

## Polish Fair Trade Coalition

### Annual activity report 2013

#### ***I. Introduction***

Polish Fair Trade Coalition was founded by 9 non-governmental organisations on March 16<sup>th</sup>, 2009. Since then 13 organisations (including the founders) and 9 partners have joined the Coalition.

#### ***II. Foundation of the "Fair Trade Coalition"***

##### **Registration of the Foundation**

The Foundation has been registered on September 13<sup>th</sup>, 2013 in National Court Register (KRS). Its KRS number: 0000473582, National Official Business Register (REGON) No.: 122972740, Taxpayer's Identification Number (NIP): 6762469537 and PADOR No.: PL-2014-FEZ-1301775454.

##### **Foundators:**

1. Mrs. Agnieszka Bińkowska, owner of the private enterprise called: [Agnieszka Bińkowska Szczypta Świata](#)
2. [Fundacja EkoRozwoju](#)
3. [Fundacja Polska Akcja Humanitarna](#)
4. Mrs. Dorota Kocurek-Poznańska, owner of the private enterprise called: [Pozytywna zmiana Kocurek-Poznańska Dorota](#)
5. [Ośrodek Działań Ekologicznych „Źródła”](#)
6. [proFT LTD](#)
7. Mrs. Maria Monika Stalony, owner of the private enterprise called: [Biosprawiedliwi Maria Monika Stalony](#)
8. [Stowarzyszenie Lokalnych Ośrodków Twórczych](#)
9. [Związek Stowarzyszeń Polska Zielona Sieć](#)

##### **Statutory objectives of the Foundation**

1. Develop and promote Fair Trade;
2. Raise awareness and create positive image of Fair Trade;
3. Develop representation of the Fair Trade movement in Poland;
4. Support entities interested in working for Fair Trade;
5. Support initiatives aimed at ensuring accessibility of Fair Trade products in Poland;
6. Support research on Fair Trade operation and its impact on the producers.

##### **Foundation's Management**

###### **Supervisory Committee**

1. Mr. Borys Bińkowski (Szczypta Świata) – Chair of the Supervisory Committee

2. Mrs. Monika Aleksandra Onyszkiewicz (Fundacja EkoRozwoju) – Member of the Supervisory Committee
3. Mrs. Dorota Kocurek-Poznańska (Pozytywna zmiana) – Member of the Supervisory Committee
4. Mrs. Ewa Maria Kamińska (Ośrodek Działań Ekologicznych „Źródła”) – Member of the Supervisory Committee
5. Mr. Grzegorz Gruca (Polska Akcja Humanitarna) – Member of the Supervisory Committee
6. Mr. Andrzej Smok (proFT LTD) – Member of the Supervisory Committee
7. Mrs. Maria Monika Stalony (Biosprawiedliwi) – Member of the Supervisory Committee
8. Mr. Krzysztof Marcin Słaboń (Stowarzyszenie Lokalnych Ośrodków Twórczych) – Member of the Supervisory Committee
9. Mrs. Zuzanna Jagoda Bania (Związek Stowarzyszeń Polska Zielona Sieć) – Member of the Supervisory Committee

#### **Management Board**

1. Mr. Andrzej Żwawa – Chair of the Management Board
2. Mr. Zbigniew Szalbot – Member of the Management Board

### ***III. Operations***

#### **1. World Fair Trade Day**

An action was taken via the organisation’s mailing list to encourage people to organize the World Fair Trade Day. Anyone interested in such activities were to submit their ideas as well as order free marketing resources. Thus, several initiatives from all over Poland were submitted. Each of them was described on the website and all were included into the press release.

#### **2. Public procurements**

At the beginning of 2013 the Public Procurement Office announced an open consultation of “National Plan for Sustainable Development in Public Procurement Process for 2013-2016” („Krajowy Plan Działań w zakresie zrównoważonych zamówień publicznych na lata 2013-2016”). Polish Fair Trade Coalition published a release about that. Thus, non-governmental organizations were prompted to send their own demands to include Fair Trade and environment protection related issues into the public procurement process. Polish Fair Trade Association and Alliance of Associations Polish Green Network prepared letters on this matter and they were signed by 24 other entities. The full text of the document about Fair Trade and the answer received from the Public Procurement Office is available at:

[http://fairtrade.org.pl/a239\\_sprawiedliwy\\_handel\\_w\\_zrownowazonych\\_zamowieniach\\_publicznych.html](http://fairtrade.org.pl/a239_sprawiedliwy_handel_w_zrownowazonych_zamowieniach_publicznych.html)

Moreover, a representative of the Public Procurement Office was asked to give a lecture on a conference “Responsible management of the forests in the world”, co-hosted by the Polish Fair Trade Coalition.

Such actions are hoped to make way for Fair Trade to be included into activities of the Public Procurement Office in Poland.

### **3. International conference „Responsible management of the forests in the world”**

Alliance of Associations Polish Green Network, NEPCon Sp. z o.o. and Foundation of the "Fair Trade Coalition" jointly organized an international conference called: "Responsible management of the forests in the world". It was held on December 11<sup>th</sup>, 2013 at 10:00-18:00.

The issues discussed at the conference were related to (un)sustainable production and consumption of forest products, such as: wood, paper, groceries; as well as to goods which production requires deforestation (monocultivated fields of African oil palm, soya and tropical fruits).

Other topics presented at the conference were: Sustainable Public Procurements; EU Timber Regulation and FSC, PEFC, Rainforest Alliance, EU label, Fairtrade, Fair Wild certificates; traditional products certificate as well as certificate on organic farming and goods acquired from forests.

Eighty five people from Poland, Indonesia, Scotland, Italy, Romania, Spain and Germany participated in the conference. The group of 18 speakers gathered representatives from government offices (Ministry of the Environment, Public Procurement Office), certification bodies (Polish Centre for Testing and Certification, Nepcon, PEFC, FSC, DNV, SGS, Biocert, Bioekspert) and numerous organisations acting for sustainable economy and responsible consumption from Poland and abroad („Buy Responsibly” Program by Polish Green Network, Foundation of the "Fair Trade Coalition", European Environmental Paper Network, The Network for Riau Forest Rescue, CSR Centre, Institute of Global Responsibility).

The Foundation’s Chair of the Supervisory Committee, Mr. Borys Bińkowski, made a speech titled: "Protection of forests in Fair Trade policy and practices".

### **4. Participation in the UN’s Climate Change Conference COP19/CMP19 in Warsaw**

Invited by Fairtrade International, the representatives of the Coalition participated in the following meetings: „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” conducted by The Gold Standard Foundation, FSC and Fairtrade International. During the meetings Carlos Canales (manager for climate change subjects Fairtrade International) and Andreas Kratz (director of standards Fairtrade International) presented a project of Fairtrade standard concerning climate.

### **5. Fair Trade Communities Campaign**

In 2013 the Coalition and Polish Fair Trade Association signed an agreement on joint organization and implementation of *Fair Trade Communities* Campaign which included the following programs:

- Fair Trade Towns
- Fair Trade Schools
- Fair Trade Faith Groups

The campaign is mostly based on documents prepared by working groups created within the Coalition in previous years.

This year a pilot program called Fair Trade Schools was being finalized.

## 6. Publishing activities

Thanks to the cooperation between Polish Fair Trade Association and the Coalition two publications were released:

- „Fair Trade — mini-guide for participants of the promotional campaigns” and
- „Fair Trade — the guide”

## 7. Colportage

The Coalition distributed the following free-of-charge publications:

- “Fair Trade — mini-guide for participants of the promotional campaigns”, Polish Fair Trade Association, Fair Trade Coalition, 2013
- “How to become a Fair Trade School?”, Polish Green Network, 2008
- Posters and stickers created by Szczypta Świata and founded by Fairtrade International

## 8. fairtrade.org.pl website and social media

The Coalition runs the [fairtrade.org.pl](http://fairtrade.org.pl) website (over 34 thousand views; average daily traffic – 160 views), a Facebook funpage (couple of thousands of people “like it”) and communicates regularly on Twitter (@KoalicjaSH).

## 9. Activities on Coalition’s discussion lists

The Coalition manages two electronic mailing lists: [lists.most.org.pl/cgi-bin/mailman/listinfo/koalicja](http://lists.most.org.pl/cgi-bin/mailman/listinfo/koalicja) (all members of the Coalition are subscribers of this list) and [lists.most.org.pl/cgi-bin/mailman/listinfo/lista\\_fairtrade](http://lists.most.org.pl/cgi-bin/mailman/listinfo/lista_fairtrade) (a collection of individuals interested in the Fair Trade movement in Poland; the list gathers more than 2500 e-mail addresses).

## 10. Study tour

Thanks to financial and logistical support of United Nations Development Programme Europe and the CIS, Project Office Poland, on 22<sup>nd</sup>-27<sup>th</sup> September 2013, several members of the Coalitions went on a study tour to The Czech Republic, Austria, Slovakia and Hungary. They visited the following organizations and companies devoted to or interested in fair trade: Fairtrade Česká Republika and Mamacoffee (Prague), Na Zemi (Brno), Fair Trade Austria (Vienna), Integra Coop i Živica (Bratislava), Védegylet Egyesület, Tudatos Vásárlók Egyesülete oraz ZÖFI (Budapest). Moreover, the members of the Coalition visited some world shops and eco stores in Brno, Vienna and Bratislava.

The tour enabled the participants to gain more knowledge about and understanding of the ways to develop Fair Trade movement in these countries. We hope that the contacts acquired during the tour will benefit in future cooperation. Eight members of the Coalition took the tour along with a representative of social cooperative from Lublin and a representative of the UNDP.

## 11. Miscellaneous

As in the previous years, companies that expressed an interest in fair trade or asked about a certificate and license to use the trademark were informed about these by the members of the Coalition. In more complex cases the interested entities were directed to the Fairtrade International and FLO-Cert. We hope that thanks to our efforts more Polish entrepreneurs will invest in the Fairtrade certificate and the license to use the Fairtrade® trademark.

It ought to be mentioned that one of the Coalition's member, working in a development project and supports a Georgian agriculture cooperative, is engaged in a process of acquiring the Fairtrade certificate for tea produced by the cooperative.

Some members of the Coalitions took part in a research on fair trade goods market in Poland. The research was ordered by IBRKK (The Institute for Market, Consumption and Business Cycles Research) and was conducted by ABM (Marketing Research Agency) as a part of research grant founded by the National Science Centre Poland.

The Coalition supported actions of Green Cross Poland which in cooperation with the Poznań University of Economics developed a smart phone application which explains meanings of labels placed on products, such as Fairtrade symbol for example (<http://livegreen.org.pl>).

Apart from this, the Coalition was contacted by individuals and institutions interested in using the Fairtrade trademark, searching for information, promotional materials, workshops or possibilities to cooperate (volunteering etc.). Due to increased contacts between media and the Coalition, several articles about Fair Trade were also published.

Translated by: Małgorzata Jędrocha