

# Polish Fair Trade Coalition

## 2010 Annual Report

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

The Polish Fair Trade Coalition was established by nine non-governmental organisations on 16<sup>th</sup> March 2009. Its activity in the second year since its foundation was based on carrying out several joint initiatives, including celebrating the 2010 World Fair Trade Day; participating in campaigns at European level; informing the Coalition's members and partners about their mutual activities and those of other organisations and companies; discussing substantive issues; spreading information about Fair Trade to organisations, companies and individuals from outside of the Coalition, as well as administering two email discussion lists and the Internet website fairtrade.org.pl.

The report does not include the description of activities carried out by the individual members of the Coalition, although these were equally important.

### ***II. Activities***

#### **1. Conference "Strengthening Fair Trade in Central and Eastern Europe"**

The conference was organised for individuals and organisations involved in Fair Trade in Central and Eastern Europe.

The goal of the conference was to enable individuals and organisations involved in the promotion of Fair Trade in Central and Eastern Europe to get together and exchange experience. The two-day conference was divided into four thematic blocks:

- (1) report on the condition of the Fair Trade movement in the individual countries;
- (2) presentation of Fair Trade from the business people's perspective;
- (3) marketing activities related to the promotion of Fair Trade;
- (4) workshops for business people on Fairtrade licensing and certification.

The partners of the project were the European Commission Representation in Poland and Fairtrade International.

#### **Activities**

- Creating a conference website in English. The website <http://2010conference.fairtrade.org.pl> was used for the registration of participants, as well as for updating the agenda and the speakers' list. Besides, it contained tips on getting from the airport and the railway station to the conference venue and hotels located nearby. The website was an important tool providing the efficient functioning of the conference.
- The thematic block "Fair Trade in..." – this part of the conference aimed at presenting the state of development of the Fair Trade movement in the individual countries of Central and East Europe. Individual conference speakers also gave examples of good practices that particularly helped to promote Fair Trade in their regions.
- The thematic block "Fair Trade and Business" gave the conference participants a glimpse into the development of Fair Trade from the business people's perspective. It was spoken by, among others, representatives of companies offering their own

Fairtrade products and representatives of large store chains (Tesco). The aim of this thematic block was to determine how far it is possible for business companies and non-governmental organisations to co-operate for the sake of the more efficient promotion of Fair Trade.

- The thematic block “Promoting Fair Trade” provided examples of good practices presented by the leaders in the promotion of Fair Trade in Central and Eastern Europe. Andréa Råsberg from Fairtrade Sweden presented the “Fairtrade Ambassadors” project, and Hannah Reed from the UK-based Fairtrade Foundation spoke about marketing activities led by this organisation.
- Workshops – the participants of the conference were able to choose one of the two workshops. The first one was designed for individuals (and companies) interested in the issue of Fairtrade licensing and certification, whereas the second one involved the presentation of the FMO (Fairtrade Marketing Organisation) project. The latter was particularly directed to the Coalition’s members due to the plan of implementing this project in Poland.

Post-conference materials: all the presentations from the conference that were made publicly available, as well as recorded lectures (videos) were uploaded onto the conference website in order to make it possible for the conference participants and individuals interested in the Fair Trade movement to become acquainted with them.

## **Results**

- Inspiring 80 conference participants with examples of good practices and enabling them the exchange of experience.
- Increasing knowledge about opportunities and threats facing the development of the Fair Trade movement in Central and Eastern Europe.
- Getting the Polish Fair Trade Coalition (and the partners of Fairtrade International from other countries) acquainted with requirements and benefits related to joining the Fairtrade Marketing Organization project.

The conference was a one-time event; however, thanks to it, the Polish Fair Trade Coalition has taken measures to obtain the status of Fairtrade Marketing Organization, which will enable the professionalization of its activities and provide financial resources for the promotion of the Fair Trade movement in Poland.

## **2. Establishment of Coalition Steering Committee**

The suggestion to change the Coalition’s management structure has been implemented. It has been decided that the function of the Coalition’s Coordinators (Maria Huma, Justyna Szambelan, Aneta Jerska) will be replaced with a Steering Committee (Maria Huma, Tadeusz Makulski, Bartek Wierzbiński, Kamila Tyniec), whose task will be to strategically plan, set directions and principles of the Coalition’s work, as well as take a stand on various issues.

## **3. New members of the Coalition**

In 2010, one company joined the Coalition and gained the partnership status: Szczypta Świata/Agnieszka Bińkowska.

#### **4. Activity of the fairtrade.org.pl website**

The Secretary of the Polish Fair Trade Coalition administers the fairtrade.org.pl website and the Coalition's Facebook page.

#### **5. Activity on the Coalition's discussion lists**

The Secretary of Fair Trade Coalition administers two email discussion lists: [koalicja@fairtrade.org.pl](mailto:koalicja@fairtrade.org.pl) (which is subscribed by all the members of the Coalition) and [lista@fairtrade.org.pl](mailto:lista@fairtrade.org.pl) (which is subscribed by all individuals interested in the Fair Trade movement in Poland).

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