



**HANA CHORVÁTHOVÁ**

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**FAIRTRADE ČESKO A SLOVENSKO**



# **FAIRTRADE IN THE CZECH REPUBLIC – ACHIEVEMENTS AND CHALLENGES**



**HANA CHORVATHOVA**  
**8TH OCTOBER 2016, LODZ**





# CONTENT

- **DEVELOPMENT OF THE MARKET**
- **STRUCTURE OF THE MARKET**
- **MAIN BUSINESS PARTNERS**
- **BEST PRACTICE CASES**

## **FAIRTRADE CS IN 2009**

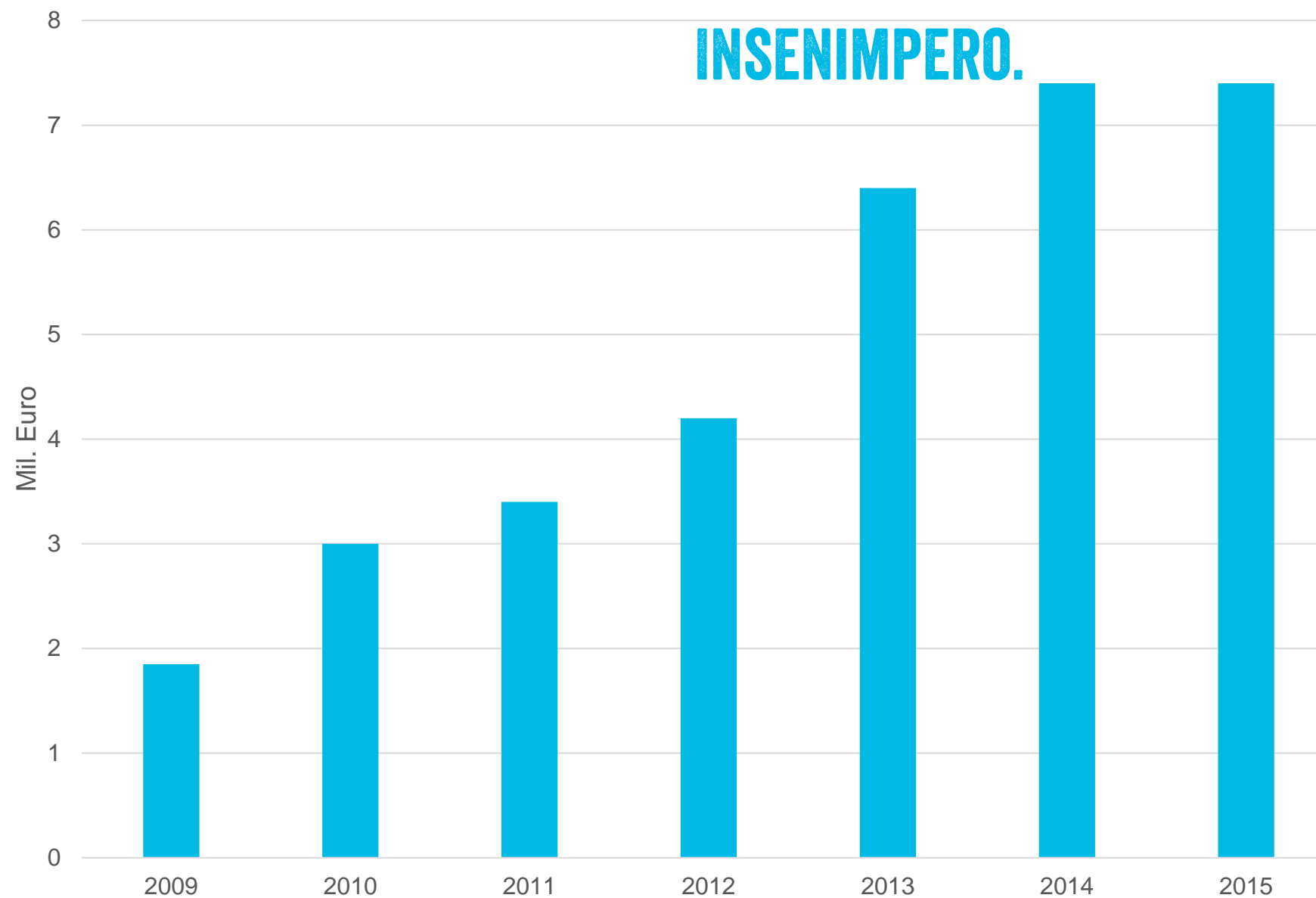
**1.8 MIL EURO IN RETAIL SALES**

**SIGNED CONTRACT WITH FI**

**FIRST LOCAL LICENSEE**

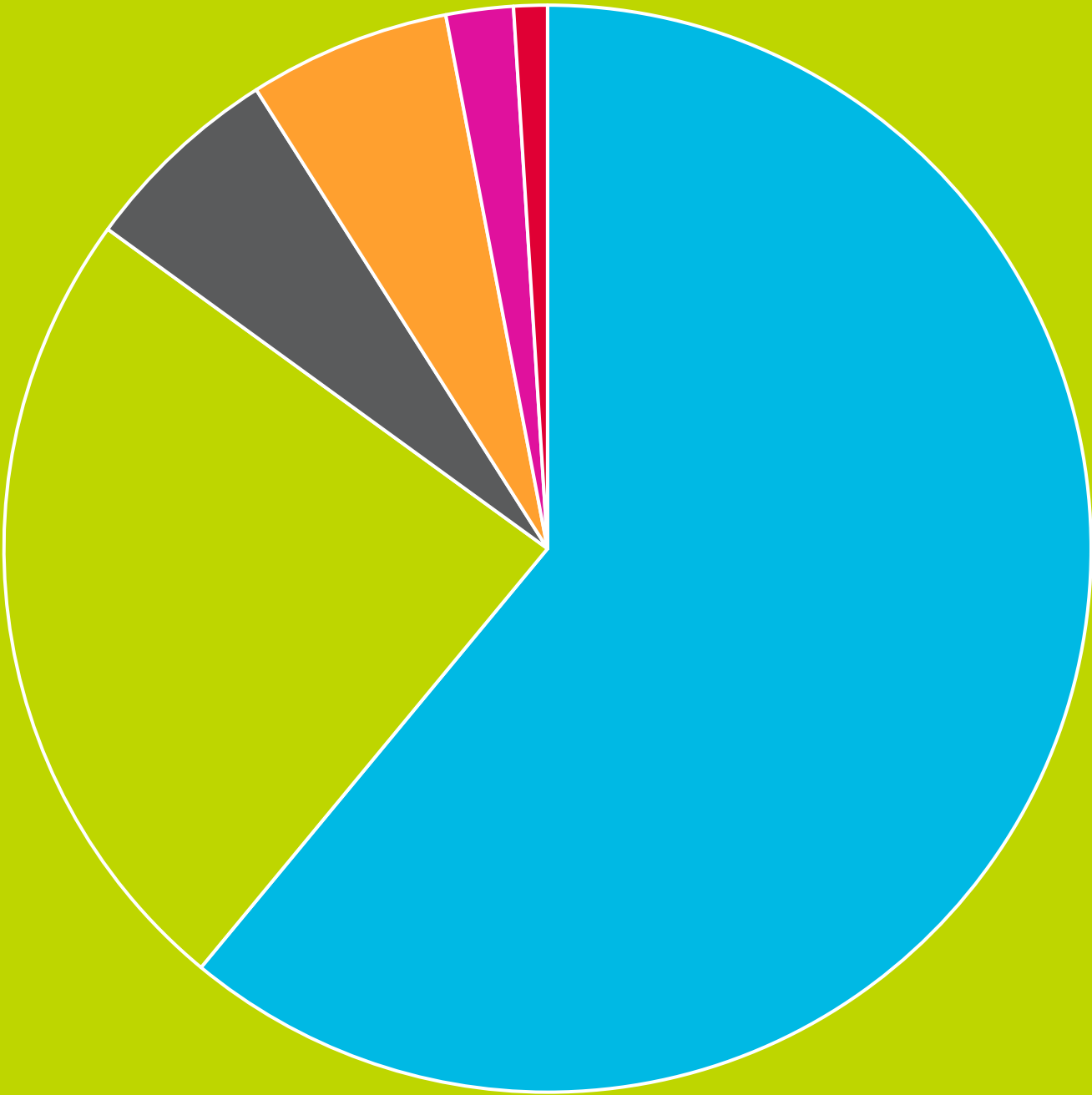
**LITTLE AWARENESS OF FAIRTRADE PRODUCTS**

# RETAIL SALES VALUE OF FAIRTRADE PRODUCTS IN CZECH REP.

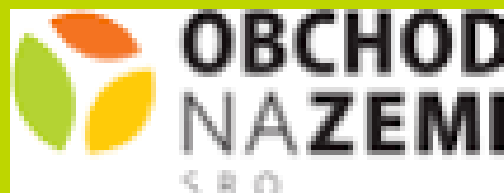


# STRUCTURE OF THE MARKET IN 2015

- coffee
- cocoa, chocolate
- tea
- other (sugar)
- drinks
- cotton



# BUSINESS PARTNERS





# OVERVIEW OF PRODUCTS AVAILABLE





# EVENTS TO SUPPORT BUSINESS PARTNERS IN 2016





# COLLABORATION WITH OUR PARTNERS



**OOH CAMPAIGN LAUNCHED IN 2016**

**PROMOTES THE FAIRTRADE MARK**

**MORE THAN 200 PLACED ALREADY  
ENGAGED**

**PARTNERS LIKE OMV CAFES, TCHIBO  
AND MANY OTHERS**

**SUPPORT ON SOCIAL MEDIA**



# OUR CAMPAIGNS



First ever Fairtrade Fair (2015)



## Fairtrade Towns

- 9 Fairtrade Towns
- 20 Fairtrade Schools
- <http://www.fairtradovamesta.cz/>

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**THANK YOU AND CONGRATULATIONS TO FAIRTRADE POLSKA!**

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