



FAIRTRADE
POLSKA



FAIRTRADE POLSKA

2022 IN REVIEW



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Fairtrade Polska in social media



www.fairtrade.org.pl

Introduction



Ladies and Gentlemen,

Thank you for being with us for another year and supporting our activities. Last year wasn't an easy one – just to mention the pandemic, the full-scale war unleashed by Russia in Ukraine or inflation. These and other factors naturally demanded our attention, pushing into the background issues such as the living conditions of farmers in Latin America, Africa, Asia and Oceania, with whom we cooperate on a daily basis as part of Fairtrade. The aforementioned conditions translated into the growth rate of product sales in Poland, which has now slowed down, but sales value was still higher than in 2020 and previously. We are convinced that the upward trend will return in the coming years and we are subordinating our activities to this goal – the increased sales of Fairtrade certified products means more benefits for farmers and workers from the countries of the Global South.

We are happy that last year we implemented all the planned campaigns targeted at consumers and companies, such as Fairtrade Month, Fairtrade Coffee Week and the Fairtrade Advent Calendar. Thanks to these and regular cooperation with companies, NGOs, local authorities and the media, we reached hundreds of thousands of new people with information about Fairtrade! Details can be found on the following pages of the report.

Yours faithfully,
Zbigniew Szalbot, Board Member



“We all have a role to play in making the world a fairer place.”

Sandra Uwera
photo by Andrzej Żwawa

Sandra Uwera as New Global CEO of Fairtrade International

In 2022, Sandra Uwera from Rwanda became the new Global CEO of Fairtrade International. We asked her what her vision is for Fairtrade:

2022 is yet another year of unprecedented challenges globally. This only emphasises the need to build resilience for a constantly changing world. And future.

Whether as a farmer, business, consumer, civil society organisation, or government, we all have a role to play in making the world a fairer place. Human and environmental rights, including climate change, raise critical questions that go far beyond trade, yet trade must be a part of the answer.

Our activities related to providing farmers and workers with income sufficient to live on, despite the challenges, bring more and more tangible results. We believe sustainability starts with decent livelihoods, and we applaud the businesses that share this principle and act accordingly.

The Fairtrade world keeps growing with 1.9 million farmers and workers in 70 countries, more than 2,500 companies licensed and over 37,000 Fairtrade products available. And as the decade continues, we must keep looking to the next generations, for they will carry Fairtrade's work and message. Fairtrade is everyone's responsibility for making the world a fairer place. Today and tomorrow.

Sandra Uwera
Global CEO - Fairtrade International

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 1.9 million farmers and workers from over 1,880 organisations across 72 countries who produce coffee, tea, cane sugar, cocoa, tropical fruit, cotton, flowers and many other goods. Worldwide, there are over 30 thousand Fairtrade certified products from 2,400 companies licensed to use the FAIRTRADE mark.



Caroline Jepkogei Rono, a farmer from the Kapkiyai cooperative, Kenya, photo by Nyokabi Kahura##



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 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. improving the quality and productivity of crops) 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 organisation and have half the decision-making power in the Fairtrade International General Assembly. In practice, this means that farmers have 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 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 carry out 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
Business Support
(Cotton & Textiles)



Tomasz Makowski
Business Support



Aleksandra Mazurkiewicz
Office



Magdalena Pastuszek
Events



Zbigniew Szalbot
Member of the
Management Board



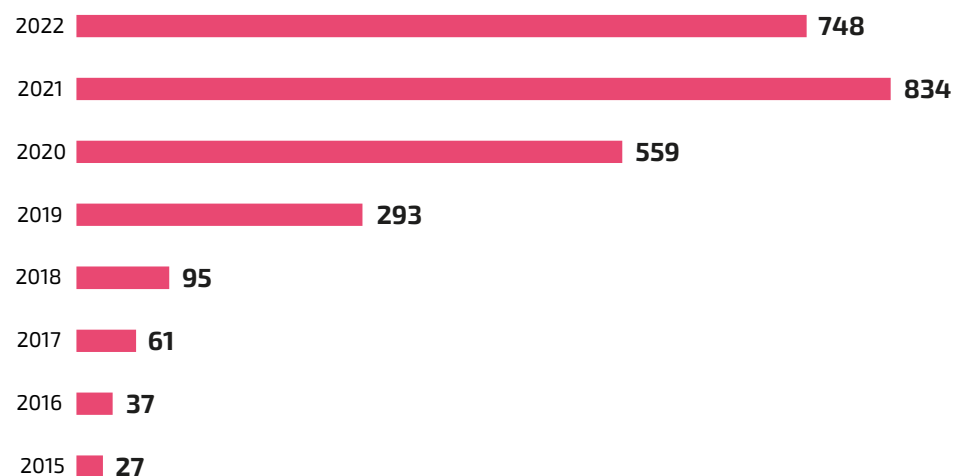
Andrzej Żwawa
CEO

1. Cooperation with companies

Product sales

In 2022, the net wholesale sales value of Fairtrade certified products amounted to less than PLN 749 million. This is a decrease of 10% compared to the previous year, but still 34% more than in 2020.

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



Fairtrade Premium

The Fairtrade Premium is additional funds that certified cooperatives use for, among other things, crop quality improvement and infrastructure projects. In 2022, it amounted to over PLN 7.8 million. This is your contribution to making the world a fairer place by putting Fairtrade certified products in your daily shopping baskets. Thank you!

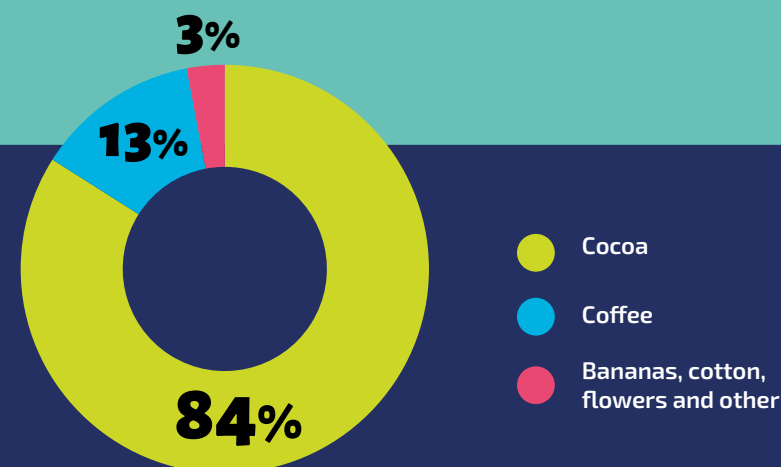


PLN 7 869 820

Value of the Fairtrade Premium generated by consumers in Poland

Product categories

In terms of the share of individual product categories in total sales of Fairtrade certified products, chocolate products are by far the most dominant category, accounting for 84% of wholesale sales worth more than PLN 627 million in 2022. Coffee comes second, with a 13% share of sales worth over PLN 98 million.



39

new Fairtrade certified products in 2022



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 2022, there were:

31

companies with the Fairtrade certificate only

5

companies with the licence agreement to use the FAIRTRADE mark only

11

companies with both the certificate and licence agreement

New companies in the system:

1. **Adikam Sp. z o.o.** / Certification: cocoa bean / adikam.com
2. **Barbara Luijckx Sp. z o.o.** / Certification: cocoa bean / barbara-luijckx.pl
3. **Bionica Sp. z o.o.** / Certification: cocoa bean / bionica.pl
4. **Kawiarz S.A.** / Licence: coffee / kawiarz.com
5. **Toms Polska Sp. z o.o.** / Certification: cocoa bean / tomsgroup.com

Training for companies

Our team provides free support to companies interested in obtaining Fairtrade certification and a Licence to use the FAIRTRADE mark. We provide support by phone, email and conduct training for companies online or on-site, explaining the various aspects of the Fairtrade system in an easy-to-understand way. The training we offer can cover selected issues, such as the certification process, auditing a certified entity, the FAIRTRADE Licence, assistance in selecting optimal solutions or searching for suppliers and producers. In 2022, we conducted such free training for seven companies.

If you are interested in learning more about Fairtrade, please contact us: www.fairtrade.org.pl/dla-firm/wsparcie-dla-firm/

Cooperation with retail chains

Retail chains are currently the main distribution channel for Fairtrade certified products. In the newsletters of discount stores such as Aldi, Kaufland, Lidl, Netto, among others, products with the FAIRTRADE mark are regularly distinguished, making it easier for consumers to notice them.

Thank you!



New products and news

- The **Action** chain expanded its product range of Fairtrade cocoa products by implementing the decision to switch all own-brand chocolate products to Fairtrade certified cocoa. For more: www.action.com/pl-pl
- Three types of Fairtrade certified gluten-free pasta by Soba King have been introduced to the Polish market. The pasta is distributed by **BioPlanet**. For more: www.bioplanet.pl
- In 2022, the first drug and beauty stores were opened in Poland. These can offer Fairtrade products of dm's own brand, such as dried pineapples, coffee drinks, ground and bean coffees and teas. These products are also available for online sales. For more: www.dm.pl
- **European Brand** has launched Fairtrade certified Go Caffe Bio coffee in bean, ground and capsule versions. For more: www.caffegoriziana.pl
- **Intermarche** has introduced Fairtrade certified sugar. For more: www.intermarche.pl
- **J.J.Darboven** has expanded its range of Fairtrade certified coffees and teas. For more: www.darboven.com/pl-pl
- **Kaufland** has introduced Fairtrade certified physalis and papaya to its product range. Fairtrade certified bananas and roses are also available in the chain's stores. In 2022, the chain significantly expanded its range of Fairtrade certified cocoa-based products. For more: www.kaufland.pl
- Organic cashew nuts, dried mangoes and cold brew coffee – all Fairtrade certified – have been added to **KoRo's** online store. For more: www.koro-shop.pl
- Fairtrade certified passion fruit and wines are available in **Lidl** stores. At the end of the year, the chain began using Fairtrade certified cocoa for its Fin Carre brand chocolates. The Lidl chain regularly expands its range of chocolate products with Fairtrade cocoa. For more: www.lidl.pl
- **Tchibo Coffee Service's** Fair Choice coffee for the HORECA segment has been launched. Offices, companies and other institutional customers using Tchibo Coffee Service's deliveries now have the opportunity to order Fairtrade certified coffee for their employees. For more: www.tchibo-coffeeservice.pl
- The company **Textet** has introduced the Cottover brand to its range – these are clothes made of organic Fairtrade cotton for the B2B segment. For more: www.cottover.com

2. Fairtrade Polska campaigns

Fairtrade Month campaign



Fairtrade Month is our annual campaign, the goal of which is to bring companies and consumers closer to what Fairtrade is, to encourage companies to join the Fairtrade system, and consumers to reach for FAIRTRADE products when shopping.

Last year, Fairtrade Month was held from 12 April to 15 May under the slogan "For people and for planet". In this way, we wanted to stress that by choosing certified products, as consumers, we support farming communities in the Global South and care for the natural environment.

During the campaign, we reached over 2.2 million social media users. An important element of our communication activities was contact with traditional and virtual media. In total, during Fairtrade Month, we published 140 articles and press releases, and gave 15 radio interviews and 1 television interview.



Face of the campaign

The hero of the 2022 Fairtrade Month campaign was Ademilson Borges, a Brazilian coffee farmer from the APASCOFFEE cooperative. Thanks to the work of Ademilson and other farmers in the Fairtrade cooperative, the region of São Gonçalo in Brazil is famous for its very good quality coffee. Joining the Fairtrade system has enabled coffee producers to focus on improving their crops and supplying the highest quality raw material.

Posters with our hero promoting Fairtrade Month appeared in several Polish cities, e.g. in Gdańsk, Jelenia Góra, Poznań and Oborniki Śląskie. Posters, graphics and promotional materials were also distributed by our business partners, universities and companies offering Fairtrade certified products. We would like to thank everyone who supported our activities!!

Educational lottery

Throughout Fairtrade Month it was possible to take part in an educational lottery to win sets of products with the Fairtrade mark. The main prize in the competition was a weekend stay at the Darboven Hotel. In total, we received 2,142 competition applications.



photo by Alicja Rzepa

"Business that is fair" conference

A special highlight of the 2022 Fairtrade Month celebrations was the online conference entitled: "Business that is fair". Fairtrade from a CSR perspective", aimed at companies and specialists involved in implementing CSR strategies or marketing.

Participants in the event learned about issues related to corporate social responsibility (CSR) and trends in the area of CSR, also becoming acquainted with the current data on the sale of Fairtrade products in Poland. In the next part of the meeting, six invited speakers shared their experiences in the use of the Fairtrade certificate in the CSR activities of the companies in which they work. The conference was hosted by editor Tomasz Setta of TOK FM radio. The conference was attended by a total of over 100 participants.

For more: www.fairtrade.org.pl/r22/mf

Fairtrade Coffee Week campaign



International Coffee Day is celebrated around the world at the turn of September and October. In Poland, a celebration for lovers of the drink falls on 29 September. We decided to celebrate the whole week (26.09-2.10). The campaign was joined by 12 companies, allowing consumers to enjoy a discount on a wide range of Fairtrade certified coffees.

More and more coffee producers and roasting companies are offering Fairtrade coffee. It can be found in online stores, in stores with organic products, in popular discount stores, as well as at selected petrol stations across the country. There is a choice of ground, bean and capsule coffees, as well as ready-made coffee drinks.

For more: www.fairtrade.org.pl/r22/tkf



**COFFEE
WEEK**

• 26.09-2.10.2022 •



Fairtrade Advent Calendar campaign

Our year of activities aimed at spreading the idea of Fairtrade was crowned by the 2022 Fairtrade Advent Calendar campaign. From 1 to 24 December, a new competition question was posted every day on www.fairtrade-advent.org/pl. From the correct answers, we drew three persons every day who received attractive sets of Fairtrade certified products. Awards consisted not only of products offered by popular retail and petrol station chains, but also by craft coffee roasting companies and online stores. In addition, among all participants who took part in the lottery and correctly answered at least one competition question, we drew the main prize – a coffee machine funded by Tchibo.

In total, we received 31,986 answers from 4,067 participants. On average, more than 1,300 people participated in the lottery every day.

Information about the lottery reached more than 602,000 users via social media. From 1 to 24 December, a total of 15,000 users visited our website (www.fairtrade.org.pl) and the 2022 Fairtrade Advent Calendar website (www.fairtrade-advent.org/pl). In total, we recorded over 120,000 unique views of both websites.

For more: www.fairtrade.org.pl/r22/kaf

Win 3 sets of Fairtrade certified products every day!

**MAIN PRIZE
COFFEE MACHINE**



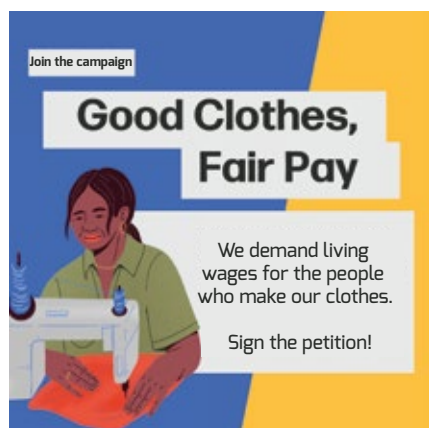
**FAIRTRADE ADVENT
CALENDAR**
1-24.12.2022



“Good Clothes” campaign

Last year, we joined the “Good Clothes, Fair Pay” campaign, which collects signatures from EU citizens for a European Citizens' Initiative to regulate the clothing sector. We demand that the European Commission introduce legislation requiring companies in the garment and footwear sector to carry out due diligence in respect of protecting human and labour rights. The petition can be signed until July 2023.

For more: www.fairtrade.org.pl/r22/gc



Information campaign on Fairtrade in Romania

In 2022, we continued our activities to promote Fairtrade in Romania through the Fairtrade în România fanpage. Thanks to the promotional activities, information about Fairtrade was viewed by more than 2.6 million people and the group of followers of the website increased to 10,568 users.



“Fair Trade Communities” campaign

Fair Trade Communities is a campaign that we implement together with the Buy Responsibly Foundation and the Polish Fair Trade Association. As part of the campaign, entities such as local authorities, educational institutions (universities, schools, kindergartens), companies, religious communities and even the scouts can express their support for Fair Trade, and thus also apply for the title.

In 2022, the title was awarded to the city of Piekary Śląskie and the International School of Bydgoszcz. Congratulations and thank you to the volunteers involved in the campaigns in Piekary Śląskie and the school in Bydgoszcz!

For more: www.spolecznosci.fairtrade.org.pl

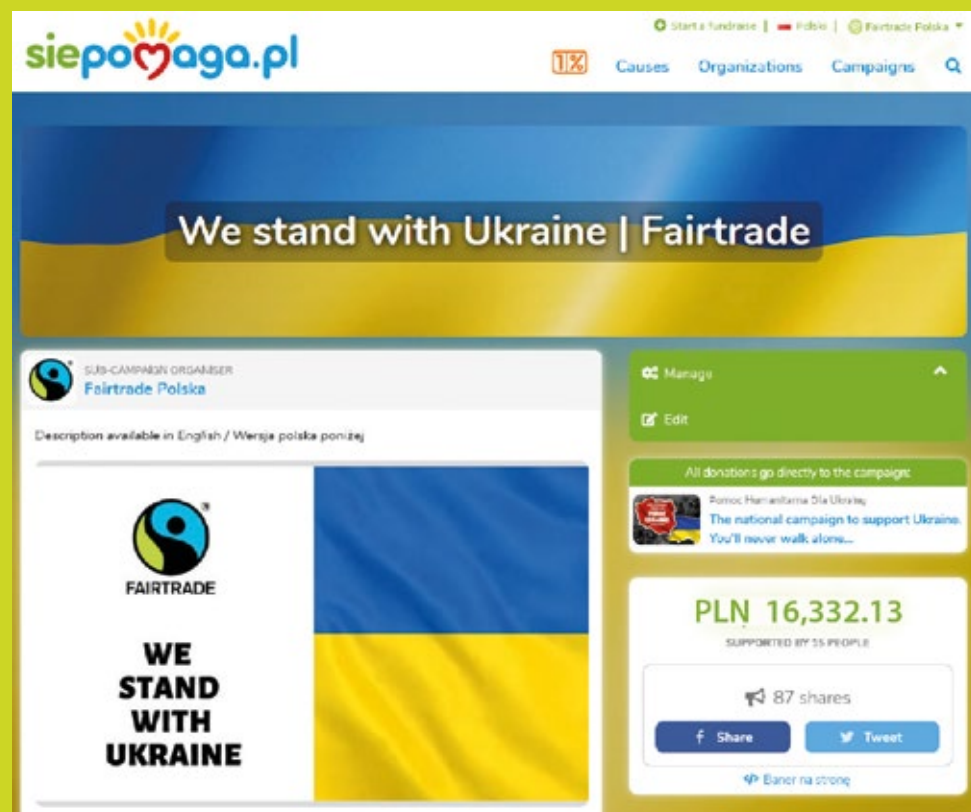


Fundraiser for Ukraine

Since the beginning of the Russian aggression in Ukraine, our entire team has been involved in helping refugees and victims of the war. We have also decided to call for concrete assistance from the Fairtrade community outside Poland. To this end, we launched a fundraiser that ran throughout the Fairtrade Month campaign.

We raised a total of PLN 16,332. This amount was distributed entirely between the Polish Humanitarian Action and the Polish Center for International Aid. These are humanitarian organisations that undertake aid activities in a professional and organised manner. We would like to thank everyone for their involvement!

For more: www.fairtrade.org.pl/r22/znu



Polska Akcja Humanitarna



photo by Polska Akcja Humanitarna

Polish Humanitarian Action about us:

“We observe with satisfaction how the Foundation activities expand the group of people who consciously reach for Fairtrade certified products.”

When providing humanitarian aid and implementing development projects in the Global South, we have seen many times how important it is for local communities to use Fairtrade solutions by small farmers or cooperatives. For this reason, we decided without hesitation in 2013 to co-establish the “Fair Trade Coalition” Foundation. We observe with satisfaction how the Foundation activities expand the group of people who consciously reach for Fairtrade certified products. Also, in our activities in the educational sphere, we try to show how our consumer choices can change people's lives for the better.

After the outbreak of the full-scale conflict in Ukraine, sensitivity to human needs was expressed through fundraising during the Fairtrade Month campaign. The funds raised made it possible to support local communities in need, both in Poland and internally displaced people in Ukraine.

Grzegorz Gruca, Vice-President of PAH's Management Board

3. Meetings and events

Fairs, conferences and other meetings

Everyone Initiative – Article 5 – Globalisation (13.05.2022)

On the initiative of the Polish Institute for Human Rights and Business, a discussion panel on human rights was organised with the participation of 24 representatives and representatives of NGOs, including, among others, the former ombudsman, Dr Adam Bodnar. The starting thesis was:

"Everyone has the right to be offered only those goods and services that are produced and provided with respect for universal human rights."

Our position supported the Everyone initiative. We believe that companies work better when they operate within a well-defined legal framework. The real costs of producing a given product are too often shifted to the weakest links in the supply chain (i.e., for example, farmers and workers from continents such as Africa, Asia or South America). Such a situation contributes to a greater stratification of societies, destabilising the social, economic and political situation in the world.

Final Gala of the Competition for the title of "Benefactor of the Year 2022" (2.06.2022)

The 25th edition of the Benefactor of the Year Competition is an event in which socially committed companies are recognised. Last year's event was held at the Sofitel Hotel in Warsaw. It was attended by representatives of companies, organisations associating companies and CSR experts – a total of about 150 people who had the opportunity to learn about Fairtrade products and materials on this subject.

30th Anniversary of Fairtrade Deutschland (9-10.06.2022)

On 9-10 June 2022, we were honoured to participate in the celebrations for the 30th anniversary of Fairtrade Deutschland, a partner organisation of Fairtrade Polska.

On the first day, the Fairtrade Awards were presented, specifically to honour companies and organisations for their contribution to promoting the values of Fairtrade. Social initiatives and school students' projects undertaking specific actions for farmers from the countries of the Global South were also recognised. The nominees and winners of the Fairtrade Awards Gala can be found at: <http://fairtr.de/kLa>

Speakers at the evening gala included, among others, Sandra Uwera, current Global CEO of Fairtrade International. An important highlight of the programme was the farewell to Dieter Overath, CEO of Fairtrade Deutschland. The invited guests emphasised his invaluable contribution to the development of the Fair Trade movement and the Fairtrade organisation itself. You can read more about Dieter in the section Meeting Dieter Overath.



BioExpo Warsaw trade fair (6-8.10.2022)

The BioExpo Warsaw International Trade Fair for Organic Food and Products brings together producers, buyers, speciality shop owners and food and multi-branch wholesalers. At our stand, we presented products with Fairtrade and organic farming certificates available on the Polish market. The trade fair held in Nadarzyn near Warsaw was an opportunity to meet companies that have a Fairtrade certificate or a licence to use the mark. Such events are also an opportunity to establish new business contacts and promote the Fairtrade system.



"Charity Stars" Charity Ball (22.10.2022)

The "Charity Stars" plebiscite aims to appreciate socially-committed people known from the worlds of theatre, cinema, art, television, the internet, sport and music. We have become involved in this event as a Supporting Partner. The participants at the charity ball were provided with Fairtrade certified coffee, tea and sugar. We also provided Fairtrade products for gift sets. A "Fairtrade for People, for Climate" roll-up display was placed next to the Fairtrade coffee and tea machines. In addition, folded leaflets with information about Fairtrade were placed on the coffee tables.



"Open Eyes Economy Summit" Congress (22-23.11.2022)

The International Congress of the Economy of Values of Open Eyes Economy Summit took place at the ICE Krakow congress centre and brought together prominent persons from the worlds of science, economy and culture. All participants in the Congress were served Fairtrade certified coffee, tea and sugar. In addition to us, products were also supplied by our partners: J.J. Darboven Poland Sp. z o.o. and Miko Pac Sp. z o.o. At the invitation of the Foundation, Sugumar Raman, Director of Operations at FLOCERT, a certification body that audits and verifies farmer cooperatives and companies for compliance with Fairtrade standards, came to the Krakow event. During the meeting with Sugumar Raman, it was possible to learn more about the Fairtrade certification process and how FLOCERT verifies the implementation of Fairtrade standards. The latest data on the Fairtrade market in Poland were presented by Michał Bryda-Przybyszewski. The meeting was hosted by Zbigniew Szalbot, Member of the Management Board of the Foundation – Fairtrade Polska.



KokoWorld study visit to India (30.10-04.11.2022)

Agata Kurek, the owner of KokoWorld, a company offering Fairtrade cotton clothing, together with the representatives of the Fairtrade organisation and their licensees, took part in a study visit to the Pratibha producers organisation. The participants visited a gin plant, a seed cultivation project and a school funded by the Fairtrade premium. Moreover, Agata visited textile producers – Aadhava Apparels.

"Today we are visiting a school that was just built with the Fairtrade premium. (...) There was no school here before. The nearest one is 20 kilometres away, which means that no child could go to it because people cannot afford it. Not only was the school built, but there is a whole bus system that takes the children every day. These are such real, tangible advantages [of Fairtrade] that you can see here." – Agata Kurek reported on the spot in a video recorded while visiting the school.



KiermaSH fashion fair (17-18.12.2022)

KiermaSH is a well-known brand of the Krakow fashion and design fair. In the KiermaSH Winter edition, thanks to our cooperation with Namaqua, we created a stand with products with the FAIRTRADE mark of brands such as Pontiki, Fairpants, Fairsquare. The stand also offered the comic book "Fairtrade. Shopping for a better world" and other of our information materials.



photo by Namaqua



Educational activities

As part of our capabilities, we support educational establishments that invite us to classes as speakers. Where possible, we appear in person. If there is a significant distance separating us, we connect remotely.

CSR Manager postgraduate studies (14.05.2022)

As a partner of the CSR Manager postgraduate studies at the Wrocław School of Banking, we met with students at classes during which we presented not only the Fairtrade system, but also the Fairtrade-related CSR elements, which the company can report in its activities.

The classes were attended by representatives of several companies offering Fairtrade products, thanks to which the students could get to know the perspective of practitioners.

Meeting at the Krakow University of Economics (13.06.2022)

As part of the Sustainability Days initiative at the Krakow University of Economics, Michał Bryda-Przybyszewski took part in a talk on Fairtrade for a group of students.

Meeting with students of the Montessori Secondary School in Krakow (27.10.2022)

Magdalena Pastuszek and Michał Bryda-Przybyszewski gave a presentation on Fairtrade for the secondary school graduation class of the Righteous Among the Nations Catholic Montessori Secondary School in Krakow. The meeting was held at the registered office of our Foundation.

The participants were served refreshments prepared from Fairtrade certified products.



Classes with students from the Wrocław University of Economics and Business (26.11.2022)

At the invitation of the Wrocław University of Economics and Business, representatives of Fairtrade Polska presented the most important aspects of Fairtrade certification and the benefits it offers to farmers and workers.

Moreover, the classes were attended by representatives of two companies offering Fairtrade products. Agnieszka Bińkowska of Szczypta Świata, the creator of the Pizca del Mundo brand, talked about her experience in cooperating with Fairtrade farmers. Paweł Białas of Texet, a company offering Fairtrade cotton clothing to companies, talked about the values behind the Cottover brand.

Other interesting events

Last year, there were several events where participants used Fairtrade certified products. Four of them are described below.

Charity Zumba (27.03.2022)

The purpose of the event was to raise funds for people with Down's Syndrome – wards of the SZANSA Foundation from Świętochłowice. Due to the outbreak of full-scale war, the organisers allocated half of the raised funds to help refugees from Ukraine.



photo by fb.com/StowarzyszenieSzansaKatowice

Fair Trade Day at the Jan Kiliński School Complex No. 31 in Warsaw (13.05.2022)

A Fair Trade Day was organised at the Jan Kiliński School Complex No. 31 in Warsaw. During the picnic, students had the opportunity to learn what Fair Trade is. There was also a "Fair Trade Football" Keepy-Uppy Challenge.

Fairtrade at the Oborniki Śląskie sports club (25.06.2022)

The children of the football club Bór Oborniki Śląskie, where about 120 children train, took part in a talk about the idea of Fair Trade on the occasion of the end of the summer season, and Fairtrade certified balls were used as prizes to be drawn in a competition whose theme referred to Fairtrade.



photo by Tomasz Osirski

Fairtrade cafe "Black Gold" at the Polish Olympians Primary School No. 35 in Toruń (21.11.2022)

At the end of November, the Polish Olympians Primary School No. 35 in Toruń organised an event called the Fairtrade Cafe "Black Gold". The event talked about what Fair Trade is and ensured that a wide range of Fairtrade certified products. The target group was not only pupils and teachers, but also invited guests, including parents of the school's pupils and representatives of the authorities of the city of Toruń.



Inspirations



First aid training course (13-14.10.2022)

During one of the quarterly meetings of our entire team, a training course on the principles of providing first aid in the Emergency First Response system was held, conducted by a qualified medical rescue worker.

Members of the Foundation team learnt about the latest first aid guidelines and principles, improved their CPR techniques and learnt how to use the AED defibrillator. We hope that we will never have to use the acquired knowledge in practice, but it is worth refreshing these principles!



photo by Anna-Maria Langer

Meeting with Dieter Overath (14.11.2022)

Dieter Overath is one of the pioneers of the Fair Trade movement, the first and long-term director of Fairtrade Deutschland. On 14.11.2022 – at our invitation – Dieter met with us and the staff of Fairtrade Czech Republic. Dieter shared his practical experiences of how he has developed the Fairtrade market in Germany since 1992 – and indeed his experience is considerable! After 30 years of activities, more than 90% of German consumers recognise the Fairtrade mark, and in 2021 alone, German consumers generated more than EUR 40 million (about PLN 180 million) in Fairtrade premium for farmers in countries where Fairtrade operates, thanks to their purchases of Fairtrade certified products.

4. Media activities



Radio and television interviews

In 2022, we gave a total of 23 interviews in the media, of which the subject of the situation of farmers and workers cultivating cocoa was by far the most popular. This was the aftermath of a press release entitled "Bittersweet Secrets of the Chocolate Industry". We wrote about the fact that as many as 60% of cocoa beans on the world market come from Ghana and Ivory Coast. It is hot and humid enough for the beans to grow. Cocoa cultivation is a source of livelihood for 5.5 million farmers and about 40 million plantation workers (according to the Fairtrade Foundation). The work is extremely demanding – cocoa trees are fragile and sensitive to climate change, so farmers need to protect the trees from too much wind and sunlight, as well as from pests and diseases.



Podcasts

At the invitation of Lidl Polska, we took part in the podcast "Dobry temat! [Good topic!]" by Karol Okrasa. The conversation was about what Fairtrade is, how it works and how consumers can support the creation of a more sustainable world through responsible choices.



Social media

We are present in the following social media:



/FairtradePolska – **28 632** followers



/FairtradePolska – **3 009** followers



/FairtradePolska – **466** followers



/FairtradePolska – **384** followers

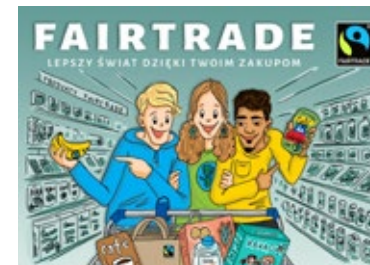


Last year, our posts only on Facebook and Instagram platforms reached a total of 5,232,496 users.

In addition, we recorded 299,943 page views of our website www.fairtrade.org.pl. Our mailing list had 5,517 recipients.

5. New materials

These are some of the materials we released in 2022. If you want to learn more, download individual materials from our website.



Comic book about Fairtrade

Graphic design and typesetting: Aneta Skórnicka
Text: Agnieszka Zientarska

Take a journey with Marta, Tom and Carlos to visit the cooperative where Carlos's parents grow Fairtrade certified coffee. Discover with them why it is worth choosing Fairtrade!

For more: www.fairtrade.org.pl/r22/mkof

Leaflet on cocoa

440,226 small farmers (91% of them in Africa) affiliated to 394 producer organisations grow Fairtrade certified cocoa.

For more: www.fairtrade.org.pl/r22/mkkf

Leaflet on coffee

There are 656 Fairtrade certified coffee producer cooperatives worldwide.

15% of Fairtrade coffee farmers are women.

For more: www.fairtrade.org.pl/r22/mkwf

Leaflet on bananas

36,482 people associated in 258 cooperatives are involved in the cultivation of bananas with Fairtrade certificate. 37% of them are women.

For more: www.fairtrade.org.pl/r22/mbf





Fairtrade Polska
in social media:



www.fairtrade.org.pl