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**Fair Trade in the Czech Republic: Comparative
Analysis of Fair Trade in the Czech Republic
and Germany**

Marie Žáčková

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Plzeň, duben 2016

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podpis autora

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1 INTRODUCTION

This bachelor thesis deals with Fair Trade and, therefore, the topic contributes to the area of business studies. This theme was selected with respect to its relevance in an international trade as well as because of my personal interest. During my studies I prepared a presentation on this topic in one of my courses, and I was taken by the surprise when I discovered the fact that almost nobody in my class was aware of this social movement and, therefore, I decided to do a research on this topic.

The thesis is divided into theoretical and practical part. The theoretical part comprises of three main chapters. Firstly, there will be an explanation of a term trade and what is fair in trade. Related to this, multinational corporations will be mentioned because of their large influence and participation in an international trade. Secondly, the thesis deals with Fair Trade movement alone: its history, principles and also organisations, which are an inseparable part of affairs related to Fair Trade. At the same, there will be mentioned available Fairtrade products and their certification, which is not only important in the matter of certain required standards of products, but it gives consumers the opportunity to recognise them in shops and take part in supporting this movement. Thirdly, there will be information given about Fair Trade in the Czech Republic.

The practical part is focused on the comparison of Fair Trade in the Czech Republic and Germany and it contains four parts. In the first one, there is a brief introduction of the Fair Trade situation in Germany. In the second one, the contemporary financial reports and the financial development over the years are commented upon, following the report of information related to the popularity of products. Further, there is presented my research based on results gained from questionnaires given to the public in both countries. This research looks mainly into the awareness of public about Fair Trade, and its popularity on both sides.

According to results, the thesis is supplemented by possibilities how to improve awareness of Fair Trade.

To summarise, the goal of this thesis is to give an overview of Fair Trade movement. Later on the circumstances in the Czech Republic will be described. My own research will be aimed at popularity and awareness of Fair Trade in the Czech Republic and Germany and there will be commented on results and possible solutions how to spread Fair Trade among the public.

2 THEORETICAL PART

2.1 Trade

Before defining Fair Trade movement alone, there will be a short note about what is a trade, a few words to the origin of the word and then answering the question as to what is actually fair in trade. At the same time, multinational corporations will be mentioned because of their significant representation in an international trade.

2.1.1 Trade and its fairness

Firstly, trade is going to be defined. Trade is by definition described as a human activity that includes a change of possession of goods or services among individuals or entities in order to make an exchange for other goods or services, but nowadays in the majority of cases for money. [1] Even though we can still find earlier forms of trade, such as bartering (exchange goods or services for other goods or services) [2] in definite societies, the exchange of money appeared to be simpler and more effective at the same time. The network where all of these activities take place is called a market. [3]

Secondly, it is remarkable when we look at the history of the word “trade”. Trade did not always have the same meaning in English language, but it has changed over the years. Originally, the word trade expressed a path or track marks which were created by human feet. Later on from the 14th century, the word was used as a description for the course of a ship, or way of life. At the same time, earlier but even up to the present, it can be said to ‘follow a trade’ describing for example a work of carpenter or tailor. The contemporary meaning, that we are familiar with, came into existence in the 20th century. The distinct change of the word meaning from the way of life, to the way how to gain money,

as we all understand it today, already signalises some difficulties with this word.

When it comes to the question what is fair in trade, everyone have certain thoughts about what should and should not be happening within the trade. Trade can be also described in a different way and that is a voluntary exchange of goods or services which is done by consenting adults. Because of this description, trade and all that is happening within it is considered as fair. Unfortunately, this is not always the case. As we can tell from the usage of word “fair” in trade, it indicates that international trade does not always follow fair practices.

At present, employees in developed countries have a chance to get minimum wage for their work which gives them an opportunity to afford to have a decent life. However, this rule is not followed all over the world. Over the years, a large amount of productive force was moved from countries of the north to the developing countries. And exactly developing countries are predominantly victims of bad trading conditions and suffer the most when they are part of them. In poorest countries the poor trading conditions can bring the country in the very desperate situation. Even though it is a matter of fact that someone produces and sells products from his or her own will and who agreed to do so, marginalised producers are often forced to export their products because they appear in a poor situation caused by bad trading conditions. It happens frequently that they need those products by themselves but have to sell them in order to earn their living. In addition, they get for them the very low market price. This results in a situation that there are not enough products of definite kind in a particular country, and even not enough financial sources to cover minimal standards for living. These trading conditions are the reason why producers cannot afford decent living and why poverty is increasing. [4]

2.1.2 Multinational corporations

In this part of the thesis, the influence multinational corporations have in a supply chain will be spoken about. Supply chain, which begins with a hard work of small producers and ends at delivering of the final product to consumers, is very long, has large numbers of steps and it involves many participants. The traders have the strongest positions in it, mainly then multinational corporations. On the other hand, those who stand at the beginning of supply chain, and have done most of the work, are forced to put down the prices of goods because of other parties in the international trade.

Multinational corporations are described as firms which run their businesses in more than one country. The production facilities that belong to the particular multinational firm can be found in different countries all over the world. They are sometimes considered as large enterprises whose main aim is to maximise their profits as much as possible with no regard for the social and economic prosperity of those countries in which they operate. [5] The possibility of a widened operation in an international trade meant for multinational corporations opportunity to spread their businesses and make them larger. It included for example the opportunity to have an access to cheaper resources. [6] Multinationals are often criticised because of their activities that cause pollution and use of non-renewable resources that cause a threat to the environment. Another big advantage was that they gained access to cheap labour as in developing countries labour costs considerably less. [7]

It is highly important to speak about the matter of whether multinational corporations take part in Fair Trade, or if Fair Trade and multinational corporations compete with each other. In developing countries it often happens that big multinationals take over producers' businesses. However, nowadays social movements such as Fair Trade benefit from the fact that consumers started to be aware of environmental

and social issues in an international trade and, therefore, Fair Trade became more popular and gained individuals' support. [8] A very positive aspect is that consumers' awareness of problems mentioned above had a positive influence on actions of corporations in recent years, and some large corporations started to have an interest in Fair Trade. But even though this is definitely a positive step forward, multinational corporations are interested in making use of market opportunities rather than being interested in the reform of global trade and supporting small producers in developing countries. [9]

The difference between goals of multinationals and Fair Trade are nevertheless obvious. While multinationals are mostly concerned towards maximizing their profits, Fair Trade is oriented towards rights of small producers, and in an environmental protection.

2.2 Fair Trade

2.2.1 Definition of Fair Trade

One of the ways small producers in developing countries can access the market and sell their products is through the Fair Trade movement.

In the beginning it is important to note the difference between two expressions - Fair Trade and Fairtrade. While the expression "Fair Trade" refers to the Fair Trade movement as a whole, and subjects such as organisations that support Fair Trade, "Fairtrade" is used as a description of certification and labelling system controlled by Fairtrade International. [10]

When it comes to defining Fair Trade, there are a large number of definitions and descriptions. However, all of them share similar characteristics. As mentioned before, it does not always happen that

farmers and workers at the beginning of the supply chain receive fair trading conditions. Subjects of international trade do not put much effort in support of countries which find themselves in a poor situation. World Fair Trade Organisation discussed this issue and tried to bring changes in world trade that would benefit the poorest, but European countries and USA refused to attempt to such thing. [11] Fair Trade was established in order to change this situation.

There is a common definition which was agreed in December 2001 by the main Fair Trade networks under FINE (FLO, WFTO, EFTA and NEWS!) that says:

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, which seek greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of marginalized producers and workers – especially in the South. Fair Trade Organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.” [12]

In another words, Fair Trade is in most cases described as a social movement. This movement makes certain that producers in developing countries achieve fair working conditions, fair terms of trade and fair prices for their products, which are moreover produced in an environment friendly way. Accordingly, they can afford having better life and auspicious future for them and their families.

The term developing country refers to *“a country which is having a standard of living or level of industrial production well below that possible with financial or technical aid”*. [13] Most of Fair Trade producers come from South America (Argentina, Mexico, Bolivia, Uruguay, Peru, Colombia, etc.) and Africa (Malawi, Kenya, Ethiopia, Uganda, Ghana, etc.), but there are also countries such as Sri Lanka, Papua New Guinea,

Vietnam or India included. There are over 1.4 million farmers and workers in 1,140 producer organisations across the Fairtrade system. [14]

All that is happening within Fair Trade is based on trust and partnership between the producers and consumers. Thanks to the Fair Trade movement there is an opportunity for consumers to be part of an effective way in reducing poverty in developing countries through purchasing Fairtrade products instead of regular products during their every day shopping. [15]

2.2.2 Fair Trade products

Most of us do not usually think about where our favourite products come from, who produced them, how long or how much effort it takes to find them eventually in our local supermarkets. As Fair Trade movement focuses on developing countries, next to handcraft products, the selection of products create mostly tropical and subtropical agricultural commodities from which the larger part cannot be grown in Europe. [16]

Examples of food Fairtrade products are bananas, cocoa, coffee, sugar, tea, fresh fruit, honey, juices, rice, spice and herbs, wine and composite products. Composite products are such products which are made from more than just one ingredient such as chocolate bars or ice cream. Among non-food Fair trade products belong flowers, cotton, sport balls or gold. [17] [18]

2.2.3 History of Fair Trade

In 1960s and 1970s individuals started to be aware of unethical conditions in which producers in developing countries had to produce their favourite products. Some individuals were not indifferent to this situation and wanted to make an improvement. They travelled to those

countries in order to offer help and contribute to the development. They could have seen what negative working and living conditions farmers, traders and craftsman had to withstand. Those were usually forced to sell their products to international traders who paid them very low market price. Traders then sold those products in rich countries with a large profit.

In order to help small-scale workers, members of developing projects started to export their products by themselves. In the beginning they offered them just to members who were part of developing projects and earned money were used for further support. In that time mostly statuettes, clothes and decorations were sold.

Later in the seventies more and more developing projects came to existence. Their aim was to give small-scale producers fair terms of trade so they could live in decent living conditions. In the west, wholesalers started to support developing countries by buying their products and importing them. At the same time new networks of shops, who orientated their range of products this way, were founded. They also provided customers with printed materials about the origin of goods and producers. An effort was also put in the matter of disadvantage that must have faced women at work. [19]

Over the years many organisations were created in different countries and in the course of time an interest emerged also in food commodities. In the year 1969 Oxfam and other European humanitarian organisations opened First World Shops in Netherlands. Their aim was to contribute to promotion and create a campaign for trade reform which would increase awareness. Then farmers and activists came up with the idea to establish the first certification system, Max Havelaar, to distinguish Fairtrade products from regular products. Later on in 1989, first global fair trade network (IFAT), which is today's WFTO, was founded in order to provide advice, assistance and support to disadvantaged producers. [20]

Over all those years, Fairtrade experienced and celebrated a large development and success mainly thanks to the work of organisations worldwide. At present has Fair Trade considerable representation in international trade.

2.2.4 Fair Trade organisations worldwide

Fair Trade key international organisations represent the Fair Trade movement and ensure a communication among all Fair Trade organisations. The most important world organisations are WFTO, EFTA, FLO and NEWS!. We can often see an abbreviation FINE. It refers to an informal association of these four main fair trade networks and was created in 1998. Its aim is to enable their cooperation. [21]

2.2.4.1 WFTO (WORLD FAIR TRADE ORGANISATION)

WFTO's was created in 1989 as IFAT (International fair trade organisation) and was renamed in 2008. [22] Its goal is to support and strive for an improvement of conditions in livelihoods and communities of economical disadvantaged producers and workers. [23] WFTO is very important because it unites all subjects of Fair Trade chain from production to sale. [24] Members of this organisation are Fairtrade producers, marketers, exporters, importers, wholesalers and retailers. It acts in 70 countries across 5 regions (Africa, Asia, Europe, Latin America, and North America and the Pacific Rim) and has over 370 member organisations and individual associates. WFTO defined 10 principles of Fair Trade which will be expanded upon later. [25]

2.2.4.2 FLO (FAIRTRADE LABELLING ORGANIZATIONS INTERNATIONAL)

FLO is an „*organization which develops and reviews fair trade standards, assists producers in gaining and maintaining fair trade certification and capitalizing on market opportunities.*“ [26]

2.2.4.3 EFTA (EUROPEAN FAIR TRADE ASSOCIATION)

EFTA was officially established in 1990 after its informal cooperation which started in 1987. It is an association of ten Fair Trade importers in nine European countries (Austria, Belgium, France, Germany, Italy, Spain, Switzerland and the United Kingdom). [27]

2.2.4.4 NEWS! (NETWORK OF EUROPEAN WORLDSHOPS)

NEWS! was founded in 1994. It enables and coordinates the cooperation between Worldshops in Europe. This organisation's aim is to increase awareness of Fair Trade through different activities and campaigns such as the annual European Worldshops Day in May. [28] Worldshops are also named Fair Trade Shops. They are specialized retail outlets, and their aim is to offer and promote Fair Trade products. [29]

2.2.5 Fair Trade principles

In order to make sure that all member organisations involved in activities related to Fair Trade observe particular rules, World Fair Trade Organisation (WFTO) assembled ten principles these organisations have to follow. Observance of principles is regularly monitored and controlled if member organisations conform to them. From those principles are

obvious goals of Fair Trade as well. WFTO shares them on its official web page. [30] In the next steps these principles will be approached.

Large concern of organisations is creating social and economic opportunities for disadvantaged producers in order to enable them access to different markets from which they would be most probably excluded. Accordingly, they help them in this way from poverty and ensure sustainable development in developing countries too. [31] Sustainable development is a “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*” [32]

Members of Fair Trade organisations also secure the communication among all subjects of trading chain which makes certain that customers and producers are aware of all activities in it. Due to cooperation among members, there is always possibility to find suitable solutions if any issues arise. [33]

Another important concern of Fair Trade organisations is to look after fair trading practices which include for example following contracts, observance of payment commitments or putting effort in maintaining long term relationships. [34] At the same time, one of the fair trading practices is to respect cultural identity. That includes respecting long-term traditions that were passed down from many generations and practices or techniques used in order to make final products. Products are always made according to cultural heritage of particular country. However, Fair Trade tries to seek new opportunities that could bring equitable and positive change to producers. [35]

The main idea of the Fair Trade movement is undoubtedly that producers always have to be paid the fair price. In Fair trade exist terms such as Fairtrade minimum price and Fairtrade Premium. When we buy a coffee in a supermarket, only a small amount of money actually goes to the producer. Many growers then have to live in extreme poverty.

Fairtrade movement has developed Fairtrade certification thanks to producers' organisation receiving minimum prices for their products. [36] Fairtrade minimum price is the lowest amount of money that producers have to get for their work. This sum of money covers costs which arise while producing goods and delivering them to suppliers, which covers the cost for their respectable living. This price is then different according to each product. In a case that the market price would be higher than the Fairtrade minimum price, producers should receive the current market price. Unlike Fairtrade minimum price, Fairtrade premium is an additional sum of money that producers get extra on the top of Fairtrade minimum price with particular products. Producers decide alone how they invest this money but mostly they invest in their communities, education, social projects, health care and tools for expanding their production. [37] To give an example, producers in Pacific get for 1 MT (metric ton) of cocoa beans, which is 1 000 kg, fair trade minimum price in total amount of 2 300USD. The fairtrade premium adds up to 200USD. [38]

Another problem that arises is that there are cases when adults or even children who are legally too young to work have to do so against their will. In these situations their rights are supported and they are prevented from being part of production. [39]

There has to be spoken also about discrimination which is in Fair Trade highly prohibited. *“The organisation does not discriminate in hiring, remuneration, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/Aids status or age.”* [40]

Further, organisations ensure that producers work in safe and healthy working environment. They also look after if working hours and conditions for employees are in harmony with law. [41]

The next concern of organisations is to help producers to become independent. That includes for example helping small, marginalised producers to improve their skills in order to access markets as well as strengthen the relationships between communities and among producer groups. [42]

One of the largest goals of organisations is to increase awareness of Fair Trade movement. They provide information about themselves, Fair Trade products, producers to customers and they inform wide public about how Fair Trade can improve lives, health situation, education and environment of producers. [43]

Last but not least, Fair Trade movement was designed not only to protect producer's rights but at the same time to protect the environment. Therefore, producers are encouraged to plant their crops through environment friendly practices throughout the entire trading chain and it is excluded that environment would be harmed in any of its parts. They also focus on elimination of using of pesticides or proper recycling of materials in order to protect environment as much as possible. [44] As it can be noticed, many of fair trade products are marked as bio products at the same time.

2.2.6 Fair Trade Certification

In this chapter, the system of certification and different marks that can be seen will be explained. Certification is highly important for customers, because without it they would not be able to recognise which products fall into the Fair Trade category, and which are regular products and, therefore, they would be overlooked.

There are different ways to recognise Fair Trade products. Labels vary according to the Fairtrade Mark, Fairtrade program mark and the WFTO label.

2.2.6.1 THE FAIRTRADE MARK

The international Fairtrade certification mark was launched by FLO in 2002. On the Fair trade mark there is a person with a raised arm and in the background there is a blue sky representing potential and green representing growth. This mark symbolises a determination and positivity of producers in developing countries. [45]

Fairtrade mark is a widely recognised symbol around the world. Products which bear Fairtrade mark have to be in harmony with Fairtrade standards set by FLO. It was designed to replace all various individual national marks which were used over the years. [46]

There are two parties acting in this certification system. FLO international state rules that have to be followed, and the other one, FLO Cert, supervises their observance. [47]

Picture 1 - The Fairtrade Mark



Source: <http://www.fairtrade.net/about-fairtrade/the-fairtrade-marks/fairtrade-mark.html>

2.2.6.2 FAIRTRADE PROGRAM MARK

Fairtrade program mark is relatively a new thing. It started to appear in selected markets in the beginning of the year 2014. It was invented in order to give farmers new opportunities to sell more of their crops on the same Fairtrade Terms as usual Fairtrade products, and thus have more Fairtrade benefits for their farms and communities. It applies on production of cocoa, sugar or cotton. In this program, the producer has no longer focus on all the ingredients for one specific product. For example, supermarkets require cocoa to complete their products such as chocolate bars, breakfast cereals and other products which contain cocoa. They can buy cocoa through the Fairtrade sourcing program and offer products along with Fairtrade mark. This movement could solve the issue that only 1,2% of the cocoa in the world is sold on Fairtrade terms. In sugar and cotton it is an even lower number. Fairtrade mark differs from the new Fairtrade program mark to distinguish campaign's effort and Fairtrade certified products, but both means to buy Fairtrade products and support small-scale farmers and workers. [48]

Picture 2 – The Fairtrade Program Mark



Source: <http://www.fairtrade.net/about-fairtrade/fairtrade-sourcing-programs/fsp-overview.html>

2.2.6.3 WFTO LABEL

Another way how can customer recognise Fair Trade products is through unique international guarantee label for Fair Trade which was launched by World Fair Trade organisation (WFTO). As well as the Fair Trade mark, products which are labelled with this mark guarantee that they meet high economic, social and environmental sustainable standards. Nowadays, more than 200 organisations in 70 different countries are guaranteed and can use the WFTO label. [49]

This is a very traditional way in which origin of Fair Trade products is ensured by organisation that imports the products. The advantage of this traditional mark is the possibility to import different kinds of products. However, it is mostly about handicrafts such as decorative items or musical instruments. Those products are then available in shops specialised on Fair Trade. [50]

Picture 3 - WFTO Label



Source: <http://www.fairtrade-cesko.cz/#/fair-trade/wfto>

2.3 Fair Trade in the Czech Republic

In the Czech Republic the term Fair Trade is also known as its translation “Spravedlivý obchod”, however most of the people are familiar

with the English term. In the next steps the situation of Fair Trade in the Czech Republic will be discussed.

2.3.1 History of Fair Trade

Development of Fair Trade does not have a long history in the Czech Republic. First attempts to apply Fair Trade movement in the Czech Republic appeared in the first half of nineties. The first subject who was concerned with this matter was charity shop, Jeden svět, which was founded in 1994, and later on started to focus on Fair Trade. In 2003 organisation named NaZemi (Earlier Společnost pro Fair Trade) and Ekunemická akademie Praha were founded, which were devoted to the sale of Fair Trade products. In 2004 Czech Fair Trade organisations joined Asociace pro Fair Trade (today Fair Trade Česko a Slovensko), and the same year first Fairtrade food products were imported in the Czech Republic. From 2009 Fair Trade Česko a Slovensko takes part in international structures, and is a member of World Fair Trade Organisation and represents Czech Republic in Fairtrade International. [51]

2.3.2 Fair Trade organisations

In this chapter Fair Trade organisations in the Czech Republic will be reviewed. Fair Trade Česko a Slovensko is a marketing organisation which represents the Czech Republic and Slovakia in Fairtrade International. The original name was “Asociace pro fair trade” and was founded in 2004. Its function is to gather non-profit organisations, increase awareness of Fair Trade movement and monitoring the usage of the Fair Trade mark. All members also made a commitment to follow ethical codex which adjust relations between members, their relations to consumers and demonstrate a support of general fair trade principles.

From the year 2014, members of Fair Trade Česko a Slovensko can become just organisations, which do not focus on private enterprise. [52] [53] In next steps, activities of organisations in the Czech Republic who belong to Fair Trade Česko a Slovensko will be named and described.

2.3.2.1 ARCIDECÉZNÍ CHARITA PRAHA

This organisation provides social services in Prague and helps to those in developing countries who need it most. At the same time, they arrange a program called “Adopce na dálku ®” through which they already helped more than 30 thousand of the poorest children from Africa or India through long distance adoption. [54]

2.3.2.2 ARPOK, O. P. S.

Arpok, o. p. s. is a non-profit educational organisation which arranges educational programmes. Topics of those programmes are for example poverty, migration and responsible consumption. In their educational programmes and materials children are informed about Fair Trade.

2.3.2.3 EKUMENICKÁ AKADEMIE PRAHA, O. S.

Ekumenická adademie Praha, o. s. is non-profit and non-governmental organisation which aims to educate adults. Their way of educating is through the organisation of thematic workshops and conferences, preparation of long-term educational projects or provide consultancy. The content of programs focuses for example on culture, politics, social justice, sustainable development and importantly on relationships between North and South. They intend to create open

discussion regarding to those topics in cooperation with partner organizations in that country and abroad as well.

2.3.2.4 NAZEMI

NaZemi is a non-profit and non-governmental organisation which was until 2011 called Společnost pro Fair Trade. It advances global development education in school and outside it as well. It strives for a social responsibility of companies in all steps of supply chain and promotes Fair Trade as an effective support for poor producers and craftsman from developing countries. [55]

2.3.3 Sale of Fair Trade products

Traditionally the majority of products are bought by Czech suppliers from international Fairtrade suppliers from Germany, Austria, Italy, Great Britain, France and Netherlands. On the Czech market then appear Fairtrade products mostly from organisations such as Gepa (Germany), EZA and Eine Welt Handel (Austria), El Puente (Germany), Comercio Alternativo – Equo Solidale (Italy) and Sas Lobodis (France). [56]

Fair Trade Česko a Slovensko published an orientation material, where can be seen companies which currently supply the Czech Republic with certified Fairtrade products. When it comes to coffee distribution it is for example Starbucks, Tchibo or Mamacoffe, with ice-cream, Ben and Jerry's, with chocolate, Fair Trade Centrum, Iceland or Tony Benett and with tea, Teekanne or Segafredo Zanetti. [57]

In the Czech Republic Fair Trade products are sold mostly in hypermarkets, supermarkets, health food shops or shops with bio products, specialised Fair Trade shops, restaurants, cafés, on the internet, in drug stores and even in definite pharmacies. The website

www.stary.svetvnakupnimkosiku.cz lists, in a well arranged way, a great amount of shops in all regions of the Czech Republic where can customers purchase Fairtrade products. [58]

2.3.4 Promotion of Fair Trade

In this chapter a few ways is Fair Trade promoted in the Czech Republic will be mentioned. Among them being, for example, Fairtrade campaigns such as Fairtrade breakfast, Fairtrade towns, trade fair of Fairtrade products and others.

The first way Fair Trade is promoted in the Czech Republic is through various Fairtrade campaigns. One of them is Fairtrade towns. The aim of this campaign is to mark the town where sale of Fairtrade products is supported. There are certain standards which have to be followed to become a Fairtrade town such as availability of Fairtrade products in shops and cafés, local media have to inform about Fairtrade in their press and so on. The first Fairtrade towns in the Czech Republic were Vsetín and Litoměřice. [59] As part of the campaign of Fairtrade towns is also Fairtrade schools. There are also certain standards which those schools have to follow such as sale of Fairtrade products in the area of school, there has to be discussed topics concerning global development or they have to officially support Fair Trade. [60] Another campaign that takes place in the Czech Republic is Fairtrade breakfast. Fairtrade breakfast is a celebration which takes place on world fair trade day, which is on the 14th of May. During this event, individuals have a breakfast in a local park or square with their relatives or friends, and have a breakfast together containing Fairtrade products. [61]

In September 2015 the first mini trade fair of Fairtrade products took place in the Czech Republic. The biggest suppliers and sellers with Fairtrade certification participated on this event. The aim was to support

the sale of Fairtrade products and publicise Fair Trade movement, as well as to bring sellers new business contacts. The biggest representation showed coffee as a considerably large part of Fairtrade market in the Czech Republic creating coffee sales. Visitors were able to taste coffee, chocolate from various producers, tea, wine, ice-cream and other food products as well as Fairtrade cosmetics. [62]

Apart from events mentioned, Fairtrade is also promoted through various promotion materials such as brochures or leaflets, by lectures on topic of global development for public and schools. There is also political campaign “Volím Fair Trade” that is concerned with influence of European Union on countries of global south, and its aim is to strive for representatives who would support steps on the way to improve their situation as well as protect the environment. Another campaign is “Pěstuj planetu” which promotes responsible way of consumption of food. [63]

3 PRACTICAL PART

3.1 Fair Trade in Germany

In this part the situation regarding Fair Trade in Germany will be briefly approached. German market with Fairtrade products is considered to be the most dynamic in the world. Fairtrade products are very popular among consumers and German consumers are ready to spend considerably large amount of money on them every year. [64]

The history of Fair Trade in Germany began in 1970 when the social movement “Aktion Dritte Welt” was founded due to the critic of development policy. Thanks to organisation called GEPA, which was established later on in 1975, it was easier to sell products which until this point had to be imported from Netherlands. With increasing interest in Fairtrade products, there were already in 1985 cca. 200 Weltläden (specialized shops towards Fairtrade products). One year later there was established BanaFair e.V. which enabled small producers to import and sell their bananas without dependence on multinational concerns. Subsequently in 1989, GEPA enabled distribution channels to be widened and from this point Fairtrade products were available not just in Weltläden but also in supermarkets. Establishment of organisation TRANSFAIR in 1992 enabled larger support for producers from developing countries and extension of Fair Trade in Germany. After that in 2001, there was emerged first Fairtrade campaign called Faire Woche. [65]

In Germany can be found various stores where can customers purchase Fairtrade Products such as in supermarkets (REWE, EDEKA), hypermarkets (Kaufland, Real), discount stores (Lidl, Aldi), department stores (Kaufhof), drug stores (dm, Rossmann), chains and shops with ecologically grown products (Denn’s Bio, Basic), specialized Fairtrade shops (Weltläden) and of course on the Internet. Fairtrade products have a large representation when it comes to food facilities as well. They are

sold in coffee shops, restaurants, cake shops, canteens and even in planes. [66]

When it comes to the promotion of Fair Trade in Germany there is large amount of campaigns which were established in order to support and promote this movement. Some of them are for example Faire Woche, Fairtrade-Rosenaktion, Banana Fairday, Fairtrade Towns, Fairtrade Schools and Fairtrade Universities, Fairtrade Frühstück and many others. [67] Besides that, there are other ways how is Fair Trade promoted such as trade fairs, articles on the internet or in newspapers, promotion materials such as brochures, lectures on various topics in schools or for public related to topics regarding Fair Trade, promotional stands in shops and large amount of articles on the internet.

3.2 Comparison of financial reports

In following steps on financial reports in the Czech Republic and Germany where sales are presented are commented upon. Stated information about sales is shown by products which bear Fairtrade mark as by other products arises no obligation to provide this information and therefore there is no possibility to gain precise information. Ascertained sales in the Czech Republic will be converted from Czech Crowns into Euros by current exchange rate. Furthermore, there will be introduced which products are according to financial report the most favourite among consumers.

3.2.1 Czech Republic

The development of sales in the Czech Republic has not been monitored from the early beginning when first products were sold and therefore there is no financial report that could indicate this information.

The observation of sales was first monitored in 2005 when the sale of Fairtrade products reached 111 243 Euros. Over the years, thanks to the increasing offer of Fairtrade products, their availability and consumers' awareness, consumers spent on Fairtrade products in 2014 more than 7,5 million Euros, which was 17% more compared to the previous year. The largest growth over the years was noted in 2013 when sales increased by incredibly 54% compared to 2012.

The Czech consumers' most favourite Fairtrade product is coffee. Next are products made of Fairtrade cotton, cocoa, chocolate, tea, processed products, cosmetics or drinks. [68]

3.2.2 Germany

The development of sales in Germany has been monitored from 2004. In 2004 sales reached 58 million Euros, and in 2014 consumers spent on Fairtrade products more than 827 million Euros. The growth increased by 26% compared to the previous year.

In Germany the most favoured products are coffee, flowers and bananas. Other products that have a large representation on German market are products made of cotton, fruit, fruit juices or even sport balls. [69]

3.2.3 Concluding remarks on financial reports

In conclusion, over the years there was a steady increase of sales in both countries and it is expected that growth will continue with respect to the fact that Fair Trade is gaining favour of the public. In Germany there was a higher growth in sales from the beginning because of earlier start of this movement, better development and most probably promotion from which arose higher awareness about Fair Trade among the public.

We also have to consider the criterions such as number of inhabitants in both countries. Consumers in the Czech Republic and Germany have in common a liking for a Fairtrade coffee.

3.3 Research based on questionnaires

3.3.1 The aim of the research

The most important part of my practical part is research based on questionnaires. Fairtrade products appeared on the Czech market considerably later than on the German one. Nevertheless, there can be few other reasons as to why that concept is widespread more in Germany than in the Czech Republic.

The aim of this research is mainly to find out how many people in both countries are familiar with the Fair Trade concept. Accordingly, there will be a conclusion drawn as to how the awareness of Fair Trade of public could be improved. Besides that, there are other questions given related to this topic. Other goals of this research are for example:

- to find out if respondents are familiar with poor trading conditions that have to face small producers in developing countries
- to find out where did respondents learn about Fair Trade
- to find out how much information they know about it
- to find out if they purchase those products and if not, for what reason
- to find out the most frequent place of purchase
- to find out consumers' preferences when buying products etc.

3.3.2 Methods and composition

For the research it was chosen a portal called Survio, which offers the option to place online surveys. The advantage of this portal is possibility to create multilingual questionnaires as it was considered that questionnaire placed on the Czech website could discourage German respondents from filling it in. At the same time, questionnaire was translated either for Czech and German respondents in their mother tongue to avoid language barrier. The same questions were put to Czech and German respondents with difference in question regarding place of purchase as stores in both countries differ. To make the research clear, by certain questions there were created graphs.

In the questionnaire questions were asked in which respondents had one single choice, or multiple choices. For several questions there was a possibility to add their own answer, one question where they wrote their own answer and one question with preference order.

In order to answer a few questions, respondents might have been asked to skip some of them which did not refer to them. Both questionnaires, either Czech one or German one, can be found in Appendix 2.

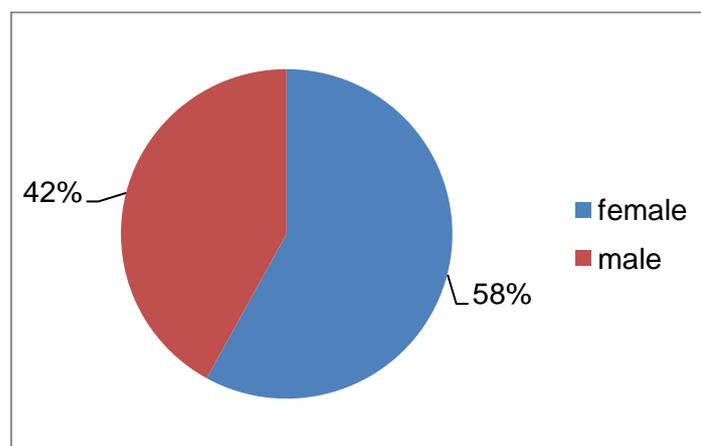
Questionnaires were published on the internet for one week and the number of respondents in both countries was 100. In the beginning respondents were asked to fill in their personal data such as age category, gender and occupation. Unfortunately, it was not possible to get exactly the same percentage of respondents of criterions mentioned above, but I tried to find at least about the same number of respondents of those criterions in both countries.

3.3.3 Analysis of answers

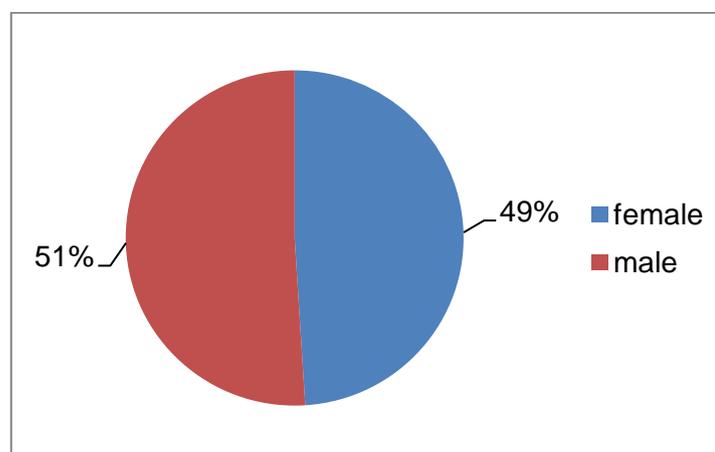
In the next steps, there will be given analysis of answers from questionnaire of Czech (**CR**) respondents, following analysis of answers of German (**G**) respondents. At first the ratio of personal information mentioned above will be shown. After that, before asking the question if they are familiar with Fair Trade movement, I tried to find out respondents' interests when buying the products, and their social responsibility by asking questions related to this topic.

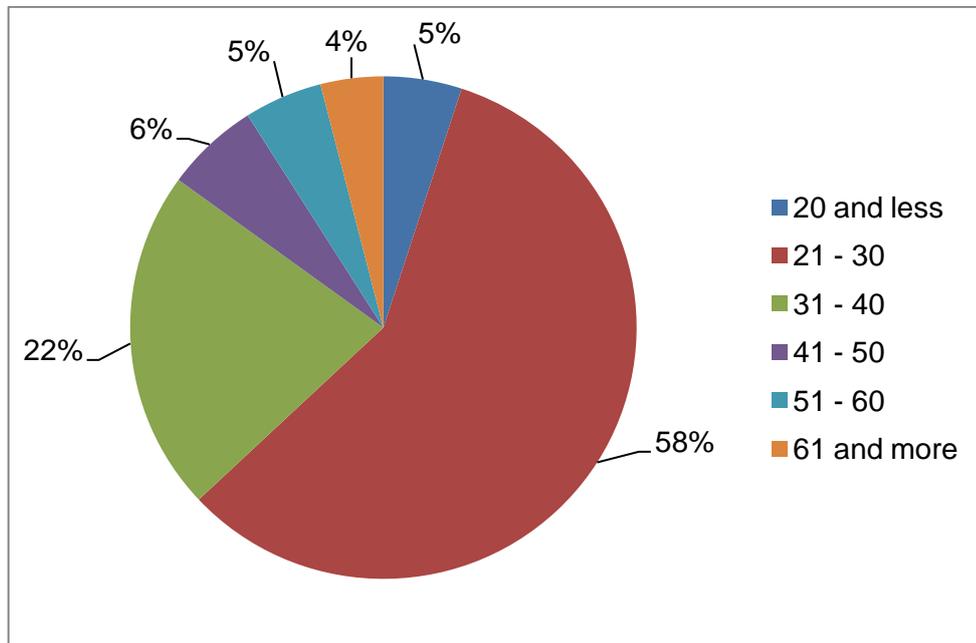
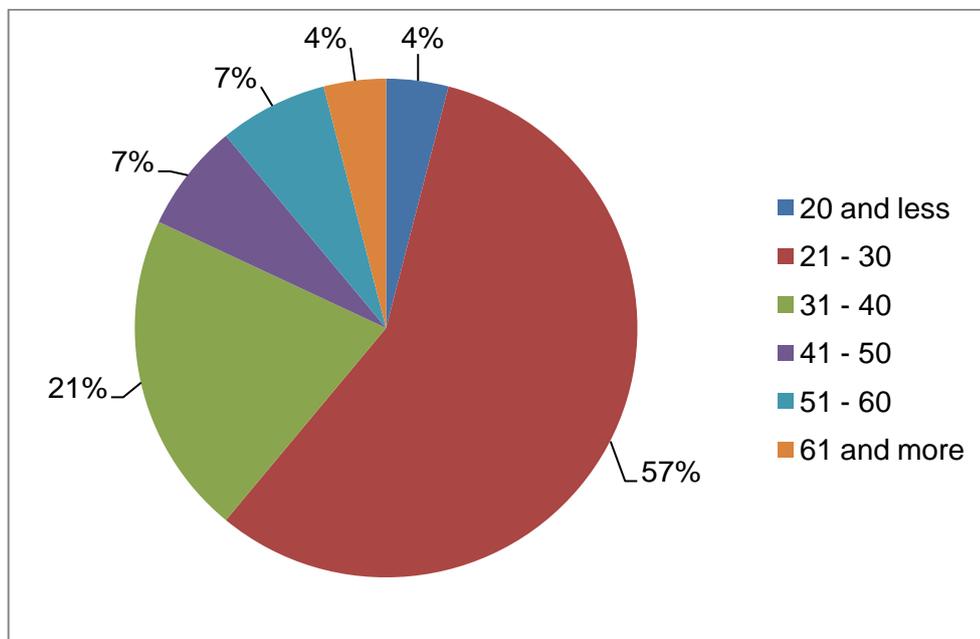
Gender of respondents

Graph 1 - CR: Gender



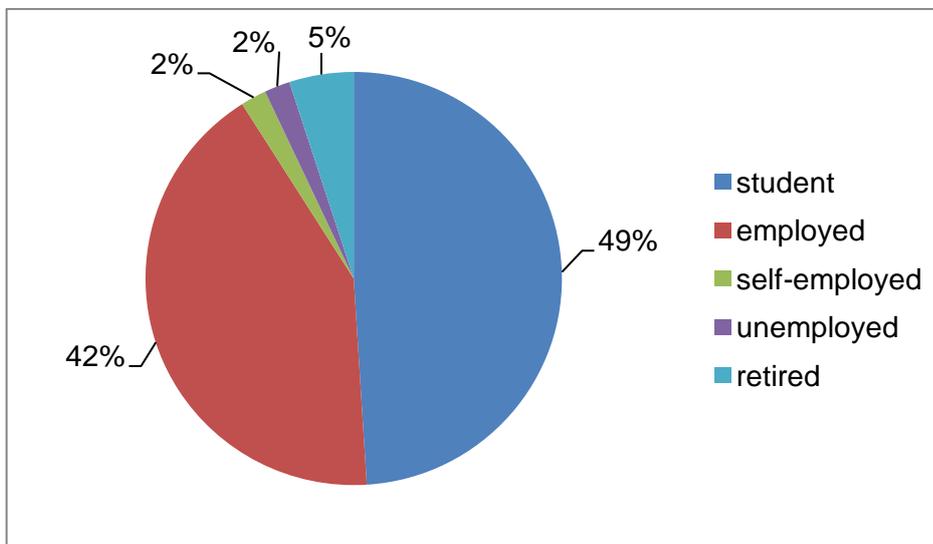
Graph 2 - G: Gender



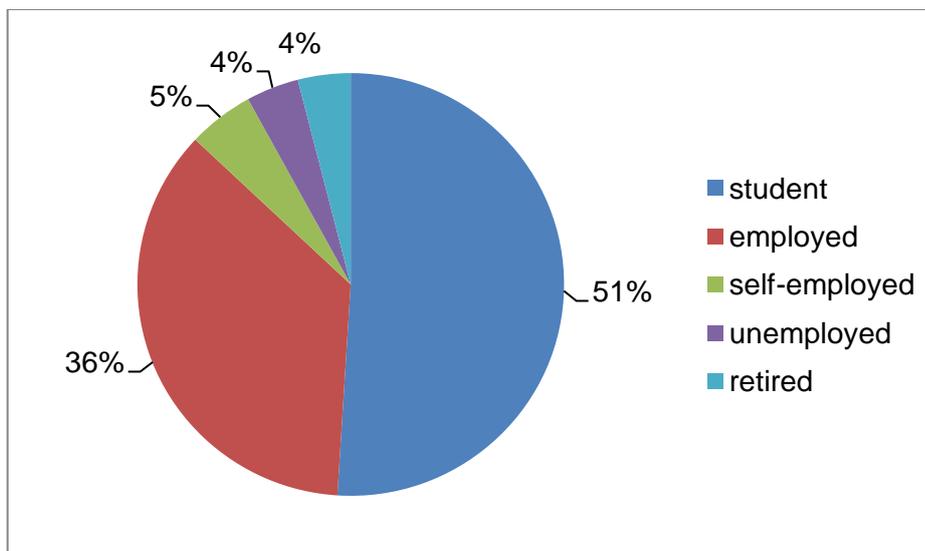
Age category**Graph 3 - CR: Age category****Graph 4 - G: Age category**

Occupation

Graph 5 - CR: Occupation



Graph 6 - G: Occupation



Question 1. Are you interested in the origin of products you buy?

This question was asked in order to find out if respondents take notice of this information on the packages. I assumed that consumers who look for it and have not heard about Fair Trade yet might be also interested in Fair

Trade movement, as with Fairtrade products consumers always find out the origin of product.

CR: Overwhelming majority, in total 74% of respondents, answered positively, the rest answered negatively.

Respondents who answered later on that they do not know about Fair Trade movement (19 respondents) or that they have just heard about it but do not know what it means (12 respondents), stated, that they look for this information on the packages. With those consumers it could be expected that they might be interested in Fairtrade products after they find out about it.

G: Most of respondents, in total 70%, answered positively, the rest answered negatively.

3 respondents who do not know about Fair Trade yet and 4 respondents who just heard about it could be possibly interested in purchase of those products after knowledge of it.

Question 2. Are you aware of bad trading practices which have to face marginalised producers in developing countries?

The question above intended to inspect if respondents were familiar with the difficult situation regarding unfair trading practices that marginalised producers in developing countries have to face.

CR: Vast majority (76%) of respondents were familiar with their situation and the rest of them do not know about this matter.

G: 81% of respondents know about this problem and the rest do not.

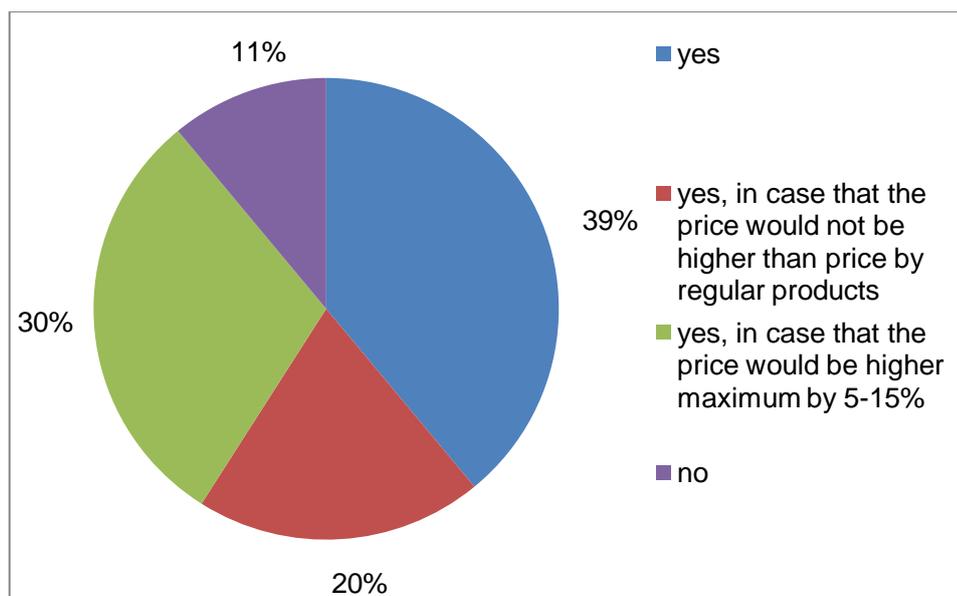
The overwhelming majority of respondents in both countries are acquainted with this problem.

Question 3. Would you be willing to support these producers by purchasing their products?

The next question's purpose was intended to find out consumers' social responsibility, in other words if they are indifferent to their situation or not and if they are possibly ready to help them to move from their situation by purchasing their products.

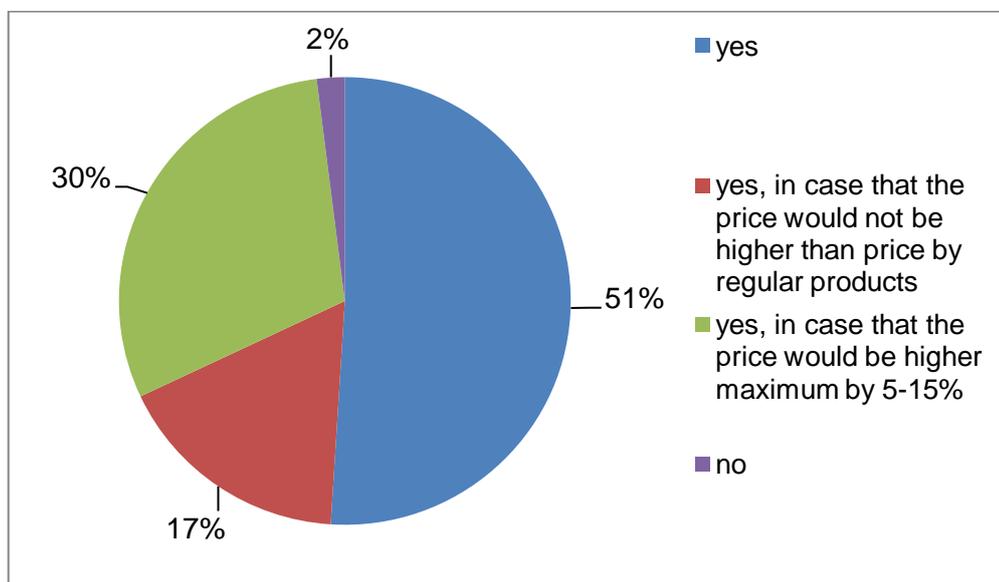
CR: Large amount of respondents (39%) answered positively. Another part (20%) answered that they would be willing to support them in the case that the price would not be higher than the price by regular products. 30% of respondents would be willing to do so in case that price would be higher maximum by 5-15% than with regular products and 11% of respondents would not be willing to support them at all.

Graph 7 - CR: Would you be willing to support these producers by purchasing their products?



G: 51% of German respondents would be willing to support them. The other part (17%) stated that they would be willing to support them in case that the price would not be higher than the price of regular products and 30% of them would support them in the case that price would be higher maximum by 5-15% than of regular products. Just 2% of respondents answered negatively.

Graph 8 - G: Would you be willing to support these producers by purchasing their products?

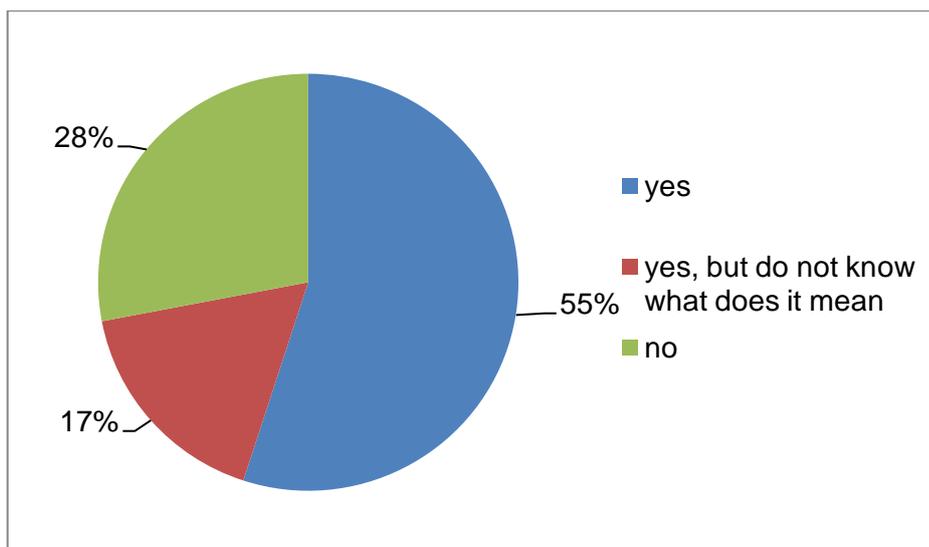


The results are very positive in both countries although in Germany the situation is slightly better as larger part of consumers is ready to support them regardless the price and just little amount of consumers would not support them at all.

Question 4. Have you ever heard of “Fair Trade”?

CR: To my surprise, the entire 55% of respondents know what this concept means, 17% of them have heard about it but do not know what it means, and the rest (28%) answered negatively

Graph 9 - CR: Have you ever heard of “Fair Trade”?



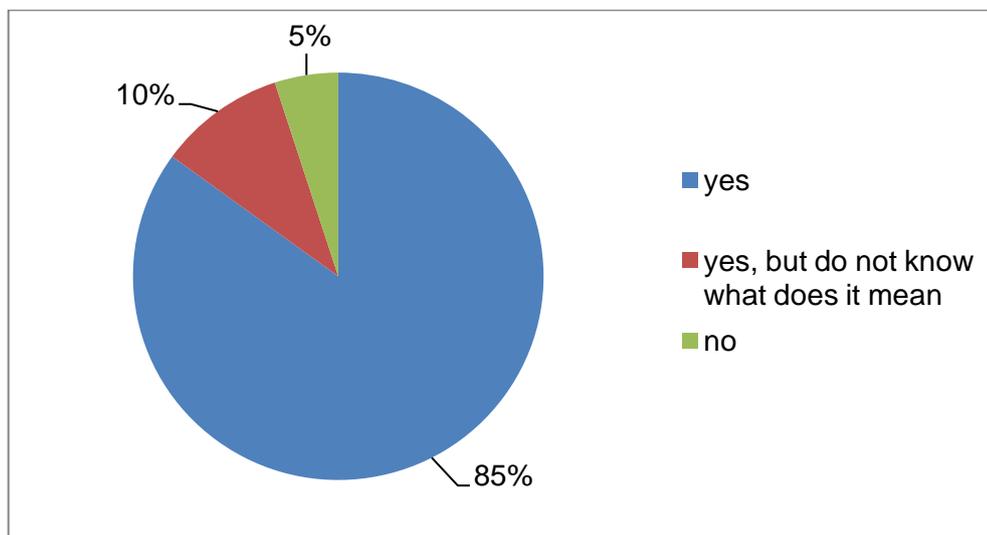
Mainly females (35 respondents) know this concept, 6 of them have heard about it but do not know what it means and 17 do not know what it means. Concerning male respondents, 20 of them know what it means, 11 of them have heard about it but do not know what it means and 11 have never heard about it.

When it comes to the age category, in my research mostly individuals between the age of 21 – 30 (37 respondents) and 31 – 40 (15 respondents) are familiar with Fair Trade.

To speak about occupation of respondents, most of respondents who were familiar with Fair Trade were students (29 respondents) and employed (23 respondents).

G: The overwhelming number of respondents (85%) are familiar with Fair Trade, following 10% of respondents have heard about it but do not know what does it mean and 5% of them answered negatively.

Graph 10 - G: Have you ever heard of “Fair Trade”?



The awareness about Fair Trade according to gender in Germany was about the same as in the Czech Republic. There were 40 female respondents and 45 male respondents familiar with Fair Trade. 4 females and 6 males have heard about it but do not know what it means, and 5 females have never heard about it.

To speak about age category of respondents who were familiar with Fair Trade, most of respondents were in age category of 21 – 30 (57 respondents) and 31 – 40 (21 respondents).

Mostly students (49 respondents) and employed (29 respondents) have the knowledge of Fair Trade.

Here again, situation is more positive in Germany as absolute majority of respondents know Fairtrade, and very little number of respondents have not heard about it at all. On the other hand, in the Czech Republic there is

also considerably large number of respondents who know about it, and great number of them who at least have heard about it. It can be estimated that they will approach this topic closer in the future. In both countries, mostly students and employed respondents in age category of 21 – 40 were familiar with Fair Trade. Respondents who answered two last choices were directed to the last question of survey.

Question 5. Do you know any information about its history or development?

Further two questions were focused on how much information respondents know about Fair Trade movement. The first question was asked in order to find out if they are familiar with its history or development.

CR: Just very little amount of respondents in total 24% answered positively and the rest 76% answered negatively.

G: 29% of respondents are familiar with this matter and most of them (60%) are not.

It seems that even though the awareness of Fair Trade is quite high, just little amount of respondents know certain information about its history or development.

Question 6. Which goals of Fair Trade are you familiar with? What do you imagine when it comes to Fair Trade?

With this question, respondents had a chance to express themselves and write their own answer. They were asked to write all goals that come into their minds.

CR: 45 respondents out of 55, who have knowledge of Fair Trade, wrote at least one goal, the rest did not mention any. Most of them mentioned just one or two goals. Many respondents are familiar with the fact, that Fair Trade was established in order to help producers by paying them fair price for their products, to strive for fair trading practices and the use of environment friendly practices when growing crops. Some of them also mentioned that Fair Trade contributes to local development and struggles for children rights.

G: 81 respondents out of 85 had knowledge at least of one goal although vast majority of respondents stated three to five goals. Besides the goals that Czech respondents stated, German respondents are also familiar with Fairtrade premium and its aim, ensuring sustainable development or goal concerning no forced labour. Almost every respondent stated the goal that fights for children rights.

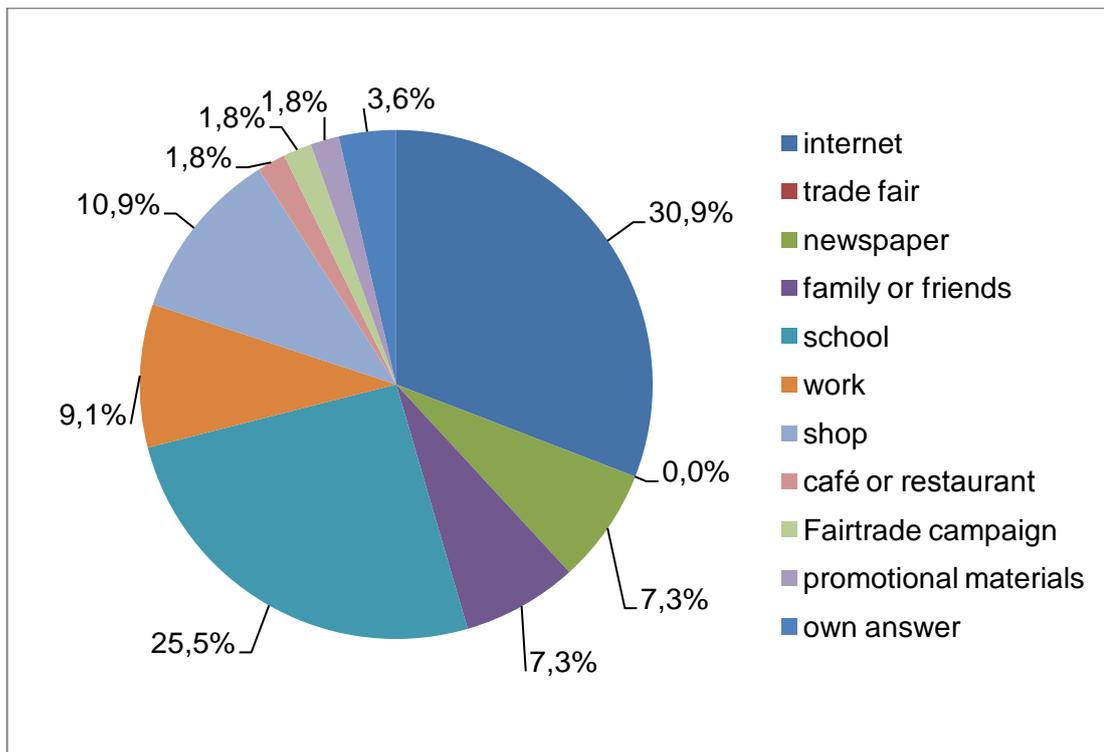
According to the research, knowledge of goals was greatly higher than by development or history. In Germany consumers are very well informed about goals although Czech respondents are conversant with them as well.

Question 7. From which source have you heard about Fair Trade for the first time?

CR: Large amount of consumers got to know about Fair Trade through internet and at school. Other found out about it through articles in newspapers, from family or friends, at work or in the shop. Negligible amount of consumers learned about it in restaurant or café, through one of Fairtrade campaigns or from promotion material. Some of them chose

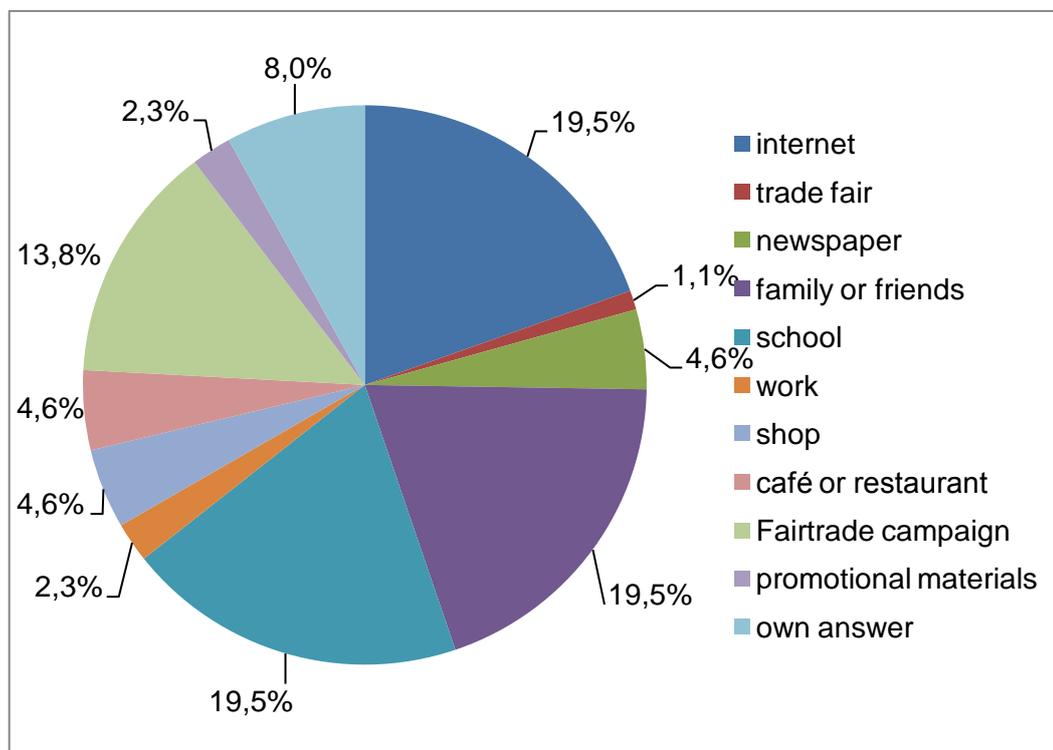
their own answer in which they said that they got to know about it in radio or in television.

Graph 11 - CR: From which source have you heard about Fair Trade for the first time?



G: In Germany consumers got to know about Fairtrade mostly from the Internet, family or friends or at school. Fairtrade campaigns took second place. A few respondents found out about it at work, in newspapers, in the shop, from promotional materials or in café or restaurant. Just one respondent stated that he got to know about it through trade fair. Those who chose to write their own answer stated that they found out about it in television.

Graph 12 - G: From which source have you heard about Fair Trade for the first time?



Question 8. Do you recognise Fairtrade Mark, Fairtrade Sourcing Program Mark or WFTO logo by which Fairtrade products are marked?

As mentioned before, marking of Fairtrade products is highly important in order to distinguish them from regular products.

CR: The majority of respondents (54,5%) who know Fair Trade recognise Fairtrade labelling and 45,5% do not.

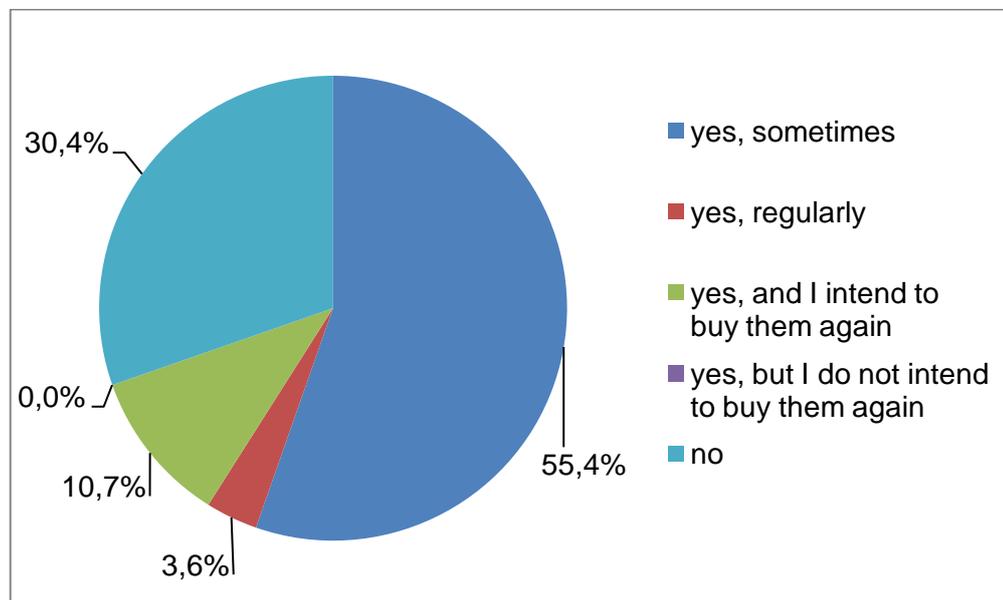
G: 91,9% of respondents who are familiar with Fairtrade recognise Fairtrade labelling and just 8,1% do not.

By this question, German respondents were at the forefront. Czech consumers show large deficiency in knowledge of Fairtrade labelling. Only by buying products marked in the way mentioned can it be insured that producers from developing countries will get a fair part of the price that consumers pay, so this is one of the most important information consumers should know regarding Fair Trade.

Question 9. Do you buy Fairtrade products?

CR: 55% of respondents buy them now and then, and just 3,6% of respondents answered that they purchase them on a regular basis. There were also those (10,7%), who bought these products once and they plan on buying them again, most probably because of their satisfaction with the product. Unfortunately, over 30% of respondents answered negatively.

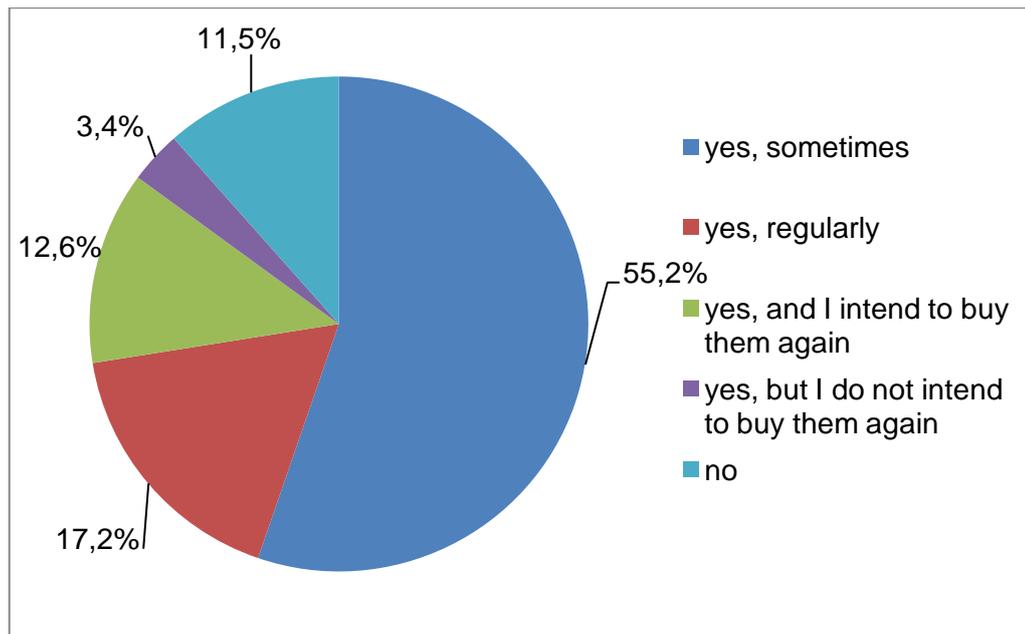
Graph 13 - CR: Do you buy Fairtrade products?



G: 55,2% of respondents buy them now and then. A considerable number of respondents (17,2%) buy these products on regular basis. 12,6% of

respondents answered that they bought them once and intend to buy them again. An inconsiderable number of them (3,4%) answered that they bought them once and do not intend to buy them again, and 11,5% of them have never bought them.

Graph 14 - G: Do you buy Fairtrade products?



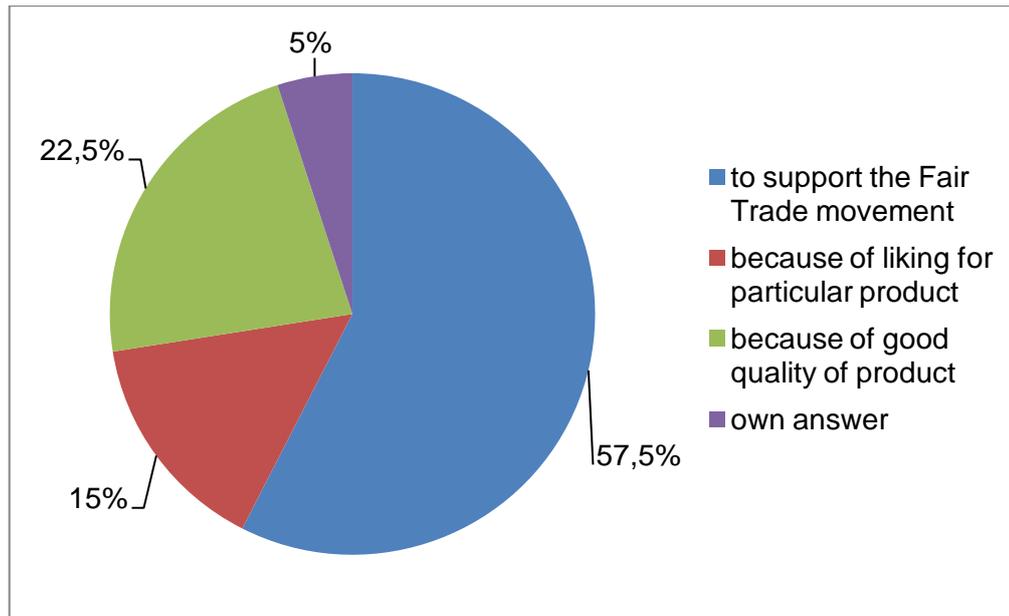
It seems that German consumers show larger interest in buying Fairtrade products than Czech consumers, or at least according to the research it can be seen that in Germany there is larger percentage of consumers who buy these products on regular basis, and a smaller percentage of those who do not buy them at all, compared to the results on Czech side. Respondents who answered this question negatively skipped the next question.

Question 10. From which reason do you buy Fairtrade products?

With this question there was a chance to write a personalised answer.

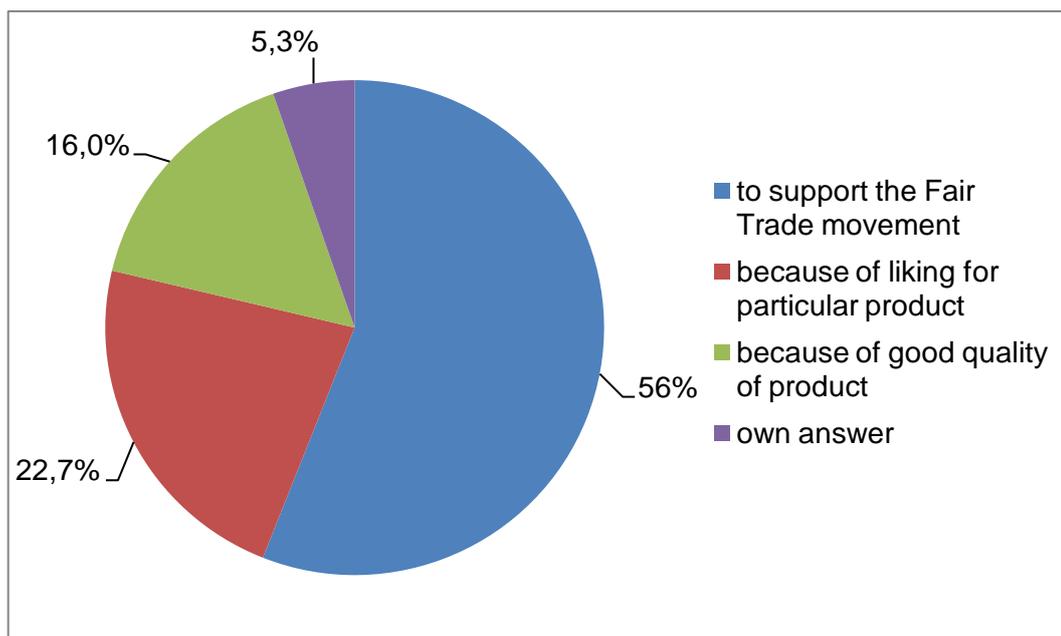
CR: Consumers in 57,5% of cases buy these products because they want to support Fairtrade movement. 15% of them stated that they buy them because of a liking for particular products, and 22,5% because of a good quality. The rest of respondents buy them by chance.

Graph 15 - CR: From which reason do you buy Fairtrade products?



G: 56% of consumers buy these products because they want to support Fairtrade movement. 22% of them buy them because of liking for particular products, and 16% of them because of a good quality. Those who chose to write their own answer stated that they buy them by chance or because of all possibilities offered.

Graph 16 - G: From which reason do you buy Fairtrade products?



In both countries, consumers buy Fairtrade products mostly because they want to support this movement and, therefore, help producers from developing countries.

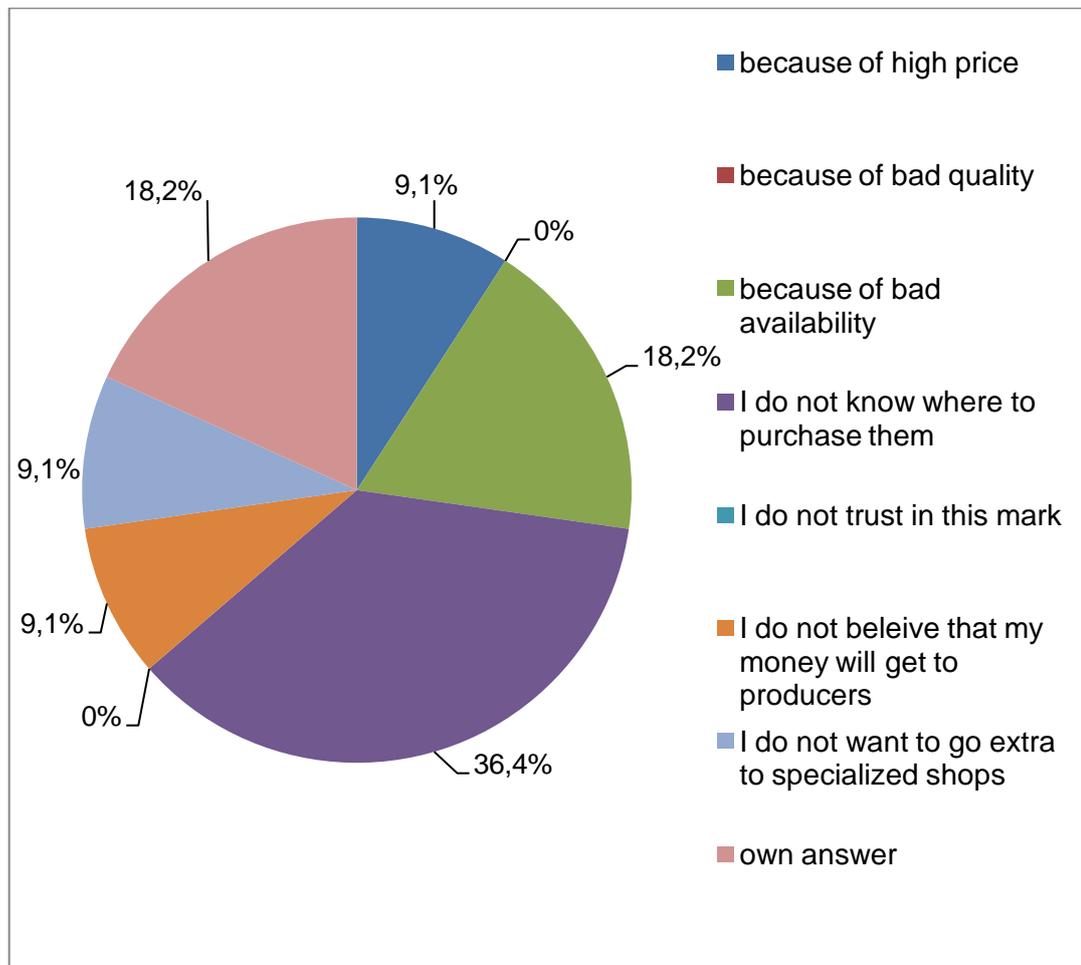
Question 11. From which reason do you not buy Fairtrade products?

I was also concerned by the reason why those respondents do not buy Fairtrade Products.

CR: 36% of respondents do not purchase these products because they do not know where to look for them, and 18% because of poor availability. 9,1% do not accept the higher price and others, 9,1%, do not trust in the Fairtrade mark because they think that their money will not get to producers. 9,1% do not want to go extra to specialised shops for Fairtrade products. There was also a chance to write personalised answers, and those respondents gave as a reason a combination of all

choices, that they had no chance to try them yet or they do not buy them because of unfavourable marking of products in shops.

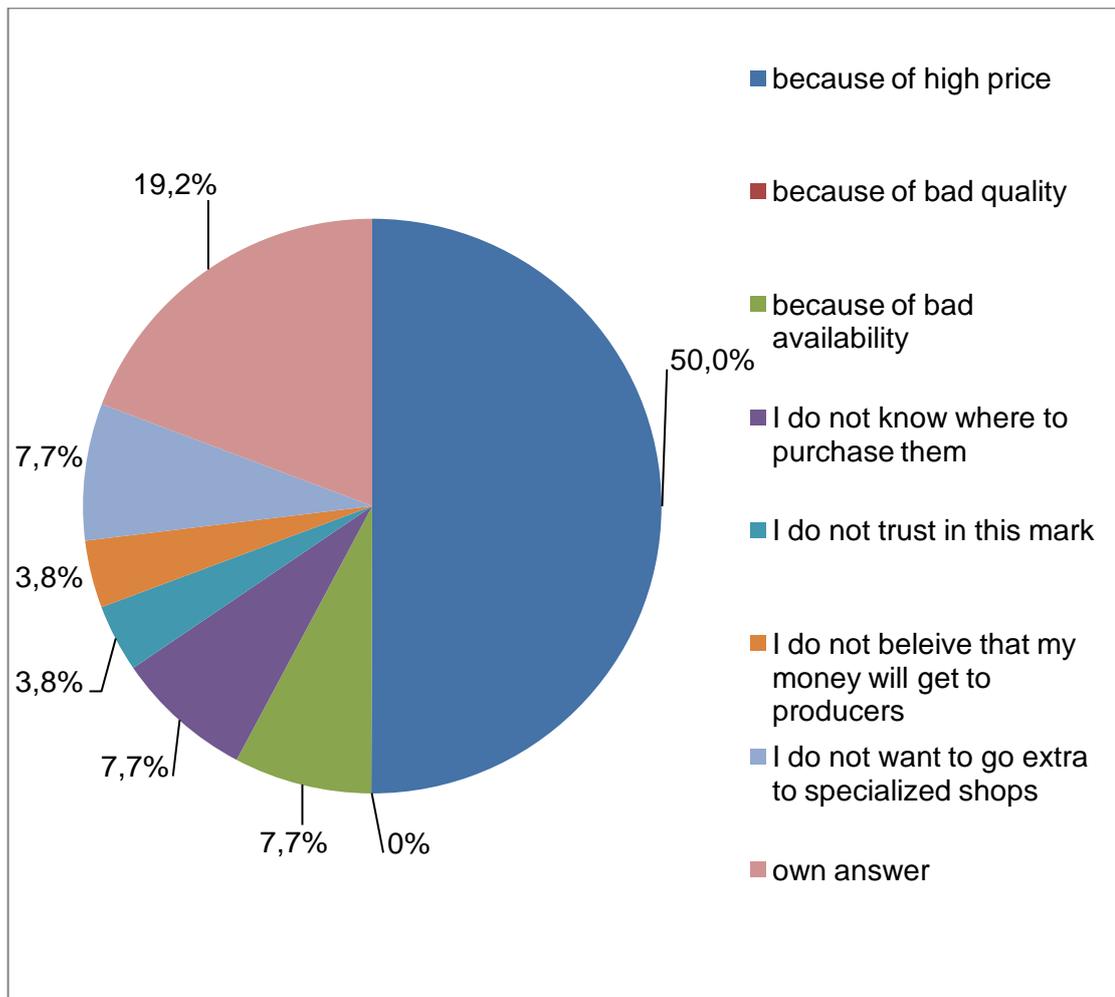
Graph 17 - CR: From which reason do you not buy Fairtrade products?



G: 50% of respondents do not purchase these products because of high price. Other part (7,7%) because of bad availability and others (7,7%) do not know where to buy these products. 7,7% of respondents probably do not know where to purchase Fairtrade products, as they stated that they would have to go extra to specialised shops. 3,8% of respondents do not trust in Fairtrade mark and others (3,8%) do not trust that their money will get to producers. Those who wrote their own answer stated that they are

not interested in this topic or that they do not know enough about the concept.

Graph 18 - G: From which reason do you not buy Fairtrade products?



Question 12. Do you have trouble finding Fairtrade products in shops?

CR: According to the survey, in total 70,5% of respondents stated, that they have trouble with finding these products in shops. Other part of respondents (29,5%) do not have problem with this matter.

G: 38% of respondents have problems when looking for products in shops, and an overwhelming majority (62%) do not have problem with this matter.

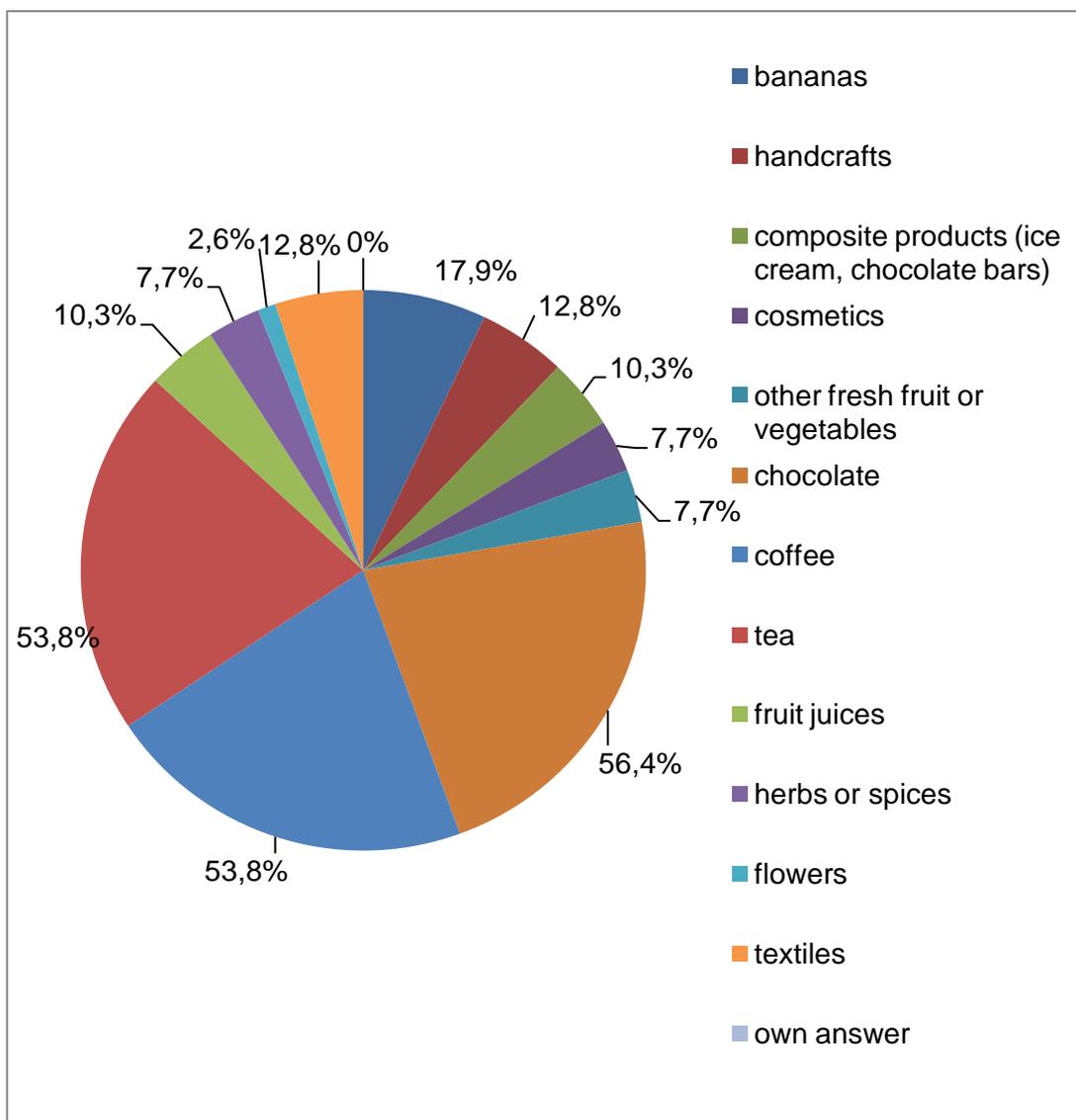
It can be assumed, that marking of Fairtrade products in shops in the Czech Republic is very poor, or the reason can be also that not many products are available. On German side, the situation seems more positive.

Question 13. Which Fair Trade products do you mostly buy?

For this question, respondents were able to choose one to three answers.

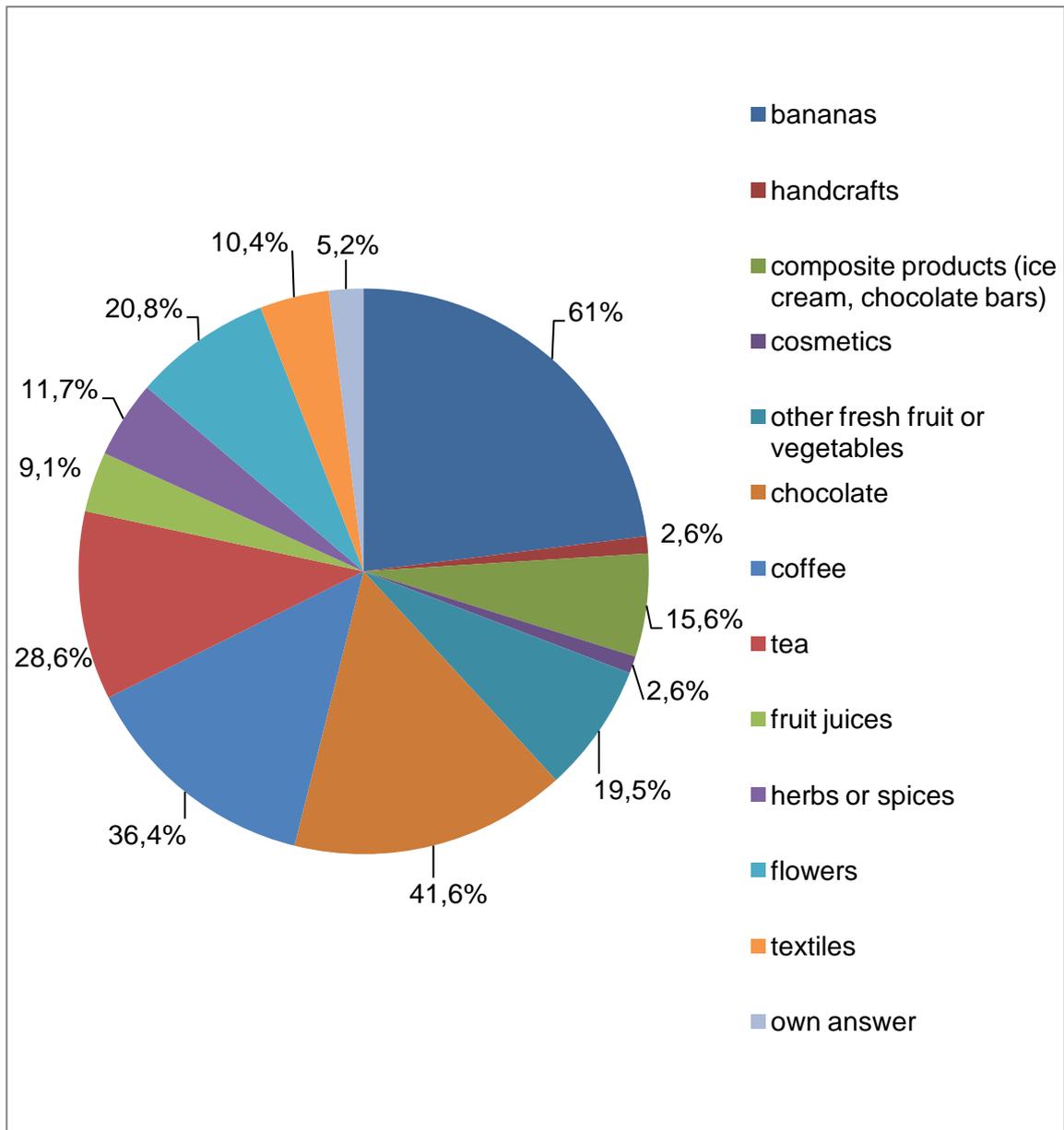
CR: Czech consumers have the best liking for Fairtrade chocolate (22 respondents), coffee (21 respondents) and tea (21 respondents). Bananas (7 respondents) took second place, textiles (5 respondents), handcrafts (5 respondents), composite products (4 respondents) and fruit juices (4 respondents). There are few individuals that have also liking for Fairtrade cosmetics, other fresh fruit or vegetables, herbs or spices and flowers.

Graph 19 - CR: Which Fair Trade products do you mostly buy?



G: According to my research, German consumers have the best liking for bananas (47 respondents), following chocolate (32 respondents), coffee (28 respondents), tea (22 respondents), flowers (16 respondents), other fresh fruit and vegetables (15 respondents) and composite products (12 respondents). A considerable number of respondents have also liking for herbs and spices (9 respondents), fruit juices (7 respondents) and textiles (8 respondents). Few individuals' favourite Fairtrade products are handcrafts, cosmetics or sugar.

Graph 20 - G: Which Fair Trade products do you mostly buy?



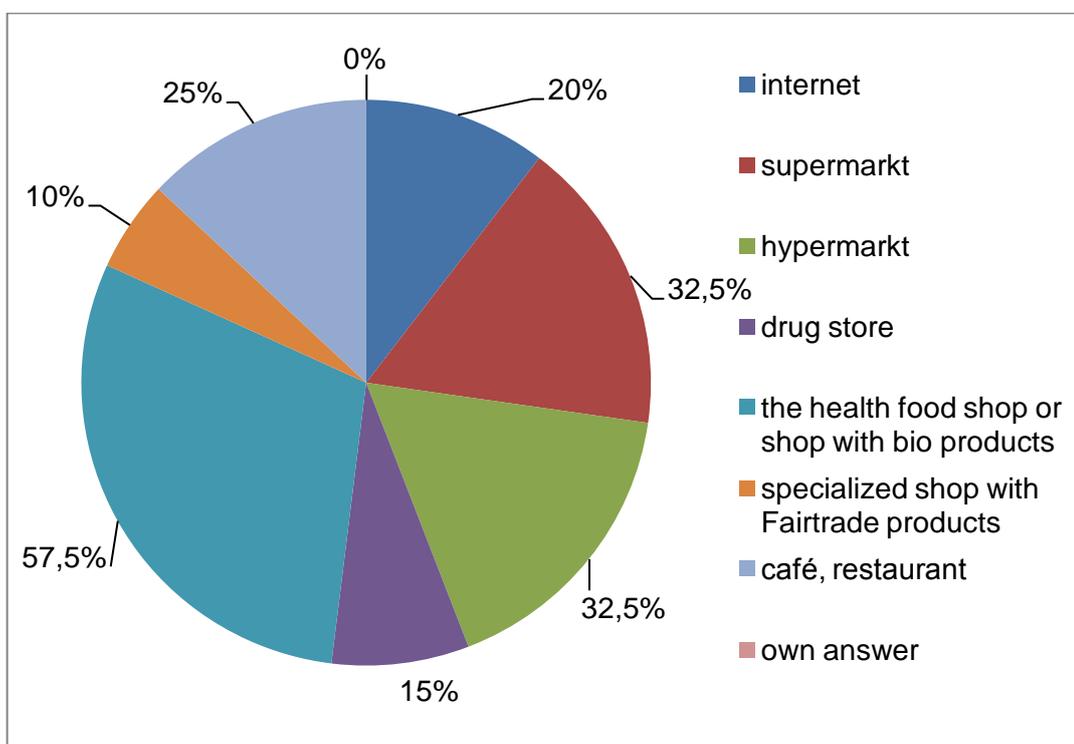
The introduced results from financial report in the second part of my practical part are pretty much in harmony with results of my research.

Question 14. What is your place of purchase by Fairtrade products?

For this question, respondents were able to choose one to two possibilities.

CR: The most favourite place of purchase of Fairtrade products is in health food shops or shops with bio products (23 respondents). Supermarkets (13 respondents) took second place, and hypermarkets (13 respondents). A considerable amount of consumers spent on Fairtrade products in cafés or in restaurants (10 respondents) and on the internet (8 respondents). Few respondents also stated that they buy these products in drug stores (6 respondents) and in specialised shops with Fairtrade products (4 respondents).

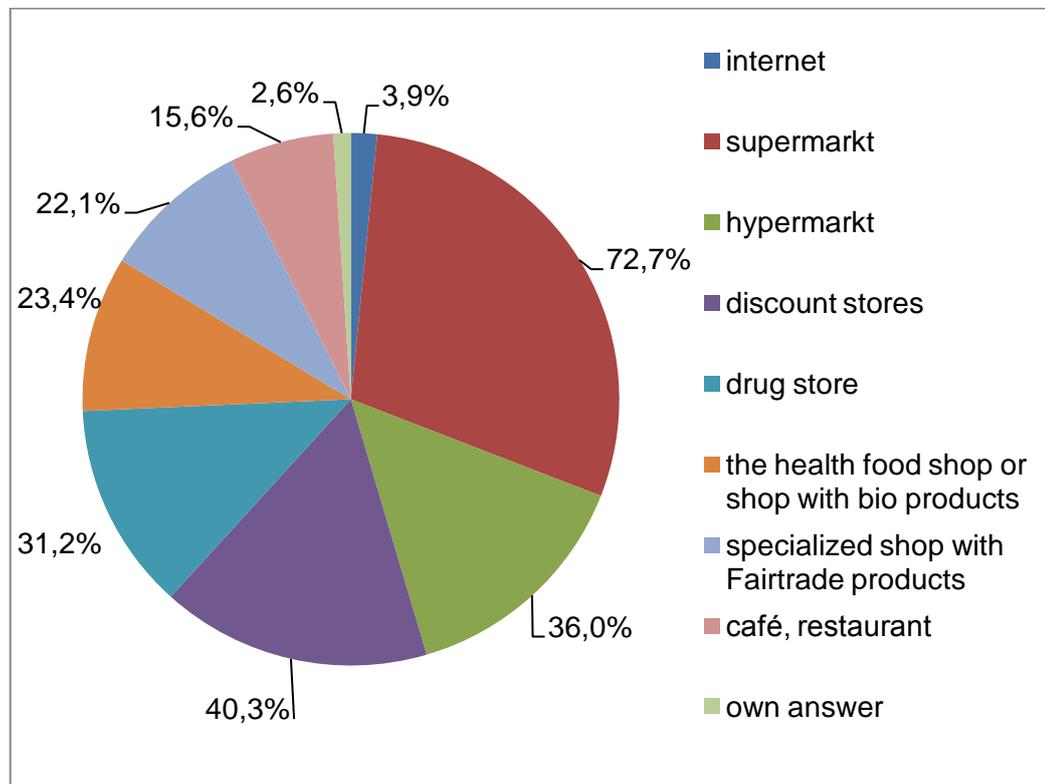
Graph 21 - CR: What is your place of purchase by Fairtrade products?



G: German consumers' places of purchase of Fairtrade products are mostly supermarkets (56 respondents) and hypermarkets (45 respondents). Very much favoured are also discount stores (31 respondents), drug stores (24 respondents), shops with bio products (18 respondents), specialised shops with Fairtrade products (17 respondents)

and purchase in cafés or restaurants (12 respondents). A few respondents buy Fairtrade products also on the Internet (3 respondents).

Graph 22 - G: What is your place of purchase by Fairtrade products?



Question 15. Do you think that Fair Trade is promoted enough?

Another thing I was concerned about was if consumers think that there are taken enough steps on a way to get Fair Trade in individuals' subconscious.

CR: An absolute majority of respondents 89% answered negatively, and just 10,7% believe that it is promoted enough.

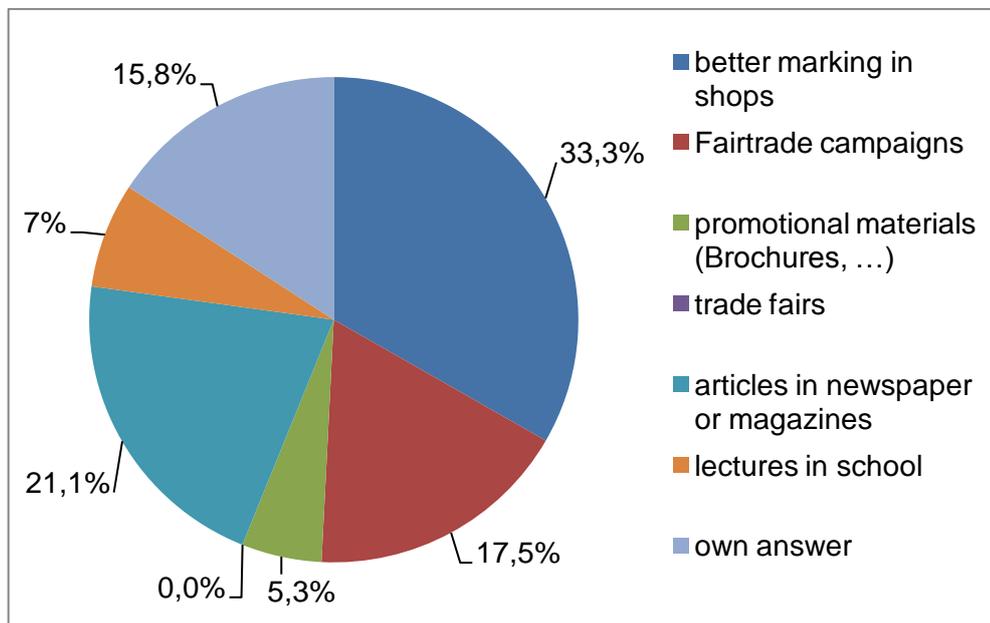
G: 39,5% of respondents answered positively and 52% negatively.

It can be assumed that both countries show lack of promotion of Fairtrade, although Germany's promotion is probably more effective and quite satisfactory as well.

Question 16. What kind of promotion is the most effective in your opinion?

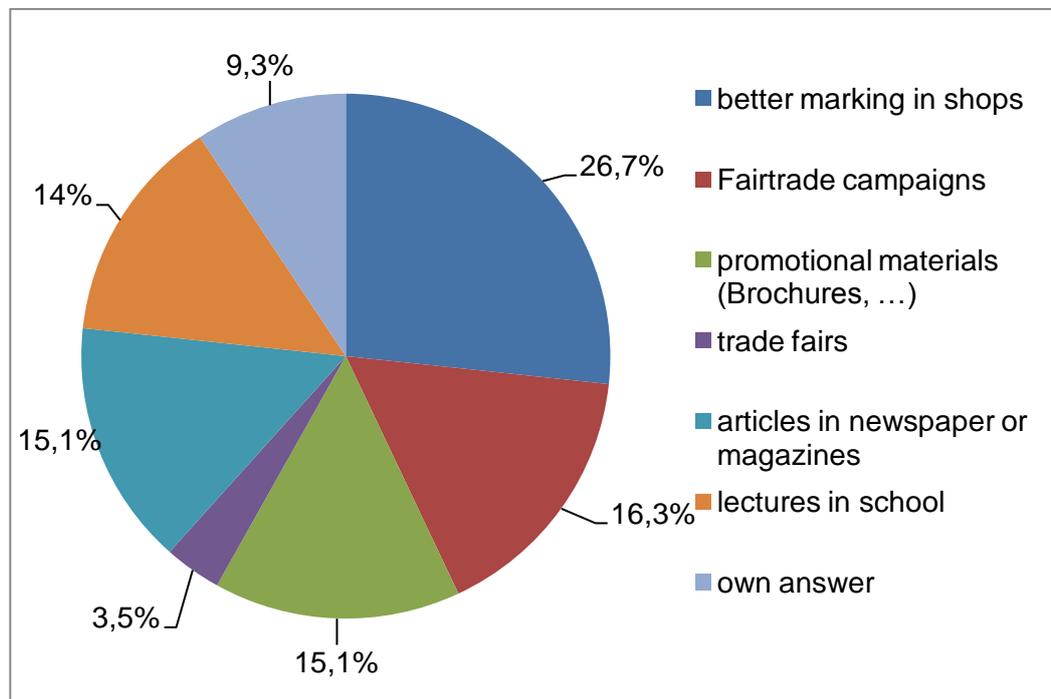
CR: Large number of respondents 33% would welcome it if Fairtrade products were better marked in shops. 21,1% think that it would be effective to place articles in newspapers and magazines, and 17,5% stated that it would be helpful if there was larger number of Fairtrade campaigns. 5,3% of respondents believe that there should be more promotion materials, and 7% of respondents believe there should be lectures about it in schools. There was also the possibility to write their own answer, and respondents stated that they would place articles about Fair Trade in tabloids (Blesk) as they are very popular in the Czech Republic, others believe in reports in television, lectures in offices, better availability of these products, and others suppose that many people are indifferent to situation of small producers in developing countries therefore any promotion would make situation better.

Graph 23 - CR: What kind of promotion is the most effective in your opinion?



G: Even though many German respondents answered that they have no problems with finding Fairtrade products in shops, 26,7% think that the best way to promote Fair Trade is to improve marking in shops. 16,3% of respondents believe in effectiveness of Fairtrade campaigns, 15,1% in promotion through promotional materials, 15,1% in articles in newspapers or magazines, 14% in lectures in schools. A few respondents also stated that they prefer trade fairs, promotion on the internet and in television.

Graph 24 - G: What kind of promotion is the most effective in your opinion?



Question 17. Make an order of following decisive criterions by purchasing products according to your preference (highest up, lowest down).

The last question was posed in order to find out consumers' preferences when buying the products. This research could be useful when assuming that the respondents who answered the question if they are familiar with Fair Trade negatively would have a liking for Fairtrade products.

CR: The highest priority for Czech consumers is price, which is a disadvantage, as Fairtrade products are sometimes considerably more expensive. On the second place was quality, therefore, Fairtrade products could have an advantage, as it is well known that those products have high quality standards. The following preference was ingredients. It can be assumed that consumers look at ingredients of products because of

increasing trends in eating healthy, and demand for ingredients of high quality. Fairtrade products have an advantage, as most of them are grown in an ecological way and, therefore, they do not contain harmful ingredients. After this, consumers also consider if product was recommended to them by someone. On the fifth place was a brand which is a sign of consumers being loyal to a particular brand, and in the future they could find a liking for Fairtrade mark. Unfortunately, last one was the origin of products which plays an important role by Fairtrade products. For consumers is the least important criterion the appearance of package.

G: The order of preferences of German consumers is quality, price, ingredients, brand, recommendation, origin of product and appearance of package.

4 CONCLUSION

Fair Trade can be described as a reform to the international trade. It was established in order to right the wrongs concerning unfair trading practices that small producers in developing countries have to face and, therefore, help them to improve their lives, and lives of their families.

To conclude the thesis, a brief summary of what was done and examined will be given, as well as the findings, and if it achieved its goal.

Firstly, before the introduction of my own work was given, it was necessary to present a theoretical framework of the whole topic. As a result, general information regarding Fair Trade was given which was extremely important, as it was closely related to the practical part. Later the author approached the information regarding the situation in the Czech Republic.

Secondly, the author's own research was carried out in order to obtain data for the practical part. Its main aim was to find out consumers' awareness about Fair Trade. The value of the survey is valid mainly for the age category of 21 – 40, as in other age categories respondents were rarely presented. On the basis of findings of this research it can be concluded that German consumers are overall more informed about this movement, if it concerns either knowledge of Fair Trade as a whole, its history and development, goals or marking of products than Czech consumers. Insufficient awareness of Czech respondents is, according to research, caused primarily by insufficient promotional activities. In order to improve this matter, the author would suggest first of all better marking of products in stores, better promotion of available Fairtrade campaigns, more promotional materials, lectures in schools, as well as thematic articles on the internet, in magazines and newspapers.

A difficulty can be also seen in the fact that large part of Czech consumers would purchase those products if they knew where to look for them. As research has shown, considerable number of Czech consumers

purchases them in health food shops or shops with bio products and other more obvious possibilities such as supermarkets or hypermarkets were not much presented. From my own experience, Fairtrade products can be well found in shops mentioned above and drug stores (e.g. dm), but for instance in supermarkets or hypermarkets, they are not overly available or at least it is very difficult to find them. Whereas in German stores Fairtrade products can be seen pretty much everywhere and in some cases (bananas, tea) consumer has no choice and have to pick up the product with Fair Trade mark as there is no other product of the same kind without it in the offer.

From point of view we can observe that awareness of Fair Trade in both countries will most probably increase in following years due to the fact that consumers showed high social responsibility, interest in supporting those producers or in origin of products. If more effective promotion is carried out, Czech market with Fairtrade products could soon achieve similar success as in Germany.

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7 ABSTRACT

The topic of this bachelor thesis is Fair Trade in the Czech Republic: Comparative analysis of Fair Trade in the Czech Republic and Germany.

The first half of the thesis provides theoretical background related to the Fair Trade including its definition, history, organisations, marking of products etc. while the second one devoted to the practical research where was compared the situation of Fair Trade in the Czech Republic and Germany. Method of research used was online questionnaires where Czech and German respondents were asked about different issues related to Fair Trade in order to find out either awareness of respondents or popularity of it. According to the results of the research, there are recommended solutions how the situation could be improved.

8 RÉSUMÉ

Téma bakalářské práce je Fair Trade v České Republice: Komparativní analýza Fair Trade v České Republice a v Německu.

První polovina práce se zabývá teorií související s Fair Trade, která zahrnuje jeho definici, historii, organizace, značení produktů atd. zatímco druhá polovina je věnována praktickému výzkumu, kde byla porovnána situace týkající se Fair Trade v České Republice a v Německu. Použitou výzkumnou metodou byly dotazníky, ve kterých byli dotazováni čeští a němečtí respondenti na různé otázky týkající se podvědomí o Fair Trade a jeho popularity. V závislosti na výsledcích výzkumu je doporučeno řešení, jak by tato situace mohla být zlepšena.

9 APPENDICES

Appendix 1 – Pictures

Picture 1 - The Fairtrade mark	15
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Appendix 2 – Questionnaires

Questionnaire 1: For Czech respondents

Dobrý den,

ráda bych Vás požádala o vyplnění dotazníku, který se zaměřuje na Fair Trade v České Republice. Výsledky průzkumu budou sloužit zejména k zjištění podvědomí o Fair Trade v ČR a jeho oblíbenosti. Tento průzkum je součástí mé bakalářské práce.

Děkuji Vám za Váš čas.

Pohlaví

- žena
- muž

Věková kategorie

- 20 a méně
- 21- 30
- 31 - 40
- 41 - 50

- 51- 60
- 61 a více

Činnost

- student
- zaměstnaný
- samostatně výdělečně činný
- nezaměstnaný
- důchodce

1) Zajímáte se o původ produktů, které nakupujete?

- ano
- ne

2) Víte o špatných obchodních praktikách a podmínkách, s kterými se potýkají ekonomicky znevýhodnění výrobci v rozvojových zemích?

- ano
- ne

3) Byl/a byste ochotný/a podpořit tyto výrobce koupí jejich produktů?

- ano
- ano, v případě že by cena nebyla vyšší než cena běžných výrobků
- ano, v případě že by cena byla vyšší maximálně o 5-15% než cena běžných výrobků
- ne

4) Slyšeli jste někdy o „Fair Trade“?

- ano
- ano, ale nevím co to znamená
- ne

5) Víte něco o jeho historii či rozvoji?

- ano
- ne

6) Jaké cíle tohoto konceptu se Vám vybavují, co si pod ním představujete?**7) Z jakého zdroje jste poprvé slyšel/a o Fair Trade?**

- internet
- noviny
- rodina či přátelé
- škola
- práce
- obchod
- kavárna nebo restaurace
- přes jednu z Fairtrade campaní (Fairtradová města, Férová snídaně, apod.)
- propagační materiály
- veletrh
- vlastní odpověď

8) Rozeznáte Fairtrade známku, známku Sourcing programu Fair Trade (např. kakao, cukr) nebo logo WFTO, kterými jsou označeny fairtradové výrobky?

- ano
- ne

9) Kupujete fairtradové výrobky?

- ano, někdy
- ano, pravidelně
- ano, jednou, a plánuji je koupit znova
- ano, jednou, a neplánuji je koupit znova
- ne

10) Z jakého důvodu kupujete fairtradové výrobky?

- abych podpořil/a koncept Fair Trade
- kvůli zálibě pro určitý výrobek
- kvůli dobré kvalitě
- vlastní odpověď

11) Z jakého důvodu nekupujete fairtradové výrobky?

- kvůli vysoké ceně
- kvůli špatné kvalitě
- kvůli špatné dostupnosti
- nevím, kde tyto produkty koupit
- nevěřím této značce
- nevěřím, že se mé peníze skutečně dostanou k producentům
- nechci chodit zvlášť do specializovaných prodejen
- vlastní odpověď

12) Máte problémy s nalezením fairtradových výrobků v prodejnách?

- ano
- ne

13) Které fairtradové produkty kupujete nejčastěji?

- banány
- jiné čerstvé ovoce či zeleninu
- čokoláda
- káva
- čaj
- ovocné džusy
- bylinky a koření
- květiny
- textil
- řemeslné výrobky
- kompozitní produkty (zmzlina, čokoládové tyčinky)
- kosmetika
- vlastní odpověď

14) Kde nakupujete fairtradové výrobky?

- internet
- supermarket
- hypermarket
- drogerie
- prodejna se zdravou výživou nebo s bio produkty
- specializovaný obchod s fairtradovými výrobky
- v kavárně, restauraci

- vlastní odpověď

15) Domníváte se, že je Fair Trade dostatečně propagován?

- ano
- ne

16) Jaký způsob zvýšení podvědomí veřejnosti o Fair Trade je dle Vašeho názoru nejefektivnější?

- lepší značení v obchodech
- více fairtradových kampaní
- více fairtradových propagačních materiálů (brožury, apod.)
- veletrhy
- články v novinách, časopisech
- přednášky ve školách
- vlastní odpověď

17) Seřadte tyto rozhodující kritéria při nákupu výrobků podle Vaší preference (nahore nejvyšší, dole nejnižší).

- cena
- kvalita
- složení
- vzhled obalu
- značka
- země původu
- doporučení

Questionnaire 2: For German respondents

Guten Tag,

Ich würde Sie gerne bitten diese Umfrage auszufüllen, in der es sich um Fair Trade (fairer Handel) in Deutschland handelt. Die Ergebnisse der Umfrage werden vor allem dazu dienen um festzustellen, wie es mit den Kenntnissen der Öffentlichkeit in Deutschland über Fair Trade aussieht, und wie beliebt Fair Trade ist. Die Umfrage ist ein Teil meiner Bachelorarbeit.

Vielen Dank für Ihre Zeit.

Geschlecht

- Frau
- Mann

Alterskategorie

- jünger als 20
- 21 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- älter als 60

Tätigkeit

- Student
- Berufstätig

- Selbständig
- Arbeitslos
- Rentner

1) Interessieren Sie sich in Herkunft von Produkten, die Sie kaufen?

- ja
- nein

2) Wissen Sie etwas über die schlechten Geschäftspraktiken und Bedingungen, mit denen benachteiligte Produzenten in Entwicklungsländern konfrontiert sind?

- ja
- nein

3) Wären Sie bereit, Fair-Trade-Produkte zu kaufen, um sie zu unterstützen?

- ja
- ja, falls der Preis nicht höher als bei den üblichen Produkten ist
- ja, falls der Preis höchst um 5-15% höher als bei den üblichen Produkten ist
- nein

4) Haben sie schon mal von Fair Trade gehört?

- ja
- ja, aber ich weiß nicht was es bedeutet

- *nein*

5) Wissen Sie etwas über die Geschichte oder über die Entwicklung des fairen Handels?

- ja
- nein

6) Welche Ziele des fairen Handels kennen Sie, was verstehen Sie unter dem Begriff Fair Trade?

7) Aus welcher Quelle haben Sie etwas über Fair Trade erfahren?

- Internet
- Zeitung
- Familie oder Freunde
- Schule
- Arbeit
- Geschäft
- Café oder Restaurant
- durch Fair Trade-Kampagnen (Fairtrade-Städte, Fairtrade-Frühstück,...)
- Werbematerialien (Broschuren usw.)
- Messe
- eigene Antwort

8) Erkennen Sie das Fairtrade-Siegel, Siegel des Fairtrades Sourcing Program (z.B. Kakao, Zucker) oder WFTO Logo mit den Fairtrade-Produkte markiert sind?

- ja
- nein

9) Kaufen Sie Fairtrade-Produkte?

- ja, manchmal
- ja, regelmäßig
- ich habe sie einmal gekauft, ich beabsichtige jedoch, sie wieder zu kaufen
- ich habe sie einmal gekauft, ich beabsichtige jedoch, sie nicht wieder zu kaufen
- nein

10) Aus welchem Grund kaufen sie die Fairtrade-Produkte?

- weil ich das Fair Trade Konzept unterstützen will
- weil ich das Produkt mag
- weil die Qualität gut ist
- eigene Antwort

11) Aus welchem Grund kaufen Sie die Fair Trade-Produkte nicht?

- zu hoher Preis
- schlechte Qualität
- schlechte Zugänglichkeit

- weiß nicht, wo kann man die Produkte kaufen
- ich traue dem Siegel nicht
- ich glaube nicht, dass mein Geld bei den Produzenten wirklich ankommt
- ich möchte in spezialisierten Geschäften extra nicht zu gehen
- eigene Antwort

12) Ist es schwer für Sie, die Fair Trade-Produkte in Geschäften zu finden?

- ja
- nein

13) Welche Fair Trade-Produkte kaufen Sie am häufigsten?

- Bananen
- andere frische Obst- oder Gemüsesorten
- Schokolade
- Kaffee
- Tee
- Fruchtsäfte
- Kräuter oder Gewürze
- Blumen
- Textilien
- Handwerksprodukte

- Zusammengesetzte Produkte (Eis, Schokoriegel)
- Kosmetik
- eigene Antwort

14) Wo kaufen sie die Fair Trade-Produkte?

- Internet
- Supermarkt (Rewe, Edeka)
- Discounter (Aldi, Lidl)
- Drogerie (Rossmann, dm)
- Hypermarkt (Kaufland)
- Bio-Supermarkt (Denn's Biomarkt, Basic)
- in spezialisierten Geschäften mit Fairtrade-Produkten (Weltläden)
- Café, Restaurant oder andere
- eigene Antwort

15) Denken Sie, dass für den Bekanntheitsgrad von Fair Trade-Produkten genug unternommen wird?

- ja
- nein

16) Welche Möglichkeit ist Ihrer Meinung nach am effektivsten, um für Fair Trade-Produkte zu werben?

- bessere Markierung in Geschäften

- wenn man mehr über Fair Trade durch Trade-Kampagnen erfährt
- mehr Werbung durch übliche Werbematerialien wie z.B. Broschüren
- Messen
- Presserarbeit (Zeitungsartikel usw.)
- Vorlesungen in den Schulen
- eigene Antwort

17) Ordnen Sie die folgenden entscheidenden Kriterien beim Einkauf von Produkten entsprechend Ihrer Präferenz (höchste oben, niedrigste unten).

- Preis
- Qualität
- Zutaten
- Aussehen der Verpackung
- Marke
- Herkunftsland
- Empfehlung

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