



FAIRTRADE
POLSKA

2023 IN REVIEW





Publisher:

Fundacja „Koalicja Sprawiedliwego Handlu” – Fairtrade Polska Kraków, May 2024

Photo credits:

Cover photo – front: OEES

Cover photo – back: Katarzyna Adamowicz

ISBN: 978-83-971897-0-6

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www.fairtrade.org.pl



Introduction

Ladies and Gentlemen

The year 2023 was symbolic for us – the District Court for Kraków-Śródmieście registered our Foundation on 16 September 2013, so last year we celebrated the **10th** anniversary of our official operations.

It is with both gratitude and pride that we present this Report, as it shows our joint successes, which must, after all, be viewed in the context of a difficult geopolitical and economic situation. However, the latest data on the Fairtrade market is very positive and shows an **increase in product sales of over 30%**, as well as **a record value in the Fairtrade Premium**. This is good news for farmers who are looking for opportunities to sell raw materials on Fairtrade terms, and it is with them in mind that we conduct all our activities.

Thank you for being with us!

Yours faithfully,

Andrzej Żwawa, CEO

About Fairtrade

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 2 million farmers and workers from over 1,910 organisations across 68 countries who produce coffee, tea, cane sugar, cocoa, tropical fruit, cotton, flowers and many other goods. Worldwide, there are over 37,000 Fairtrade certified products from 2,451 companies licensed to use the FAIRTRADE mark.



over

2 million

farmers and workers
across 70 countries



2,451

companies that are
licensed to use the
FAIRTRADE mark



37,000

products with the
FAIRTRADE mark
available worldwide



Deborah Osei-Mensah, cocoa farmer, Asuadai Cocoa Farmers' Cooperative Society, Ghana
photo by Francis Kokoroko/Fairtrade/Fairpicture

What makes Fairtrade unique?



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 Fairtrade minimum price that protects them in the event of a fall in 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 development 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 and transparent way. Farmers jointly decide how to spend the Fairtrade Premium. Farmers and workers in the Fairtrade system are represented at all levels of the organization and have half the decision-making power in the Fairtrade International General Assembly.



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 the 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

Our vision

Our vision is fair trade relations based on the principles of sustainable development, thanks to which people, through their work, can provide a decent life for themselves and their families and develop their potential.

Our mission

Our mission is to promote Fair Trade ideas and standards in order to support marginalised producers from the countries of the Global South. We conduct our mission by raising awareness, educating stakeholders about sustainable development and responsible consumption, and supporting activities aimed at increasing access to Fairtrade products in Poland.

Our work

Fairtrade Polska works to develop Fairtrade certified products by:

- supporting 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.

We do not trade in Fairtrade products or conduct any other business activity. Reports on the activities of the Public Benefit Organisation can be found in the Public Information Bulletin (bip.fairtrade.org.pl).

Our team



Michał Bryda-Przybyszewski
Communications



Dominika Dzido
Administration and Finance



Paulina Dziedzic
Business Support



Maria Huma
(until 31.10.2023)



Martyna Kowacka
Projects
(as of 23.02.2024)



Tomasz Makowski
Business Support



Aleksandra Mazurkiewicz
Office



Magdalena Pastuszek
(until 21.01.2024)



Zbigniew Szalbot
Member of the Management Board



Andrzej Żwawa
CEO

Cooperation with business

Sales of Fairtrade certified products

The value of the Fairtrade market in Poland in 2023 reached almost **PLN 1 billion** (PLN 965,086,097) and this is **an increase of 23% compared to the previous year**. These are estimates based on data from Fairtrade International, they do not take inflation into account and are based on net wholesale prices. The actual value of retail sales exceeds the above-mentioned PLN 1 billion.

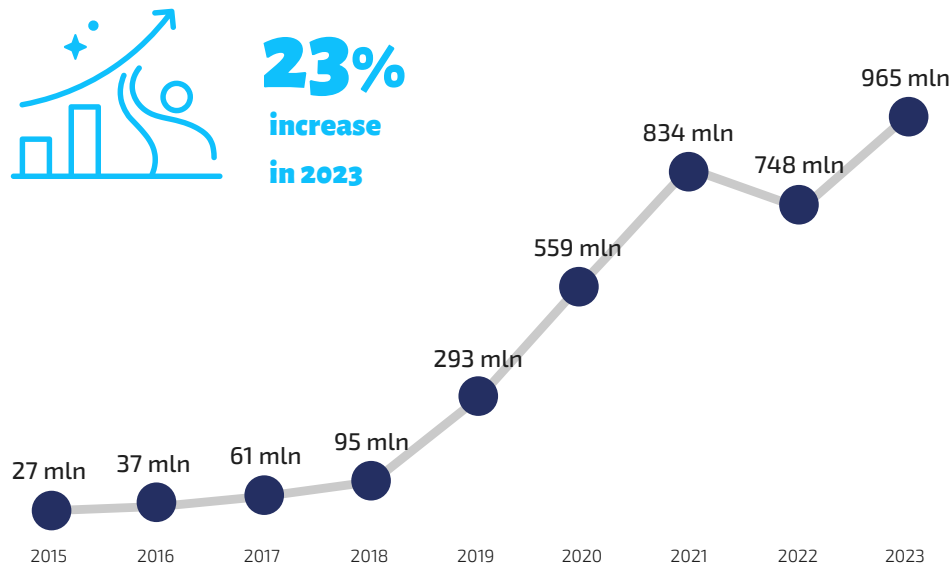


Chart:
Wholesale net sales value of Fairtrade certified products (in PLN million)

Fairtrade Premium

The increase in sales of products with the FAIRTRADE mark means an increase in demand for certified raw materials and, therefore, a higher value of the Fairtrade Premium received by farmers from countries of the Global South. The increase in product sales does not translate into an identical increase in the value of the Fairtrade Premium due to factors such as the differing percentage composition of raw materials in the products and differences in the prices of individual products. In 2023, thanks to the purchases of certified products by consumers in Poland, the Fairtrade Premium amounted to **over PLN 9.7 million, which means an increase of 13% compared to last year**. This is your contribution to making the world a fairer place by putting Fairtrade certified products in your daily shopping basket. Thank you!

The Fairtrade Premium is additional funds used to finance development projects that serve farmers (e.g. quality and yield improvement) and whole communities (e.g. improvement of sanitary conditions, access to education and healthcare).



Chart:
Value of the Fairtrade Premium (in PLN million)

Product categories

The two most important product categories in Poland are undoubtedly **cocoa**-based products and **coffee**.

Cocoa

In the case of cocoa, we recorded an increase of 81% compared to the previous year!

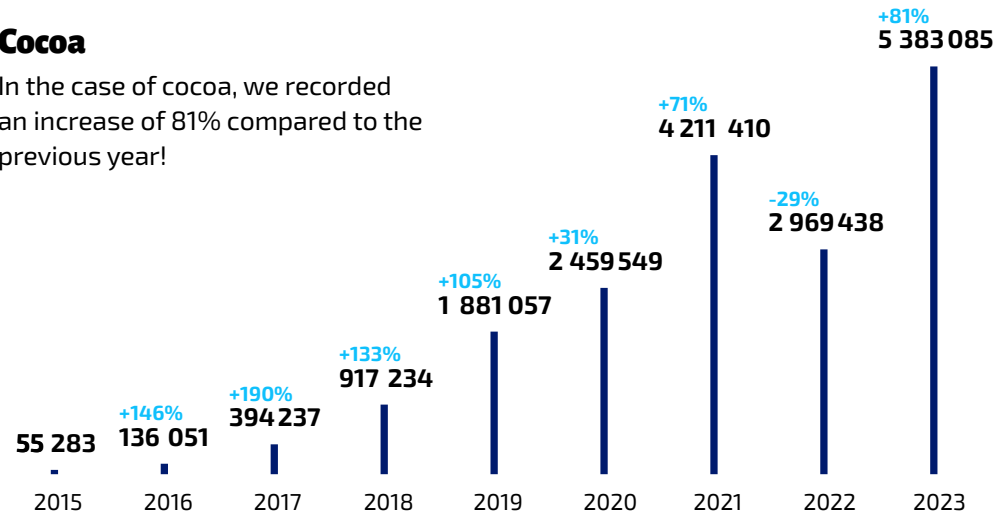


Chart: Sales of cocoa (kg) and year-over-year change (%)

Coffee

In the case of coffee, we recorded a decrease of 12% compared to the previous year.

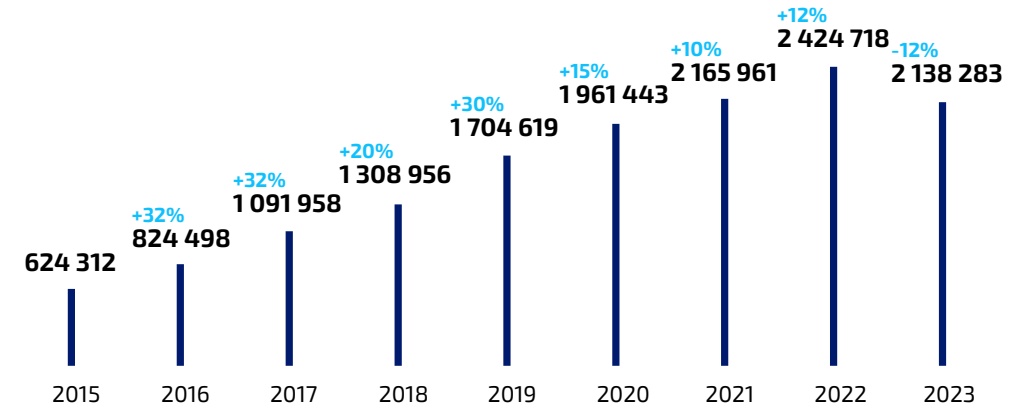
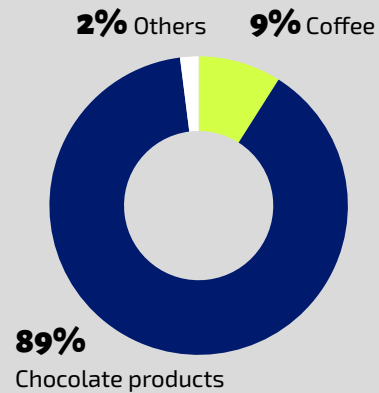


Chart: Sales of green coffee beans (kg) and year-over-year change (%)

Percentage share in product categories

In terms of the share of individual product categories, chocolate products are by far the most dominant category, generating 89% of sales in 2023 (net wholesale prices). Coffee comes second, with a 9% share of sales. All other product categories account for the remaining 2% of sales value.



Fairtrade certified products sold in Poland in 2023



Certified companies and licensees

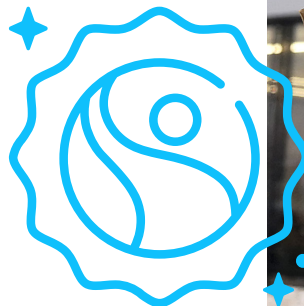
Companies interested in the Fairtrade system can obtain the Fairtrade certificate and the licence to use the FAIRTRADE mark. Fairtrade certification is carried out by FLOCERT (www.flocert.net). The certificate authorises companies to trade and process Fairtrade raw products to produce food and other products. The certificate does not entitle companies to put FAIRTRADE marks on packages. To this end companies must sign a licence agreement with Fairtrade International, the owner of the mark.

At the end of 2023, there were:

- 33 companies with the Fairtrade certificate enabling the purchase of certified raw materials and their further processing;
- 5 companies with the licence agreement to use the FAIRTRADE mark on product packages;
- 12 companies with both the certificate and licence agreement.

New companies in the Fairtrade system in 2023:

- **Adikam Sp. z o.o.** / Licence: cocoa bean / adikam.com
- **AlphaTexx Sp. z o.o.** / Certification and licence: cotton
- **CD S.A.** / Certification: cocoa bean / cdsa.pl
- **Eco Mindset Sp. z o.o.** / Certification and licence: dried fruits and nuts / biossom.bio



Lidl Polska is expanding its offer of Fairtrade certified chocolate products

Lidl – among chains of this type – has the most products with the FAIRTRADE mark in its permanent range. These are mainly own-brand products: Favorina, Deluxe, Fin Carre and Fairglobe. **Currently, 100% of Lidl Polska's own-brand chocolates are Fairtrade certified.** The chain is also the clear leader in sales of products made using Fairtrade certified cocoa beans. Last year, **Lidl customer purchases from all product categories generated over PLN 2 million in Fairtrade Premium.** These are additional funds that go to certified farmer cooperatives when they sell their crops.



Currently, 100% of Lidl Polska's own-brand chocolates are Fairtrade certified.

Consultations for companies

We provide free support to companies interested in obtaining Fairtrade certification and a licence to use the FAIRTRADE mark, explaining the various aspects of the Fairtrade system in an easy-to-understand way. In 2023, we conducted such consultations for 17 companies, which concerned Fairtrade certification and the specific tools used in this system, such as Fairtrade Connect.

Business events

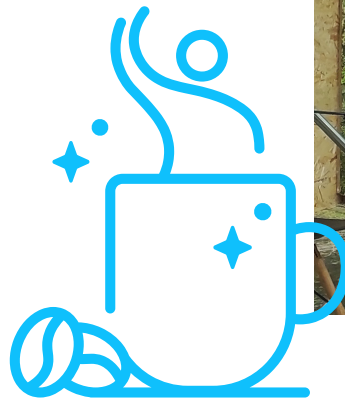
Poland & CEE
2023 Retail Summit

**Retail Summit Poland & CEE in Warsaw
 (29-30.03)**

This recurring, two-day event brings together CEOs and managers of Poland's largest retail companies. The 2023 event was attended by more than 2,000 participants, including 249 speakers and panellists. As a partner of the event, we displayed the Fairtrade certification mark by displaying rollups in each of the four conference rooms, projecting videos about Fairtrade in the main hall, and giving gift sets with Fairtrade certified coffee and chocolates to all panellists.

World of Coffee in Athens (22-24.06)

This is a major coffee industry event held in a different country each year. It was supposed to be held in Warsaw in 2020 and 2023, but the organisers' plans were crushed first by the pandemic and then by the Russian war in Ukraine. Finally, the choice of location for the event fell to Athens. Our representative took our publications in English, Ukrainian and Russian to the event. She also had the opportunity to talk about how Fairtrade works with Fairtrade coffee producers from Brazil, Laos, Colombia and Vietnam.



World of Coffee in Athens, photo by Fairtrade Polska

International Conference on Business and Human Rights in CEE & Central Asia, Warsaw (1-2.06)

The Polish Institute for Human Rights and Business and the Yaroslav Mudryi National Law University in Kharkiv, in cooperation with the Vistula University, organised an event that aimed to present some selected events and trends in the sphere of business and human rights (BHR) and to present the challenges and opportunities for implementing Human Rights Due Diligence by companies from the region. It was also an opportunity to read materials about the Fairtrade system and taste products with this certificate during coffee breaks.

Cupping of Brazilian coffees in Warsaw (29.06)

The Embassy of Brazil organised a cupping of coffees at Elektrownia Powiśle in Warsaw, during which baristas conducted professional taste and aroma testing of various coffees supplied by Brazilian farmers. Among other things, participants heard two presentations from representatives of coffee farmer cooperatives in Brazil. The COOMAP cooperative from the Minas Gerais region, which is Fairtrade certified, was represented by Rafael Furtado Fonseca. He talked about many social, environmental and development programmes that are conducted by the cooperative thanks to the Fairtrade Premium. We did a short interview with him, which we posted on the channel [YouTube Fairtrade Polska](#).

In addition to snacks typical of Brazilian cuisine, participants could taste Fairtrade certified delicacies provided by us – chocolates and dried pineapples, mangoes, raisins and dates.

Press conference “Business and Human Rights. Protection and Respect in Velvet Gloves” (24.10)

At the conference organised in Warsaw by the Polish Institute for Human Rights and Business, in addition to the main topic, participants also had the opportunity to become familiar with publications on the Fairtrade system and could drink coffee and tea with this certificate.



Cupping of Brazilian coffees in Warsaw
photo by Fairtrade Polska

Economic Forum Karpacz (5.09)

The Economic Forum is the largest political and economic conference in Central and Eastern Europe. During it, we organised a **Fairtrade Breakfast** at the Lidl Polska stand. It was possible to taste the Fairtrade products on offer in the chain and enjoy certified coffee, served from specially branded cups. The Lidl Polska stand was very popular among participants in the Forum, and hosted, among other things, a press conference, a meeting for suppliers and a cooking show by Karol Okrasa. For visitors, Lidl Polska prepared gift packs that included, among others, chocolate products with the FAIRTRADE mark. The FAIRTRADE certification mark was very prominently displayed at the stand. It was also visible on leaflets and table talkers. Almost 8,000 people took part in the Forum.

Fairs and training programmes

At Biofach (14-17.02, Nuremberg) and BioExpo Warsaw (5-7.10, Nadarzyn), the Polish Chamber of Organic Food stand displayed Polish Fairtrade products from brands such as Cafe Sati, Coffee Hunter, Golden Grain, Pizca del Mundo, Rene Coffee Magmar, Stop Cafe and Fairpants.

In addition, looking to contact companies interested in introducing Fairtrade products into their offers, in 2023 we visited industry fairs and events such as: Industry Insights Dinners (23 and 24.01, Warsaw), EuroGastro and World Hotel (28.03, Nadarzyn), Społem President's Club (31.03, Kraków), European Economic Congress (24-25.04, Katowice), Warsaw Food Expo (16-18/05, Nadarzyn), International Fair Petrol Station (17-19.05, Warsaw), 2nd ESG Forum (21.09, Warsaw), Food Market and Trade Forum (06-07.11, Warsaw), HORECA Gastrofood (08-10.11, Kraków), "Energy for Life" Sustainability Conference by Biedronka (28.11, Warsaw).



Economic Forum Karpacz, photo by Fairtrade Polska

Fairtrade mark recognition surveys

In 2023, we participated in a FAIRTRADE mark recognition survey carried out in 15 countries around the world, including Poland. The survey was conducted by GlobeScan on behalf of Fairtrade International. The report provides valuable information not only on how the Fairtrade system is perceived by consumers, but also on how the recognition of other ethical or organic certification marks is shaping up and what are the most common motives of customers in choosing ethically and sustainably sourced products.

Recognition and level of confidence in the FAIRTRADE mark

In 2023, **53% of Polish women and men declared that they recognised the FAIRTRADE mark** on products, of which 21% saw the mark often and 32% sometimes. The percentage of people declaring they recognise the mark is significantly higher (64%) in the 18-24 age group. The declared level of confidence in the FAIRTRADE mark is **82% among those who recognise the mark**.

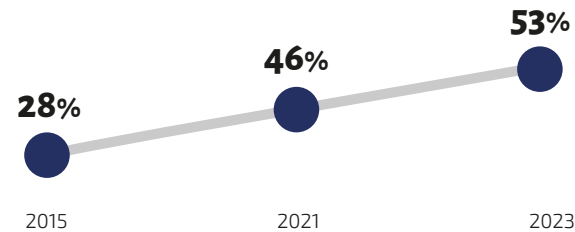
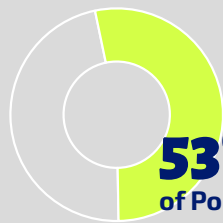
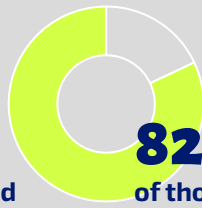


Chart:
Recognition of the FAIRTRADE mark in Poland in 2015, 2021 and 2023



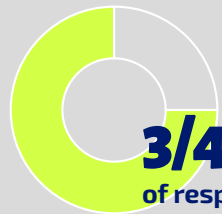
53%

of Polish women and men recognise the FAIRTRADE mark



82%

of those who recognise the mark have confidence in it



3/4

of respondents in Poland would recommend Fairtrade certified products to friends or family

No consent to child labour

Respondents were also asked about the most motivating purchasing factors. In this edition of the surveys, as in the previous one, most people indicated **no consent to child labour**.

The next most frequently identified areas of impact of certification systems motivating purchasing included:

- limiting the use of plant protection products and chemicals and genetically modified products and no consent to forced labour
- biodiversity protection
- combating deforestation and improving farmland management

Brand perception

Polish consumers have a very positive opinion about the impact of the FAIRTRADE mark on brand perception. When asked: *If the product you usually buy had the FAIRTRADE mark, what impact would this have on the brand perception of the product?* **as many as 83% of respondents marked the answer as very positive or positive impact.**

Three quarters of respondents in Poland would recommend Fairtrade certified products to friends or family.

The full version of the report can be downloaded from [our website](#).



Fairtrade Polska campaigns

Fairtrade Month (12.05-12.06)

Fairtrade Month campaign aims to promote the idea of Fairtrade and the Fairtrade ethical certification system in Poland. Fairtrade Month 2023 was held under the slogan "For people and planet". In this way, we wanted to stress that by choosing certified products, we support farming communities in the Global South and care for the natural environment.

In total, during Fairtrade Month 2023, we managed to reach over 1.5 million social media users. During this time, our website was visited by over 22,400 people. We were also present in the media and press, giving 9 radio interviews and publishing press releases on industry and information portals.

Our activities were supported by people running profiles on Instagram with 40,000 to 60,000 followers.

Online conference

We launched the Fairtrade Month campaign on 12 May – the eve of World Fair Trade Day. We organised an online conference, for which 67 people registered. During the conference, we presented the highlights of the Fairtrade Month celebrations and presented data from the Fairtrade certified products market in Poland, included in our 2022 report. We also presented preliminary data on the recognition of the Fairtrade mark among Polish consumers. We also discussed recent surveys on the positive impact of Fairtrade on flower farm workers in East Africa.

At the end, we answered questions from conference participants..



Photo by City of Toruń

Social campaign

During Fairtrade Month 2023, our main focus was on the issue of child labour and what each of us can do to help reduce this fatal phenomenon. Posters promoting our social campaign "To school or to work? You choose" were displayed on 336 citylights in 19 cities throughout Poland. The campaign was also implemented in over 70 shopping centres on over 490 screens. The total reach of the campaign was over 4 million recipients, which translated into approx. 40 million contacts with media.

Statistics from the outdoor campaign provided by AMS:

- 336 citylight posters – 3,821,352 total reach – 39,767,183 media contacts
- 9 digital citylight screens – 277,089 projections
- 494 screens in shopping centres – 447,827 projections

We were also supported by the cities of Poznań, Gdańsk, Toruń and Jelenia Góra, as well as selected universities and schools across the country, which displayed the posters free of charge on their own media.

Receipt lottery

An important highlight of Fairtrade Month was the Receipt lottery, which aimed to draw attention to the availability of Fairtrade certified products in shops in Poland and to encourage consumers to consciously choose products sourced according to Fairtrade principles. It was organised in cooperation with the Nofsza agency.

The lottery offered the chance to win 10 coffee machines with a stock of various Fairtrade certified coffees and 30 sets of certified products. To take part, the only requirement was to buy any Fairtrade certified product during the campaign and then register the receipt on the website: fairtrade.org.pl/loteria. Finally, it was necessary to take a photo of the receipt together with the product packaging for verification in case of winning.

We received more than 1,200 applications, from which 40 winners were drawn.

The lottery was promoted via digital channels (social media, e-mail campaigns, banner ads) and directly at points of sale.

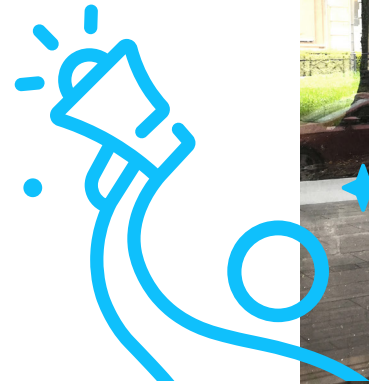


Photo by Fairtrade Polska

Media activities

During Fairtrade Month, together with our partners, we published press releases in the media about Fairtrade Month 2023, the report Fairtrade Polska 2022 In Review and data on the Fairtrade Premium generated by purchases of certified products in Poland. On the occasion of the World Day Against Child Labour, we also prepared an article in which we raised awareness of the scale of the problem of child labour in the world and discussed how the Fairtrade system tries to respond to this challenge.

International Coffee Day (29.09)

95% of the world's coffee plantations are small farms of up to 5 ha. Small farmers account for up to three quarters of coffee production worldwide. It is these farmers that Fairtrade works with.

On the occasion of International Coffee Day, we interviewed Rafael Furtado Fonseca from the Brazilian coffee cooperative COOMAP. [The interview is posted](#) on our YouTube channel and on our website www.fairtrade.org.pl – we encourage you to listen to what Rafael said to us. Here is a brief quote:

I would like to tell Polish consumers that every time that they are drinking a cup of Fairtrade coffee they can be sure that the same happiness and delight that they feel by drinking a good product, is felt by its producers as well, because they have the chance of having a decent and fair life.



Photo by Fairtrade Polska

“Fairtrade Advent Calendar” campaign (1-24.12)

In December, we held an Educational lottery called Fairtrade Advent Calendar – a game that involved opening the windows of a virtual calendar every day and answering questions about the Fairtrade certification system. Every day, 3 people who answered the questions correctly won sets of Fairtrade certified products. The main prize drawn from all correct answers was an automatic coffee machine and a set of 6kg Fairtrade certified coffees. The main prize was sponsored by J.J. Darboven. The lottery was organised in cooperation with the Nofsza agency.



A total of 39,275 applications were received during the lottery. Our website was visited by 32,000 people and we received more than 170,000 views of our websites. The campaign on social media reached nearly 1.5 million recipients (the number of accounts on Facebook and Instagram platforms that displayed content related to the lottery).

“Fair Trade Communities” campaign

The Polish Fair Trade Communities campaign is part of the international [Fair Trade Towns movement](#), operating in 34 countries worldwide on 6 continents. Its aim is to mobilise residents to take action to promote Fair Trade and shape responsible consumer behaviour supporting the [Sustainable Development Goals](#). The campaign takes action in schools, universities, cities, workplaces, faith (religious) communities, scout units and kindergartens, which can be awarded the title, e.g. Fair Trade School/University/City. It is awarded for 2 years. Below we present selected activities of entities that have joined the campaign.

Workshops for students of the Pedagogical University of Kraków (13.01)

Uniwersytet Pedagogiczny im. Komisji Edukacji Narodowej w Krakowie (obecnie: Uniwersytet Komisji Edukacji Narodowej) jako pierwszy w Polsce uzyskał tytuł *Fair Trade University*.

At the invitation of Dr Ewa Radomska, we conducted workshops for two groups of approximately 70 students of Social Economics. We highlighted the challenges faced by people from the countries of the Global South and presented how the Fairtrade certification system supports farming communities and workers.

Handing the Fair Trade City Diploma to the authorities of Jelenia Góra (26.04)

Jelenia Góra, thanks to the efforts of local activists and city authorities, extended the title of *Fair Trade City*. Monika Onyszkiewicz, a member of our Council on behalf of the Eco-Development Foundation in Wrocław, attended the ceremony to hand the diploma to the authorities of Jelenia Góra.



Photo by Fairtrade Polska

Workshops on Fairtrade at the Poznań University of Economics and Business (16.05)

As part of the Festival of Science and Arts organised at the Poznań University of Economics and Business, during which the university is open to secondary school students, its students prepared a stand with a Fairtrade certified chocolate fountain, coffee, tea and sugar. The stand attracted attention, thanks to which a large number of secondary school students not only tasted products with this certificate, but also took part in a knowledge test about Fairtrade. The students asked the children questions and the most active participants were awarded Fairtrade certified chocolates and cotton T-shirts as prizes. There were also information materials on the Fairtrade system at the stand, i.e. fashion leaflets, comic books, posters and other publications.

Conference in Kraków “CLIMATE CHANGE EDUCATION. Why and how to teach about climate change” (30.05)

The conference organized by the Pedagogical University in Kraków (currently: University of the National Education Commission) addressed to teachers, lecturers and representatives of non-governmental organizations, was an opportunity to present the issues of Fair Trade in the context of challenges related to climate change.

It is the farmers and workers from the countries of the Global South who are among the most vulnerable to the negative consequences of climate change. On the catering tables, in addition to Fairtrade certified coffee, tea and sugar, there were information materials about Fairtrade. The event drew approx. 80 people.

Renewal of the Fair Trade University Diploma by the University of the National Education Commission in Kraków (15.11)

We handed over the diploma certifying the renewal of the title Fair Trade University by the University of the National Education Commission in Kraków (formerly the Pedagogical University) to Prof. Dr hab. Roman Kochnowski, Dean of the Faculty of Social Sciences at the University of the National Education Commission.

Moreover, at the invitation of Dr Ewa Radomska, our representatives conducted classes for second-year students of Social Economics as part of the Social Development Economics. The classes presented the history of the creation of the Fair Trade movement and the current activities of Fairtrade Polska for farmers and workers from countries of the Global South. The classes were held for two groups of approximately 45 students each.



Photo by Poznań University of Economics and Business



Photo by University of the National Education Commission in Kraków



Photo by University of the National Education Commission in Kraków

Global Education Week (13-19.11)

Global Education Week (GEW) is a global campaign implemented by the Council of Europe's North-South Centre and the Global Education Network, which takes place every November. It aims to raise awareness of global education as a tool for building social solidarity and contributing to a more sustainable, peaceful and fair world. In 2023, the GEW slogan was "*Peace for the Planet, a Planet of Peace*".

We support the activities of schools, universities and other educational units carried out as part of GEW (especially those already participating in the Fair Trade Communities campaign).

Global Education Week at Primary School No. 35 in Toruń (13-17.11)

The school organised a "Black Gold" cafe, a lecture on Fair Trade and a film screening on this topic. This event gathered several dozen people. We supported it by sending food products such as sweets, coffee, tea and sugar, publications (including a comic book about the Fairtrade system), and film materials. During the cafe's operation, the School organised a fundraiser for the purchase of Fairtrade certified sports balls.

"Fair Trade for Peace" seminar in Jelenia Góra (15.11)

A seminar entitled "Fair Trade for Peace" was held at the Wrocław University of Economics and Business, Jelenia Góra branch. The programme included topics such as "The Fair Trade City Campaign in Jelenia Góra – Challenges and Successes" (Elżbieta Wardzała), or "Sustainable Business Models using the Example of European Fair Trade Companies" (Dr Magdalena Śliwińska from the Poznań University of Economics and Business) and an online quiz on knowledge about Fair Trade. Refreshments prepared from Fairtrade certified products (coffee, tea, sugar, sweets) were available. About 40 people took part in the event..

Climate Academy at the Wrocław University of Economics and Business (17.11)

The event took the form of a lecture and a workshop. It was attended by representatives of several large companies from various industries and students from the University of Economics and Business. Dr Dorota Teneta presented the idea of Fairtrade and prepared a stand with Fairtrade-related materials, thus officially starting the Fair Trade University campaign at the Wrocław University of Economics and Business.



Photo by Primary School
No. 35 in Toruń

Events

Free Cone Day in Warsaw (3.04)

Ben & Jerry's (B&J) Free Ice Cream Day is a cyclical international event during which this brand's ice cream is distributed. Most of B&J's ice cream is Fairtrade certified, so there was no absence of Fair Trade during the event.

As a partner in the event, we had a tent with information materials where event participants could find out what is behind the Fairtrade certification mark on B&J's ice cream packages. In addition, in our tent it was possible to make your own "I love Fairtrade" pin. Despite very cold temperatures, several hundred people came to the square in front of the Palace of Culture and Science.

Philanthropy Summit Poland 2023 and the "Benefactor of the Year" Evening in Warsaw (31.05)

During the Philanthropy Gala, we had an information wall with leaflets about the Fairtrade system and information about certified cocoa. Event participants could enjoy Fairtrade chocolates and were given gift packs with Fairtrade products.

Values Day at the Warsaw School of Economics (13.06)

This is a cyclical celebration reminding us of the 5 key values of the university defined in the Code of Ethics of the Warsaw School of Economics: professionalism, cooperation, honesty, respect and truth. It was organised by the Sustainable Development and ESG Team at the SGH Warsaw School of Economics. For university employees participating in the event, in addition to many other activities, there was also a stand with Fairtrade certified coffee, tea and sugar provided by the organiser. We supported this event with information materials in the form of posters and leaflets explaining the Fairtrade system.



Free Cone Day in Warsaw
photo by Fairtrade Polska

Celebrating the 10th anniversary of Fairtrade Polska in Kraków (15.09)

Ten years ago, the informal Fair Trade Coalition, an initiative of several small companies and non-governmental organisations, was registered as the “Fair Trade Coalition” Foundation. Although the history of the organisation dates back to 2008, it was entered into the National Court Register on 16 September 2013.

A few years later, our Foundation became part of the international Fairtrade system and engaged in the development of the market and products with the FAIRTRADE mark in Poland. Another important moment in the history of our organisation was granting the Foundation with the status of a Public Benefit Organization.

On the occasion of the 10th anniversary of the Foundation's establishment, a gala dinner was held in one of Kraków's restaurants, attended by the Founders, Friends and former and current members of the Fairtrade Polska Team. Thank you very much for your support so far!



Conference “State purchasing policy – professionalisation” in Warsaw (21.09)

The topics of the conference organised by the Ministry of Economic Development and Technology were the new Public Procurement Law and the State Purchasing Policy. The event was addressed to both those acting as heads of contracting authorities and those responsible for the implementation of procurement.

Tomasz Schimanek participated from our side and presented the possibilities of including Fairtrade certified products in public procurement.



10th anniversary of the Foundation, photo by Fairtrade Polska

8th edition of the Open Eyes Economy Summit in Kraków (21-22.11)

We have been participating in the Congress on Value Economics since its beginnings. Its distinctive feature is its own unique philosophy of open eyes, stating the need to build a civil society that demands responsibility from business and administration as well as from the world of culture. The Congress is a place where hundreds of speakers share their experiences.

One of the main topics of last year's edition was non-financial ESG/CSRD reporting and the new EU due diligence regulations in the area of human rights and environmental risks. During one of the discussion panels, Meri Hyske-Fischer, Human Rights Advisor at Fairtrade Finland, presented Fairtrade's perspective on this topic. Melissa Duncan, Executive Director at Fairtrade International, delivered a speech during the closing session. Moreover, as a partner of the Congress, we provided participants with Fairtrade certified products, such as coffee, tea, sugar, chocolates and bananas.

For more than three decades, Fairtrade has been making an impact on the way trade works. We believe that every farmer and worker should have access to a better way of doing business, and a better way of living. Because when you treat farmers and workers fairly, everyone benefits. (....)

Fairtrade is calling on the EU to involve smallholder farmers when designing support, so that their specific needs can be better identified and addressed, and the benefits of the legislation maximized for all people and the planet. Without efficient accompanying measures which address the root causes of human rights violations and environmental degradation, the laws run the risk of not having positive impact intended, and actually becoming ineffective in practice. (...)

We also want to ensure that HREDD legislation includes reference to living income and living wages, fair purchasing practices, pricing, dialogue with producers, and avoids "cut and run" where companies simply dump producers in high-risk areas.

Melissa Duncan, Executive Director of Fairtrade International, excerpts from the speech during the 8th Open Eyes Economy Summit 2023 in Kraków.



Fot. OEEES



Fot. OEEES

Search engine for products with the Fairtrade mark

The website www.fairtrade.org.pl/produkty contains a search engine for Fairtrade certified products available in Poland, which have been reported by individual companies operating in the Fairtrade system. It is a tool to help familiarise people with different Fairtrade products in order to raise consumer awareness of Fairtrade.

The screenshot shows the website's navigation menu with links for KONTAKT, AKTUALNOŚCI, PRODUKTY, PUBLIKACJE, ABOUT US, and UKR. Below the menu is the FAIRTRADE POLSKA logo and a search bar containing the text "Czego szukasz?". A secondary menu includes START, O NAS, SPRAWIEDLIWY HANDEL, FAIRTRADE, DLA FIRM, ZAANGAŻUJ SIĘ, and logos for 15%, OPP, and BIO. The main heading is "Wyszukiwarka produktów Fairtrade". Below it is a short paragraph explaining the search engine's purpose. A horizontal row of icons represents product categories: Kawa, Herbata, Czekolada, Ciastka i słodczyce, Kosmetyki, and Tekstylnia. At the bottom, there is a search form with a text input field labeled "Szukane wyrażenie", a dropdown menu labeled "Wszystkie marki", and a "SZUKAJ" button. Below the search form are several small icons representing different brands or certifications.

Communication/Traditional and social media

Throughout the year, we gave 9 interviews to mainstream media, such as Radio TOK FM, Radio 357, Radio MUZO FM and Dziennik Gazeta Prawna.

We carried out three media campaigns on the occasion of Chocolate Day, Fairtrade Month and International Coffee Day.

We are present on the following social media:

- [Facebook @FairtradePolska](#) – **31 037** followers
- [Instagram @FairtradePolska](#) – **3 068** followers
- [X \(Twitter\) @FairtradePolska](#) – **463** followers
- [Youtube @FairtradePolska](#) – **421** followers
- [LinkedIn @FairtradePolska](#) – **1584** followers



In addition, we recorded over 170,000 page views (sessions) of our website www.fairtrade.org.pl made by almost 100,000 users. Our mailing list has 6,853 recipients.

Last year, our posts only on Facebook and Instagram platforms reached a total of 4,240,739 users.

Recommended materials

We post educational and promotional material (including leaflets, posters, games and puzzles and a comic book about Fairtrade) and reports on our website www.fairtrade.org.pl/materialy-dla-ciebie. Every year we try to add new, interesting materials, not only in Polish. We encourage you to use these resources – selected publications can be ordered in printed versions.

GlobeScan 2023 consumer surveys (in Polish)



Flyer: why choose Fairtrade? (in Polish) Fairtrade comics (in Polish)



How to get involved?

Be a responsible consumer



- Choose Fairtrade products when shopping.
- Inform retailers, e.g. via social media, that you care about ethical sourcing of products.
- Take part in the activities of Fairtrade Polska and support our work on social media.
- Order our range of free resources and share them with others.
- Support our work with donations or with 1.5% of your tax.

Run your company in a sustainable way



- Add Fairtrade certified products to your trade or production offer.
- Join the Fair Trade in the Workplace campaign to involve your staff in the idea of Fairtrade.
- Include Fairtrade in your corporate social responsibility policy.



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Fairtrade Polska on social media:

