

**Fairtrade Scoping Exercise - Understanding what our students and staff know about Fairtrade and how important is it to them**

**Introduction**

A scoping exercise was carried out in March 2020 to ascertain what students and staff understand about Fairtrade and how they rate its significance. In order to obtain a broad range of responses, the survey was launched to students and staff in a number of Universities, who are part of the Fairtrade Network Group, in addition to Chichester. The Fairtrade organisation’s national student Fairtrade survey was used to carry out the scoping activity.

Thirty two responses were obtained from University of Chichester students and staff. Ninety seven responses were obtained from all Universities.

**Results**

The first section of questions was designed to gain an understanding of people’s attitudes to ethical products and buying practices. The results suggest the University of Chichester students and staff are most concerned about human rights, environmental pollution and climate change/global warming (Figure 1).

*Figure 1 Concerns over issues facing the world today*

The second section of the survey concentrated on specific questions about Fairtrade and ethical products, how important it is for the University to promote such products and how well they are doing in this aspect.

Only one of the respondents thought it was not important for the University to use and promote Fairtrade (Figure 2).

*Figure 2 Importance of use and promotion of Fairtrade products*

This is reflected somewhat in the answers to further questions about how much respondents care about different aspects related to ethical and fair products (Figure 3). Most respondents feel strongly about products being produced without child labour, farmers getting a fair deal for the products they grow and products being verified by a third party.

*Figure 3 Importance of different aspects of products*

However, six respondents do not recall seeing any Fairtrade products in any part of the University (Figure 4). More worryingly, 29% of respondents do not remember seeing any activities, campaigns or events during Fairtrade Fortnight in 2019. Although many were held in different parts of the campuses, advertised via different media. This is higher than in other Universities where only 21% of respondents were not aware of Fairtrade Fortnight activities.

*Figure 4 Places on campus with Fairtrade products visibly available*

A mixed response was obtained from questions about the University’s performance in relation to buying ethical and Fairtrade products (Figure 5). This may again be linked to issues of communication and publicity.

*Figure 5 University’s performance in relation to ethical buying*

The most prominent place where the Fairtrade logo has been seen, apart from on products, is on posters (Figure 6). This is likely to be because posters are displayed in areas which all students and staff use (the toilets!). This highlights the continued success of this method of communication.

*Figure 6 Other areas where the Fairtrade logo has been sighted at the University of Chichester.*

The Chichester results vary considerably from other Universities involved in the survey, where far more prominence was placed on the University and SU website (Figure 7). This suggests more emphasis could be placed on these communication channels in the future, perhaps to publicise Fairtrade Fortnight activities.

*Figure 7 Other areas where the Fairtrade logo has been sighted at other Universities.*

By far the most popular Fairtrade product bought is bananas, followed by chocolate and tea and coffee (Figure 8). This is presumably due to the prominence and awareness of the ethical impacts of these items on the market.

*Figure 8 Frequency of Fairtrade product purchases*

Answers to the question concerning what else the University could be doing to support Fairtrade, were understandingly mixed (Table 1). A number of comments were made about increasing the number of Fairtrade products or having a Fairtrade policy only. Several were made about the price of Fairtrade products, including working with other Universities to reduce costs by combining purchasing power. Greater advertising was also seen as an opportunity.

Interestingly, a number of these comments and ideas had previously been discussed by the University at the Fairtrade and Sustainable Food Steering Group meetings. Fairtrade clothing has been difficult to source in the past, at the quality required. Recently the SU shop manager has been in discussion with Koolskools to supply clothing and the supply of such clothing as workwear for the Estate management team has also been investigated. Fairtrade coffee, tea and sugar are normally standard in our catering outlets and hospitality. However, the comment about Starbucks and Costa is pertinent and has been discussed at length by the University, catering suppliers and the SU. Some of Starbucks coffee is Fairtrade and Costa use coffee beans certified to the Rainforest Alliance scheme. The difficulty of removing these outlets from campus relates to student experience issues, but perhaps should be investigated further.

*Table 1 What else could the University do to support Fairtrade?*

|  |  |
| --- | --- |
| ***Comment*** | ***Number of comments*** |
| Have more products and range | 3 |
| More advertising | 4 |
| Fairtrade or ethically sourced only policy | 1 |
| Ensure all clothing is Fairtrade | 1 |
| Fairtrade coffee and tea as standard in all catering | 2 |
| Combine purchasing power with other Universities to make Fairtrade goods cheaper | 1 |
| Lower prices for students | 1 |
| Hold charity events | 1 |
| Fairtrade/ethically sourced food in the canteen | 1 |
| Have Fairtrade deeply routed into University life not just at one off events | 1 |
| Don’t sell Costa and Starbucks coffee unless they agree to only use Fairtrade coffee. | 2 |
| Organise more Fairtrade events | 1 |

**Actions to be implemented**

A number of opportunities to enhance student and staff knowledge of Fairtrade and increase its’ presence on campus have been highlighted from this survey. These have been added to the action plan for 2020/21. A similar survey will be conducted in March 2022 to gauge the impact of these actions. A copy of the action plan is included in Table 2. As this is a “living document” it will be updated throughout the academic year 2020/21.

**Table 2 Fairtrade Action Plan V3 2020-2021**

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| **Task and appropriateness** | **Actions** | **Support/budget required** | **Measure of success** | **Responsibility** | **Timescale** | **Task achieved?** |
| Ensure working group continues with BaxterStorey representatives.  Mandatory criteria MN001 | Set up new working group with BaxterStorey, SU and university representatives. | Support required from campus services manager | Quarterly meetings held | Environmental Coordinator | September 2020 to July 2021 | Working group meeting held November 5th and 25th2020 and 27th Jan 2021. |
| Use action plan to monitor progress.  Mandatory criteria MN002 | Update action plan and review at working group meetings. | None | Tasks completed in action plan on time. | Environmental Coordinator | September 2020 to July 2021 | Action plan to be discussed at meeting on 5th November 2020. |
| Ensure public commitment to support Fairtrade is maintained.  Mandatory criteria MN003 | Update and agree food charter targets for 2020/21 | Support required from BaxterStorey, SU and University | Signed food charter available on website. | Environmental Coordinator | November 2020 | Food charter available on website 15th October 2020. |
| Ensure all students are aware of our Fairtrade status | Include Fairtrade in student’s on-line induction information Required for CI001 | None |  | Environmental Coordinator | September 2020 | Yes – information updated April 2020 |
| Fairtrade products to be used as prizes. | £5/month | Students continue to engage in sustainability activities. New students win prizes. | Environmental Coordinator | October 2020 to June 2021 | Fairtrade products included in hedgehog poster prize October 2020 and Fairtrade quiz prize Jan 2021. |
| Ensure new staff are aware of our Fairtrade status | Include Fairtrade in staff induction sessions  Required for CI001 | None | Staff induction sessions carried out at least bimonthly | Environmental Coordinator | September 2020 to July 2021 | Fairtrade included in staff induction 21st October 2020 and 21st Jan 2021. |
| **Task and appropriateness** | **Actions** | **Support/budget required** | **Measure of success** | **Responsibility** | **Timescale** | **Task achieved?** |
| Promote Fairtrade at Fresher's Fair if possible  Required for CI010 | Fairtrade stickers and sachets of tea, coffee and biscuits to be given out to students to highlight that we are a Fairtrade University. | None stickers and products already obtained | Greater than 30 stickers, sachets and biscuits given out. | Environmental Coordinator | September 16th 2020 | Yes – over 100 Fairtrade products given out. |
| Ensure any retail, catering or other commercial outlets stock at least one Fairtrade certified line in at least 2 of the following  • Soft drinks • Wine or Beer • Health & Beauty • Savoury snacks & nuts • Fruit  Mandatory criteria MN007 | Check availability of products offered by BaxterStorey and the SU.  Audit of products available to be produced by Baxterstorey by beginning of November. | Support required from Baxterstorey and the SU | At least one Fairtrade certified line available in The Shop, Otters and the SU bars in at least 2 of the following  • Soft drinks • Wine or Beer • Health & Beauty • Savoury snacks & nuts • Fruit | BaxterStorey  The Shop manager  SU bars manager | August 2021 |  |
| Continually increase Fairtrade certified products in retail and catering outlets  Mandatory criteria MN006  Data on sales required for PL003 and PL011. | Ensure Fairtrade certified products in the following categories are stocked in The Shop and catering outlets and work to increase either the number of lines OR number of items sold year on year:   • Tea • Coffee • Sugar • Hot chocolate and cocoa • Chocolate, confectionary or snacks | Data required from BaxterStorey and The Shop Manager | Data provided by the SU and BaxterStorey on the number or sales value of Fairtrade items sold show an increase. | The Shop manager and BaxterStorey | Data to be provided for academic year  2019/20 if possible and 2020/21 at the end of August 2021. |  |
| **Task and appropriateness** | **Actions** | **Support/budget required** | **Measure of success** | **Responsibility** | **Timescale** | **Task achieved?** |
| Re-introduce some Fairtrade cotton clothing lines for sale on campus  Part of mandatory criteria MN006  Record sales of clothing  Required for PL003 and PL011 | Re-introduce some SU branded clothing in The Shop. Encourage SU societies to use the Fairtrade clothing. Advertise Fairtrade clothing on University and SU websites. |  | Fairtrade branded clothing available in The Shop. | The Shop manager | June 2021 | Some Epona products still available. |
| Ensure there is up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. Mandatory criteria MN008 | POS material to be displayed in The Shop and catering outlets. This must be placed next to products to avoid confusion, and it should be dated and refreshed periodically. |  | POS material displayed in The Shop and catering outlets with relevant dates. | The Shop manager and BaxterStorey | June 2021 |  |
| Promote Fairtrade in activities/campaigns outside of Fairtrade Fortnight  Mandatory criteria MN005 | Run Fairtrade campaign on social media |  |  | Environmental Coordinator |  |  |
| Fairtrade chocolate quiz competition held using quiz on Fairtrade website. | £20 for prizes | Greater than 20 participants | Environmental Coordinator | January 2021 | 24 participants, both students and staff. |
| Fairtrade hamper to be used as a prize for student and staff game(s). | £50 required for Fairtrade goods | Greater than 20 participants | Environmental Coordinator |  |  |
| Fairtrade used as a subject of one of the “bite size sustainability” sessions | None | At least 5 attendees at presentation | Environmental Coordinator | 2nd December 2020 |  |

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| **Task and appropriateness** | **Actions** | | **Support/budget required** | | **Measure of success** | | **Responsibility** | | **Timescale** | | **Task achieved?** | |
| Partner with a local off-campus Fairtrade group, and work together on at least one project or campaign over the year.  Required for CI004 |  | |  | |  | |  | |  | |  | |
| Proactively collaborate with another aspiring Fairtrade University or College in achieving Fairtrade status and demonstrate how their involvement has enabled the attainment of the award. Required for CI006 | Continue to liaise with University of Middlesex and other members of the Fairtrade Network Group to share ideas and best practice. | | None | | Ideas generated by the group implemented by the University and/or ideas from the University shared with others. | | Environmental Coordinator | | Ongoing | |  | |
| Provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.  Mandatory criteria MN010 | Make opportunities visible and available to students from any discipline to integrate issues of Fairtrade, trade justice or ethical consumption into their coursework. List topics or research questions on website or provide examples of how specific tutors embed these issues into their promotion of project ideas for students to undertake. Publicise opportunities through a variety of channels. | | Support required from academic staff. | | At least one piece of coursework or dissertation carried out by a student each academic year. | |  | |  | | Global Citizenship offered as part of BA(Hons) primary teaching course.  https://www.chi.ac.uk/teacher-training-and-education/education-and-teaching-courses/undergraduate/ba-hons-primary-teaching-qts | |
| **Task** | | **Actions** | | **Support/budget required** | | **Measure of success** | | **Responsibility** | | **Timescale** | | **Task achieved?** |
| Fairtrade Fortnight activities  Mandatory criteria MN004 | | The Shop to offer Fairtrade promotions and/or prominently display Fairtrade products with Fairtrade information. | |  | | At least one promotion offered or display in place. | | The Shop Manager | | 22nd February to 7th March 2021 | |  |
| Baxterstorey to offer Fairtrade promotions, promote the use of Fairtrade ingredients in menu offerings, offer Fairtrade activities and/or prominently display Fairtrade products with Fairtrade information. | |  | | At least one promotion or activity offered or display in place. | | Baxterstorey | | 22nd February to 7th March 2021 | |  |
| Use University and SU websites to advertise activities | | Support from marketing and SU | | Info on websites accessed by students and staff | | Environmental Coordinator | | 22nd February to 7th March 2021 | |  |
| Monthly Jump activities to be based on Fairtrade in February. | | Info to be included by Green Rewards. | | At least 20 participants | | Environmental Coordinator | | February 2021 | |  |
| Advertise Fairtrade Festival and speaker events. | |  | | At least 5 participants | | Environmental Coordinator | | 22nd February to 7th March 2021 | |  |
| Promote Fairtrade at the virtual Spring Fair  Mandatory criteria MN005 | | Work with students producing the virtual Spring Fair to promote Fairtrade. | |  | | Fairtrade promoted at the virtual fair. | | Environmental Coordinator | | April 2021 | |  |

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| **Task** | **Actions** | **Support/budget required** | **Measure of success** | **Responsibility** | **Timescale** | **Task achieved?** |
| Publish an annual progress report on our actions on Fairtrade, trade justice and ethical consumption. Refer to the tasks and progress made through this SMART action plan and make publicly available. This can be part of a wider sustainability report. Mandatory criteria MN011 | Produce report on Fairtrade actions and the impact this has had on staff and students. Or this could be an informal display of outcomes on the website. |  | Report or display of outcomes published on the website. | Environmental Coordinator | August 2021 |  |
| Include Fairtrade in our hospitality offering.  Required for PL006 | Ensure Fairtrade is served as standard in hospitality across all products with a Fairtrade option such as tea, coffee, sugar etc. or demonstrate progress has been made over the last two years to put this into practice. |  | Fairtrade items included in hospitality offering | Baxterstorey | Ongoing until June 2021 |  |
| Include up to date information on Fairtrade activities on the website/Intranet/Moodle which can be easily found and well used.  Required for CI007 | Use the Intranet, Moodle and University newsletter to promote and report on Fairtrade activities. | Help from IT and marketing. | Items can be found on various communication channels and information is kept up to date. | Environmental Coordinator | Ongoing until August 2021 | Yes information on website, intranet and Moodle |