



FAIRTRADE
POLSKA



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2020 IN REVIEW

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Fairtrade Polska in social media:



www.fairtrade.org.pl



Photo credit: Maciej Zygmunt

INTRODUCTION

This report is an overview of the activity of Fairtrade Polska in 2019. It includes the most important facts about Fairtrade, our organisation, and the growth of Fairtrade in Poland, as well as a summary of operations. The Covid-19 pandemic forced us to quickly revise many of our plans, especially with regard to events. With this report we would like to thank all of the people and organizations for cooperation and support of our activities.

Thank you for staying with us! I hope you will enjoy the read and keep supporting us in the coming years.

Andrzej Żwawa

CEO of the Foundation of the “Fair Trade Coalition” – Fairtrade Polska



WHAT IS FAIRTRADE

Fairtrade is a product certification scheme that aims to improve the situation of farming communities in the Global South. It brings together 1.8 million farmers and workers from over 1800 organizations across 72 countries who produce coffee, tea, cane sugar, cocoa, tropical fruit, cotton, flowers and many other goods. Worldwide, there are over 35 thousand Fairtrade-certified products available in over 145 countries.



Koperasi Baithul Qiradh Baburrayyan
Cooperative, Indonesia
Photo credit: Nathalie Bertrams

KEY FAIRTRADE FEATURES



Fairtrade seeks to improve the situation of farmers within the existing market economy, creating opportunities for them to receive fair prices for their products. Farmers and workers in Fairtrade cooperatives are sure to receive at least an agreed minimum price that protects them in case of the fall of prices on world markets.



In addition to stable and fair prices for their products, farmers also receive a Fairtrade Premium for development. The premium is used to finance projects that serve farmers (e.g. quality and yield improvement) and whole communities (e.g. improvement of sanitary conditions, access to education and healthcare).



Apart from financial matters, Fairtrade also cares about social and environmental issues. Producer cooperatives operate in a democratic, transparent and participatory way. Farmers jointly decide how to spend the Fairtrade Premium. Moreover, representatives of farmers and workers have 50% of votes at the General Assembly, which gives them a considerable influence on how the Fairtrade system works.



Fairtrade actively works towards assuring equal rights for women in farming communities and putting an end to child labour.



Fairtrade Standards oblige producers to protect local environment. Members of certified cooperatives are not left on their own when it comes to the growing impact of climate change; Fairtrade offers technical support to employ farming methods that are more resilient to climate change.

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.



Photo credit: Maciej Zygmunt



Photo credit: Rozalia Wiśniowska

OUR WORK

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 file yearly reports in the Public Information Bulletin.

Fairtrade Polska works to develop Fair Trade by:

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



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.

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.

FOUNDERS

- Agnieszka Bińkowska, Szczypta Świata
- Dorota Kocurek-Poznańska, Pozytywna zmiana
- Fundacja EkoRozwoju
- Maria Monika Stalony, Biosprawiedliwi
- Ośrodek Działań Ekologicznych „Źródła”
- Polska Akcja Humanitarna
- proFT LTD
- Stowarzyszenie Lokalnych Ośrodków Twórczych
- Związek Stowarzyszeń Polska Zielona Sieć

AUTHORITIES

Foundation Council

- Grzegorz Gruca (Polska Akcja Humanitarna) – Chair of the Foundation Council
- Andrzej Smok (proFT Ltd.)
- Dorota Kocurek-Poznańska
- Ewa Maria Kamińska-Bużalek (Ośrodek Działań Ekologicznych „Źródła”)
- Jan Paweł Frącz (Szczypta Świata)
- Joanna Szabuńko (Fundacja Kupuj Odpowiedzialnie)
- Krzysztof Marcin Słaboń (Stowarzyszenie Lokalnych Ośrodków Twórczych)
- Maria Monika Stalony (Biosprawiedliwi)
- Monika Aleksandra Onyszkiewicz (Fundacja EkoRozwoju)

Supervision Committee

- Monika Aleksandra Onyszkiewicz – Chair of the Supervision Committee
- Dorota Kocurek-Poznańska
- Grzegorz Gruca

Management Board

- Andrzej Żwawa – Chair of the Management Board
- Zbigniew Szalbot – Member of the Management Board

OUR TEAM



Dominika Dzido
Administrative
and Finance Manager



Paulina Dzedzic
Business Account
Manager



Maria Huma
Cotton Adviser



Tomasz Makowski
Key Account
Manager



**Magdalena
Pastuszek**
Office Manager



Zbigniew Szalbot
Member of the Mana-
gement Board



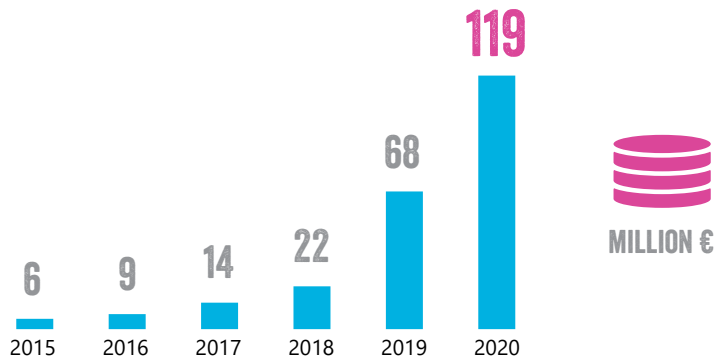
Rozalia Wiśniowska
Event and Social
Media Manager



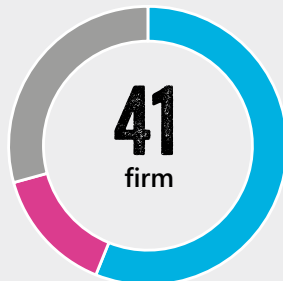
Andrzej Żwawa
Chair of the Manage-
ment Board

FAIRTRADE MARKET IN POLAND

Sales growth
(net wholesale
value)



Fairtrade-certified
companies
and licensees
in Poland in 2019*



23 Certified
companies

12 Fairtrade
licensees

6 Certified
companies
with Fairtrade
licensees

+14 new companies
in 2020

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

2018 Fairtrade
market share
by product

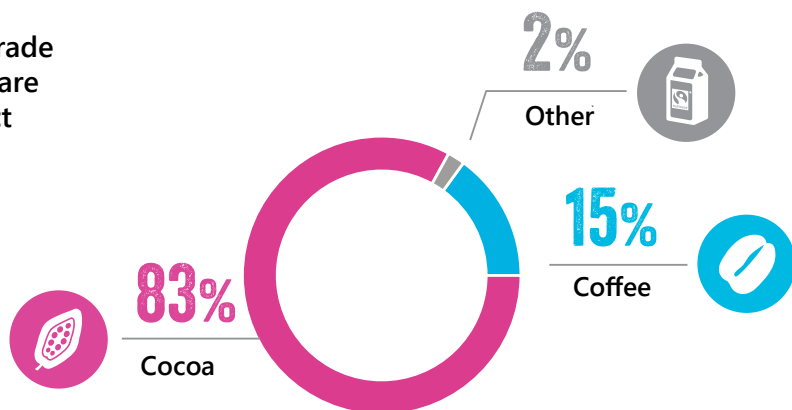


Photo credit: Fairtrade America

OUR EXPERT'S COMMENTARY



Since 2018, the sales of Fairtrade-certified products have been growing dynamically. In 2020, the wholesale net value of sales grew by 84% year on year, amounting to 119 million euros. As the leading product category, cocoa products stood for as much as 84% of wholesale net value (105 million euros), followed by coffee with 14% share in 2020 sales. Interestingly, the two products swapped over the course of four years: back in 2016 coffee was the leader with 82% of sales, while cocoa products accounted for 15%. The main reason behind the change was the introduction of a flexible sourcing model called Fairtrade Sourced Ingredient (FSI). This allows using only one Fairtrade ingredient in composite products such as chocolate. The FSI model has boosted the sales of cocoa products with the FAIRTRADE Mark, providing considerable support to Fairtrade cocoa farmers. The main distributors of chocolate products are retail chains with a broad offer of private labels, such as Lidl, Kaufland and Aldi. Irrespective of the change, the value of Fairtrade coffee sold in Poland has increased year on year. The main channel of sales of Fairtrade-certified cocoa products are retailers, which offer a broad range of private labels, while PKN Orlen's Stop Café has remained the leader of sales of Fairtrade coffee. It is followed by the sales of Fairtrade-certified Tchibo coffee, which has become widely available from a variety of points of sale, ranging from Tchibo traditional and e-shops, retail and discount chains, appliance and consumer electronics retail chains to other e-shops.

Tomasz Makowski, Key Account Manager, Fairtrade Polska

FAIRTRADE POLSKA OPERATIONS IN 2020

COVID-19 SUPPORT FUNDS FOR FAIRTRADE PRODUCERS

The Covid-19 pandemic has hit hard farmers, workers and rural communities in the poorest countries of the world. Since March 2020, Fairtrade producers in Latin America, Africa and Asia-Pacific have been reporting on cancelled orders, increasing production costs and disruptions in operations of global supply chains induced by restrictions in mobility and transport. Farming communities are facing a tremendous challenge: how to strike a balance between public health and the need to keep employment and continue production in order to earn a living? This unprecedented situation required extraordinary action. Fairtrade International and National Fairtrade Organizations gathered more than 15 million euros to set up Fairtrade Producer Relief and Resilience Funds. The money began to flow to producer organizations in May 2020 in order to meet the most urgent needs related to slowing down the spread of the virus and providing livelihood. The long-term goal of the Resilience Fund is to help producers recover from the crisis. Following the decision of the Management Board, Fairtrade Polska donated 25 thousand euros to the funds.



Photo credit: Cooperativa de Caficultores del Alto Occidente de Caldas in Colombia



COMPLETION OF INTERNATIONAL PROJECTS

TRADE FAIR LIVE FAIR

The 'Trade Fair, Live Fair: Raising Awareness and Mobilizing the European Public to Advance Consumption Patterns that Nurture the Sustainable Development Goals' project lasted three years and came to an end in August 2020. The goal of the project was to carry out activities that supported the achievement of the United Nations' Sustainable Development Goals. The project included meetings with stakeholder groups such as non-governmental organizations, public administration or education institutions in order to set forth common areas of activities to support the achievement of Sustainable Development Goals, especially 'Responsible Consumption and Production', 'No Poverty', 'Zero Hunger', 'Gender Equality', 'Decent Work and Economic Growth' or 'Climate Action'. Another part of the project consisted in carrying out activities that encouraged the public opinion to make responsible choices that support sustainable development.

- Visegrad Fund

COOPERATION FOR MOVING FORWARD FAIR TRADE

The 'V4 Cooperation for Moving Forward Fair Trade as a Socially Innovative Economic Model' project came to an end in July. Fairtrade Polska participated in the project since 2018, along with non-governmental organizations from the Czech Republic, Slovakia and Hungary. The goal of the project financed by the International Visegrad Fund was strengthening of cooperation for the growth of Fairtrade markets in the Visegrad Group.

GOLDEN SHIELD AWARD AT THE FESTIVAL OF RESPONSIBLE FILM



Photo credit: Paulina Mielcarek

A video 'Make the World a Better Place' received the main award in Non-Governmental Organizations category at the fifth edition of '17 Goals', a festival showcasing videos that promote the 2030 Agenda, corporate social responsibility and sustainable development. 'Make the World a Better Place' points at fair trading relations as the first step towards a sustainable world and hope for farmers in the Global South. The video was produced by Fairtrade Deutschland. The award ceremony took place on September 17 in Poznań and was attended by Zbigniew Szalbot, Member of the Management Board of Fairtrade Polska.

NATURA FOOD AND BEECO FAIR



Photo credit: Paulina Dziedzic

The Natura Food and BeEco Fair took place on October 2-4 in Łódź. It was a great opportunity to learn about a wide range of high quality products made by producers and processors from Poland and abroad. One of the side events of the fair – the Academy of Biokurier – hosted Paulina Dziedzic from Fairtrade Polska, who presented the Fairtrade Product Finder e-tool.

CSR FAIR

On October 5-9, Fairtrade Polska took part in CSR Fair, the largest event in Poland dedicated to responsible business. This year's fair took the form of an online event. Visitors at our virtual stand were presented with materials about Fairtrade and could talk to our staff during a networking session.



BIO EXPO WARSAW FAIR

The second edition of the International Trade Fair for Organic Food and Non-Food Products Bio Expo Warsaw took place on October 8-10 in Nadarzyn nearby Warsaw. Products with Fairtrade and organic certificates were showcased at our stand, and our representatives provided information on certification. Apart from that, Tomasz Makowski from Fairtrade Polska was a speaker at the Bio Expo Congress side event and delivered a presentation on Fairtrade as a tool to counteract the effects of climate change.

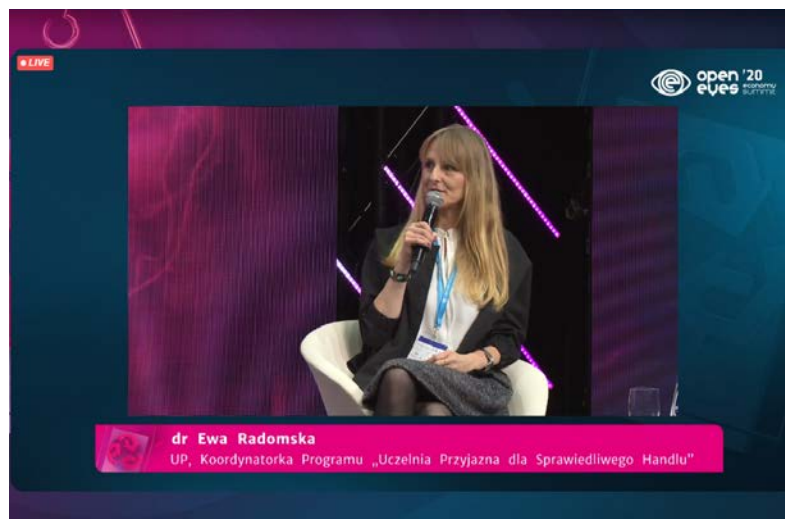


Photo credit: Agnieszka Serwaczak

OPEN EYES ECONOMY SUMMIT

Open Eyes Economy Summit is an annual finale of the initiative centered on economy based on social values and sustainable development. The two-day event hosts scientists, businesspeople, artists, activists, local authorities and journalists who come together to discuss the contemporary world and search for solutions to pressing problems of the society. The fifth edition of OEE was a huge success: despite the fact that due to the pandemic the event took a hybrid form, it brought together over 3000 registered participants and 160 speakers from more than 20 countries. The online platform that hosted the congress had nearly 100,000 views on two days of the event. Open Eyes Economy Summit has been consistently strengthening the status of an exceptional – or even iconic – event of international acclaim. In January 2021, the summit received the main Audience Award and the second award in Digital Events category at Conventa Best Event Award competition, becoming one of the best hybrid events and the best congress in Central Europe in 2020.

Welcome packs for participants included Fairtrade cotton zero waste produce bags and other Fairtrade-certified products funded by Fairtrade Polska and Miko Pac. Fairtrade Polska has been taking part in Open Eyes Economy Summit for four years. We are happy to support the event and be part of it. We believe that together we can change the world. One of the speakers of the discussion panel 'Business that doesn't know how to change' was Ewa Radomska, Ph.D., who is the coordinator of the Fair Trade University campaign at the Pedagogical University in Krakow.



FAIRTRADE ADVENT CALENDAR

The Fairtrade Advent Calendar competition took place on December 1-24, and consisted of eight editions, three days each. Participants in each edition had a chance to win three attractive sets of Fairtrade-certified products. Competition consisted in opening a window and submitting an answer to a question. The jury selected the best out of 3381 answers submitted by 1631 authors. As much as 86% of participants were women. Thank you for taking part in the competition and stay tuned for Fairtrade Advent Calendar 2021!



'FAIR TRADE COMMUNITIES' CAMPAIGN



Fair Trade started many decades ago as a grassroots social initiative. To this day, local communities gathered around the idea of supporting marginalized producers through Fair Trade are an important element of the movement. The title of the Fair Trade Town has already been granted to over two thousand cities, two of them in Poland: Poznań and Jelenia Góra. Thousands of schools, companies and congregations have participated in the Fair Trade Communities campaign, while Wales and Scotland are the first two Fair Trade Nations. In Poland, the campaign is led by local activists with the support of Fairtrade Polska, Buy Responsibly Foundation and the Polish Fair Trade Association. The Fair Trade Community title is awarded in the following categories: town, university, school, kindergarten, workplace, faith group and scouting organization. In 2020, Jelenia Góra was distinguished by the European Commission in the 'EU Cities for Fair and Ethical Trade Award' contest for promoting Fair Trade.

More information about the campaign: www.spolecznosci.fairtrade.org.pl

RESOURCES FOR YOU

FAIRTRADE SYSTEM AND MARKS

Fairtrade offers companies two types of product certification marks. The brochure will help you choose the best suited FAIRTRADE Mark for your company's products.



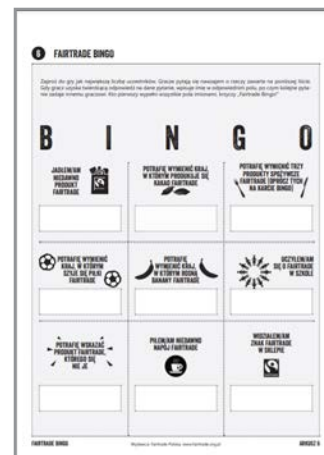
FAIRTRADE WORKWEAR IN YOUR COMPANY

Choosing Fairtrade-certified cotton workwear is a great way to enhance the positive image of Your company and support small farmers from the Global South.

FAIRTRADE EDUCATIONAL RESOURCES

Educational resources for use with children and youth.

These and other resources can be downloaded from: www.fairtrade.org.pl/materialy-dla-ciebie



HOW TO GET INVOLVED

BE A RESPONSIBLE CONSUMER



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

RUN YOUR COMPANY IN A SUSTAINABLE WAY



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

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.



Fairtrade Polska in social media:



www.fairtrade.org.pl