

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Tropical AgriSciences



Comparative network analysis of Fair Trade movement in the
Central and Eastern Europe region

BACHELOR'S THESIS

Prague 2024

Author: Alžběta Fousová

Supervisor: Ing. Jiří Hejkrlik, Ph.D.

Declaration

I hereby declare that I have done this thesis entitled Comparative network analysis of Fair Trade movement in the Central and Eastern Europe region independently, all texts in this thesis are original, and all the sources have been quoted and acknowledged by means of complete references and according to Citation rules of the FTA.

In Prague 14.4.2024

.....

Alžběta Fousová

Acknowledgements

I would like to thank my supervisor Ing. Jiří Hejkrlík, Ph.D for providing guidance and giving advices throughout the entire process of researching and writing this thesis. His patience, expertise and feedback significantly contributed to completing this research. The acknowledgement also belongs to Lubomír Kadaně who was willing to provide the interview. Furthermore, I would like to thank my family and friends for their support throughout my studies.

Abstract

Small-scale farmers from the Global south have to face many challenges. Fairtrade is an international movement focusing on helping those farmers and workers to improve their living standards, invest in their communities and protect the environment. This bachelor thesis entitled Comparative network analysis of Fair Trade movement in the Central and Eastern Europe region focuses on the comparison of Fairtrade movements in the following countries - Czech Republic, Germany, Poland and Austria. Social Network Analysis is used to describe the actors in network of this movement in the Czech Republic. This thesis contains description of the member organisations, business partners, government departments and other organisations of the Fairtrade movement in the Czech Republic, along with a brief overview of the market, including the identification of key ethical trading commodities in each country.

Based on the explorative research it was found that several differences exist in Fairtrade movement in each of target countries. This movement is not developed equally regarding consumers awareness, organisations involved or amount of product sales.

Key words: ethical products, collaboration, certification, Czech Republic, Austria, Germany, Poland, market

Contents

1. Introduction.....	1
2. Literature Review.....	2
2.1. Social movement theory	2
2.1.1. Typology of social movements	3
2.1.2. Consequences of Social movements	3
2.1.3. Manifestations of Social movements	4
2.2. Social Network Analysis	5
2.2.1. Key concepts in network analysis	5
2.2.2. Actors and relations	6
2.2.3. Networks.....	7
2.2.4. Data collection.....	8
2.2.5. Graphs	9
2.3. Fairtrade	11
2.3.1. The main principles of Fair Trade.....	11
2.3.2. Fairtrade International.....	12
2.4. History of Fairtrade market in Central Europe.....	13
2.4.1. Development of Fairtrade movement in the Czech Republic and Poland	14
2.4.2. Development of Fairtrade movement in Austria.....	15
2.4.3. Development of Fairtrade movement in Germany	15
2.5. Actors mapping	16
3. Aims of the Thesis	17
4. Methods.....	18
4.1. Qualitative methods	18
4.1.1. Social Network Analysis	19
4.1.2. Comparison of Fairtrade movements.....	20
5. Results	23
5.1. Czech Fairtrade market.....	23
5.1.1. Fairtrade member organisations	23

5.1.2.	Consumers behaviour in the Czech Republic.....	24
5.1.3.	Structure of the Czech Fairtrade market	25
5.2.	Fairtrade organizations in selected European countries	25
5.2.1.	Fairtrade in Germany	25
5.2.1.1.	Consumers behaviour in Germany	27
5.2.1.2.	Structure of German Fairtrade market.....	28
5.2.2.	Fairtrade in Austria	28
5.2.2.1.	Consumers behaviour in Austria.....	30
5.2.2.2.	Structure of the Austrian Fairtrade market.....	30
5.2.3.	Fairtrade in Poland	30
5.2.3.1.	Consumers behaviour in Poland	32
5.2.3.2.	Structure of the Polish Fairtrade market.....	32
5.3.	Comparison of Fairtrade movements in target countries.....	33
5.4.	Fairtrade movement in the Czech Republic	35
6.	Discussion	38
7.	Conclusions.....	40
8.	References.....	41

List of tables

TABLE 1 FAIRTRADE TOWNS IN TARGET COUNTRIES.....	33
TABLE 2 SALES OF FAIRTRADE PRODUCTS 2017.....	33
TABLE 3 SALES OF FAIRTRADE PRODUCTS 2022 IN TONNES.....	34

List of figures

FIGURE 1 STRUCTURES OF GRAPHS: STAR, Y, CHAIN, CIRCLE (SCOTT 2012).....	10
FIGURE 2 A CENTRAL ACTOR OF A SOCIAL NETWORK (LIU 2011).	10
FIGURE 3. FAIRTRADE MARK (FAIRTRADE INTERNATIONAL 2024 - A).	14
FIGURE 4 SOCIAL NETWORK ANALYSIS OF FAIRTRADE CZECH REPUBLIC AND SLOVAKIA	35
FIGURE 5 MEMBER ORGANISATIONS OF FAIRTRADE CZECH REPUBLIC AND SLOVAKIA.....	36
FIGURE 6 BUSINESS PARTNERS OF FAIRTRADE CZECH REPUBLIC AND SLOVAKIA	37

List of the abbreviations used in the thesis

ATO	Alternative trading organisation
FoRS	Czech forum for development cooperation
SMT	Social movement theory
SNA	Social Network Analysis
UN	United Nations

1. Introduction

The main objective of Fairtrade certification is to ensure decent conditions for farmers. These are mainly small-scale farmers in the Global South, for whom Fairtrade certification guarantees the possibility to earn a decent living. These small-scale farmers from developing countries have to face challenges such as lack of information or education. Farmers live mostly in isolated areas where the access to market is also insufficient.

The main certified commodities are coffee, cocoa, and bananas. These cash crops come to our markets from the tropical areas where they are grown. This thesis is focusing on the Fairtrade movement from a slightly different perspective as its aim is to map the background of this organisation. The aim of this explorative research is to find out which organisations are behind of the movement in the consumers countries. Without these regional Fairtrade organisations, their members organisations, business partners and last but not least target customers the lives of these small farmers at the beginning of the supply chain would hardly improve. Member organisations, business partners, government departments and other organisations of Fairtrade Czech Republic and Slovakia are analysed in this thesis. Social network analysis is used to map and describe relations among organisations behind this movement.

This bachelor thesis also compares markets of Fairtrade movements in the central and eastern Europe region. For this comparison the following four countries were chosen - the Czech Republic, Germany, Austria, and Poland.

Firstly, the literature review introduces Social movement theory, followed by description of Social Network Analysis and Fairtrade movements. The literature review is concluded with a chapter Actors mapping. In the results the comparison of the markets is described and represented by tables. The Fairtrade movement in the Czech Republic is visualised by map of the organisations involved.

2. Literature Review

2.1. Social movement theory

Social movements are important for creating social change in the contemporary world. One of its main advantages is that the certain movement is focused on a particular issue that it addresses. By movements people seek to create a better world, but also the history can be changed. Social movements are often linked into social networks. These connections are very important. By linking organisations, groups but also individual actors, it is possible to better mobilise the available resources, to put pressure on politicians, and overall to contribute to the desired change. This also contributes to better communication and flexibility of networks (Johnston 2014).

Fairtrade¹ can be considered as a social network. This organisation cooperates with private companies, governments, research institutions, UN agencies and civil society organisations. These partnerships are crucial for maximizing advantages for farmers and workers (Fairtrade International 2022 - g).

Social movement theory (SMT) is a very broad concept that cuts across multiple disciplines such as sociology, political sciences, or collective psychology. The goals of this theory include explaining social mobilization, collective actions and their effect on culture, society, and politics (Galkina & Yang 2020). According to McCarthy and Zald a social movement is “*a set of opinions and beliefs in a population which represents preferences for changing some elements of the social structure and/or reward distribution of a society*” (McCarthy & Zald 1977).

The aim of social movements is to attempt to change the behaviour of citizens to bring about change in society (Jeppesen 2021). Members of a movement may be only a part of the population, but they are trying to solve a problem in wider society beyond members of the movement. Social movements can influence national dialogue, modify government policy, or reshape the citizen's perception of themselves or the broader society. Movements can be peaceful, non-violent, but as well as violent such as terrorist organisations (Sovacool 2022).

¹ Fairtrade – official regional Fairtrade organisations covered by Fairtrade International
Fair Trade - fair trading movements

2.1.1. Typology of social movements

Based on certain characteristics such as the extent desire of change and leverage point, social movements can be divided into four categories: *revolutionary*, *redemptive*, *reformative* and *alternative*.

The aim of *revolutionary movements* is to transform the whole society and to try to change the old social order into a new one. That is why these movements are often extreme and provocative and are the most threatening to the social order and authority. Some of them even use violence to achieve their goals. Revolutionary movements include for example some separatist movements, Islamic fundamentalist or from the history the Nazis in Germany.

Redemptive movements, on the other hand, focus on changing the individuals within a society rather than on changing the society as a whole. But even in this case, the change can be radical. But these changes are only to take place within the target population. Examples might be various cults or other isolated environments.

Within *alternative movements* there is an attempt to gradually change individuals and therefore these movements can be considered the least radical. This group can include, for example, vegans or various rehab programs targeting certain groups such as alcoholics or drug addicts.

Reformative movements seek moderate change targeting all members of the existing society. These are small changes, for example in the environment.

To conclude revolutionary and reformative movements try to change society, while redemptive and alternative movements seek to change individuals. Revolutionary and redemptive movements are radical, whereas aims of reformative and alternative movements are to change some certain attitude or behaviour instead of whole revolution (Sovacool 2022).

2.1.2. Consequences of Social movements

According to the book *What is a Social Movement?* written by Johnston (2014), the big social revolutions throughout history can be considered as the biggest movements, because of the fact that economic, political or social changes of the entire society were happening. Examples of such revolutions include the French Revolution or

the Russian Revolution. One level lower in terms of the scale of change can be placed the environmental, feminist or gender and racial equality movements. Then there are movements dealing with specific issues such as political issues. In the case of small movements, it is important to distinguish whether it can still be considered as a movement or whether it should be defined as a smaller protest group that disagrees with a particular issue that affects only this limited group (Johnston 2014).

2.1.3. Manifestations of Social movements

Social movements depend on both large marches and demonstrations that can mobilize thousands of people but also on smaller meetings which are also important. The large gatherings are important for the self-determination of the movement, and for the representation of the movement to other people. Small meetings *“are the multitudinous building blocks of a movement's structure and its ideations.”*(Johnston 2014). Often on these small meetings movement's ideas, motivations, and goals are discussed. Movement is made up of a combination of these big and smaller performances and on it also depends how the movement is perceived by its own members but also by the opponents (Johnston 2014).

There are several campaigns promoting the idea of Fairtrade in which the public can get involved. In the Czech Republic, for example, people can participate in various campaigns such as Fair Breakfast, Exhibition on trees and many more (Fairtrade Česko a Slovensko 2024 - h). One of the Fairtrade worldwide campaigns is called Fairtrade Towns. This campaign can be used to show how the movement is developed in selected countries. To obtain the status of Fairtrade town, towns must meet 5 standards (Zysk 2020).

The first standards concern the serving of Fairtrade coffee at all council meetings, in the offices of mayors and city administrators. Secondly, a supervising group must be established to coordinate local Fairtrade activities. The supervising group is made up of at least three people. The task of this group is to fulfil the standards in the journey towards the Fairtrade Town designation, coordinate education and work with the public. Thirdly, at least two different Fairtrade products must be available in local retail shops, cafes, restaurants and florists. Fourth, schools, clubs, faith communities or other public institutions organize educational activities focusing on Fairtrade or directly

offer these products. For every 200 000 inhabitants there must be one school, one club and one church community. According to the last standard, the supervising group must ensure public relations and inform the local media about Fairtrade activities (Fairtrade Deutschland 2024 - c).

2.2. Social Network Analysis

Social Network Analysis (SNA) studies the relations between actors and the social structures between them. The SNA can be used to study the relations from individuals, families to organizations or even nations (Zhang 2010). SNA can be used by companies for analysing the flow of communication among employees. Jitesh Shetty and Jafar Adifi conducted research *The Enron Email Dataset Database Schema and Brief Statistical report* (2004) where the email communication was used to analyse intensity of social contacts among individuals in a company.

The purpose of the Social Network Analysis is the examination of the importance of relationships between individual actors. These defined relationships form a fundamental part of network analysis. The main principles of SNA include the following facts. Relationships between actors are dependent rather than independent, and information transfer is made possible by the relationships between actors. The unit in a network analysis is an entity consisting of a collection of individuals and the relationships among them. The key assumption for standard social science is that the units do not influence each other. However network theorists negate this assumption. This can be demonstrated for example by the fact that corporations or other actors usually observe the behaviour of the others and even seek to act similar or influence each other. The process of a change that is analysed by SNA can also be studied over time. For example, studying economic change over a period of time (Wasserman & Faust 1994). SNA was used in a study *Spatializing Social Networking Analysis to Capture Local Innovation Flows towards Inclusive Transition* describing the regional economic structure of network of firm in Calabria, Italy (Bevilacqua et al. 2022).

2.2.1. Key concepts in network analysis

According to the book *Social Network Analysis* written by David Knoke and Song Yang (2019) structural relations are important tools for understanding the

networks. For SNA there are three assumptions about relations and consequences caused by these relations. Firstly, in order to understand the behaviour of the organisations which are being studied, it is important to understand how structural relationships work. Furthermore, the behaviour of network actors can be influenced by various factors. For example, it depends on whether the relationships between organisations are direct or indirect. In the case of direct relationships, there is a primary contact and more intensive interaction between the actors (organisations). The third assumption is the awareness that structural relationships are dynamic and are constantly changing (Knoke David & Yang 2019).

The following paragraph will describe concepts important for network analysis. These concepts include actor, relational link, dyad, triad, subgroup, relationship, and network.

- Actor – as already mentioned SNA describes the ties between social entities and the consequences of these ties. These social entities are called actors.
- Relational linkage – in network analysis, actors are connected to each other by social ties. The characteristic feature of a link is that it determines the ties or connections between a pair of actors. There are several types of ties.
- Dyad - a dyad involves two actors and all of the possible links between them.
- Triad - a triad consists of three actors and all of the possible links among these actors.
- Subgroup – a subgroup is a selected set of actors including links
- Group – collection of all actors involved
- Relation – ties of members of a group are called relations (Wasserman & Faust 1994)

2.2.2. Actors and relations

Entities and relations form an essential part in social networks. As already mentioned in the introduction actors can be persons, groups, organizations but also students or employees (Knoke David & Yang 2019). As an example, SNA is used in an

article *Understanding social learning relations of international students in a large classroom using social network analysis* to explore how international students form social relationships (Rienties et al. 2013).

These actors can be divided into individual actors or collective actors. Collective actors include companies, voluntary associations, or for example political parties. Examples of individual actors are children in the playground or employees of a company (Knoke David & Yang 2019).

2.2.3. Networks

Social networks are composed of entities connected by relations. With the help of these networks, it is possible to explain and better understand structural relations, the links between them and their consequences. The authors David Knoke and Song Yang mention that network research is defined by three actors: *social setting*, *relational form* and *content*.

- Social setting – one of the basic steps for creating a network analysis is the selection of the social environment from which entities are selected.
- Relational form and content - it is also important for research to decide on which relations the data will be collected. These relations consist of form and content. These two components are inseparable. Contents express the motives and purposes of interaction, while forms describe the ways of these interactions.

These are some examples of generic contents

- Transaction relations
- Communication relations
- Boundary penetration relations - “*ties consist of membership in two or more social formations, for example, voluntary associations or social movement organizations*” (Knoke David & Yang 2019)
- Instrumental relations
- Sentiment relations
- Authority relations
- Kinship and decent relations

(Knoke David & Yang 2019)

Different types of networks can be distinguished and will be described as follows.

- One mode networks - this type of network contains of relationships between similar actors. As an example, we can take the doctors in the hospital and the exchange of information among them.
- Two mode networks - in these networks two different sets of actors and the relationships between them are included. These networks represent, for example, the relationships between a for-profit organisation and non-profit organisations. Relationships between actors and events can also be explored. For example, people who are included in the study attend the same event.
- Socio-centric - this network circumscribes the actors of a single bounded community or organization. This group can include, for example, the relationships between teachers at one school.
- Ego-centric - this type of network focuses only on the central actor of the network. This central actor is connected directly to the other actors in the network.

(Hawe 2004)

2.2.4. Data collection

Data in social networks are based on at least one variable characteristic of the set of actors. The focus of the network study determines which variables to measure and which methods to use. Archival records and observations can be used to obtain information, on the other hand for example, in the study of relationships between people, it is much more suitable to obtain data using interviews or questionnaires (Wasserman & Faust 1994). Data for analysis can be obtained from primary or secondary sources. Interviews are considered as a source for primary data (Borgatti et al. 2018).

Then it is important to process the collected data. In the case of small networks, the data can be processed manually. In this case, it is easy to keep track of the organisations involved and the interactions between them. If the number of cases

monitored exceeds a certain number where manual processing is no longer possible, computer analysis of the data is necessary for the analysis (Scott 2012).

Social Network Analysis is usually based on questionnaires or interviews to gather the information needed to identify the relationships of a selected group. This information is then converted into a map. To obtain this information, a network of individuals, organizations to be analysed must be identified. A questionnaire is then constructed which may contain both open and closed questions. These questions are used to conduct a survey to determine the relationships between the actors and the flow of knowledge between them (Serrat 2017).

2.2.5. Graphs

To better understand and analyse the network structure, networks are usually visualized by graphs (McCulloh et al. 2013). Visualization can be difficult for large networks but is important for a simpler visual representation of more complex structures (Scott 2012). These graphs consist of points and lines. Points are called vertices or nodes and represent actors. These points are connected by lines which are called also edges. These lines represent connections and relationships between individual actors. Nodes are used to represent persons, but also cities, organizations, or any other object. If the nodes are the same, for example all nodes represent organizations, these nodes are classified to the same node class. Nodes can contain attributes. If the nodes are people the attributes can be age, gender and so on, for cities for example location or population. There must be a relationship or some kind of flow among nodes for a network to exist (McCulloh et al. 2013).

As an example of the group dynamics graph, the following types of graphs can be given - the star, the Y, the chain and the circle. The structures of these graphs clearly show how in each network the communication in the chain takes place in different ways. In the case of a long chain, where information is sent through multiple intermediaries, the information may change or distort with each successive step of the chain. The resulting information at the end of the chain may be completely different from the original one. On the other hand, in a network where there are more connections and information channels, the meaning of information does not change so much. actors in the centres of the "stars" are considered to be more powerful (Scott 2012).

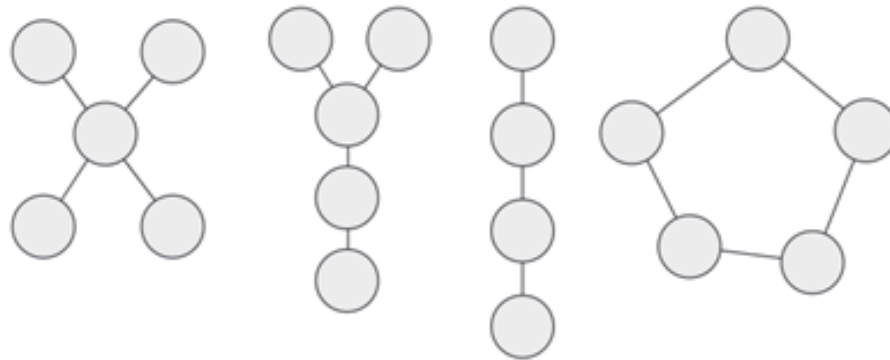


Figure 1 Structures of graphs: star, Y, chain, circle (Scott 2012).

The measures of the degree of prominence of actors in networks is called centrality. It shows the extent to which actors are connected. The central actor is connected to others by many ties and is thus considered more important in the organisation than other actors with fewer contacts. Furthermore, the interaction between other actors who are not directly adjacent to each other depends on the linkages between them and thus, above all, on the actors between them. These actors can potentially influence in some way these interactions and communication between non-neighbouring actors (Liu 2011). The central actor is shown in Figure 2.

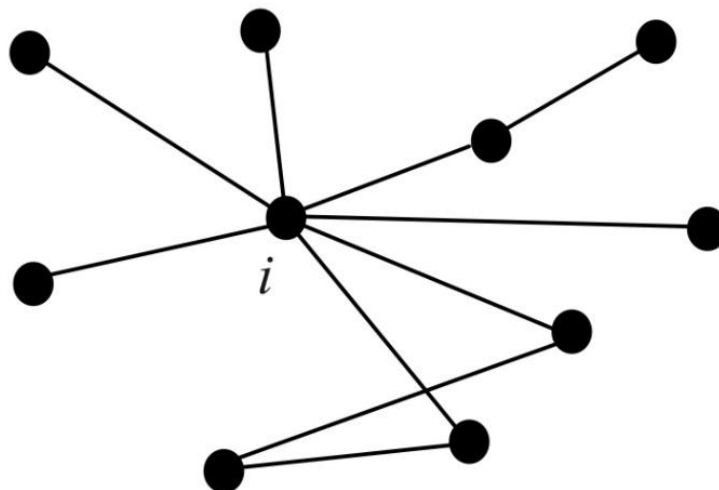


Figure 2 A central actor of a social network (Liu 2011).

2.3. Fairtrade

The aim of Fairtrade is to provide opportunities for disadvantaged farmers, particularly from the Global South, to earn a living through their work. Fairtrade certification can help them to earn an income that covers their costs associated with production, provides security for their families, or contributes to farm improvements. The Fairtrade movement helps improve the lives of farmers and workers while protecting natural resources and the environment. Since its beginnings, the movement has evolved into a global network that now connects hundreds of thousands of farmers and workers, trading and retail companies, NGOs and millions of consumers. *“Fair Trade is a trading partnership based on dialogue, transparency and respect, that seeks greater equity in international trade.”*(Nicholls Alex & Opal Charlotte 2005). A few key concepts are important in Fairtrade. A part of certification is the minimum price of the goods sold. This price is set by the Fairtrade Labelling Organisation International (FLO) and is taking account also of local economic conditions. If the price on the world market fall, Fairtrade certified farmers will still receive a fair price. In addition to the minimum price of the commodity, the farmers cooperatives also obtain Fairtrade premium- an additional source of money that must be spent on social development projects such as roads, clinics, schools etc. Another important fact is that child labour is prohibited (Nicholls Alex & Opal Charlotte 2005).

2.3.1. The main principles of Fair Trade

Market conditions in developing countries make it difficult for producers to not live in poverty and make a living from their own work. There are many challenges that producers in these countries have to face. Lives of producers can be improved within the four main principles of Fairtrade. These include direct trade with producers, long-term trading relationships, the floor price, and the social premium. Small producers have very limited access to the market. They often live in isolated rural areas where there are no roads, they do not have cars for transport and so getting their goods to market is very difficult for them. However, the co-operatives for producers can be beneficial. According to Fairtrade small farmers should be associated into export or sales co-operatives. For example, involvement in a cooperative allows farmers to use a joint car which can be used to transport their harvests together. If the producers from

developing countries are not associated in co-operatives they are usually completely dependent on middleman. Because of this, they sell their goods to middlemen at prices that may not correspond to market prices.

Producers in developing countries also lack access to accurate information, so it is quite hard for them to know the real market prices. These producers, who do not have access to radio or the Internet, are once again completely dependent on information from middlemen. Cooperatives can provide access to current price information either through a common telephone or internet connection. They can also share storage facilities where goods can be kept, for example, when market prices are low. Farmers do not have to sell goods immediately after harvest at lower market prices.

Furthermore, producers must receive a minimum price for their Fairtrade products. This minimum price is calculated for each region and is designed to cover the cost of production for sustainable production, the cost of living and the cost of meeting the Fairtrade standards. Farmers receive this price regardless of whether the market price is lower or not. If the market price goes up, farmers receive this higher market price for their products. To summarise, the price that producers receive is always either the minimum price by Fairtrade or the market price. Fairtrade standards require besides the minimum price also payment of a social premium to the co-operative. The social premium must be spent on development projects chosen by the community (Nicholls Alex & Opal Charlotte 2005).

2.3.2. Fairtrade International

Fairtrade International, formerly known as a Fairtrade Labelling Organisations International (FLO) is a non-profit and multistakeholder association. The Fairtrade system consists of three regional producer networks, Fairtrade national organisations in consumers countries, Fairtrade International and FLOCERT (Fairtrade International 2024 - f).

Fairtrade International based in Bonn in Germany is the umbrella organisation founded in 1997 and the owner of the Fairtrade mark (Fairtrade International 2024 - f). The objectives of this non-profit organization include, among others, setting Fairtrade standards, setting minimum prices, support for Fairtrade producers and the market. Fairtrade International sets standards that must be met for certification. These standards

are divided into general standards and then there are standards for individual products. There are also standards for small producer cooperatives. The independent global certification body for Fairtrade is FLOCERT. In order to be certified, producers, importers, processors and packers must go through a certification cycle. FLOCERT inspectors provide regular audits and inspections worldwide. Companies selling Fairtrade products are not required to be certified. However, these companies have to pay a fee for using the Fairtrade mark on their products. The label is provided for a fee by Fairtrade International, which then has representation in individual countries, for example in the Czech Republic it is Fairtrade Czech Republic and Slovakia (Doležalová 2021).

2.4. History of Fairtrade market in Central Europe

The growth of Fair Trade can be divided into four waves. The first signs of the establishment of the Fair Trade concept began to appear after the Second World War (Nicholls Alex & Opal Charlotte 2005). During the 1940s, various North American and European initiatives were created to help disadvantaged producers. These organizations purchased handicraft products from these small producers in the Global South at higher prices, which they afterwards sold to other consumers. In 1960s and 1970s, sales expanded, and several thousand shops called World Shops were established across Europe (Raynolds et al. 2007). Alternative trading organisations (ATOs) began to emerge during the second wave. Examples of ATOs include for example Traidcraft in the UK or Gepa in Germany. Background of these ATOs can be found in religious groups and organizations. Their main aim was to create the possibility for producers to trade with the developed world, without the middlemen, who would lower the prices for producers standing at the beginning of the supply chain. During the third wave Fair Trade products were more promoted to a larger consumer scale. Brands like Cafédirect and Divine Chocolate were developed. The development of Fair Trade certification helped to bring the concept more into the mainstream. This development can be considered the fourth wave of commercial growth of the Fair Trade market (Nicholls Alex & Opal Charlotte 2005).

In 1942, Oxfam was founded in England and is considered the first European Fair Trade organisation. The greater development of the Fair Trade movement in

Europe began in the late 1950s. The organisation SOS, founded in 1959 in the Netherlands, began selling products from developing countries. The first world shop was opened in the Netherlands in 1969. At this time the movement was developing quite rapidly in Western Europe. Marks guaranteeing fair trade emerged during the 1980s. These marks helped consumers to recognise fairly traded products. One of the first marks is for example the Dutch mark Max Havelaar founded in 1988. This system has simplified the wider distribution of these products. Other brands such as TransFair or Fairtrade are being developed in other European countries and also the range of fairtrade foods is expanding. In 2002, the Fairtrade International Certification Mark was launched (Doležalová 2021). This mark is shown Figure 3.



Figure 3. Fairtrade mark (Fairtrade International 2024 - a).

2.4.1. Development of Fairtrade movement in the Czech Republic and Poland

Fair Trade began to appear in the Czech Republic in the mid-1990s. The charity shop One World was the first shop dealing with this issue here. The Association for Fair Trade today Fairtrade Czech Republic and Slovakia was established in 2004. In 2008, Mamacoffee, the first certified coffee roastery, was opened in Prague. This roastery can be considered one of the oldest roasters in Central Europe. Campaign Fairtrade Towns started in the Czech Republic in 2011 (Doležalová 2021).

The informal Fair Trade Coalition in Poland was founded in 2009. This coalition was developed of several small businesses and NGO's. In 2016 the name was changed to the Fair Trade Coalition Foundation-Fairtrade Polska as it received the status of a

public benefit organisation. Since 2015 it represents Fairtrade International in Poland. Important support is provided by Fairtrade Deutschland (Zysk 2020).

The development of the Fairtrade movement in these countries has been uneven. The Czech market can be considered the most developed market in the Visegrád countries. In the case of the Czech Republic, the largest volume of certified products is available in large retail chains. The two countries of the Czech Republic and Poland are intertwined. Fairtrade coffee is consumed at Benzina stations, which are owned by the state-owned Polish company PKN Orlen. Also, in Poland the main dynamic growth in sales of certified products is mainly in large retail chains. Since 2008, Fairtrade coffee has been available at all Orlen petrol stations. Thanks to this, Orlen is the largest seller of certified products in Poland. After the petrol stations Orlen is followed by retail chains. Other important sellers are internet shops and shops selling organic products (Zysk 2020).

2.4.2. Development of Fairtrade movement in Austria

The non-profit organization Fairtrade Österreich was founded in 1993. It promotes the sale of Fairtrade-certified products in Austria and awards the Fairtrade label to products that meet international standards. In addition, they also engage in information and educational activities (Fairtrade Österreich 2023 - a).

2.4.3. Development of Fairtrade movement in Germany

In Germany, the Fair Trade movement began to emerge during the 1970s. Organisation Aktion Dritte-Welt-Handel was founded to spread awareness of the conditions of third world producers. This organisation initially focused on educational activities and gradually transformed into the so-called alternative trade and has continued to evolve into what is now Fairtrade. For a long-time, Fair Trade goods were sold only through volunteers and in world shops. In 1992, the TransFair label (now the Fairtrade label) was introduced, making it easy for consumers to distinguish fairtrade products from other goods. This allowed the spread of fairtrade goods into mainstream retail stores. At this time, the Fairtrade movement began to develop dynamically. At the beginning of the millennium, the fairtrade movement was not yet well known in society and therefore the movement focused mainly on education and promotion. There were

campaigns such as the “Faire Woche”, which has been held every year since, or the public campaign “Fair Feels Good”. Around the same time, certified products also started to appear in Lidl stores. The period of growth continued and from 2000 onwards Fairtrade developed into a steady wider economic sector. Several specialist fair trade retailers have also entered the market (Bäthge 2016).

2.5. Actors mapping

The visual mapping of stakeholders is frequently linked with network analysis (Knoke & Yang 2008). An actor map serves as a design tool, providing an overview of the various actors and components that constitute a system. The network map is based on the roles of actors involved. The map also depends on the relations among the actors and how they are divided into groups (Morelli & Tollestrup 2007).

Outcome mapping allows to focus on actors that can help the company to achieve its goals. It is not only about increasing the company's revenue but about identifying which partners to work with to achieve the desired change. In Outcome mapping it is very important to distinguish between the different actor or stakeholder. By dividing stakeholders according to their roles and relationships, it is possible to identify which of them are worth investing in and which can be beneficial. 'Boundary Partner' is often a transitional label that captures a stage in the evolving relationship between an actor and the intervention at a particular time (Nyangaga 2014). The term boundary organisations usually refers to companies operating in multiple areas and with various stakeholders (Gustafsson & Lidskog 2018).

Authors of the article *Multi-level Stakeholder Influence Mapping: Visualizing Power Relations Across Actor Levels In Nepals Agricultural Climate Change Adptation Regime* uses multi-level stakeholder influence mapping to visualize power relations across actors. Methodology of this study involves mapping the relations between actors at different levels, including local, national and international actors and identifying the power dynamics that occurs between them. The authors conclude that it was effective in identifying key actors and their influence on the system (Sova et al. 2015).

3. Aims of the Thesis

The main aim of this bachelor thesis is to describe and afterwards compare Fairtrade movements in Czech Republic, Germany, Austria, and Poland. A comparison of Fairtrade markets, campaigns and organisations is used.

Second purpose is to identify the main actors, that are important for Fairtrade Czech Republic and Slovakia using Social Network Analysis and theory of social movements. These actors can be member organisations, business partners, government departments and other non-governmental organizations, retailers, companies, or foundations. These organisations can spread awareness about ethical trading but also form the basis for the change at society level, based on the theory of social movements and their impact in the society.

To conclude the objectives of this bachelor thesis are as follows.

- To compare Fairtrade movements in Czech Republic, Germany, Austria, and Poland
- To identify the main actors of Fairtrade Czech Republic and Slovakia

4. Methods

4.1. Qualitative methods

In-depth interviews are appropriate for collecting data about individuals, their personal experiences and perspectives on a specific topic. In case of this study the in-depth interview was used to collect data about relations and common activities with member organisations, business partners, government and other organisations of Fairtrade Czech Republic and Slovakia.

Open-ended questions were utilized in an interview with Mr. Lubomir Kadaně, Director of Fairtrade Czech Republic and Slovakia. The interview conducted lasted about one hour. The questions were sent to the director in advance in a word document, later a face-to-face interview was done. This meeting was not audio recorded because of the existence of some sensitive information about this organisation. The individual questions were discussed, and notes were written down. During the interview it was agreed that sensitive information would not be disclosed in the thesis. These notes formed the basis for the resulting graph.

To obtain the results of this study, the research focused primarily on finding out how strong and frequent the relations between Fairtrade their member organisations, business partners, government and other organisations are. The aim is to find out what form of cooperation is involved, if there are any common activities and how frequent the communication between the actors occurs.

The questions for this interview are as follows:

1. How would you describe the cooperation with your own member organisations?
2. Do you cooperate with any government departments?
3. Where does Fairtrade's revenue come from?
4. If it would be possible to rank top five (or more) business partners?
5. Do you have any donors or grants?
6. Has the interest in partnership with Fairtrade been growing in recent years or is it rather the same?

The aim of the first question is to identify those member organisations that are most involved in joint events, with whom they communicate the most and how this communication takes place. The additional question is also whether it would be possible for the director to rank the members according to activity so it would be afterwards possible to construct a visual representation. The member organizations were divided into two groups. The first group included the more active members in terms of joint activities and communication, the second group included the less active ones. This division will then be presented graphically in a chart, where the members who cooperate more are closer to the middle and are therefore connected by a stronger link to the focal actor which is Fairtrade Czech Republic and Slovakia

The intention of the second question is to find whether Fairtrade cooperates with any governmental departments or institutions, whether they participate together in any events or educational activities or if there is any form of communication going on at all.

The third question focuses on sources of income. With this question it is possible to better identify which sector is important for Fairtrade in terms of monetary support. Whether the money comes from the private or the state sector, and whether the organisation receives any form of subsidy from the state.

The fourth question aim is to identify the largest business partners that also contribute significantly to the organisation's functioning. These major business partners are then shown on a graph to provide a better visual representation of the results of the work.

The fifth question intention is to find out if Fairtrade Czech Republic and Slovakia receives any grants.

The sixth question aim is to find out whether any new collaboration with Fairtrade is being formed in the future that could significantly contribute to the spread of awareness of Fairtrade or if there is any organisation that Fairtrade aims to secure as an additional partner.

4.1.1. Social Network Analysis

On the basis of these questions, a graph was drawn up where the relationships between actors are represented by lines and the strength of cooperation and joint

activities is determined by the distance from the centre of the graph, which represents Fairtrade Czech Republic and Slovakia.

To evaluate the results from in-depth interview a map a network a survey was used in this particular case. For a complete analysis of the relationships, data (type of relationship, strength of relationship) are collected from each actor in the network. For ego-centric networks where it is not possible to survey every actor, this procedure is different. Fairtrade Czech Republic and Slovakia was considered as an ego-centric network for this study as it is the focal actor of the whole network. For exploring ego-centric networks method Name generators for data collection can be used. When using the Name generators method, the focal actor is queried for the names of people with whom the focal actor has certain relationship or connection. This identifies the actors with whom, for example, the focal actor discusses important information or with whom he interacts more or less frequently. For this bachelor thesis the method of Name generators was used. The focal actor Fairtrade Czech Republic and Slovakia specifically the director Lubomír Kadaně was asked about member organisations, business partners, government, and other organisations as it was described in previous chapter. As a result, the member organisations of the Fairtrade Czech Republic and Slovakia are visualized in a map.

4.1.2. Comparison of Fairtrade movements

For the comparison part of the results, a search based on the internet sources of individual organisations was conducted. These internet sources include websites of individual organisations, their official documents, or articles. One of the main sources were official webpages of regional Fairtrade movements such as Fairtrade Deutschland, Fairtrade Österreich, Fairtrade Polska, Fairtrade Česko a Slovensko and website of Fairtrade International. Official documents and report were used as well as the lists of member organisations in each country.

Data for description of member organisations of Fairtrade Czech Republic and Slovakia were conducted from official websites of member organisations (Fairtrade Česko a Slovensko 2023-a), (Arcidiecézní charita Praha 2024), (Arpok 2023), (Živica 2023), (Ekumenická akademie 2024), (Integra 2024), (Jihočeská univerzita v Českých Budějovicích 2024), (Líska 2023), (NaZemi 2024), (Czech University of Life Sciences

Prague 2024). Data about consumers behaviour in the Czech Republic were obtained from website of Fairtrade Czech Republic and Slovakia (Fairtrade Česko a Slovensko 2024 - g). For market structure Annual report 2022 was used (Fairtrade Česko a Slovensko 2023 - c) , website (Fairtrade Česko a Slovensko 2023 - d) and reports Banánové listy a Květinové noviny (Fairtrade Česko a Slovensko 2023 - b) (Fairtrade Česko a Slovensko 2023 - e).

For Germany Annual report 2022/2023 (Fairtrade Deutschland 2023 - b), a case study "*Verändert der Faire Handel die Gesellschaft?*" written by Sandra Bähge (2016) and websites (Fairtrade Deutschland 2023 - a), (Fairtrade Deutschland 2024 - d) were used. Description of selected member organisations was based on its official websites (Christliche initiative Romero 2023 - a), (Christliche initiative Romero 2023 - b), (Brot für die Welt 2023 - b), (Brot für die Welt 2023 - a), (Die Deutsche Welthungerhilfe 2023).

The following sources were used for Austrian Fairtrade. Annual report 2022/2023 (Fairtrade Österreich 2022 - b). Description of member organisations was obtained from official websites of each organisation (Fairtrade Österreich 2023 - c), (Bio Austria 2020), (Caritas Österreich 2023),(Global 2000 2023), (Horizont 3000 2023 - a) (Horizont 3000 2023 - b). Data for consumers behaviour were obtained from Austrian report from 2023 prepared by GlobeScan (Fairtrade Österreich 2023 - d).

In the case of Poland Annual report 2022 (Fairtrade Polska 2023 - c) and websites of Fairtrade Polska (Fairtrade Polska 2023 - b), (Fairtrade Polska 2023 - d), (Fairtrade Polska 2023 - e), (Fairtrade Polska 2021) were used. Data for description of member organisations were obtained from official websites of each organisation (Fairtrade Polska 2023 - a), (Polska akcja humanitarna 2023), (Polska Zielona Sieć 2023),(Fundacja EkoRozwoju 2023).

The calculations of spread of Fairtrade towns were based on the number of inhabitants in each country and were obtained from the website Eurostat (Eurostat 2024). The number of Fairtrade towns from an article by Wojciech Zysk (2020). Then for better and more accurate comparison a calculation per 100,000 inhabitants was made.

For another comparison of the countries, the sale of Fairtrade products was used. The numbers of sales were sourced from an article written by Wojciech Zysk titled

“Fair trade phenomenon and its evolution in Visegrad countries”(2020). Data was gathered by his own study which was conducted by collecting data from annual reports of organisations and through author’s individual contacts which were beneficial for gaining unique and non-published statistical data. Because of the fact that there are no exact current data about the sales of Fairtrade products, data from 2017 were used. This data was obtained in March 2020.

For the comparison of sales of Fairtrade products data were obtained from official regional Fairtrade documents - Annual report 2022 (Fairtrade Česko a Slovensko 2023 - c), Fakten und Zahlen (Fairtrade Österreich 2022 - e), Zahlen und Fakten (Fairtrade Deutschland 2024 - e).

5. Results

5.1. Czech Fairtrade market

The non-governmental non-profit organization Fairtrade Czech Republic and Slovakia is the official representative of Fairtrade International for the Czech Republic and Slovakia, a member of World Fair Trade Organisation and since 2010 also a member of FoRS (Czech forum for development cooperation).

5.1.1. Fairtrade member organisations

All member organisations form a general assembly which meets annually. It elects the members of the board of directors, which in turn elects the director of the organisation.

Member organisations of Fairtrade Czech Republic and Slovakia will be described as follows.

- **Charitas** is a Christian non-profit organization helping to educate children in developing countries. The organization was founded after World War I. In the 1990 s, it began helping mainly the elderly and people with mental and physical disabilities. They are also dedicated to establishing shelters and providing home health care.
- **Arpok** is a non-governmental, non-profit educational organization dedicated to global development education. It organizes educational programs in schools and training for teachers. Among other goals, it strives to spread awareness of current global issues among the public.
- **Živica** is a Slovak civic association that strives to build a society that respects nature and people. It works with students, teachers, and the general public.
- **Ekumenická akademie** has been operating in the Czech Republic since 1996. They promote alternative approaches to solving economic, social, and environmental problems. They organise educational campaigns and

seminars to raise awareness on issues such as human rights and sustainable society.

- **Integra** is a Slovak foundation. They support African children in achieving education. They also work with poor farmers in Kenya and Ethiopia, whom they try to help raise their standard of living through decent working conditions and fair wages.
- **Jihočeská univerzita v Českých Budějovicích** is a Czech public university for which is the topic of sustainability and social responsibility important. In 2023 it participated in the European Sustainability Week.
- **Líska** is a non-governmental organisation was founded in 2007 for the purpose of environmental education and awareness raising in the Zlín Region. It helps people to understand nature, organises awareness programmes and publishes information materials.
- **NaZemi** is a non-profit organisation focusing on global issues. They organize educational programs for schools, methodological materials and lectures. Together with Fairtrade they also participate in the national event called Exhibition on Trees.
- **Be Fair** is not a member but an observer organization of Fairtrade Czech Republic and Slovakia. The main goal is to introduce students to the concept of fair trade and sustainable lifestyle. Be Fair is a student association of the Czech University of Life Sciences Prague. Their activities include organizing events for students such as Fair Breakfast or the International Fair Party.

5.1.2. Consumers behaviour in the Czech Republic

According to data from 2023, sales of certified goods in the Czech Republic have increased. The largest sales were of certified cocoa, but coffee sales increased as well. This growth in sales of Fairtrade goods is due to several factors. There is a growing group of people in the Czech Republic who know the Fairtrade mark and also know what this certification means. The growth is also due to the greater involvement of traders who are incorporating certified products into their regular range of products to encourage sales. According to a 2023 study commissioned by Fairtrade Czech Republic

and Slovakia, 66% of Czech consumers know the Fairtrade mark and 40% of those surveyed said they know exactly what the Fairtrade mark means.

5.1.3. Structure of the Czech Fairtrade market

The best-selling fairtrade commodity on the Czech and Slovak markets include cocoa, coffee, bananas, sugar cane and roses. Coffee used to be the best-selling raw material in terms of volume, but in 2017 it was overtaken by cocoa, which remained the best-selling fairtrade raw material in subsequent years. Total fairtrade premium for 2022 increased of 14% on the previous year, mainly due to sales of ft cocoa and coffee. Fairtrade bananas, which started to be sold in the country in 2020, ranked third in sales.

Previously, Fairtrade products were mainly available only in small shops and cafes. But this is changing and nowadays it is possible to purchase these products in supermarkets, drugstores, but also at gas stations and e-shops. One of the largest sellers of certified coffee in the Czech Republic is Tchibo Prague. Followed by Orlen Benzina, which offers Fairtrade coffee at its gas stations as well as for example another filling station OMW. Fairtrade coffee is also available in several cafes or roasters. Lidl is the biggest seller when it comes to cocoa sales. Followed by Kaufland and Penny market. Kaufland's range also includes Fairtrade bananas, which can also be found in Pfanner juices or Unilever's Ben & Jerry's ice cream. From 2023 certified bananas are also on the permanent offer of Lidl.

For a long time, flowers with Fairtrade certification were in the Czech Republic unavailable. This changed in 2020, when Fairtrade flowers first appeared in Lidl, later also in Kaufland. In Kaufland are these flowers part of permanent assortment of goods. In 2022, a total of 3,182,000 pieces of Fairtrade flowers were sold in the Czech Republic, with Lidl having the largest share of this total sales volume, followed by Kaufland.

5.2. Fairtrade organizations in selected European countries

5.2.1. Fairtrade in Germany

The non-profit organisation Fairtrade Germany was founded in 1992 under the original name of TransFair e.V.. The association is supported by more than 30 member

organisations and is a member of Fairtrade International. Member organisations can be divided into following groups according to their focus and are listed below.

1. Non-governmental development organisations

- Die Aktion-Arme-WeltStiftung
- Brot für die Welt
- Romero Initiative
- Femnet e.V
- Habitat for Hummanity Deutschland
- Katholische Landvolkbewegung Deutschland
- Kindernothilfe e.V.
- Bischöfliches Hilfswerk Misereor
- Quäker-Hilfe e.V.
- terre des hommes Deutschland e.V.
- Die Deutsche Welthungerhilfe

2. Youth and social organisations

- Arbeitsgemeinschaft der Evangelischen Jugend
- Bund der Deutschen Katholischen Jugend
- Deutsche Pfadfinderschaft Sankt Georg
- Bund Neudeutschland
- Katholische Arbeitnehmer Bewegung
- Katholische Frauengemeinschaft Deutschland e.V.
- Katholische Junge Gemeinde
- Katholische Landjugendbewegung Deutschlands e.V.
- Kirchlicher Entwicklungsdienst der Evangelisch-lutherischen Landeskirchen in Braunschweig und Hannover
- Kolpingwerk Deutschland

3. Political work

- Christlich Demokratische Arbeitnehmerschaft Deutschlands
- Forum Eine Welt & Gesprächskreis Menschenrechte
- Friedrich-Ebert-Stiftung
- Heinrich Böll Stiftung
- Konrad-Adenauer-Stiftung e.V.
- Nord-Süd-Netz des DGB Bildungswerks

4. Consumption and finance

- Deutscher Genossenschafts- und Raiffeisenverband e.V.
- Neusser-Eine-Welt-Initiative e.V.
- Oikocredit
- Verbraucher Initiative e.V.

5. Education, environment and health

- Der Verein BildungsArbeit Sozial Global
- Global Nature Fund
- Deutschen Lepra- und Tuberkulosehilfe
- Deutsches Institut für ärztliche Mission

A few member organisations are described as follows.

- **The Christliche Initiative Romero** focus on human rights, women's rights and support educational projects throughout Germany. The main goals include building connections between Germany and the countries of the Global South. CIR was one of the ten founding members of a group for small coffee growers, whose objectives were to promote Fair trade, which was subsequently renamed TransFair e. V. in 1992. Since 2010 is CIR a member of the Fairtrade town steering committee.
- **Bröt für die Welt** has been supporting Fair Trade for more than 50 years. It is one of the founding members of Fairtrade Deutschland. This organisation focuses on food security. It advocates the use of environmentally friendly farming methods while achieving good yields. They also focus on organisations in the Global South, education, and Fairtrade in Germany.
- **Die Deutsche Welthungerhilfe** is a German humanitarian organisation founded in 1962. The organisation strives for a world free from hunger and poverty, while also working to achieve this goal through sustainable solutions. In 2022, they were active in 37 countries, supporting 18.8 million people through their projects.

5.2.1.1. Consumers behaviour in Germany

Awareness of Fairtrade has developed positively in Germany. Many people have at least a basic awareness of Fairtrade, fair wages in developing countries and fair prices

for producers. In addition, more frequent media coverage of the issue and the easier availability of information and communication technologies that show and bring people closer to developments in other parts of the world also contribute to the spread of awareness of Fairtrade. Since 2000, there has also been an increased interest in buying Fairtrade products, due to the fact that these products have become available in mainstream German retailers, public awareness and trust in Fairtrade is also growing. For a steadily increasing number of people, the sustainability of a product is becoming a decisive factor in their choice. Even so, there are still social groups that reach for Fairtrade products more often than others. This group includes mainly individuals with higher education. In contrast, young people aged 14-29 and people with a low net household income buy certified products less.

5.2.1.2. Structure of German Fairtrade market

For the year 2022, the turnover of Fairtrade products in the German market increased 11% compared to the previous year. There was also an increase in the catering sector. Certified products are available in Germany in supermarkets, organic food stores, specialty stores, gastronomy, drugstores, or online shops. Despite a slight decline in sales of certified coffee, coffee still remains the most important commodity. In 2022, 24,000 tonnes were sold. Of this number, 72% was produced by organic farming. Another commodity that has seen a decline is cut flowers. Despite this, sales of Fairtrade flowers account for 33% of the market share. Fairtrade bananas are mainly available in Germany in ALDI, Lidl, Norma or Penny.

5.2.2. Fairtrade in Austria

Fairtrade Österreich is supported by 24 member organisations. These organisations help to spread the idea of Fairtrade across different population groups. As they intervene in sectors such as education, ecology or religion. Member organisations include the following.

1. Non-governmental development organisations
 - AsW -Aktiv für eine solidarische Welt
 - Caritas Österreich
 - Diakonie
 - Dreikönigsaktion der Katholischen Jungschar Österreichs

- Horizont 3000
 - Jugend eine Welt
 - Katholische Frauenbewegung Österreich
 - Katholische Männerbewegung Österreich
 - LICHT FÜR DIE WELT – Christoffel Blindenmission
 - Oikocredit Austria
 - Südwind
2. Youth and social organisations
- Bundes Jugend Vertretung
 - Katholische Jugend Österreich
 - Österreichische Hochschüler_innenschaft
 - Volkshilfe Österreich
 - Gewerkschaft PRO-GE
3. Consumption and finance
- Arge Weltläden
 - ÖBV- Via Campesina Austria
4. Education, environment, health
- BIO AUSTRIA
 - GLOBAL 2000
 - Evangelische Frauenarbeit
 - WU Wien – Institut MLGD
 - Evangelischer Arbeitskreis für Weltmission
 - Klimabündnis Österreich GmbH

A few member organisations are described as follows.

- **Bio Austria** is an association of Austrian organic farmers. Federal organisation bio-Austria is located in Vienna and Linz, but there are another 8 regional organisations scattered throughout Austria. The organisation promotes the benefits of organic farming on food quality and environmental protection, informs the public about the impacts of the agricultural system on society and raises consumer awareness of organic products. They also offer consultancy and training.
- **Caritas Österreich** is an association of nine independent diocesan organisations, Caritas and Caritas Austria. These 10 organisations work

closely together and are responsible for charitable activities in Austria. Caritas helps people in need and poverty.

- **Global 2000** is an Austrian environmental organisation. Since 1982 they have been working for a pristine environment, a sustainable society and sustainable economic activity. They cooperate with NGOs and universities and together they create concrete science-based alternative solutions for politicians or entrepreneurs.
- **Horizont 3000** is one of the oldest and largest NGOs in Austrian development cooperation. They primarily support the human development in the Global South, sustainable and environmentally friendly use of natural resources and climate protection. They also provide experienced advisors to their partner organisations and work with them on a range of projects and programmes.

5.2.2.1. Consumers behaviour in Austria

Regarding awareness of Fairtrade label, Austria can be worldwide ranked first. This label is known by 95 % consumers. The Fairtrade label is trusted by 88 % Austrians, which again puts Austria in the first place worldwide. Record are also numbers of people buying Fairtrade products. 75% of respondents purchased at least one Fairtrade product in the period of the last six months when this study was conducted.

5.2.2.2. Structure of the Austrian Fairtrade market

The first fairtrade product on the Austrian market was coffee in 1993. Today, bananas are one of the most important Fairtrade products here. They can be bought in almost every supermarket such as Billa, Billa plus, Hofer, Lidl, Spar or Mpreis.

5.2.3. Fairtrade in Poland

The founding organisations and private actors of Fairtrade Poland include following.

1. Non-governmental organisations
 - Fundacja EkoRozwoju
 - Polska Akcja Humanitarna

- Polska zielona sieć
 - The centre for environmental activities Źródła
 - SLOT – association of local creative centres
2. Private actors
- Agnieszka Bińkowska – running a company Agnieszka Bińkowska Szczypta Świata
 - Dorota Kocurek – Poznańska – running a company Pozytywna zmiana Kocurek-Poznańska Dorota
 - Maria Monika Stalony – running a company Biosprawiedliwi Maria Monika Stalony
 - proFT LTD

A few founder organisations are described as follows.

- **Fundacja EkoRozwoju** – This organization is focused on nature conservation. It provides educational activities, organizes events on tree planting. It also deals with sustainable agriculture and promotes cooperation between farmers and consumers. In 2013, the EcoCentre Wrocław opened, which serves as the foundation's headquarters and also as an educational centre.
- **Polska Akcja Humanitarna** is a Polish nongovernmental organisation which was founded in 1992. Its work focuses on humanitarian aid, protection of civilians and human rights. Campaigns provided by this organisation raise awareness in Polish society about the problems concerning the needs of the people in the countries where it operates. It also organizes educational programs for schools.
- **Polska zielona sieć** is a Polish nongovernmental environmental organisation. It has been operating in Poland for more than 25 years and brings together environmental foundations and NGOs across Poland. They also work with national coalitions such as the Climate Coalition or the Fairtrade Coalition.

5.2.3.1. Consumers behaviour in Poland

The Fairtrade label is recognised by 46 % of Polish consumers. According to survey by GlobeScan conducted in 2021 awareness of this label increase of 12 % compared to 2018. Polish consumers are interested in issues associated with natural resources, climate change and poverty, which is one of the reasons for buying Fairtrade products.

5.2.3.2. Structure of the Polish Fairtrade market

Recently, the interest in certified products has been growing and they are increasingly entering the regular shops. In Poland, Fairtrade products are sold in large supermarkets, organic food stores, cafes and e-shops. These products are also available for example in Marks & Spencer, Alma, Piotr i Pawel and Kuchnie Świata. However, many times the employees do not have enough knowledge to sell these products. Certified products appear in Polish health food shops rather sporadically and tend to be quite expensive. Often, they get into these shops because some of the fact that Fairtrade products are sometimes also organic and not only because they are Fairtrade certified. Also, only a small number of Polish coffee shops offer Fairtrade certified coffee.

For the year 2022, sales of Fairtrade products decreased by 10% compared to the previous year. Compared to 2020, sales are still up 34%. The best-selling Fairtrade commodity on the Polish market are chocolate products, which account for 84% of wholesale sales. Coffee follows with 13%. The first store offering Fairtrade products was opened in Poland in 2011. There are almost 100 certified products available at Lidl in Poland and the range is expanding every year. Lidl is also the largest seller of cocoa bean products, accounting for 60% of total Polish sales in 2022. The company also runs educational campaigns to spread awareness of certification and the importance of Fairtrade. Customers can thus not only learn about the Fairtrade movement but also directly about the Fairtrade products Lidl has in its range.

5.3. Comparison of Fairtrade movements in target countries

Numbers of Fairtrade Towns for analysing stages of development in selected countries can be found in the Table 1 below.

Table 1 Fairtrade Towns in target countries

Country	Number of Fairtrade Towns	Number of Fairtrade towns / 100,000 inhabitants
Germany	648	0.77
Austria	207	2.27
Czech Republic	12	0.11
Poland	2	0.005

This table shown how the campaign Fairtrade towns is widespread in each country. The largest number of Fairtrade towns per 100,000 inhabitant is in Austria followed by Germany.

The total sales of Fairtrade products from the year 2017 are as follows. In the Czech Republic the total sale is €16.9 million, followed by Poland with €14.4 million. Much higher sales of Fairtrade products than Poland and the Czech Republic are achieved by Austria with €304 million and Germany with €1,329 million. The sales of Fairtrade products are recalculated per 100,000 inhabitants for better comparison. This recalculation can be seen in the Table 2.

Table 2 Sales of Fairtrade products 2017

Country	Sales of Fairtrade products 2017	Sales of Fairtrade products / 100,000 inhabitants
Germany	€1,329 million	€1.5 million
Austria	€304 million	€3.3 million
Czech Republic	€16.6 million	€0.15million
Poland	€14.4 million	€0.04million

The Table 3 shows the sales of Fairtrade products in tonnes in each country. Data for Poland were not available. The largest sales of these selected commodities can be observed in Germany.

Table 3 Sales of Fairtrade products 2022 in tonnes

Country	Coffee beans	Cocoa beans	Bananas
Germany	24,000 t	81,400 t	117,000 t
Austria	5,326 t	8,544 t	34,269 t
Czech Republic	1,872 t	6,445 t	724 t

5.4. Fairtrade movement in the Czech Republic

Based on the interview conducted, the following results were obtained. These results can be seen in Figure 4. This map shows overall view of Fairtrade Czech Republic and Slovakia and the organisation with which Fairtrade cooperates. The upper left corner shows governmental organisation Czech Development Agency. The cooperation between Fairtrade and the Ministry of Foreign Affairs occurs within the framework of fundraising particularly when Fairtrade applies for grants from the Czech Development Agency. There are no joint events or other projects. Another organisation shown in the bottom right corner include the observer organisation BeFair and Association of social responsibility of which Fairtrade is a member.

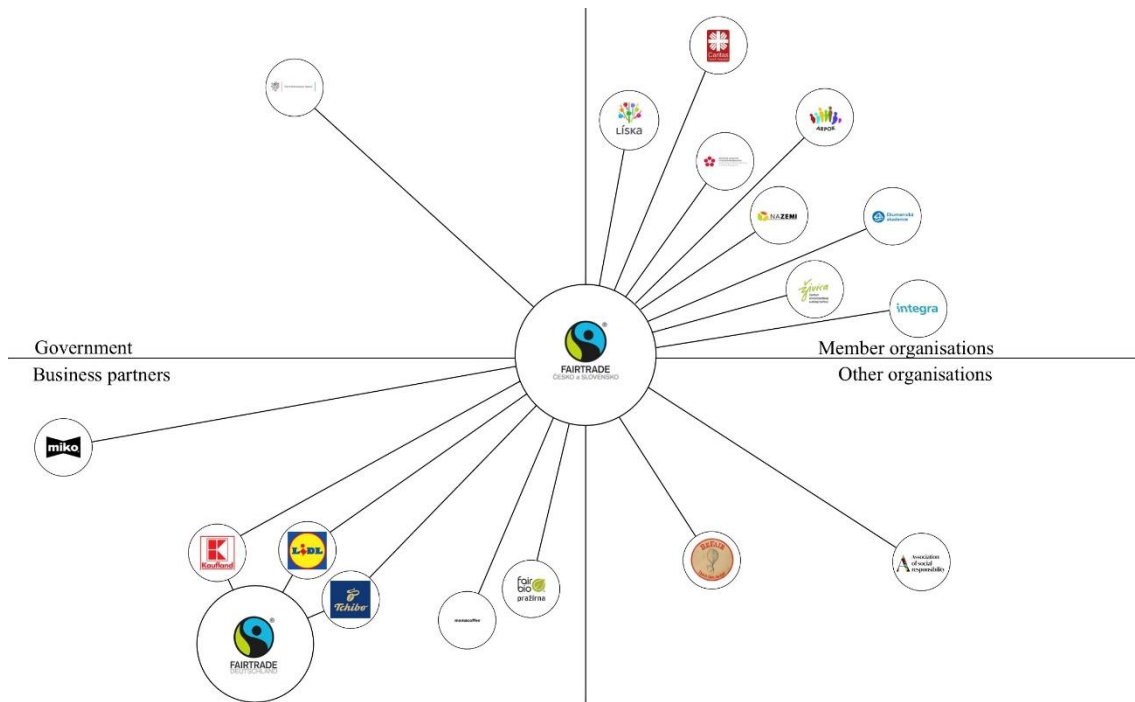


Figure 4 Social network analysis of Fairtrade Czech Republic and Slovakia

For better visual representation member organisations of Fairtrade and business partners will be described in the enlarged part of the map.

In Figure 5 eight member organisations of Fairtrade Czech Republic and Slovakia are shown -Charitas, Arpok, Živica, Ekumenická akademie, Integra, Jihočeská univerzita v Českých Budějovicích, Líska and Na Zemi. These organisations were divided into two groups according to activity in the terms of joint activities and communication. Member organisations considered more active are Líska, Jihočeská univerzita v Českých Budějovicích, NaZemi and Živica. These member organisations are closer to the focal actor. Joint events include for example Výstava na stromech (An exhibition on trees) organised by Fairtrade Czech Republic and Slovakia in cooperation with organisation NaZemi.

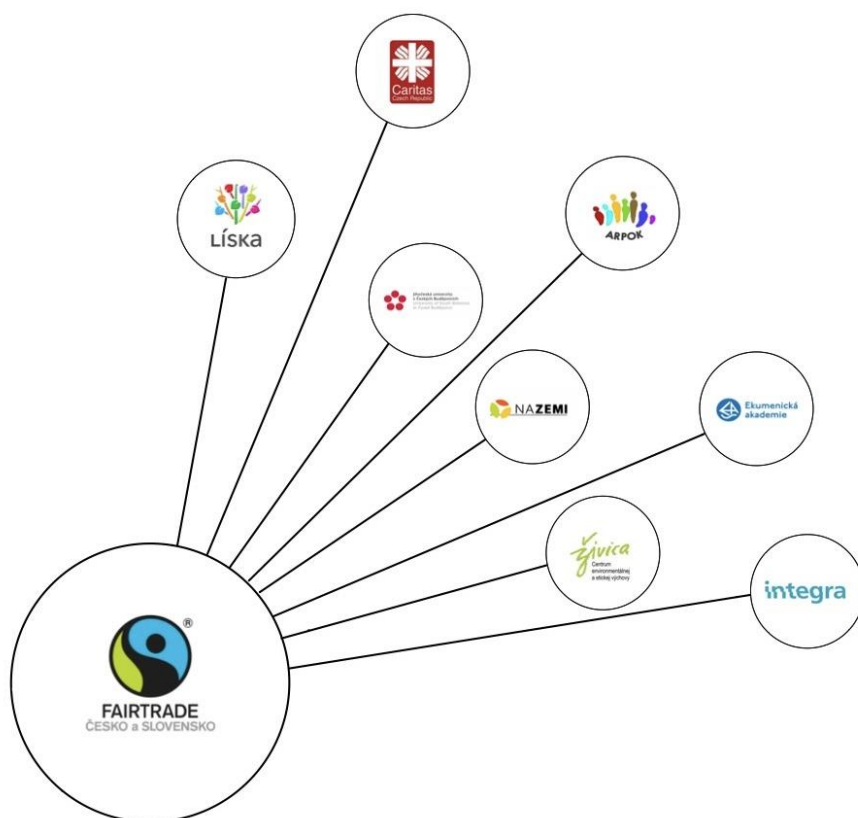


Figure 5 Member organisations of Fairtrade Czech Republic and Slovakia

As far as business partners are concerned, over 80 % of the profits are generated by Tchibo, Lidl, Kaufland and Miko káva. In the case of Lidl, Tchibo and Kaufland there occurs a cross boarder sale. These retailers are licensed partners based in Germany, therefore only a part of the license fees goes to the Czech Republic. Lidl and Tchibo are closer to the focal actor than Kaufland because of the fact that there occurs more frequent communication. Other major local partners include Fair & Bio and Mamacoffee.

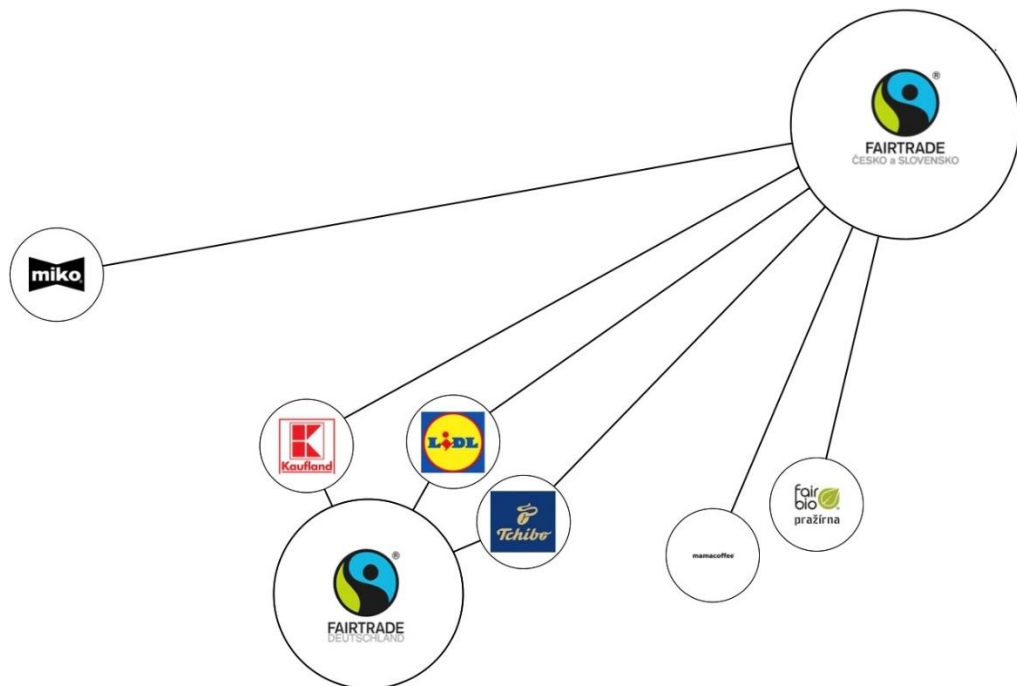


Figure 6 Business partners of Fairtrade Czech Republic and Slovakia

6. Discussion

There are several studies focusing on Fairtrade certification (Podhorsky 2015) or effects of this certification for farmers (Krumbiegel et al. 2018) but less on organisations besides Fairtrade. Without Fairtrade organisations in consumers countries this movement would not be useful. The purpose of this work was to map the organisation behind the Fairtrade movement in the Czech Republic. The main method used for the interpretation of the results was Social Network Analysis. Using this method, it was possible to create a map of the organisations and to present visually obtained results of the interview conducted. Thanks to the created graph, it is easier to recognize the main actors in the network.

Networks are important for Fairtrade according to the study by Iain A. Davies *Alliances and Networks: Creating Success in the UK Fair Trade Market* (2009). This study was based on interviews, providing the perspective on the organisational relationships and business networks and the way in which these have engaged success for UK Fairtrade companies. The result of this study reveals that inter-organizational alliances and networks play a crucial role in the success of Fairtrade. The results of this bachelor thesis coincide with this. Differences can be found from country to country. In countries such as Austria and Germany where Fairtrade is much more dynamically developed, a much larger number of partner organisations can be also observed. Participation of more actors can possibly better mobilise available resources which is crucial for social movement theory.

Consumers awareness also plays a crucial role. Fairtrade as an alternative movement seeks to change the global issues of small farmers from Global South through changing individual consumers behaviour. The situation in the Czech Republic is improving but the consumer awareness about the Fairtrade label is still lower compared to other countries. The similar results were also achieved by master's thesis entitled *Fair Trade v České Republice* (Vávrová & Ortová 2011) confirming the fact that low awareness among people in the Czech Republic about this certification is a certain obstacle. This thesis gives a figure from 2009 when the awareness about this certification reached 43 %. In 2023 Fairtrade label is known by 66 % of Czech consumers but compared to Austria with 95 % is this still a small number.

The difference in the development of the Fairtrade movement is also caused by the fact that, for example in Germany, this movement started to emerge much earlier than in the Czech Republic. The Fairtrade movement in Germany started to emerge during 1970s, at a time when the Czech Republic was still under control of communist regime. After the fall of communism could Fairtrade make its way into the Czech society. This is also one of the reasons why Fairtrade in the Czech Republic is not nearly as developed as in other countries. On the other hand, nowadays the awareness of Fairtrade is increasing, and Fairtrade products are more and more common in large supermarkets. Therefore, it is also possible to mobilise a larger number of people, which is essential for social movements.

Cross boarder sales are also one of the differences. Large retailers are also important for Fairtrade not only in terms of spreading awareness but more significantly in the product sales. The license fees from Fairtrade products sold in these mostly German retailers, are largely paid to German. This difference occurs in the case of Fairtrade Czech Republic as well as of Fairtrade movement in Poland.

As already mentioned, awareness of Fairtrade in the Czech Republic is growing. Involving new organisations can be beneficial for Fairtrade in the Czech Republic in the future. Cooperation of different organisations can help to spread the consciousness of Fairtrade movement.

For even better comparison of the Fairtrade movements the research can be continued also in other countries involved in this thesis. The creation of other Social Network Analysis maps can provide better understanding of the positions of organizations in each country and the differences that exists.

7. Conclusions

Fairtrade is an alternative movement spreading awareness about conditions in which farmers from Global South have to live. By certifying products, spreading awareness of this issues in consumers countries and many other activities it seeks to improve lives of these farmers.

The Fairtrade movement in the Czech Republic is not yet as well developed as in the neighbouring countries included in the study. Awareness of this certification is becoming more and more widespread, but not yet in the same way as in Germany or Austria. One of the reasons for this is that in these countries there are many more organisations behind the Fairtrade movement than in the Czech Republic. There are over 30 member organisations in Germany, which is almost three times as many as in the Czech Republic, and it is similar in Austria. Austria is an example that even in a comparatively small country as Czech Republic it is possible to develop the Fairtrade movement so dynamically. According to the results of this bachelor thesis it can be seen that these member organisations but also the business partners have influence on how widespread and also visible the Fairtrade movement is. In the Czech Republic, Fairtrade is often only a peripheral topic for other organisations, making it more challenging to create new partners or members.

Another major big difference is also the fact that the biggest business partners of Fairtrade Czech Republic and Slovakia are German brands. These retailers such as Lidl, Tchibo or Kaufland are mainly involved in the Fairtrade movement as far as sales of Fairtrade products are concerned. The fees for these products, however, are largely paid to Germany, where these companies are based.

The situation is similar in Poland, where there are very few organisations behind the movement compared to other countries and the products are sold mainly in small e-shops or in retailers under German ownership.

8. References

- Arcidiecézní charita Praha. 2024. O nás. Available from <https://praha.charita.cz/onas/> (accessed February 17, 2024).
- Arpok. 2023. O nás - kdo jsme. Available from <https://arpok.cz/o-nas/kdo-jsme/> (accessed October 16, 2023).
- Bäthge S. 2016. “Verändert der Faire Handel die Gesellschaft?”
- Bevilacqua C, Sohrabi P, Hamdy N. 2022. Spatializing Social Networking Analysis to Capture Local Innovation Flows towards Inclusive Transition. *Sustainability* **14**:3000.
- Bio Austria. 2020. Bio Austria - The association of organic farmers in Austria. Available from <https://www.bio-austria.at/bio-austria/> (accessed December 2, 2023).
- Borgatti SP, Everett MG, Johnson JC. 2018. *Analyzing Social Networks*. SAGE.
- Brot für die Welt-a. 2023. Fairer Handel. Available from <https://www.brot-fuer-die-welt.de/themen/fairer-handel/> (accessed December 2, 2023).
- Brot für die Welt-b. 2023. Über uns. Available from <https://www.brot-fuer-die-welt.de/ueber-uns/> (accessed December 2, 2023).
- Caritas Österreich. 2023. Caritas Österreich Über uns. Available from <https://www.caritas.at/ueber-uns/ueber-die-caritas/caritas-in-oesterreich> (accessed December 2, 2023).
- Christliche initiative Romero-a. 2023. What we do . Available from <https://www.ci-romero.de/en/about-us/> (accessed December 2, 2023).
- Christliche initiative Romero-b. 2023. Networks. Available from <https://www.ci-romero.de/en/networks/> (accessed December 2, 2023).
- Czech University of Life Sciences Prague. 2024. Be Fair. Available from <https://www.ftz.czu.cz/cs/r-6860-projekty-a-spoluprace-s-praxi/r-15443-studentske-spolky/r-15445-be-fair/be-fair.html> (accessed February 17, 2024).

- Davies IA. 2009. Alliances and Networks: Creating Success in the UK Fair Trade Market. *Journal of Business Ethics* **86**:109–126.
- Die Deutsche Welthungerhilfe. 2023. Über uns. Available from <https://www.welthungerhilfe.de/ueber-uns> (accessed December 3, 2023).
- Doležalová H. 2021. Fair trade Výzva pro všechny. Grada Publishing, a.s., Praha.
- Ekumenická akademie. 2024. O nás. Available from <https://ekumakad.cz/cz/o-nas> (accessed February 17, 2024).
- Eurostat. 2024. Population change. Available from https://ec.europa.eu/eurostat/databrowser/view/DEMO_GIND__custom_7127262/default/table (accessed April 3, 2024).
- Fairtrade Česko a Slovensko - a. 2023. O nás. Available from <https://fairtrade.cz/fairtrade/o-nas/> (accessed October 16, 2023).
- Fairtrade Česko a Slovensko - b. 2023. Banánové listy.
- Fairtrade Česko a Slovensko - c. 2023. Výroční zpráva 2022.
- Fairtrade Česko a Slovensko - d. 2023. Nákup fairtradeových výrobků. Available from <https://fairtrade.cz/zapojte-se/nakup-fairtradovych-vyrobku/> (accessed December 18, 2023).
- Fairtrade Česko a Slovensko - e. 2023. Květinové noviny.
- Fairtrade Česko a Slovensko - g. 2024. Tisková zpráva. Available from <https://fairtrade.cz/news/prodej-zbozi-s-etickou-certifikaci-fairtrade-v-cr-loni-vzrostl-kazdy-cech-vypil-v-prumeru-16-salku-ferove-kavy/> (accessed March 31, 2024).
- Fairtrade Česko a Slovensko - h. 2024. Osvětové akce. Available from <https://fairtrade.cz/zapojte-se/osveta/> (accessed April 10, 2024).
- Fairtrade Deutschland - a. 2023. Über Fairtrade Deutschland - wer wir sind. Available from <https://www.fairtrade-deutschland.de/service/ueber-fairtrade-deutschland/wer-wir-sind> (accessed December 2, 2023).
- Fairtrade Deutschland - b. 2023. Jahres und Wirkungsbericht 2022/2023.

- Fairtrade Deutschland - c. 2024. Kriterien. Available from <https://www.fairtrade-towns.de/mitmachen/kriterien> (accessed March 10, 2024).
- Fairtrade Deutschland - d. 2024. Mitgliedsorganisationen und Förderer. Available from <https://www.fairtrade-deutschland.de/service/ueber-fairtrade-deutschland/wer-wir-sind/mitgliedsorganisationen-foerderer> (accessed March 31, 2024).
- Fairtrade Deutschland - e. 2024. Zahlen und Fakten. Available from <https://www.fairtrade-deutschland.de/service/presse/zahlen-fakten> (accessed April 8, 2024).
- Fairtrade International - a. 2024. The Fairtrade Marks. Available from <https://www.fairtrade.net/about/fairtrade-marks> (accessed March 10, 2024).
- Fairtrade International - f. 2024. About. Available from <https://www.fairtrade.net/about> (accessed April 2, 2024).
- Fairtrade International - g. 2022. Annual report 2021/2022.
- Fairtrade Österreich - a. 2023. Wer wir sind. Available from <https://www.fairtrade.at/fairtrade-oesterreich/wer-wir-sind> (accessed December 2, 2023).
- Fairtrade Österreich - b. 2022. Jahres- und Wirkungsbericht 2022/2023.
- Fairtrade Österreich - c. 2023. Mitglieder und Unterstützer. Available from <https://www.fairtrade.at/fairtrade-oesterreich/mitglieder-und-unterstuetzer> (accessed September 6, 2023).
- Fairtrade Österreich - d. 2023. Fairtrade Consumer Insight 2023. Available from <https://www.fairtrade.at/newsroom/aktuelles/details/fairtrade-wirkt-neue-studie-bescheinigt-top-werte-fuer-das-siegel-10969> (accessed April 3, 2024).
- Fairtrade Österreich - e. 2022. Fakten und Zahlen. Available from <https://www.fairtrade.at/newsroom/materialien> (accessed April 8, 2024).
- Fairtrade Polska. 2021. W Polsce rośnie świadomość konsumentów na temat Fairtrade. Available from <https://www.fairtrade.org.pl/aktualnosc/w-polsce-rosnie-swiadomosc-konsumentow-na-temat-fairtrade/> (accessed April 16, 2024).

- Fairtrade Polska - a. 2023. O nas. Available from <https://www.fairtrade.org.pl/o-nas/fundacja/> (accessed December 9, 2023).
- Fairtrade Polska - b. 2023. Sprzedaż produktów Sprawiedliwego Handlu. Available from <https://www.fairtrade.org.pl/sprawiedliwy-handel/sprzedaz-produktow-sprawiedliwego-handlu/> (accessed December 18, 2023).
- Fairtrade Polska - c. 2023. Fairtrade Polska 2022 in Review. Available from <https://www.fairtrade.org.pl/material/fairtrade-polska-2022-in-review/> (accessed December 18, 2023).
- Fairtrade Polska - d. 2023. Pierwszy sklep wyłącznie z produktami Sprawiedliwego Handlu. Available from <https://www.fairtrade.org.pl/aktualnosc/pierwszy-sklep-wylacznie-z-produktami-sprawiedliwego-handlu/> (accessed December 18, 2023).
- Fairtrade Polska - e. 2023. Prawie 100% czekolad marki własnej Lidl Polska z certyfikatem Fairtrade. Available from <https://www.fairtrade.org.pl/aktualnosc/prawie-100-czekolad-marki-wlasnej-lidl-polska-z-certyfikatem-fairtrade/> (accessed December 18, 2023).
- Fundacja EkoRozwoju. 2023. Values and mission. Available from <http://fer.org.pl/en/values-and-mission/> (accessed December 9, 2023).
- Galkina T, Yang M. 2020. Bringing Nordic Slush to Asia: Entrepreneurial internationalization of an NGO as a social movement. *International Business Review* **29**:101749.
- Global 2000. 2023. Global 2000 Über uns. Available from <https://www.global2000.at/kooperationen> (accessed December 2, 2023).
- Gustafsson KM, Lidskog R. 2018. Boundary organizations and environmental governance: Performance, institutional design, and conceptual development. *Climate Risk Management* **19**:1–11. Elsevier B.V.
- Hawe P. 2004. A glossary of terms for navigating the field of social network analysis. *Journal of Epidemiology & Community Health* **58**:971–975.
- Horizont 3000-a. 2023. Horizont 3000 Wer wir sind. Available from <https://www.horizont3000.at/> (accessed December 2, 2023).

- Integra. 2024. O nás. Available from <https://integra.sk/o-nas/> (accessed February 17, 2024).
- Jeppesen LB. 2021. Social movements and free innovation. *Research Policy* **50**:104238.
- Jihočeská univerzita v Českých Budějovicích. 2024. O univerzitě. Available from <https://www.jcu.cz/cz/univerzita/o-univerzite> (accessed February 17, 2024).
- Johnston H. 2014. *What is a Social Movement*. John Wiley & Sons.
- Knoke D, Yang S. 2008. *Social Network Analysis*. SAGE.
- Knoke David, Yang S. 2019. *Social Network Analysis*. SAGE Publications.
- Krumbiegel K, Maertens M, Wollni M. 2018. The Role of Fairtrade Certification for Wages and Job Satisfaction of Plantation Workers. *World Development* **102**:195–212. Pergamon.
- Líska. 2023. O nás. Available from <https://www.liska-evvo.cz/doc/o-nas> (accessed October 16, 2023).
- Liu B. 2011. *Social Network Analysis*. Pages 269–309 *Web Data Mining*. Springer Berlin Heidelberg, Berlin, Heidelberg.
- McCarthy JD, Zald MN. 1977. Resource Mobilization and Social Movements: A Partial Theory. *American Journal of Sociology* **82**:1212–1241.
- McCulloh I, Armstrong H, Johnson A. 2013. *Social Network Analysis with Applications*. John Wiley & Sons.
- Morelli N, Tollestrup C. 2007. New Representation Techniques for Designing in a Systemic Perspective. *Page Design Inquiries*, Nordes 07 Conference.
- NaZemi. 2024. Co chceme. Available from <https://nazemi.cz/o-nazemi/co-chceme/> (accessed February 17, 2024).
- Nicholls Alex, Opal Charlotte. 2005. Fair Trade market-driven ethical consumption.
- Nyangaga Julius. 2014, December 9. Outcome Mapping. Available from <https://www.outcomemapping.ca/outcome-mapping-practitioner-guide/intentional-design/boundary-partners> (accessed August 12, 2023).
- Podhorsky A. 2015. A positive analysis of Fairtrade certification. *Journal of Development Economics* **116**:169–185. North-Holland.

- Polska akcja humanitarna. 2023. Who we are . Available from <https://www.pah.org.pl/en/about-us/who-we-are> (accessed December 18, 2023).
- Polska Zielona Sieć. 2023. Who are we and what makes us different. Available from <https://zielonasiec.pl/en/home-2/> (accessed December 18, 2023).
- Raynolds LT, Murray D, Wilkinson J. 2007. Fair Trade: The Challenges of Transforming Globalization. Routledge.
- Rienties B, Héliot Y, Jindal-Snape D. 2013. Understanding social learning relations of international students in a large classroom using social network analysis. *Higher Education* **66**:489–504.
- Scott J. 2012. What is social network analysis? Bloomsbury Academic.
- Serrat O. 2017. Social Network Analysis. Pages 39–43 Knowledge Solutions. Springer Singapore, Singapore.
- Shetty J, Adibi J. 2004. The Enron email dataset database schema and brief statistical report. University of Southern California.
- Sova CA, Helfgott A, S. Chaudhury A, Matthews D, F. Thornton T, J. Vermeulen S. 2015. Multi-level Stakeholder Influence Mapping: Visualizing Power Relations Across Actor Levels in Nepal’s Agricultural Climate Change Adaptation Regime. *Systemic Practice and Action Research* **28**:383–409.
- Sovacool BK. 2022. Beyond science and policy: Typologizing and harnessing social movements for transformational social change. *Energy Research & Social Science* **94**:102857.
- Vávrová A, Ortová M. 2011. Fair Trade v České Republice. Technická univerzita v Liberci, Liberec.
- Wasserman S, Faust K. 1994. Social Network Analysis: Methods and Applications. Cambridge University Press.
- Zhang M. 2010. Social Network Analysis: History, Concepts, and Research. Pages 3–21 *Handbook of Social Network Technologies and Applications*. Springer US, New York, NY.

Živica. 2023. O Živici. Available from <https://zivica.sk/o-zivici/> (accessed October 16, 2023).

Zysk W. 2020. Fair trade phenomenon and its evolution in Visegrad countries. *International Entrepreneurship Review* 6:81–98.