



## FOUNDATION OF THE "FAIR TRADE COALITION" ANNUAL ACTIVITY REPORT 2015

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 IN 2015

### PROMOTING INDEPENDENT CERTIFICATION SYSTEMS

The Foundation continued the process of introducing international organizations such as Fairtrade International, FLO-Cert, World Fairtrade Organization–Europe and World Fairtrade Organization–Asia to Poland. Our efforts were crowned by signing a partnership contract with Fairtrade Germany and a contract with Fairtrade International that allows KSH to be a formal representative of the organization in Poland. Consequently, in December 2015 KSH applied to court for an official approval of the change of our name from *Koalicja Sprawiedliwego Handlu* (eng. *Fair Trade Coalition*) to *Koalicja Sprawiedliwego Handlu – Fairtrade Polska*.

Apart from that in the course of the year we continued to provide 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.

We also conducted a survey among companies that trade Fairtrade goods, consider including these products in their offer or otherwise display potential related to Fairtrade (importers, producers, distributors). We prepared an information guide for company owners and managers.

### 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. In 2015 we focused on particularly on Fair Trade Towns and Fair Trade Schools.

We continued the project called Fair, Active, Aware – Laying Foundations for Fair Trade Schools Campaign. Coincidentally, at that time the Marshall Office of the Małopolska region was taking part in the European REDDSO project related to sustainable development and international solidarity education. The international commission found the Fair, Active, Aware project to be one of the top five global education projects carried out in regions represented in REDDSO. Consequently, a decision was made to translate the results of the Fair, Active, Aware project into English and French and publish them on an international website designed to



promote the best global education undertakings. The success of the school project encouraged us to develop a twin project, this time related to Fair Trade communities.

Apart from the success of the Fair, Active, Aware project, we were also happy to see another three schools receive the Fair Trade School. Moreover, the 13<sup>th</sup> High School in Cracow passed a resolution in support of Fair Trade, thus meeting one of the Fair Trade School certification criteria.

### **SOCIAL & SOLIDARITY ECONOMY AS DEVELOPMENT APPROACH FOR SUSTAINABILITY (SSEDAS) IN EYD 2015 AND BEYOND PROJECT**

In 2015 KSH was offered to replace the Polish Green Network Alliance of Associations in an exciting international project related to social and solidarity economy. Having received the approval from COSPE – the project leader from Italy – and the European Commission, we sent our representatives to Italy for preliminary trainings. Later that year the Foundation accomplished the first stage of the project, comprising identification of good practices in social economy that have a positive influence on cooperation for development. The SSEDAS project outline includes more complex actions, such as preparing video clips promoting good practices in social and solidarity economy, organizing events or publishing. The project shall last until January 31, 2018.

### **CSR WATCH COALITION POLAND**

In 2015 the KSH foundation closed ranks with eleven NGOs, such as Amnesty International Poland, Clean Clothes Poland, Buy Responsibly Foundation and other organizations that form the coalition. CSR Watch Poland was designed to serve as a platform that enables coordination and mutual support in the field of monitoring corporate social responsibility practices. Hopefully, speaking with one voice will not only increase the efficiency of individual member organizations, but – more importantly – it will allow us to undertake coordinated actions leading to tangible systemic changes.

### **BEWARE OF TTIP! INFORMAL COALITION**

The Fair Trade Coalition decided to join the informal group of non-governmental organizations whose aim is to inform the public opinion about the risks related to signing the Transatlantic Trade and Investment Partnership (TTIP) that has been subject to negotiations between the USA and the EU. The coalition expresses concern over a number of issues, such as lack of transparency and democratic procedures, the proposed mode of resolving disputes between investors and governments or the harmful potential of setting up new anti-democratic management structures and procedures.

### **MULTILATERAL PARTNERSHIP FOR RESPONSIBLE FASHION IN POLAND**

Back in 2012 representatives of the then informal Fair Trade Coalition participated in the first partnership in Poland for the development of ethical fashion. Following the example of the British Ethical Fashion Forum, KSH, the United Nations Development Programme for Europe and the CIS – Project Office Poland and the

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Polish Green Network Alliance of Associations signed a declaration of working on behalf of popularization of responsible fashion in Poland. Our role in the partnership comprises supporting Fair Trade clothing brands that use Fairtrade-certified cotton and operate in compliance with generally acknowledged Fair Trade standards.

## **PUBLISHING**

The foundation offered voluntary support in producing and promoting the Guide to Fair Trade – a publication of the Polish Fair Trade Association.

## **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)

## **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 2015 we focused on promoting the actions undertaken by the project leader and consulting compiled documents and publications. Apart from that our representative participated in the conference called Sustainable Public Tenders: the Role of Civil Society Organizations, which took place in May 2015.

## **MAKE 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 three exhibitions at schools to highlight the problem.

## **MAKE FRUIT FAIR! A BOOST FOR TROPICAL FRUITS IN THE 2015 EUROPEAN YEAR FOR DEVELOPMENT AND BEYOND: MOBILIZING EUROPEAN CITIZEN TO TAKE ACTION FOR FAIR TROPICAL FRUIT SUPPLY CHAINS**

KSH offered voluntary support of the European campaign launched by the informal EUROBAN network (European Banana and Agro industrial Production Action Network). We took part in an international training in Riga and collected signatures for a petition for ethical and sustainable tropical fruit production.



## **ADVOCACY**

The Foundation closed ranks with the Polish Fair Trade Association to support the actions of the Fair Trade Advocacy Office (headquartered in Brussels). We approached a number of non-governmental organizations to ask them to sign a letter to the Minister of Agriculture in which we expressed concerns over amendments to organic farming regulations that could have adverse effects on the lives of organic farmers from the Global South. Apart from that, the group appealed to European MPs to lobby the Ministry of Agriculture.

We also took part in collecting signatures for a petition against the changes in European sugar policy that would be harmful for sugar cane farmers from the Global South.

KSH was one of more than ten organizations to draw up the *Appeal for Global Solidarity and Responsibility in Polish Politics*. The appeal was distributed among the candidates for the Polish Parliament. One hundred and sixty-seven candidates decided to sign the appeal.

## **EDUCATION AND CAMPAIGNS FOR THE GENERAL PUBLIC IN 2015**

Between May and December 2015 we carried out the Fair, Active, Aware – Developing the Fair Trade Communities Campaign project aimed at popularizing the idea of Fair Trade and sustainable growth among children and youth. To this end, we employed social media such as Facebook or Twitter, set up a dedicated website and managed a mailing list that brought together Fair Trade activists from all over Poland. Apart from that we organized three workshops for fifteen volunteers each, conducted three visits to monitor and stimulate local communities interested in Fair Trade and designed and published a leaflet, a post card and a guide to Fair Trade. Last but not least, we gave mini grants of one thousand zlotys each to local communities willing to organize events promoting Fair Trade.

## **SOCIAL AND SOLIDARITY ECONOMY AS DEVELOPMENT APPROACH FOR SUSTAINABILITY (SSEDAS) IN EYD AND BEYOND**

The preliminary phase of the project lasted from August 22 to December 31, 2015. The project focuses on identification, support and advocacy of social and solidarity economy practices that serve the overall purpose of cooperation for development with communities from the Global South.

Specifically, the project includes the following actions:

- Analysis of good practices in one developing country and three regions in Poland. The research material shall include photographs and video clips;
- Setting up a map of clients and coaches in each of the three regions of Poland, conducting meetings in each region and workshops on fruitful dialogue;
- Conducting three coach training courses for representatives of non-governmental organizations and social and solidarity economy businesses;

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- Organization of two local events in each region;
- Advocacy and lobbying for social and solidarity economy;
- Adaptation and printing promotional materials;
- Developing an online interactive map and a mobile app displaying the data collected in the course of the research;
- Organization of three local film reviews;
- Public Relations and social media actions.