

Polish Fair Trade Coalition

2009 Annual Report



**Koalicja
Sprawiedliwego
Handlu**

Contents

I. Introduction	3
II. Activities.....	4
1. World Fair Trade Day.....	4
2. EFTA research.....	5
3. Pledge for Fair Trade Campaign.....	5
4. "Fair Trade in Central and Eastern Europe" seminar in Prague.....	6
5. Information Stand at SLOT Art Festival.....	7
6. Coalition's take on European Commission Announcement	7
7. Omnibus Research.....	7
8. New Coalition Members.....	8
9. fairtrade.org.pl website activities and traffic.....	8
10. Coalition Mailing Lists.....	8
III. Recommendations for 2010.....	9
Attachments listing.....	10

I. Introduction

The Fair Trade Coalition in Poland was founded by nine non-governmental organizations on 16 March 2009. Its aim in the first year of operation was to carry out a few common initiatives, including the World Fair Trade Day, taking part in campaigns done on a European level, exchanging information between organizations and companies, discussing substantial Fair Trade related issues and sharing information about Fair Trade with organizations, companies and individuals who are not members of the Coalition. The Coalition also ran two mailing lists for fairtrade.org.pl website.

Please note that the report does not contain any description of the work of individual Coalition members, although it is of equal importance.

II. Activities

1. The World Fair Trade Day

The very first coordinated activities of the Coalition members were events to mark World Fair Trade Day on 9 May 2009. Here are the included activities, although they are not limited to a specified region:

Producing a leaflet about Fair Trade

The leaflet was printed with the financial support of Transfair Germany. Its content was written by Justyna Szambelan and Maria Huma, and its content was remotely consulted for two weeks before being sent to print. The leaflet was designed by Manto company from Cracow, and it was printed at Aara printer in Cracow.

The print run amounted to 1,000 copies.

The leaflet was then sent out by mail to 10 member organizations which organized the World Fair Trade Day in their regions. The mailing was paid for by each organization.

Sending out the press release

On 29 April 2009 the Polish Press Agency (PPA) was commissioned with a task of sending out a press release about the World Fair Trade Day, the Fair Trade Brunch organized in Poland and additional activities as organized by each member organization in seven Polish cities.

Press conference on 8 May 2009

The conference was organized with the financial support of Transfair Germany and was done in PPA Press Center on 8 May about 11:00. The conference was attended by Janina Ochojska Okońska (Polska Akcja Humanitarna), Dieter Overath (Transfair Germany), Glen Gregory (Java Coffee Company) and Adam Leszczyński (Gazeta Wyborcza). The Coalition was represented by Maria Huma (coordinator) and Tadeusz Makulski (the director of Polish Fair Trade Association). Justyna Szambelan moderated the meeting. When the conference was over, Fair Trade refreshments were served.

The conference lasted an hour and a half and gathered between 30-40 participants, both journalists and individuals interested in Fair Trade. As a result of the conference there were about 20 different articles and about 50 reprints of the press release in the media.

Regional activities

A leading activity for the World Fair Trade Day, as agreed by all members, was the Fair Trade Brunch. Fair Trade Brunches were held in seven Polish cities (Warszawa, Kraków, Wrocław, Toruń, Łódź, Gdańsk, Lublin) along with other activities:

- Deconsumption Workshop (eFTe Group Warsaw)
- Łąki Łan concert in Warsaw (Kępa Cafe, Natura Rzeczy)
- Slide shows in Cracow (PAH)
- Bike racing in Wrocław (Libertos, FREO)
- "Black Gold" movie screening in Wrocław (Libertos, FREO)
- Ecological market in Wrocław (Libertos, FREO)
- Fairtrade Co-operative presentation in Wrocław (Szczypta Świata)
- Culinary workshops in Wrocław (Libertos, FREO)
- Samba dance and music in Torun (Sprawiedliwy Handel w praktyce, PAH)
- A lecture about the influence of globalization on the traditional cultures in Łódź (Źródła)
- "Gugara" and "Black Gold" movie screenings in Łódź (Źródła)
- A photo display in Gdańsk (PSSH)
- A local press conference in Lublin (TDNiCz)
- Drummers performance in Lublin (TDNiCz)

A unifying element for all the Fairtrade brunches was a Fairtrade table cloth produced and delivered by MaxHavelaar France. Unfortunately, not all members got the cloth on time.

2. EFTA Research

European Fair Trade Association approached the Coalition with a request to run a survey based on a questionnaire designed by EFTA for the public sector to find out if Fair Trade is being included in public procurements. The purpose of the survey was to collect data regarding the level of Fair Trade criteria usage in public procurements. The questionnaire was to be completed by people responsible for carrying out and/or setting the policy for public procurements in each county town/city. During the research city officials responsible for public procurements in Wrocław, Bydgoszcz, Zielona Góra, Warsaw, Białystok, Gdańsk, Katowice, Kielce, Olsztyn and Poznań were absent.

People responsible for the above in Toruń, Gorzów Wielkopolski, Zielona Góra, Cracow, Opole and Rzeszów were uninterested in completing the questionnaire. They said that they were not announcing any procurements for Fair Trade products because of low value of such orders and also because it is possibly against the law of competition protection. This task was carried out by Maria Huma and Zuzanna Zajczenko.

We got one questionnaire from a person responsible for public procurements in Lublin, but it said that the town is not going to include Fair Trade criteria in its public procurements.

3. Pledge for Fair Trade Campaign

At the outset of European Elections the Coalition was contacted by the Fair Trade Advocacy Office with a request to run the European campaign *Pledge for Fair Trade* in Poland. The campaign was to maintain the support so far given by the European Parliament for Fair Trade. The first part of the campaign was to convince the candidates to pledge their support for Fair Trade. They received the content of the pledge, signed it and submitted back to us. The list of those who actually signed it was published at fairtrade-advocacy.org/pledge and fairtrade.org.pl/a63_wspieram_sprawiedliwy_handel.html websites.

The campaign was coordinated in Poland by Zbigniew Szalbot.

The pledge was sent to 178 candidates for European Parliament members.

We managed to get 23 candidates to sign the pledge and out of them 5 were elected. Below you can find a list of candidates who signed the pledge:

1. **Banot** Aleksandra Ewa
2. **Bielawski** Andrzej
3. **Gawlik** Radosław
4. **Grzybek** Agnieszka
5. **Hass** Zbigniew Marek
6. **Jankowska** Karolina
7. **Jędrzejewska** Sidonia
8. **Kozek** Bartłomiej
9. **Legierski** Krystian
10. **Margueritte** Bernard
11. **Markowski** Jerzy
12. **Mularczyk** Arkadiusz
13. **Najberg** Jarosław
14. **Olejniczak** Wojciech
15. **Rakiel-Czarnecka** Walentyna
16. **Ryś-Ferens** Erwina
17. **Skowron** Karolina
18. **Słodczyk** Krystyna
19. **Sonik** Bogusław
20. **Supińska** Jolanta
21. **Szwed** Dariusz
22. **Trzaskowski** Rafał
23. **Wojda** Bartosz

After the individual pledges were collected, a press release was sent out entitled "I am opting for Fair Trade".

4. "Fair Trade in Central and Eastern Europe" seminar in Prague

Between 29-30 June 2009 there was a seminar in Prague which related to the Fair Trade situation in Central and Eastern Europe. The meeting was attended by Coalition representatives: Maria Huma and Justyna Szambelan, who presented the Fair Trade movement in Poland. The meeting was to give a clear picture on the results of strategic overview of FLO Int. activities. Laura Barrington, International Licensing Manager FLO Int. delivered a presentation on FLO Int attitudes towards new markets for Fairtrade certified products. Below there are the most important details:

1. FLO is abandoning the Fairtrade marketing model in which Labeling Initiatives are involved in both marketing and license granting in individual countries.
2. FLO is taking on the licensing role and it will be represented marketing-wise in each country by Fairtrade Marketing Organisations (FMO).
3. FMO competencies in the new model will include:
 - Managing the website
 - Sending out press releases
 - Media cooperation
 - Educational activities
 - Setting up forum for licensee
 - Doing trainings for volunteers
 - Extending help towards retailers
 - Organizing country-wide events
 - Making decisions as to FT mark usage on printed materials
 - Organizing trainings to inform about principles for FT mark usage
 - Translating a manual for packaging makers
 - Contracts translation
 - Monitoring the FT trademark usage
 - FMO will be receiving part of the money from the licensing fees for the country where it operates
 - FMO will be regularly reporting its operations to FLO.
4. FLO competencies in the new model will include:
 - Setting up Fairtrade standards
 - Cooperation and support for the producers
 - Granting licenses to businesses
 - Making decisions on FT mark placing on packaging
5. Criteria for organizations which want to apply for the FMO status:
 - One organization, open membership for others
 - Representative the whole of Fair Trade movement in a given country
 - Formally registered
 - A set status, decision-making structures and competencies for those managing it
 - A working office
 - Ready business plan
 - Democratic decision-making structures
 - FLO will be prioritizing organizations devoted exclusively to promoting the Fairtrade system
6. The role of LI and FMO in the management and decision-making and financial system will be unified during the 3-year temporary period.

5. Information Stand during SLOT Art Festival

Coalition for Fair Trade took part in the space for public initiatives at SLOT Art festival with a stand devoted to Fairtrade certification and labeling system. The stand was handled by two people and open for three days from morning to early evening hours. In addition, Justyna Szambelan from Polska Zielona Sieć ran two presentations about Fair Trade and certification system for volunteers and participants of the festival.

6. Coalition stand with regard to European Commission Announcement

On 5 May 2009 the European Commission made an announcement regarding Fair Trade. The Polish Ministry of Economy asked the Coalition to voice an opinion on this document in order for the Ministry to take a position. On behalf of the Coalition Anna Rok, representing eFTe Group Warsaw, formulated a Coalition response with the document "Contributing to Sustainable Development: The role of Fair Trade and non-governmental trade-related sustainability assurance schemes", COM (2009) 215.

The main suggestions and comments are shown below:

- The demand for creating **full and clear information** on the rules and benefits for given certification schemes, including the UNCTAD project portal.
- Emphasizing the importance of **sustainable public procurements** as an instrument for solidarity and responsibility of public institutions.
- Devoting additional resources for **analysis which compares the effectiveness** of available certification systems.
- Creation of mechanism to make it possible for interested parties from the North and South to **monitor and verify private sector declarations** regarding social and ecological responsibility.
- Designing **clear directives** regarding sustainable public procurements (EC Handbook on Socially Responsible Public Procurement).
- Designating additional resources to support **social and ecological responsibility of small and medium businesses**, which form real trading relations with partners from the Global South, educating the European consumers at the same time.
- Consequent application of principles of responsibility and solidarity in the European trading policy in the framework of **Policy Coherence for Development**.

7. Omnibus research

Between 17-19 November 2009 an internet Omnibus online research project was conducted by Gemius SA company. The research consisted of three questions suggested by the Fair Trade Coalition. The questions were formulated by Maria Huma and Piotr Poznański. The following is the summary of the results:

- Conducted research indicates that **at present the public knowledge of Fair Trade is very shallow**. More than half of Poles (56%) aged 15-49 have never heard of Fair Trade. Still even fewer recognize the Fairtrade certification system. 79% have never seen the Fairtrade mark, and only 22% know it means that products are made in a way that guarantees better life for developing country producers.
- It turns out that **Poles would consider paying more for products that have an ethical origin history** (62%), but they would not want to spend too much on it. Every fifth person (19%) can pay not more than 5%, and another 22% would consider paying from 5% to 10% more.
- Something that would make Poles believe a given product was produced in accordance with ethical standards is **a certification issued by an NGO - 78% would trust NGO accreditation**. Information on the producer website or oral declarations would be a lot less effective (40% and 21% would believe it respectively).

Research method. The research was done by using the CAWI Real Time Sampling method between 17-19.11.2009 for GO96 – Omnibus online. The sample was chosen on a random quantity method from among web surfers using a free version of stat24 system or a free audit site-centric stat.pl/PBI. The answers gathered represent 800 respondents aged 15-49 lat. The results were analyzed by using an analytical weight which includes data such as sex, age and education (based on an Omnibus PBS DGA, August-September 2008).

8. New members for the Coalition

Since the official inception of the Polish Coalition in 2009 three new organizations gained the membership status and one company was granted partnership status. All the candidates were discussed on the koalicja@fairtrade.org.pl mailing list, with existing members having five days to decide. The new members are as follows:

- *Fundacja Współpracy Międzynarodowej Libertos* (accepted: 13.04.2009; name subsequently changed to *Fundacja Projekt Caracol*)
- Salezjański Wolontariat Misyjny „Młodzi Świata” (accepted: 21.04.2009)
- Dom Spotkań im. Angelusa Silesiusa (accepted on: 31.05.2009)
- “Pozytywna zmiana” Kocurek Dorota/Jarmarki Świata (accepted: 30.11.2009)

The acceptance of company Szczypta Świata was put on hold because of the wrong way the data signup form was completed and a disagreement from Polska Zielona Sieć. The principles for accepting new members and partners to the Coalition were formulated and written down (as an attachment to this report).

9. Activities and traffic at fairtrade.org.pl

The Coalition monitors and administers the website fairtrade.org.pl.

Between March 2009 - March 2010 there were 41 articles published in the News updates section.

The traffic to the website:

	Number of visits	% of new visits	Average time on site (in minutes)
November 2009	1 606	61,21%	03:19
October 2009	1 906	62,12%	03:22
December 2009	1 416	65,04	03:28
January 2010	1 842	61,67%	03:13

10. Involvement on the Coalition mailing lists

Coalition administers two mailing lists: (koalicja@fairtrade.org.pl; 34 subscribers) which lists Coalition members and (lista@fairtrade.org.pl; 96 subscribers) which lists everyone interested in Fair Trade in Poland.

III. Recommendations for 2010

An annual meeting of the Coalition was held in Wrocław between 13-14 March 2010. The Coalition decided to focus on the following key objectives:

1. Coordination of the Fair Trade Schools and Fair Trade Towns campaigns

It was decided that the Coalition should be a body which coordinates both campaigns in Poland and has a right to issue such a status. Initially it is necessary to decide on standards for FT schools and Towns. Two work groups were set up to pursue these objectives. The first one, chaired by Paulina Szczygieł, will coordinate work on the Fair Trade Schools, whereas the second group, led by Tadeusz Makulski, coordinates work on Fair Trade Towns. Both groups are obliged to introduce the suggested standards on a Coalition mailing list before 31 May.

2. Cooperation with Fairtrade Labelling Organizations International (FLO)

The Coalition decided that it wants to partner and represent the Fairtrade certification system in Poland and present it formally in this country, and approve the certification mark on promotional resources.

3. Creation of Coalition Steering Committee

There was a suggestion to change Coalition managing structure. The change has to do with setting apart administrative tasks from planning and managing development. The coordinators will from now on be replaced with a Steering committee (whose task is to strategically plan, set directions, principles of work and Coalition stand on various issues).

4. The World Fair Trade Day 2010, Week of Global Education

The existing WFTO website (www.wftd2010.org) will be used to promote all events which will be happening in Poland during the World Fair Trade Day. The Coalition also decided to support WFTO movement. Information about scheduled activities will be collected and monitored by the Coalition. Another opportunity for Poland-wide activities will be a Week of Global Education. This issue will be handled by Coalition in June.

Attachments to this report

1. Current list of members and partners of Fair Trade Coalition as of 12 March 2010.
2. Current charter and a declaration to join Coalition as of 12 March 2010.
3. Principles for accepting new members and partners for the Fair Trade Coalition.