocating gender equality;
  - supporting the development and empowerment of local communities;
  - supporting education at all levels;
  - advocating environmental protection and natural heritage protection;
  - popularizing and protecting consumer rights;
  - developing communication and cooperation between societies;
  - promoting and creating opportunities for volunteer work;
  - working on behalf of other non-governmental organizations.

The Foundation aims to achieve its goals through the following means:

- publishing activities;
- organization of conferences, trainings, seminars, lectures and other events;
- researching and monitoring the Fair Trade market;
- launch, coordination and support of projects in line with its mission, both in Poland and abroad;
- carrying out analyses and forming opinions on trade practices;
- monitoring Fair Trade to identify potential irregularities;
- promoting Fair Trade;
- carrying out education projects pertaining to sustainable development and Fair Trade;
- carrying out information campaigns on behalf of Fair Trade;
- advocacy activities.



## REPORT OF OPERATIONS BETWEEN SEPTEMBER 16, 2013 AND DECEMBER 31, 2013

In that period the Foundation did not perform any actions resulting in financial turnover; instead we focused on ground work in the field of public benefit operations.

## VOLUNTEER WORK BETWEEN SEPTEMBER 16, 2013 AND DECEMBER 31, 2013

### Promoting independent certification systems

1. The Foundation worked towards introducing international organizations such as Fairtrade International, FLO-Cert, World Fairtrade Organization–Europe and World Fairtrade Organization–Asia to Poland. We provided companies interested in Fair Trade with information regarding Fairtrade standards, certification and regulations governing the use of the Fairtrade Mark. In some cases we referred Polish companies were directly to international organizations. These operations were intended to boost the process of obtaining Fairtrade certification and licenses by Polish companies.
2. The Foundation took part in a research on Fair Trade products in Poland conducted by the Polish Institute for Market, Consumption and Business Cycles Research.
3. KSH supported the project carried out by Green Cross Poland and the Poznań University of Economics, which consisted in developing a mobile app that explained the meaning of various marks and labels found on product packages, such as the Fairtrade Mark. More information can be found at [www.livegreen.org.pl](http://www.livegreen.org.pl).

## FAIR TRADE COMMUNITIES CAMPAIGN

In 2013 KSH signed a cooperation agreement with the Polish Fair Trade Association in order to develop the Fair Trade Communities campaign. The project is intended to promote Fair Trade at the level of towns and cities, schools and religious communities. The campaign is based on volunteers who actively promote the ideas of Fair Trade in their local environments.

At the same time the KSH foundation designed the outline of the project called Fair, Active Aware – Laying Foundations for Fair Trade Schools in Poland.

## STUDY VISIT

In September 2013 the Foundation’s representatives went for a study visit to the Czech Republic, Austria, Slovakia and Hungary. The visit would not have been possible without financial and logistic support from the United Nations Development Programme for Europe and the CIS – Project Office Poland. In order to get a better understanding of how Fair Trade works in the region, we visited Fair Trade cafes, world shops and organic shops in Prague, Brno, Vienna and Bratislava. Eight KSH representatives were accompanied by a member of a social cooperative and a representative of UNPD.



## **CO-ORGANIZATION OF THE CONFERENCE ON RESPONSIBLE WORLD FORESTS MANAGEMENT**

KSH, in cooperation with the Polish Green Network Alliance of Associations and the NEPCon company, organized the international conference on responsible forest management. The event, which took place on 11<sup>th</sup> December 2013 and brought together 85 people from Poland, Indonesia, Scotland, Italy, Romania, Spain and Germany, was a chance to raise the problem of unsustainable ways of production and consumption of goods related to the condition of the forests, such as paper, wood or food, as well as practices that lead to heavy deforestation, like growing oil palm, soya or tropical fruit monocultures. Apart from that we used the opportunity to touch upon such ideas as sustainable public tenders, EU Timber Regulations and organic farming, as well as introduce FSC, PEFC, Rainforest Alliance, EU label, Fairtrade and Fair Wild certification systems. Borys Bińkowski, at that time KSH Chair of the Board, delivered a lecture on protection of forests in Fair Trade policies and practices.

## **PARTICIPATION IN COP 19 CLIMATE CONFERENCE IN WARSAW**

KSH was invited by Fairtrade International to take part in two conference events: 'Leading trends in Results-based Finance for Climate, Environment and Development' and 'Certifying Ecosystem Services in Forestry and Agriculture: Ensuring Genuine MRV and Social and Environmental Integrity at Landscapes Level'. The Fairtrade Climate Standard was also presented during the meetings.

## **PUBLISHING**

The foundation offered voluntary support in producing and promoting the following publications of the Polish Fair Trade Association:

- Fair Trade — A Mini Guide for Participants of Promotional Campaigns;
- A Guide to Fair Trade.

## **DISTRIBUTION OF PUBLICATIONS**

The Foundation distributed free of charge the following titles:

- Fair Trade — Mini Guide for Participants of Promotional Campaigns (Polish Fair Trade Association, 2013);
- How to Become a Fair Trade Friendly School (Polish Green Network, 2008)

## **WEBSITE AND SOCIAL MEDIA**

The Foundation is the host of the [fairtrade.org.pl](http://fairtrade.org.pl) website as well as [spolecznosci.fairtrade.org.pl](http://spolecznosci.fairtrade.org.pl), dedicated to the Fair Trade Communities projects. Apart from that we are also present on Facebook (#SprawiedliwyHandel –nearly 6 thousand 'likes') and Twitter (#KoalicjaSH – around 100 followers).



## **VOLUNTEER WORK BETWEEN JANUARY 01, 2014 AND DECEMBER 31, 2014**

The Foundation continued to promote independent certification systems and carry out the Fair Trade Communities project. In 2014 another two schools earned the Fair Trade badge. The city of Poznań renewed the Fair Trade title for another two years. By the end of the year the trade school in Katowice sent the report of fulfilling project requirements, while the Economic School in Głogów made a decision to enter the path of becoming a Fair Trade school.

## **SUSTAINABLE PUBLIC TENDERS: MONITORING OF LAW AND STANDARDS**

The project was launched in October 2014 by the Polish Buy Responsibly Foundation in partnership with KSH and the Norway's largest environmental organization, *Farmtiden in vare hender*.

The project consists in monitoring the implementation in Polish regulations the new EU Directive on public tenders and promoting international standards related to sustainable public tenders. In 2014 we focused on an assessment of the opportunities, obstacles and strategy for the development of sustainable public tenders. We also set up a working group whose task is to monitor the relevant law-making process and advocate sustainable public tenders.

## **MAK CHOCOLATE FAIR!**

The Foundation supported voluntarily the European campaign *Make Chocolate Fair!*. We collected signatures for a petition demanding that growing cocoa and production of chocolate be ethical and sustainable. Apart from that we organized a stopping place for the *Make Chocolate Fair!* campaign bus, where activists from abroad shared their knowledge on the dark side of cocoa and chocolate business with Polish trespassers.

## **VOTE4FAIRTRADE**

Between April and May we joined efforts again with the Polish Fair Trade Association in order to implement the *Vote4Fairtrade* project originally designed by the Fair Trade Advocacy Office in Belgium. We contacted most of the Polish candidates for the European Parliament and green candidates from all over the EU, asking them to sign the Fair Trade Support Declaration. Nearly 50 candidates complied with our request.

## **PRICE PROJECT – PROMOTING ETHICAL FINANCE**

In the spring of 2014 the Foundation of Fair Trade Coalition assisted the Polish Fair Trade Association in carrying out the international project known as *PRICE (Promoting Responsible Investments and Commerce in Europe)*. We contributed to the preparation and promoting a seminar on ethical finance and responsible management of sustainable growth tools. Apart from that we participated in publishing the following publications:

- Introduction to Ethical Finance Responsible Investments;
- Ethical Finance and Fair Trade;

Fundacja „Koalicja Sprawiedliwego Handlu” – Fairtrade Polska  
Sławkowska 12 | 31-014 Kraków | Polska  
e-mail: [fairtrade@fairtrade.org.pl](mailto:fairtrade@fairtrade.org.pl) | [www.fairtrade.org.pl](http://www.fairtrade.org.pl)  
tel.: +48 603 363 721

Fundacja jest organizacją pożytku publicznego (OPP) | KRS: 0000473582



- Secrets of Biomass;
- Responsible Plantations

## **EDUCATION AND CAMPAIGNS FOR THE GENERAL PUBLIC BETWEEN JANUARY 01, 2014 AND DECEMBER 31, 2014**

### **LAYING FOUNDATIONS FOR THE FAIR TRADE SCHOOLS CAMPAIGN**

The project spanned from June to December 2014 and was intended to popularize the idea of Fair Trade Schools among students and teachers. To this end, we employed social media such as Facebook or Twitter in order to stay in touch with the people interested and enhance visibility of our actions. In the course of the project we organized a network of young activists, serving eg. as volunteer translators of Fair Trade-related texts. Apart from that we worked with teachers to develop a methodological guide for the Fair Trade Schools campaign in Poland. Our educators visited some of the schools to present students with the idea of Fair Trade. More than forty schools decided to organize promotional and advocacy events during the Week of Global Education.

### **FAIR, ACTIVE, AWARE**

Thanks to a financial grant from the Polish Children and Youth Foundation we carried out the project aimed at popularizing the idea of Fair Trade and sustainable growth among children and youth. Apart from trainings offered to representatives of non-governmental organizations and teachers, we also funded sets of Fair Trade products to be used during Fair Trade breakfasts at forty schools. Our representatives visited fifteen schools to introduce the idea of Fair Trade to students. We also set up a mailing list for teachers interested in organizing events during the Global Education Week at their schools. The mailing list served the purpose of sharing ideas, networking and mutual support.