



Fair Trade in the Czech Republic

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Czech Fair Trade Association

Czech Fair Trade Association

www.fairtrade-asociace.cz



Czech Fair Trade Association



- National Fair Trade Platform
- Established in 2004
- 8 members: 4 NGO's & 4 Ltd's
- 1,25 employee
- 4-members Board
- Turnover in 2010: 31 000 EUR
- FLO Marketing Organization
- WFTO member
- FORS member
- Member of QualiFair consortium

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Czech Fair Trade Association



- Networking
 - Sharing information and experience
 - Business atmosphere based on ethical principles
- Monitoring of Fair Trade market
 - FT labels monitoring
 - Trade statistics
- Awareness raising
 - FT promotion
 - Campaigns
 - Capacity building
 - Lobbying



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- Main target groups:
 - Professional public
 - importers, food industry, retailers
 - Members
 - Media
 - Public institutions
- Financing in 2010:
 - 12 000 EUR – Czech MFA
 - 10 000 EUR – EC – LLP
 - 9 000 EUR – FLO FT licensing fees



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Fairtrade Marketing Organization since 2009

- ⇒ Promotion of Fairtrade in CZ
- ⇒ Control and monitoring of Fairtrade Mark
- ⇒ Administration of Third Parties Agreements
- ⇒ Facilitation and administration for Czech licensees
- ⇒ Support and networking of new developments within Fairtrade



Czech Fair Trade Association

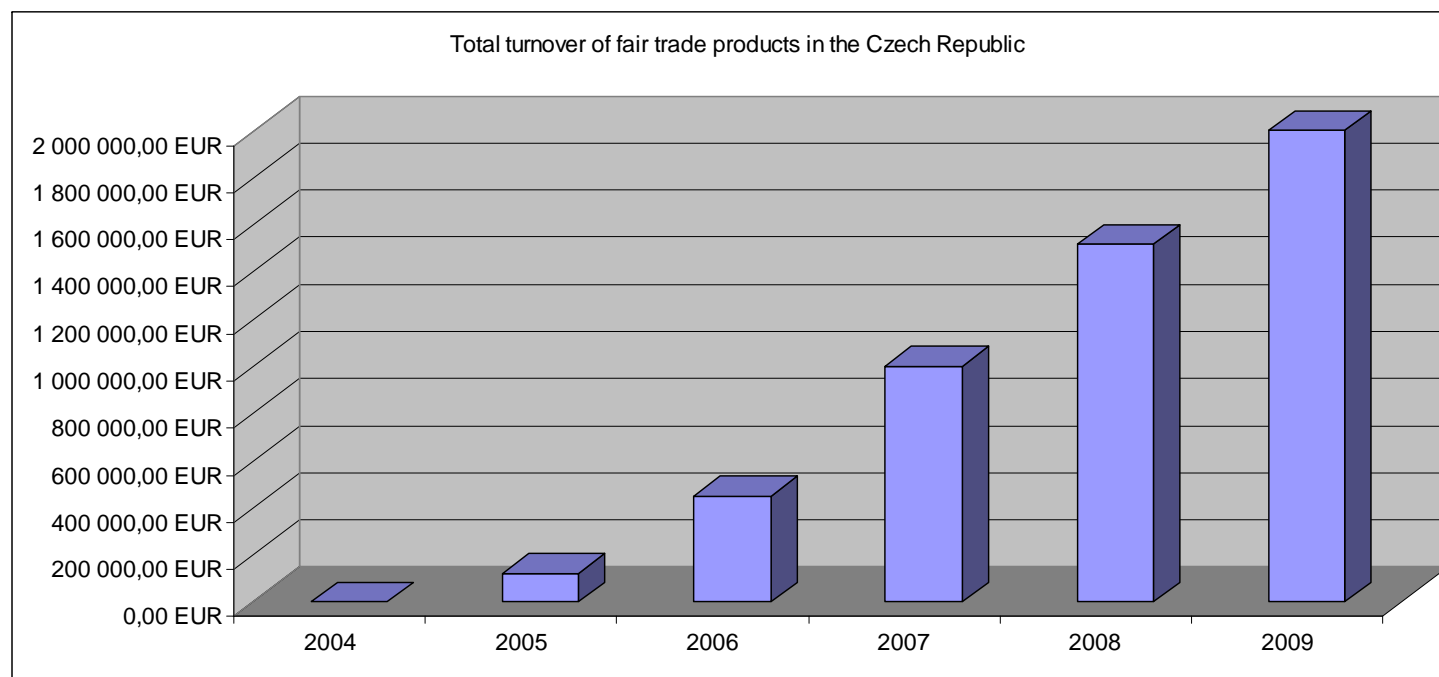
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Czech Fair Trade Market



- Retail sales - 2 million € (2009)
- Growth rate - 22 % (2009)



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Czech Fair Trade Market

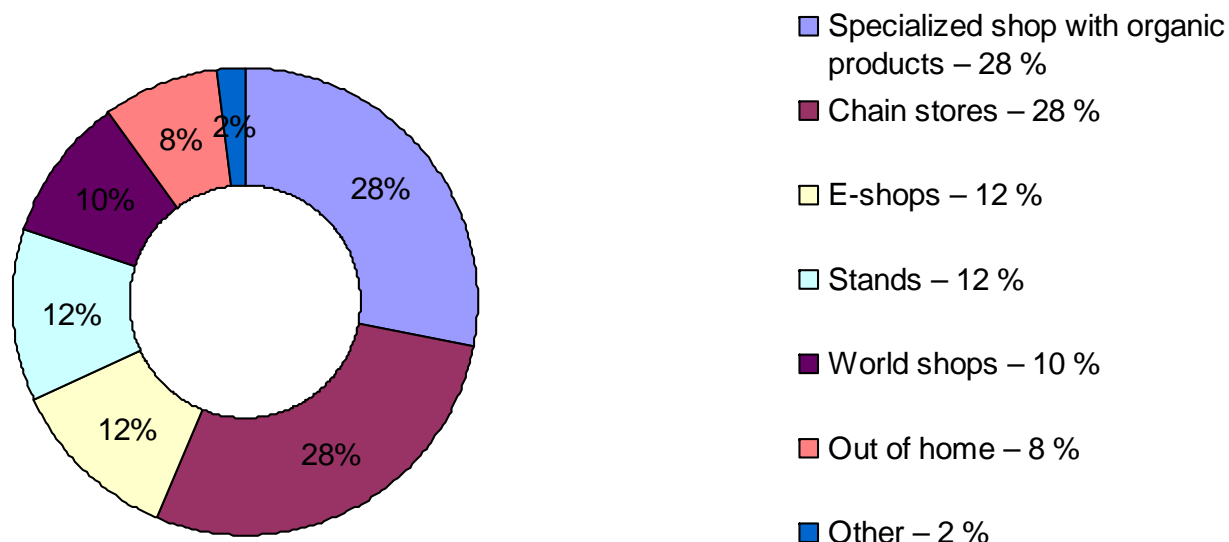


Sells points – growth of big retailers

In 2008 chain stores – 15 %

Fairtrade sells points in 2009

Source: Czech Fair Trade Association 2010



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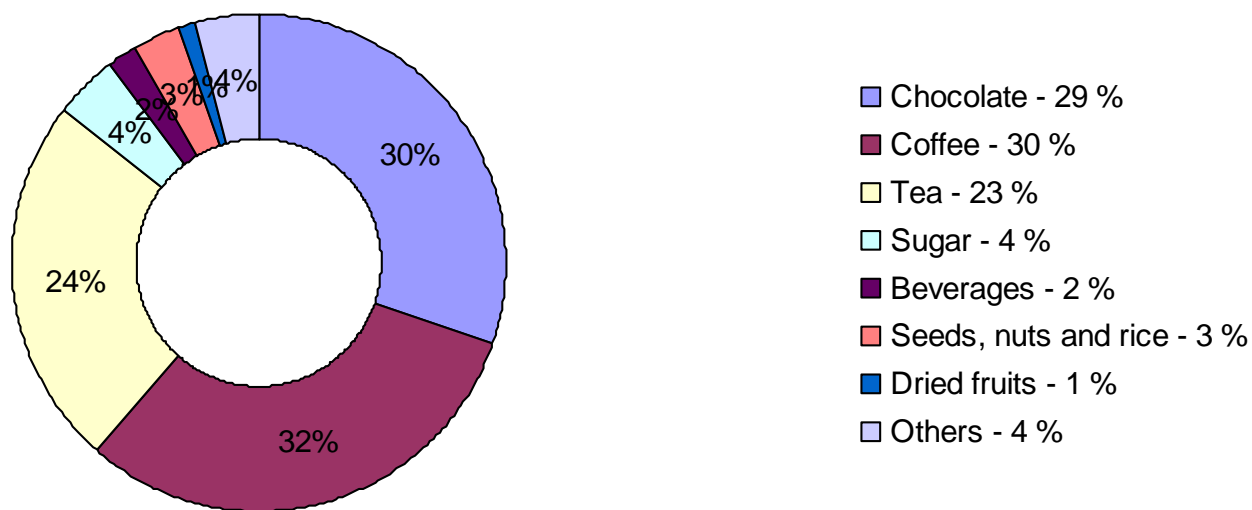
Czech Fair Trade Market



- Aprox. 300 different food products

Volumes of Fairtrade products (2008)

Source: Czech FT Association 2009





Czech Fair Trade Market



- 7 (members of Association) Fair Trade importers
- 80 % products with Fairtrade Mark
- 98 % of products are re-imports from
 - Germany (El-Puente, GEPA, DWP)
 - Austria (EZA, Eine Welt Handel)
 - U.K (Cafedirect)
 - France (Lobodis)
 - Italy (Commercio Alternativo)



Czech Fair Trade Market



- Few fresh food (only bananas) products and no flowers so far
- Fairtrade:
 - 2 Fairtrade licensees
 - mamacoffe s.r.o.
 - Ecumenical Academy
 - 3 Fairtrade certified manufactures
 - Coffee, sugar, rice





Czech Fair Trade Market



- Traders:



- Retailers:



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Czech Fair Trade Market



- World shops:
 - 10 Worldshops
 - 5 in Prague



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⇒ Fair Trade Week 2010 (May 8 -14)

⇒ 1st nation-wide campaign

⇒ Organized by Association and its members

⇒ Fair Trade breakfast in big cities (2,000 people joined the breakfast)

⇒ Starbucks and Ben&Jerry's joined the event

⇒ Producer tour (Tanzania, Mexico)

- Coordinated by the Association:
 - Fair Trade evenings
 - Beginning of December
 - 2010 - documentary projections and discussion at 4 universities
 - Fair Trade towns
 - Starting January 2011
- Banana, clothing, pineapples and toys campaigns
 - Organized by Society for Fair Trade
- Flowers
 - Organized by Ecumenical Academy





Promotion and campaigns



- QualiFair project
 - Education of retailers
 - Support of Worldshops
 - Partners:
 - Czech Fair Trade Association
 - Ecumenical Academy
 - DEAB – Germany
 - FINEP – Germany
 - ARGE - Austria



Education and Culture DG

Lifelong Learning Programme



CZECH REPUBLIC
DEVELOPMENT COOPERATION



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Main challenges for Association



- Internal challenges:
 - Institutional setup of the Association as a national platform
 - Stabilization of income from FLO licensing system
 - Limited resources/capacities
- External:
 - Unproportionally high FLO-CERT fees for Fairtrade certification
 - Under-developed up-market food industry and manufacturing
 - Lack of awareness of difference between FLO certified products and other Fair Trade and ethical trade systems
 - "Fair Trade" label also for products without reference to any of WFTO, FLO or internal standards