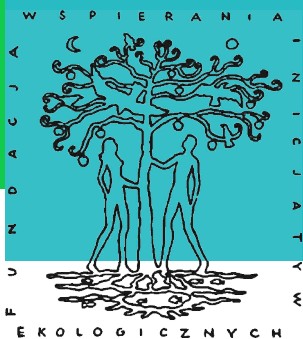


# Professionalisation on Polish NGOs activity in Fair Trade



Project realised by **Foundation for the Support of Ecological Initiatives (FWIE)**, in partnership with **Polish Green Network** and **EFTE Group Warsaw**, donated by **Foundation Education for Democracy** in the framework of **Polish Foreign Ministry Development Aid Program** in 2008.



## INTRODUCTION

Fair Trade products are barely present in Poland, although it is one of the big, relatively developed European market, Polish society becomes prosperous and the authorities subscribe to Millenium Development Goals, as well as contribute to development aid.

FWIE identifies 3 problems, that hinder Fair Trade in Poland:

- dispersion of environment of involved NGOs
- lack of common strategy and therefore structure
- lack of professionalism among involved subjects

This refers to NGOs relations with consumers, producers and retail.

## Seminar for persons involved in Fair Trade in Poland.

Will take place **8-9 (Sat-Sun) of November 2008** in Warsaw. It will consist of the lectures of foreign experts and workshops, which should result in manuals for the different Fair Trade players: NGOs, retailers and manufacturers. Lecture content and workshops topics are adjusted to advanced level and participants will receive handouts in advance.

## OBJECTIVES

The project is designed to tackle those obstacles. Its objectives are:

- to integrate engaged organisations, facilitate networking and establish permanent contact channels
- to rise the level of knowledge of involved organisations, provide detailed information and encourage experience exchange with the foreign Fair Trade subjects
- to come up with the strategy for Fair Trade in Poland, report the current situation, identify potential target groups, figure out methods to reach them and publicize manuals for involved subjects

# Schedule

DAY I

8 XI

9.00	breakfast
Lectures of foreign guests*:	
Source of information and an opportunity to ask questions for persons involved in Fair Trade.	
10.00-11.00	<b>Johanna Phillips (FLO International):</b> Fairtrade structures under the FLO Int. umbrella and the certification process
11.00-12.00	<b>Dieter Overath (Transfair Germany):</b> Labelling Initiatives - how do they emerge, what are their tasks and how they operate.
12.00-12.20	coffee break
12.20-1.20	<b>Hannah Reed (Fairtrade Foundation):</b> Fair Trade promotion through the education and marketing activities.
1.20-2.00	<b>Jiří Hejkrlik (Czech Fair Trade Association):</b> Presentation Fair Trade situation in Czech Republic, Association activity and its current position with FLO and IFAT.
2.00-3.00	lunch
3.00-6.00	Workshops:
Group work to produce the manuals or reports on different aspects of Fair Trade.	
1	<p style="text-align: center;"><b>g r o u p</b></p> <p><b>How to reach consumers?</b></p> <p>Moderators: Hannah Reed (Fairtrade Foundation), Małgorzata Krzystkiewicz Educational-promotional campaign targeted at polish market.</p>
2	<p style="text-align: center;"><b>g r o u p</b></p> <p><b>How to develop sales?</b></p> <p>Moderators: Mariska Przyklenk (Transfair Germany), Maria Huma, Justyna Szambelan Presentation of the retailers. Discussion on the current market, possibilities and needs of retailers interested in Fair Trade goods.</p>
3	<p style="text-align: center;"><b>g r o u p</b></p> <p><b>How to support importers and manufacturers?</b></p> <p>Moderators: Johanna Phillips (FLO International), Andrzej Żwawa, Marcin Gerwin Certification of polish Fairtrade products. Role of the possible national Labelling Initiative.</p>
6.00	dinner

8.00	breakfast
Participants presentations:	
9.00-10.30	Review of workshop outcomes.
10.30-11.00	<b>Wojciech Zięba (Association "Third World and Us"):</b> Presentation.
11.00-11.30	<b>Aneta Jerska (Sprawiedliwy-Handel.pl):</b> Presentation.
11.30-12.20	Discussion about Fair Trade market in Poland.
12.00-12.20	coffee break
12.40-3.00	Presentations of polish NGOs interested in education and promotion of Fair Trade in Poland. Discussion.  <b>How to cooperate?</b>  Is it possible to carry out the bigger and broader campaigns together? Channels of experience exchange to share the know-how in educational and promotional actions.  <b>How to coordinate the actions?</b>  How to increase the coherence of Fair Trade movement in Poland. Debate on the national Labelling Initiative issue.
3.00	lunch

\* The lectures will be translated consecutively.

## CONTINUATION

The website [www.fairtrade.org.pl](http://www.fairtrade.org.pl) will be launched. The materials produced on the workshop will be published there, as well as the report from the meeting. The website, as well as mailing list, should serve as a platform for contact for persons and organisations involved in Fair Trade in Poland. The aim is to initiate cooperation in Fair Trade promotion and prospectively setting up its structures.

### Practical information

date: **8-9 (Sat-Sun) November 2008**  
venue: **Centrum Partnerstwa Społecznego DIALOG,**  
**ul. Limanowskiego 23 (Warszawa)**  
**+48 22 380 50 00; +48 22 380 50 20;**  
(map attached)

The accommodation and catering are in the same location.

The contact persons:

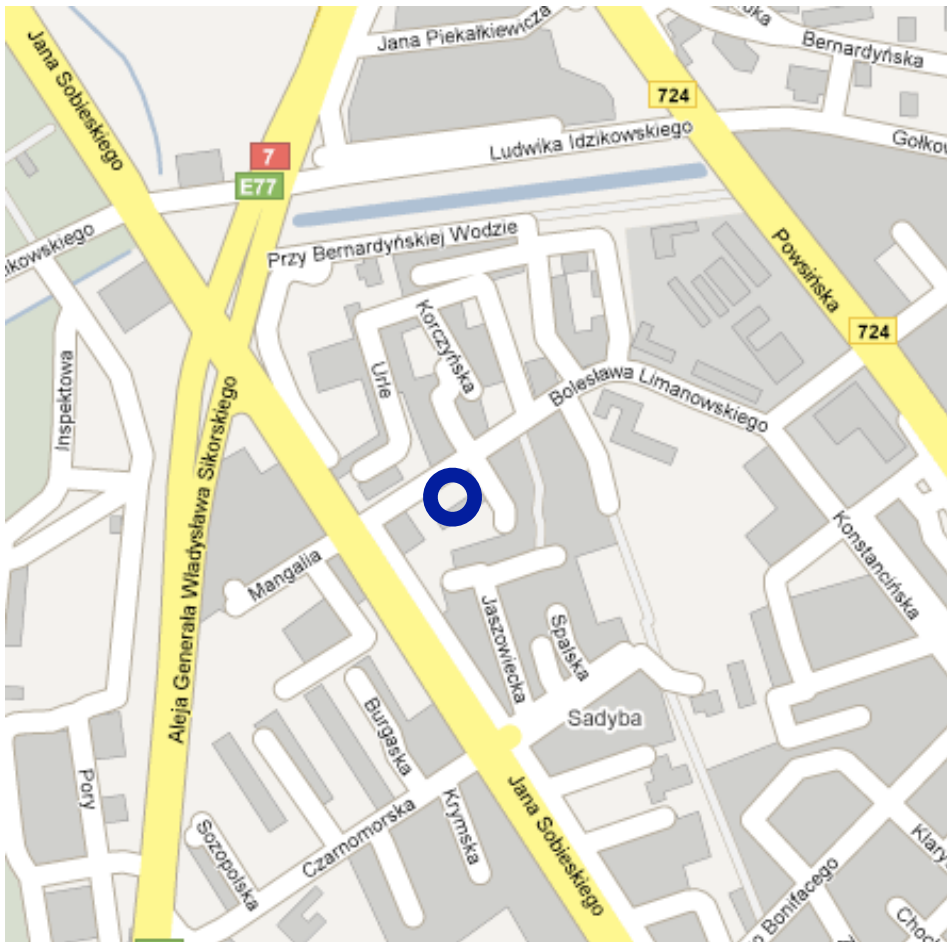
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# MAP

## location of the venue



Centrum Partnerstwa Społecznego  
DIALOG

ul. Limanowskiego 23 (Warszawa)

+48 22 380 50 00;

+48 22 380 50 20;

