

**CASE STUDY TITLE:** FUNDACJA KUPUJ ODPOWIEDZIALNIE [*BUY RESPONSIBLY FOUNDATION*]

**AUTHOR:**

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**THEME:**

- *RENEWABLE ENERGY,*
- *SUSTAINABLE HOUSING,*
- *SUSTAINABLE FOOD SYSTEM,*
- **CIRCULAR ECONOMY:**
  - *DESIGN AND PRODUCTION,*
  - *CONSUMPTION,*
  - *RECOVERY AND WASTE MANAGEMENT.*

*Case study (350 - 500 words in total divided in the following elements)*

**Case study description:**

The Buy Responsibly Foundation is a nationwide organization in Poland working for sustainable development and environmental protection, responsible consumption, and production, as well as respect for human rights and environmental principles in business. The main goal of the organization is to raise awareness and the ability of Polish society to make environmentally and socially responsible consumer choices, as well as to increase the influence of Polish consumers on the policies of Polish companies and global corporations to improve their standards of operation in terms of environmental protection and respect for human rights. That is channelled through the activities such as showing the producers/manufacturers of the products bought every day and the conditions they work under. What is especially observed there is whether people, animals and the environment have suffered in the creation of the products, and in case of a problem the pressure toward more ethical and ecological alternatives is generated. Information and education projects, cooperation with teachers, other NGOs, reaching out to businesses, to the government constitute the basis of the whole work of the Foundation. Conferences, seminars, meetings, debates, film screenings, happenings, exhibitions, festivals, training sessions, dozen publications such as guides for NGOs, for companies, for consumers, lesson plans, educational brochures for children and young people are the most popular tool the Foundation work with.

The problems that were dealt so far by the Foundation are the problems associated with the clothing, toy, wood and paper industries, electronics and food in terms of climate change, dangerous chemicals (SVHC), sustainable water economy, responsible fashion, environmentally and supply chain conscious agricultural production.

Therefore, the stakeholders of the Foundations are consumers, businesses, media, government institutions, teachers, pupils, trade union members.

To strengthen civic engagement with consumers the Foundation communicate through social media and build its social value by co-creating for example guides to places of sustainable consumption in Polish cities (so-called Walkers for Conscious Consumption/Spacerowniki po świadomej konsumpcji). If needed the initiatives with sending of urgent appeals to multinational corporations is also undertaken. In August 2011 the Foundation published Poland's first ranking of brands evaluated from the point of view of their social and environmental responsibility "Good Shopping"/"Dobre Zakupy".



The Buy Responsibly Foundation places great emphasis on cooperation with other NGOs, both at the national and international level, the examples of which are: the thematic program of the Polish Green Network (now as a separate foundation), membership in Fair Trade Coalition, coordination the activities of the Clean Clothes Poland coalition (the Polish branch of the Clean Clothes Campaign), cooperation with Suedwind Agentur (Austria), GLOBAL 2000 (Austria), NaZemi - společnost pro fair trade (Czech Republic), DanWatch (Denmark), Peoples Solidaires (France), Koperazzjoni Internazzjonali (Kopin) (Malta), Oxfam Germany, Christliche Initiative Romero (Germany), Inkota (Germany), The National Association of Human Resources Specialists (Romania), Cooperazione per lo Sviluppo dei Paesi Emergenti (Italy), Comunità Impegno Servizio Volontariato (CISV) (Italy), Gruppo di Volontariato Civile (GVC) (Italy), Association of Conscious Consumers (ACC) (Hungary).

The Foundation is sponsored by European Commission: DEAR Program, Europe for Citizens Program, LIFE Program, EEA Funds: "Citizens for Democracy" Program, Civic Initiatives Fund, Ministry of Foreign Affairs: Polish development cooperation program, Visegrad Fund, National Fund for Environmental Protection and Water Management, Batory Foundation, institutional grant, NIW-CRSO within the framework of the Program for the Development of Civic Organizations for 2018-2030, The Tree and Tomorrow Foundation, individual donating their 1% tax and one-time and regular donations.

The Foundation believes that activism matters because it can "infect" more people and encourage them to change at least someone's daily habits. Through advertising campaigns or larger events or "call to action" events, people are urged to speak out on important issues, to sign petitions, to consciously vote with their wallets. Companies are held accountable and more transparent in their actions. The references to legal acts and the obligation of companies are made to comply with legal provisions. For example, in the "Ask About Chemistry" campaign the Foundation referred to the EU REACH regulation, which dealt with chemicals and stipulated the obligation to inform about the content of SVHCs. If the content of such substances in a product (such as furniture, clothing, toys, electronics, building materials, etc.) exceeded a concentration of 0.1%, every supplier in the supply chain are obliged to provide information about it to every commercial customer of the product. Consumers had the right to obtain such information upon request so that they can make informed purchasing decisions. The Foundation speaks out about this, appeal and make consumers aware that they have this right, and companies have an obligation to act in accordance with the letter of the law.

The Foundation is undertaking collaborations with other entities that care about acting in a more sustainable, circular spirit. As part of the ClimateOfChange project, they participated in a debate on the "economics of the bagel." On the occasion of the organization of the Good Consumption Laboratory (established by the Foundation in opposition to Black Friday), they cooperated with the Warsaw-based company WoshWosh, which dealt with shoe refurbishment and giving a second life to shoes that could end up in a landfill, and it turns out that they can still serve a long time. They supported (with reciprocity) the Warsaw-based foundation Ubrania Do Oddania, which operated fully circular (among other things, they set up the first clothing circular boutiques in shopping malls).

**Environmental and/or social effects** (*preferably in bullet points*):

- Exerting pressure and initiating projects that lead to change in the long term;
- Equipping with knowledge, creating knowledge bases, providing young tools for action - environmental and social education;
- Cooperation with NGOs, government institutions, social economy entities, enterprises;



- Guiding those involved through the process of becoming an activist;
- Facilitation between youth and senior citizens;
- Creating tools for transferring educational and social knowledge;
- Undertaking cooperation with entities to implement projects related to the circular economy

Summary with the focus on questions arising from the case / problem

The Buy Responsibly Foundation educate and equip with knowledge, which constitutes the sense of influence, great strength, and a sense for wanting to change for the better. The foundation maintains knowledge bases that address the problems that are fought and work in conjunction with young people, giving them the right tools to become ambassadors in their own local communities. They organize various workshops, events, meetings, and lectures, through which both those who are aware and convinced are reached, as well as those for whom environmental and social responsibility issues are a new topic. They conduct advocacy activities, thereby putting pressure on local as well as European or international authorities.

#### **Discussion questions:**

1. What is the problematic situation the SE is trying to solve? (problem)
2. Why did they decide to solve it? What drives them? (purpose)
3. What are the SE's activities? What do they do to solve it/them? What other steps would you take to solve the problem? (solution)
4. What is their target group? Who are their clients? Who are their customers? (customer segments)
5. How will the SE's activities change the world or the situation for the better? (impact)
6. And how will they know that they achieved that? (key metrics)
7. So what does de SE do differently? What do their customers perceive as the biggest value? (unique value proposition)
8. In which ways do they deliver their products or services (channels)
9. What are their main costs and what is the main source of their revenue? (revenue)

**STAKEHOLDERS:** (1) CONSUMERS, (2) ENTERPRISES, (3) NGO, (4) GOVERNMENT INSTITUTIONS (5) TEACHERS, (6) STUDENTS

**ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO:**

- (1) A PROPOSAL FOR A KNOWLEDGE-BASED SOLUTION TO A PROBLEM RELATED TO CALLING TO ACTION ON SVHC CONTENT
- (2) THE WIDE-RANGE IMPACT OF THE PROJECTS IMPLEMENTED, PARTICULARLY THOSE OF A POSITIVE NATURE FOR THE YOUNG PEOPLE.

**GREEN SKILLS ADDRESSED:** (KEEP RELEVANT ONES FROM THE LIST) DESIGN SKILLS, LEADERSHIP SKILLS, MANAGEMENT SKILLS, CITY PLANNING SKILLS, LANDSCAPING SKILLS, ENERGY SKILLS, FINANCIAL SKILLS, PROCUREMENT SKILLS, WASTE MANAGEMENT SKILLS, COMMUNICATION SKILLS

**SDGS ADDRESSED:** GOAL 3: GOOD HEALTH AND WELL-BEING, GOAL 4: QUALITY EDUCATION, GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

CHOOSE FROM WEBSITE: [HTTPS://SDGS.UN.ORG/GOALS](https://sdgs.un.org/goals)

