



# FAIRTRADE POLSKA

## REPORT FOR 2018



Publisher:

Fundacja "Koalicja Sprawiedliwego Handlu" – Fairtrade Polska  
(the Foundation of the "Fair Trade Coalition" – Fairtrade Polska)  
Kraków 2019

ISBN: 978-83-953895-0-4

Fairtrade Polska in social media:



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

# INTRODUCTION

The report you have before you is a summary of the operations of the Foundation of the "Fair Trade Coalition" – Fairtrade Polska in 2018. It was an interesting time for the development of the Fairtrade market in our country. The store shelves were stocked up with many new Fairtrade products, such as ice cream, chocolate products and Christmas sweets. New brands of coffee and tea became available and there was an increase in sales of clothes made of Fairtrade certified cotton. This translated into an overall surge in sales of Fairtrade products on the Polish market of more than 50%. As shown by research carried out by WSB University in Wrocław, the recognition level of the Fairtrade mark among consumers increased from 28% in 2015 to 34% in 2018. This means that one in three people in Poland recognizes the Fairtrade mark on product packaging. Thus, there are plenty of reasons to be happy.

At the same time, farmers from the global South are facing many difficulties. Plant diseases, droughts, fires and other effects of climate change wreak havoc on crops. Buyers use their advantage to put a constant pressure on farmers, often making them sell their produce at prices below the production costs. In July 2018, prices of coffee at the New York exchange dropped below 2 dollars per kilogram, reaching the lowest level in over a decade. Agricultural communities in Ghana and Ivory Coast are aging because young people see no prospects for themselves in the countryside and decide to migrate to the cities, falling out of the frying pan into the fire and ending up in rapidly growing slums.

The Fairtrade system offers farmers instruments for sustainable development, such as the guaranteed Fairtrade Minimum Price, Fairtrade Premium and access to prefinancing of production. However, to introduce long-lasting changes, there is one more ingredient necessary – a consistent support by companies and consumers alike. With a growing offer of Fairtrade products on sale, customers can find them at stores more easily and make informed consumer decisions, systematically supporting farmer communities in faraway countries, in accordance with the slogan, "Shopping for a better world." Stable contracts make it easier for farmers to plan for the future and develop their farms in a sustainable way. An unquestioned example of stability on the Polish market is the oil company PKN ORLEN. The company has been offering Fairtrade coffee at its petrol stations continuously since 2008. It should be mentioned that Fairtrade coffee is also available at the Star petrol stations in Germany and the Benzina stations in the Czech Republic in Slovakia, both chains managed by PKN ORLEN.

On behalf of our the Fairtrade Polska team, I would like to thank all consumers, activists and businesses involved in developing Fairtrade in Poland. Your commitment shows the world that Fair Trade is not a utopian idea but a real alternative to the inequalities of the global market.

**Andrzej Żwawa,**  
CEO of the Foundation of the "Fair Trade Coalition" –  
Fairtrade Polska



## FAIR TRADE AND FAIRTRADE

**Fair Trade means trading partnership based on dialogue, transparency and respect, aiming to increase equality in international trade.**

Fairtrade is a major Fair Trade certification system, covering around 1.7 million small farmers, farm workers and artisans from 75 countries, belonging to over 1,500 producer organizations. Their produce includes coffee, tea, cane sugar, cocoa, tropical fruit, cotton and flowers. There are more than 30,000 Fairtrade certified products in the world, available in over 125 countries. Fairtrade empowers farmers and farm workers from the global South – representatives of the Fairtrade producer organizations have 50% of votes at the organization's general assemblies.



# KEY FAIRTRADE FEATURES



For most products, the Fairtrade Minimum Price has been set in order to protect farmers against sudden drops in prices on the global market. When the market price falls below the Fairtrade Minimum Price, buyers pay the Fairtrade price; when the market price is higher, buyers pay the market price. Long-term contracts allow farmers to better plan their spending and development.



Apart from the purchase price, producers also get the Fairtrade Premium. This is additional money for projects chosen by members of cooperatives or workers. The premium can be used to fund health care, access to safe drinking water, education etc., but also to improve production efficiency and quality, and transition to organic farming. In 2017, the Fairtrade Premium amounted to approximately 150 million euros.



In many countries women cannot own land. Despite the fact that they do most of the field work, the profits are taken by men. Fairtrade empowers women in local communities, for example through pilot programs that for the first time allow women to receive money for the produce they have sold. Furthermore, women have equal voting rights at the meetings of the cooperatives and workers' associations.



All forms of discrimination, forced labour and child labour are prohibited under Fairtrade standards.



Fairtrade puts much emphasis on protecting local environment and safe working conditions.



Representatives of producer organizations from the global South have 50% of votes at the Fairtrade International General Assembly, so they can co-decide about further development of the Fairtrade system

# ABOUT FAIRTRADE POLSKA

## VISION



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

## 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.

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 filed a report on our operations in 2018, available at: [www.bip.fairtrade.org.pl/opp/2018](http://www.bip.fairtrade.org.pl/opp/2018)



## OUR HISTORY

### 2009

An informal Fair Trade Coalition is formed, comprising 13 non-governmental organizations and 9 partner organizations.

### 2013

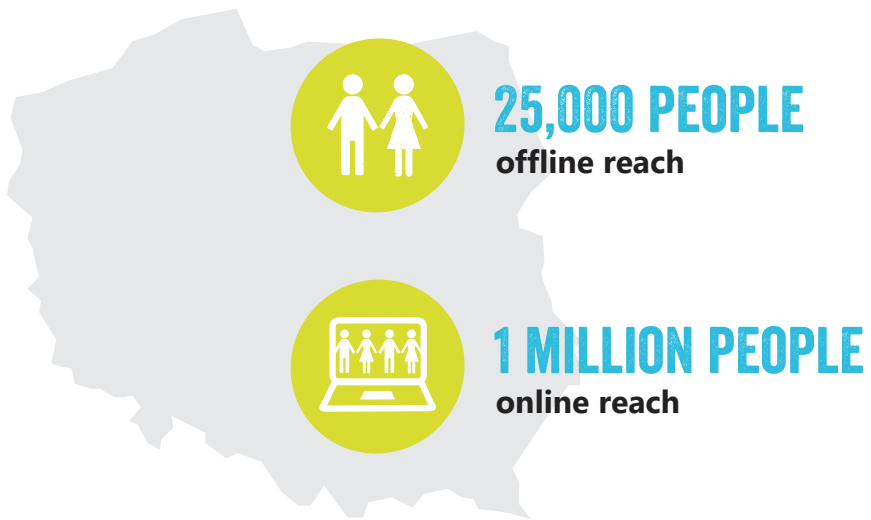
Based on the informal coalition, the Foundation of the “Fair Trade Coalition” is established.

# OUR WORK

Fairtrade Polska works to develop Fair Trade by:

- promoting Fairtrade certified products among consumers,
- supporting Polish companies with regard to Fairtrade certification,
- global education and raising consumer awareness, e.g. with the Fair Trade Communities campaign,
- advocacy activities, e.g. concerning sustainable public procurement.

## Our work in 2018:



## 2015

The Foundation signs an agreement with Fairtrade International, becoming an official representative of the Fairtrade system in Poland.

## 2016

The Foundation gains the status of a Public Benefit Organization.

# FAIRTRADE MARKET IN POLAND



34%



34% of Poles recognize the Fairtrade mark

+6%

+6 percentage points as compared to 2015



1 in 4 people declares buying Fairtrade products at least once a month

€14.4 MILLION  
2017

€21.6 MILLION  
2018

sales growth – net wholesale value

coffee



54%

cocoa



41%

cotton



3%

other



2%

Coffee remains the most popular product, although the share of products with Fairtrade cocoa has increased substantially

20

the number of certified companies in 2018



11

the number of licensees in 2018\*



\* Fairtrade certification is necessary to trade in and process Fairtrade products (ingredients). The license authorizes companies to place Fairtrade marks on final products manufactured in compliance with Fairtrade terms.



# KEY EVENTS

## 10 YEARS OF FAIRTRADE COFFEE AT PKN ORLEN PETROL STATIONS

Customers of PKN ORLEN petrol stations have been enjoying Fairtrade certified coffee since 2008. The company consistently supports coffee smallholders in securing a decent living for themselves, their families and local communities. PKN ORLEN remains an unquestioned leader of the Fairtrade market in Poland – there were more than 1,600 Stop Café points of sale operating in our country in 2018. In the past decade PKN ORLEN served about 400 million cups of coffee at its stations.

*"We are very much aware that as the biggest company in the region we are responsible not only for our nearest surroundings but also for the global supply chain, including the countries of the southern hemisphere. We are happy to have joined Fairtrade, strengthening the support that Poland extends to the global South, for example through Ministry of Foreign Affairs subsidies. It is also our contribution to achieving the UN Sustainable Development Goals such as fighting poverty, reducing hunger, ensuring living wages and taking action for climate. What is equally important to us, our customers appreciate both the taste of our coffee and our social engagement"* – said Wojciech Stańczak, the sales Support Executive at PKN ORLEN, who received a commemorative statuette from the CEO of the Foundation of the "Fair Trade Coalition" – Fairtrade Polska on 18 December 2018.



# 1<sup>ST</sup> FAIRTRADE FORUM

On 12 October 2018, the city of Łódź hosted Fairtrade Forum– the first meeting bringing together companies involved in Fairtrade in Poland. The event brought together representatives of over a dozen enterprises, from family manufacturing companies to independent stores with Fairtrade products, to international corporations. Apart from opportunities for networking, the Forum program included presentations of the Fairtrade market development in Poland, of the *Fairtrade Sourced Ingredient* product labelling model, and of the new certified companies and licensees operating in Poland. Participants of the Forum explored the subject of labelling Fairtrade certified and organic farming products and learned about preventing unfair competition in this area, as presented by Anna Wilińska-Zelek, attorney at law, from the WKB Wierciński, Kwieciński, Baehr Sp. K.

# OPEN EYES ECONOMY SUMMIT 3

On 20-21 November 2018, the third edition of the Open Eyes Economy Summit, an international congress dedicated to economy of values, was held in Krakow. Representatives of about 100 companies and institutions, over 170 speakers from all over the world and 2,000 guests from more than 20 countries for two days exchanged ideas and experiences to promote an approach to economy based on social values.

The Fairtrade zone at the venue proved quite popular among participants. Our guests could have a cup of Fairtrade coffee or tea and find out more about the values of Fairtrade and its role in restoring balance between the global North and South. The participants of the Open Eyes Economy Summit could also snack on Fairtrade certified bananas. Michael Jentsch from Fairtrade Deutschland took part in a discussion panel about the coffee market and the situation of coffee smallholders.



## FAIRS, FESTIVALS, CONFERENCES

We want to take every opportunity to popularize knowledge about Fair Trade and the Fairtrade certification system. In 2018, Fairtrade Polska had an education and information booth at such events as the Warsaw Slow Fashion fair, the Natura Food & BeEco Fair in Łódź, the CSR fair in Warsaw, to list but a few. You could also meet representatives of Fairtrade Polska during the Schuman Parade in Warsaw, Tauron Life Festival in Oświęcim, Slot Art Festival in Lubiąż, Gada Fest in Miechów and Off Festival in Katowice. And it has become a bit of a tradition for us to support with our presence the Fairtrade certified Ben & Jerry's ice cream tastings that took place in Krakow and Warsaw.



# CAMPAIGNS

## JELEŃ GÓRA A FAIR TRADE TOWN

On 1 September 2018, Jelenia Góra was awarded the title of a Fair Trade Town. It was a ceremonious finale to a six-year long civic campaign for promoting Fair Trade. Thus the town joined almost 2,200 others in 34 countries worldwide that have been awarded this title. In Poland, another Fair Trade Town is Poznań.

The aim of the Fair Trade Towns international campaign is to sensitize local communities to the fact that their choices affect living conditions of people living in the global South. Campaign activities bring local communities together and contribute to achieving the UN Sustainable Development Goals. In Poland, the campaign is coordinated by *Fairtrade Polska, Buy Responsibly Foundation* and *the Polish Fair Trade Association*.



# FAIRTRADE AT UNIVERSITIES

Responsible consumption and production is one of the UN Sustainable Development Goals. In order to achieve it, the engagement of responsible leaders is required at every level: in the public, private and non-governmental sectors. Thus, we take every opportunity to meet the present and future leaders. In 2018, we presented the subject of Fairtrade to students and teachers at the SGH Warsaw School of Economics, the School of Art and Fashion Design (SAPU) in Krakow, the Częstochowa University of Technology, the Pedagogical University of Krakow, the University of Gdańsk and the Krakow University of Economics (UEK). We would like to thank the authorities of the universities and all those involved in organizing the meetings.

# FAIRTRADE AT SCHOOLS

More and more schools in Poland are taking up the subject of Fair Trade and responsible consumption. This would not be possible without the energy and passion of teachers. We would like to thank all the teachers for the time devoted to showing the students what they can do to make the world a better place for everyone.

In 2018, films about social economy and Fair Trade were shown at schools in Katowice, Piekary Śląskie, Chorzów, Sosnowiec and Siemianowice Śląskie. The representatives of Fairtrade Polska also met with students at schools in Wrocław, Kikół and Sierakowcie. In September 2018, a two-day workshop for teachers interested in or running the Fair Trade School campaign was organized in Wrocław. There were also meetings for teachers in Sosnowiec, Krakow, Gdańsk, Poznań and Bydgoszcz.



# WORLD FAIRTRADE CHALLENGE – STAND 4 FAIRNESS

World Fairtrade Challenge is an excellent opportunity to show solidarity with farmers and workers from the global South. In 2018, the action finale took place on the second weekend of May. The slogan for 2018 was “Stand 4 Fairness.” An integral part of the action was posting photos with the “4” symbol and hashtag #Stand4Fairness in social media.

As national coordinators, we prepared a how-to guide for organizers of local events, as well as posters and videos that could be used during meetings, and a dedicated website with an interactive map of events. In several dozen schools, at universities and other organizations, World Fairtrade Challenge provided an opportunity to talk about responsible shopping, Fair Trade and Fairtrade. About 6,500 participants took part in more than 40 events across the country. In terms of the number of events, Poland ranked 7th among the 36 countries participating in the World Fairtrade Challenge. According to the organizers’ estimates, more than 660,000 people worldwide expressed their support for the “Stand 4 Fairness” slogan.



# INTERNATIONAL PROJECTS

## TRADE FAIR, LIVE FAIR PROJECT



In 2018, the Foundation continued its participation in the international project "Trade Fair, Live Fair: Raising Awareness and Mobilizing the European Public to Advance Consumption Patterns that Nurture the Sustainable Development Goals." The aim of the project is to conduct activities supporting the UN Sustainable Development Goals. As part of the project, meetings were held with stakeholder groups: representatives of NGOs, public administration and educational institutions. The meetings' objective was to define joint areas of activities supporting the completion of the UN Sustainable Development Goals, especially such as the "Responsible Production and Consumption," "No Poverty," "Zero Hunger," "Gender Equality," "Decent Work and Economic Growth," and "Climate Action." The project also includes mobilizing the public to make responsible choices that support sustainable development of the planet.

## THE V4 COOPERATION PROJECT

- 
- Visegrad Fund
- 
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The "V4 Cooperation for moving forward fair trade as a socially innovative economic model" project was launched in 2018. Beside the Foundation of the "Fair Trade Coalition"—Fairtrade Polska, the project participants include NGOs from the Czech Republic, Slovakia and Hungary. The project, financed with the International Visegrad Fund, aims at strengthening the cooperation for developing Fairtrade markets in the Visegrad Group countries.

## SUPPORT FOR THE PALESTINIAN FARMERS

In 2018, the Foundation's experts also supported the project of the Polish Center for International Aid aiming at developing a cooperative movement in Palestine, among others through farm produce certification. The representatives of Fairtrade Polska met in Warsaw with farmers from the Palestinian cooperative Mawasem to introduce them to Fairtrade certification. The Mawasem cooperative received the certificate and began exporting products with the Fairtrade mark.





# HOW TO GET INVOLVED

## BE A RESPONSIBLE CONSUMER



- ✓ Choose Fairtrade certified products when shopping.
- ✓ Inform the sellers, e.g. in social media, that you care about the products coming from an ethical source.

## RUN YOUR COMPANY IN A SUSTAINABLE WAY



- ✓ Add Fairtrade certified products to your manufacturing or commercial offer.
- ✓ Integrate your employees around Fairtrade, joining the *Fair Trade Workplaces campaign*.
- ✓ Include Fairtrade in your social responsibility policy.

## BE ACTIVE



- ✓ Join the *Fair Trade Communities* campaign.
- ✓ Order our range of free resources and share them with others.
- ✓ Take part in the actions of Fairtrade Polska and support our work in social media.
- ✓ Support our work with donations or with 1% of your tax

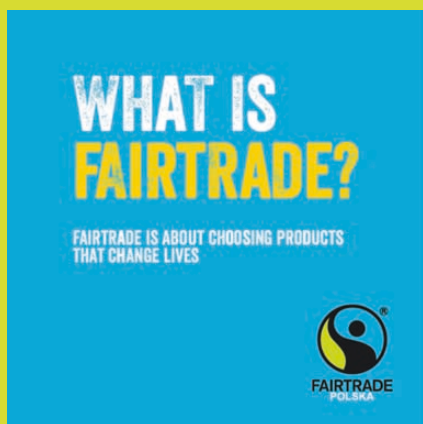
# RECOMMENDED RESOURCES

## FAIRTRADE POLSKA



### **Rozpoznawalność znaku Fairtrade wśród polskich konsumentów**

A 2018 Fairtrade-mark recognition report based on a representative sample of 1,084 respondents.



### **What is Fairtrade?**

A leaflet folded in 6 describing what Fairtrade is and how it helps small farmers in the global South.





Fairtrade Polska in social media:



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