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**PROMOTION OF FAIR TRADE AT THE LEVEL
OF THE EUROPEAN UNION**

European consumers more and more often become aware of the fact that some goods are sold at prices which are not appropriate for their costs and particularly for the contribution of work necessary to produce the given good. Consumers may play an important role in the elimination of goods coming from the exploitation of the poorest thanks to simple everyday transactions of buying goods of "fair trade". The aim of the article is to put forward some chosen private trade-related sustainability assurance schemes which may rely on the European Union's support. In addition, the article highlights a great importance of the Corporate Social Responsibility (CSR) in the international trade. Finally, the Author presents some European Union's activities aimed to help developing countries in order to benefit from the international trade and globalisation process.