

# Fairtrade Impact report

## 2018 - 2020

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## **Overview**

Fairtrade ensures that better prices, decent working conditions and fair terms of trade are applied for farmers and workers. It supports the development of farming and working communities to give them more control over their futures and protect the environment in which they live and work.

Products such as tea, coffee etc. are given a Fairtrade Mark. This Mark means that the ingredients in the product meet Fairtrade social, economic and environmental standards. The standards include protection of workers' rights and the environment, payment of the Fairtrade Minimum Price and an additional Fairtrade Premium to invest in business or community projects.

## **London Metropolitan University Fairtrade status**

One of the key values outlined in the University's Strategic Plan 2015-2020 is effective citizenship. Fairtrade University status helps to support this key value, in particular promoting global citizenship, promoting social justice and supporting wider communities.

The University's Anti-Slavery Policy in compliance with the Modern Slavery Act 2015 commits the University to ensuring that all supply chains we use are checked to ensure potential for slavery and human trafficking is significantly reduced.

Eliminating Modern Slavery is covered within the Fairtrade Producer Standards and Fairtrade Trader Standard and requires everyone who buys, sells or processes Fairtrade certified products from the raw commodity to packaging to comply with these standards.

The University currently has Fairtrade policy. The policy has been instigated by the Student Union in 2017 with support of the Sustainability Team; Continuous implementation of the policy is undertaken by the Student Union, Catering Team and Sustainability Team for the last two years with annual review.

Fairtrade tea, coffee and sugar are already served as standard at all University meetings served by the University's Catering Service. Campaigns and events are held by the Student Union and the Sustainability Team to raise awareness of Fairtrade and link into subject teaching where appropriate.

## **What are the benefits?**

The University has significantly increased its use of Fairtrade products over the last 2 years and the current catering providers will continue to increase this. Products are only introduced if there is a market for them. At the moment catering already provide wide selection of Fairtrade products.

Fairtrade status benefit the University as it builds on the reputation the University has established of being a leader in sustainability. The People and Planet Green League annually publishes a league table of how universities are performing environmentally. One of the criteria in this is achieving Fairtrade status.

There are several continued benefits associated with maintaining this status for the University:

- Enhanced reputational benefits
- Improved scoring in People and Planet Green League
- Assistance with complying with Modern Slavery Act
- Increased sustainability
- Helps meet the aims of Strategic Plan
- Raising awareness of sustainability issues

Next sections will provide insight of the work already done within the University.

## **1. Leadership and Strategy**

The University, Students' Union and Catering team have been working together to create Fairtrade policy. It was approved on the 15/02/2017 and is reviewed on a yearly basis.

### Fair Trade Policy

A Fairtrade Steering Group has been established with representatives from the student body, university staff and members from the catering or procurement department.

### Fairtrade Steering Group 2020-21

We have Fairtrade University 2019-20 SMART Targets that includes operational considerations such as procurement and catering, campaigning and influencing, engagement and communications.

## **2. Campaigning and influencing**

We were holding a series of events/promotions/engagement activities during Fairtrade Fortnight 2019 and 2020. To measure impact across the events we kept track of various items given out to students when interacting with face to face conversations. First year campaigns average engagement was 86 students and we gave out free items without asking for donations to Fairtrade Foundation. In our second year we asked for small contribution to help Fairtrade and engage with more in-depth conversations with students. We saw engagement of 50 students and raised £51.41 to Fairtrade Foundation.

46 students and staff took part in our Fairtrade Quiz to win some prizes and test their knowledge in 2020 and 67 people took part in our Fairtrade chocolate tasting events during both our Fairtrade Fortnight years.

We also raised money during our Bake Off events to promote Fairtrade and ask participants to bake a cake with Fairtrade ingredients. We raised £38.63 by selling cakes to students and staff.

In total we run 9 Fairtrade events in last 2 years however other staff teams were

promoting Fairtrade within their work by creating various team bake-offs like Easter Bake off. Also there was Fairtrade coffee morning open to all at our City campus.

In addition, we are working closely with Catering Team to deliver campaign on Fairtrade throughout various national awareness days.

We wanted to continue to work with Catering team to educate our students and staff about Fairtrade and issues related to it via food and we thought that this way we would engage more students and staff than other campaigns currently. We worked with Catering team to develop a number of events and include these on their catering marketing calendar. These include Valentine's Day, Pancake Day, Easter, National Picnic week (promote fruit) and World Chocolate Day. During these days Catering team makes an awareness stand and/or promote importance of Fairtrade in all outlets. We promote this via our Social media @GreenLondonMet and ask all social media accounts to retweet this information. During Valentine's Day stand we £68 raised, 34 bags at £2 each for Fairtrade Foundation.

Additionally to awareness days Catering Team brought supplier on campus to promote their Fairtrade products we are selling on our Campus. So far we have had one event like this and we promoted chocolate cookies and flapjacks that were new to our stock. It worked as a tasting event so students and staff could try out new product and we talked about Fairtrade and Cocoa.

Students led one event this year which was 'Should Fashion go vegan'. Event prompted healthy discussion about ethical consumption and fashion, vegan lifestyle and cruelty free fashion

The event was part of the journalism course's Newsweek, where students spend three days producing magazines, online blogs, and television and radio programmes. They not only reported on the debate and conducted interviews but also worked across social media, conducted live filming and wrote up live blogs.

<https://www.londonmet.ac.uk/news/articles/vegan-lifestyle-not-about-being-trendy-but-about-our-survival/>

### **3: Fairtrade products in all campus food outlets.**

Fairtrade products like food and drinks are made available for sale in all campus food outlets. There are point-of-sale material in all relevant food outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities.

We are committed to gradually increasing our Fairtrade products in all outlets in the University. Find below a list of the products currently available and where to find them.

[Fairtrade product list](#)

### 3. Fairtrade in research and curriculum

We carried out a Fairtrade survey to help us target our actions for the next year and work our stakeholders will be undertaken considering survey outcomes. Below is a brief insight of respondent's views:

88% of our respondents were fairly or very concerned about Human Rights and 96% were fairly or very concerned about workers being badly treated.

84% of respondents were fairly or very concerned about poverty in poor countries.

When it comes to buying products with ethical credentials 46% of respondents already do this and 50% of respondents would be willing to start to buy more ethically sourced produce.

Student involvement with taking part in events - 57% of respondents would be willing to join a campaign group or society and 70% would be willing to volunteer for an organisation working on the issues

Only 21% of respondents were confident that the actions they personally can take will make a difference to addressing the issues that concern them.

67% of respondents said that they are less likely to buy products that are produced in ethical way as they tend to have higher prices, 38% respondents said that information about the ethical credentials of products isn't easily available, 25% responded that the information about the ethical credentials of products isn't reliable or ethical options aren't well advertised – 38%.

67% of respondents think it is very important that university takes action to use and promote Fairtrade and here are student suggestions on what else university could be doing to support Fairtrade:

- Provide events and emails to encourage students to get involved and raise awareness
- Advertise more, cheaper deals for student
- Point cards
- Remove expensive Costa coffee shop (not Fairtrade)
- Organize workshops
- Pop up events with some products to try
- Provide more choices on Fairtrade products
- More campaign and advertisement during the whole academic year
- Allow Fairtrade products that are affordable
- Fairtrade events every month
- Student discount with products
- Selling and introducing products from Zaytoun and more
- Organize visits/trips to developing countries to see production and meet local farmers
- Involve students who might come from the places in the world, where Fairtrade principles have positively impacted their life.

- Getting student to engage to support unfair paid workers and having a section dedicated to Fairtrade in the canteen so during lunch or break time students can purchase the products.
- Posters that show what ethically sourced and Fairtrade meal options there are on campus year-round not only during the Fairtrade fortnight.

In partnership with our Students' Union, we are working to provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their coursework or dissertations. We will be looking to investigate current courses that already provide information on Fairtrade and find out how university can support student work by creating more awareness, providing engagement with local Fairtrade groups such as Tower Hamlets borough. Some of the opportunities and useful resource is already available on university website.

#### **4. SMART action plan**

SMART action plan provides clear and measurable actions from all involved stakeholders. This action plan was created based on key criteria as well as mixture of other criteria which we believed we should achieve as an institution.

In total we have chosen 13 achievable and measurable actions, see full action plan and progress towards the actions -

<https://www.londonmet.ac.uk/about/sustainability/fairtrade/>