

# Fair Trade in Poland

## Achievements, Plans and Hopes for the Future



# General Picture

- Gemius (a Market Research Company) ran a survey commissioned by Polish Fair Trade Coalition.



# General Picture

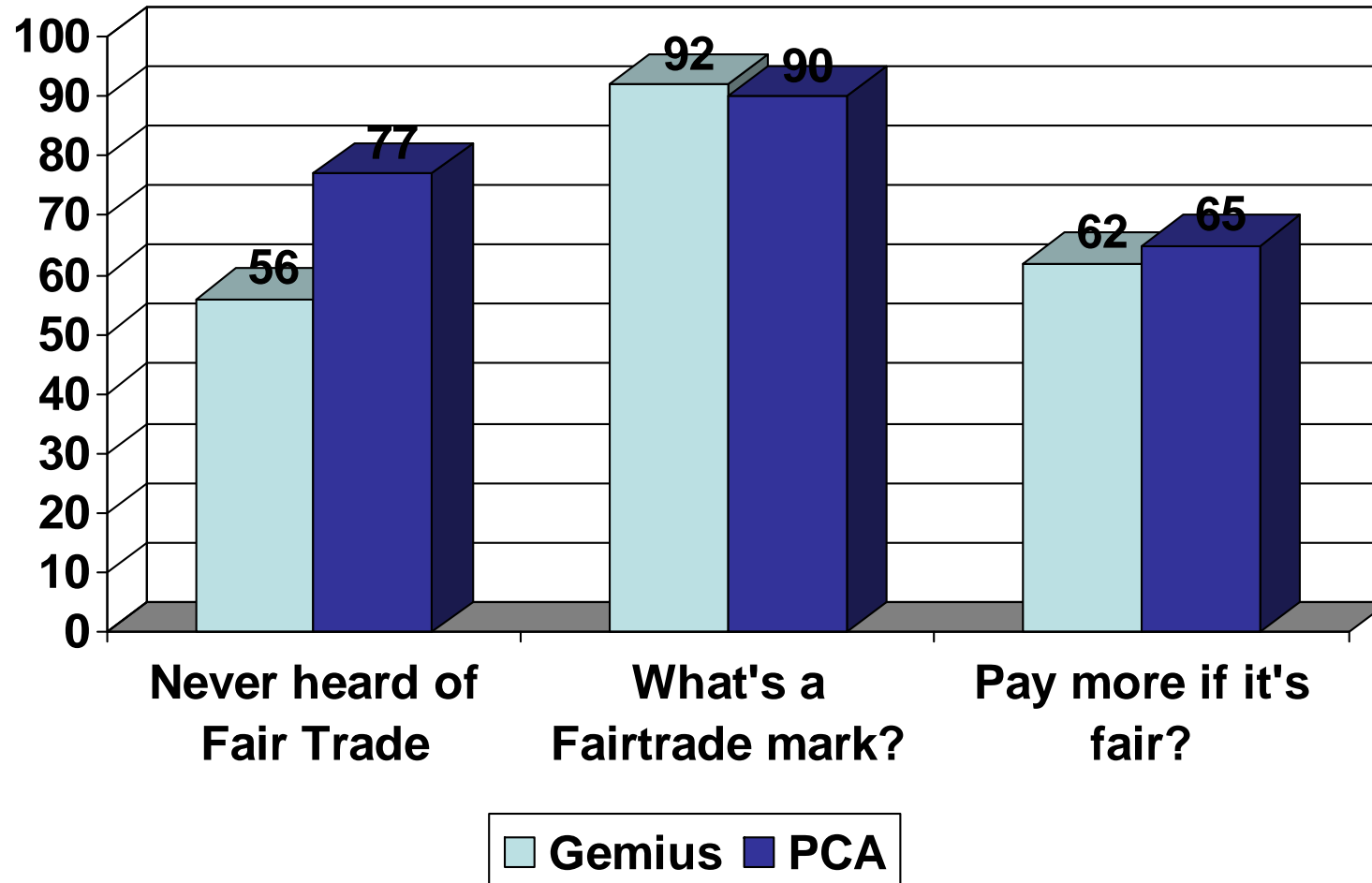
- Another excellent source of information is the report on Fair Trade in Poland carried out by Polish Consumers Association.



**Sprawiedliwy Handel w Polsce**  
Stan obecny i perspektywy rozwoju



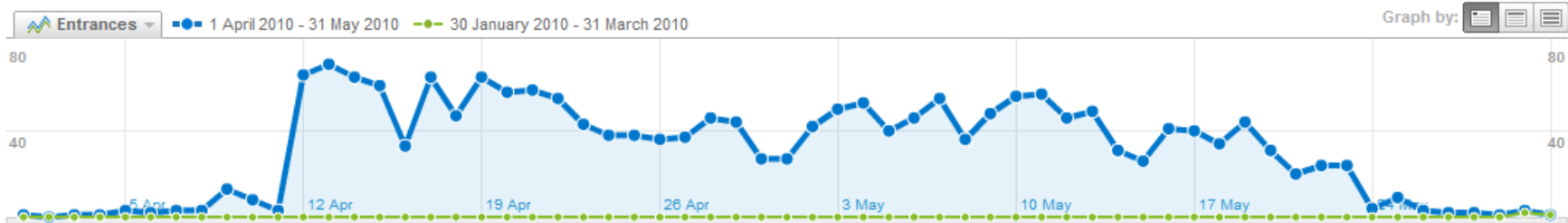
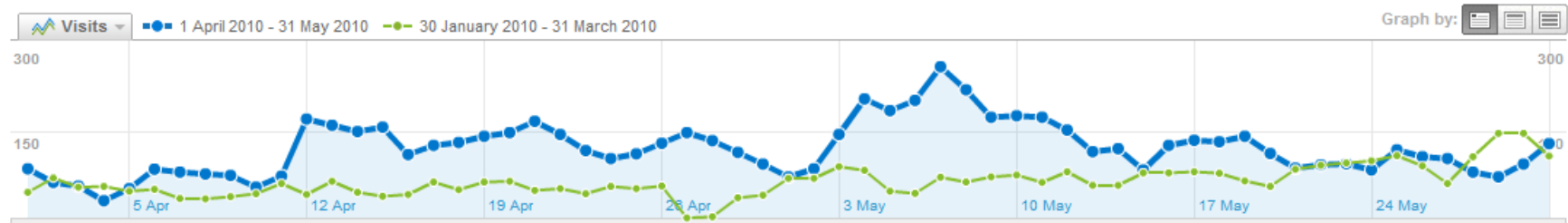
# General Picture





# Promotion Channels

- 6-week Online Fair Trade Campaign





# Promotion Channels

www.fairtrade.org.pl

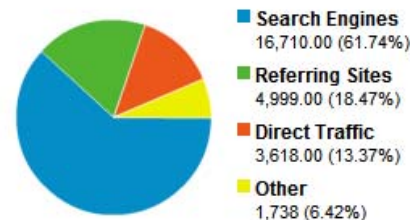
email: fairtrade@fairtrade.org.pl

- Online Google Adverts
  - Started in May
  - 2,429 click-throughs
  - Coffee, Cacao, Chocolate, Fair Trade

Site Usage		Goal Set 1			
Visits	16,710	Pages/Visit	3.11	Avg. Time on Site	00:03:06
% of Site Total: 61.74%		Site Avg: 2.89 (7.67%)		Site Avg: 00:03:05 (0.74%)	
Source	Visits				
1. google	16,499				
2. onet	63				
3. bing	54				
4. search	42				
5. yahoo	21				
6. aol	11				
7. ask	10				
8. images.google	5				
9. wp	5				

All traffic sources sent a total of 27,065 visits

- 13.37% Direct Traffic
- 18.47% Referring Sites
- 61.74% Search Engines





[www.fairtrade.org.pl](http://www.fairtrade.org.pl)

[email: fairtrade@fairtrade.org.pl](mailto:fairtrade@fairtrade.org.pl)

# Regular Events

- World Fair Trade Day
  - 4th time in Poland
  - 29 events all over the country
  - A special guest – John Kanjagaile from Tanzania (Kagera Cooperative Union)



Indicate here the name of the event you organise  
Date and schedule  
Venue of the meeting  
Add who is participating on it  
Mention the organizers and/or sponsors

Place here  
your logo





# Regular Events

- Slot Art Festival
  - Gathers 4-5,000 young people
  - Brings together many Fair Trade organizations
  - Gradually increases Fair Trade ingredients in its programme







# Planned Campaigns

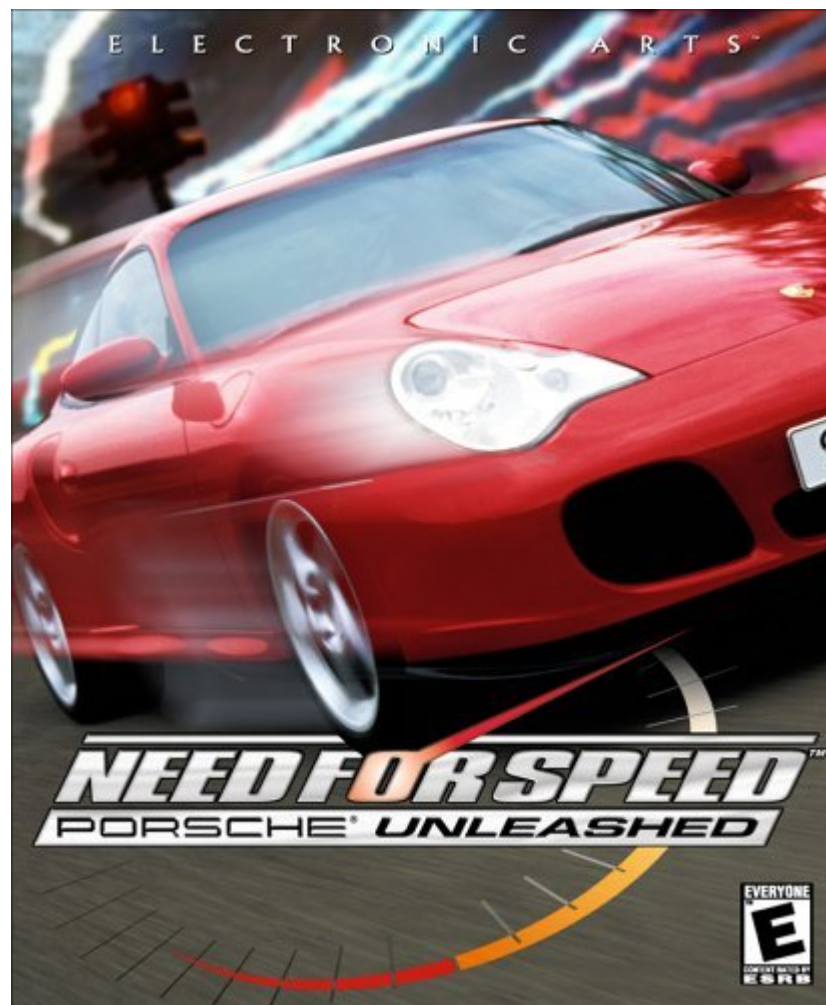
- Fair Trade Towns
- Fair Trade Schools/Universities
- Fair Trade Faith Communities
- Euro 2012 in Poland
- Becoming a Fairtrade Marketing Organization for FLO International



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# Need for Speed



Koalicja  
Sprawiedliwego  
Handlu