



## Outreach and Networking

### **Introduction**

The university of Derby Fairtrade Steering committee has spent the past year looking at new, as well as old and tested, ways of promoting Fairtrade to all our students and staff. The university is made up of a large and diverse body of individuals from many different cultures, financial backgrounds and general tastes and finding ways to spread the message of Fairtrade to this varied group meant the steering group had to put on different types of events throughout the fortnight.

As a steering group we are aware that we are a small fish in a very large pond and our own scope of networks and contacts are limited. We have general involvement from many of the usual suspects i.e. people and planet society, the catering through scolarest, the environmental office, the students union office and the chaplaincy however like ourselves the university is made up of countless small groups who happily work or study within their own area and hardly ever venture out. Therefore this year the steering group with the help of the aforementioned groups put on a diverse and interactive Fairtrade fortnight which took the message to 'MAKE A CHANGE and CHOOSE FAIRTRADE?' out to the masses in the university sector.

### Events Programme

#### **Free Tea and Coffee - Monday 26<sup>th</sup> February**

The week started off with the simple invite to try out Fairtrade tea, coffee or juices as students entered the campus for the beginning of the week. The university of Derby chaplaincy held this event to kick off Fairtrade fortnight. Fulfilling the role of 'more tea vicar' members of the Chaplaincy team stood around on the entrance footbridge onto the university grounds offering hot Fairtrade drinks to the cold staff and students members of the university as they made there way up to the main buildings. The free drinks service ran between 8am and 10am (when the market then began) which is the main time for when the majority of staff arrive to work as well as a large percentage of students coming for their first lectures of the week. As well as giving out drinks it provided an opportunity to hand out leaflets for Fairtrade fortnight in general and promote the Market place that was happening throughout the rest of the day. Also throughout that time many individual conversations around Fairtrade were had with those who had a few extra minutes to drink their drink while hanging around the distribution area.

### **Market - Monday 26<sup>th</sup> February**

On the Derby Campus the Fairtrade market was held (in collaboration with the Derby City Fairtrade Group) in the main atrium/foyer area of the university making it impossible for students, staff and many guests from the city alike to miss the colourful stalls, lively music and the all important publicity which hung from the balconies, wrapped around the ramps and displayed throughout the market place.

The market place allowed and challenged the larger population of the university to engage in Fairtrade fortnight just as it was beginning. Stalls included Traidcraft, Traidlinks, Tearcraft, Arkadash, Hadeel, Soundbites, Divine Trash, Oxfam, Co-Operative, People & Planet and the Christian Union.

The stalls stocked a wide range of Fairtrade food, drink and cotton products as well as more unusual items such as the Doy Bags from Divine Trash made by a women's co-operative in the Philippines, or the beautiful crafts from Palestine sold by Hadeel.

Whilst the university always tries to promote Fairtrade marked product, in order to create diversity for the market we have allowed other fairly traded products to be sold alongside the official marked products. We did extensive research to ensure these were from fairly traded sources.

To support the market and encourage students into the Atrium where it was held students from the university played an acoustic set of background music over the lunchtime period.

The university and city event programme for Fairtrade fortnight was formally opened by the Mayor - Councillor John Aherne and Professor Michael Gunn, Pro Vice Chancellor at the University of Derby. Both made speeches based on Fairtrade issues.

### **Ongoing**

Over the two weeks more focused work was done involving and networking with specific groups within the university. Events included Fairtrade Lunches being held on one of the satellite campuses and also being held in the Multifaith centre that is based in the university grounds.

The Chaplaincy hosted four Fairtrade lunch events, which were open to anyone on the campuses to drop by for as long or short a time as they liked. These lunches had a large array of fairly traded goods including spreads, fruit, snacks and chocolate as well as a large selection of drinks hot and cold. Also in the space there was a large selection of free information on display regarding Fairtrade promotion nationally as well as Fairtrade in Derby, a slide show showing the extent of Fairtrade products and the work for Trade Justice as well as the growth of the university in its journey to become a Fairtrade university.

And lastly there were a handful of people around to just chat about Fairtrade to those who came along.

#### **Unfair Football Match - Wednesday 28<sup>th</sup> February**

The Unfair Football Match which saw the university football teams (girls v boys) play a hugely unfair game which also had a large involvement from the university press office as the university saw this as a great PR opportunity and included using Fairtrade footballs and having Fairtrade juice and orange slices at half time. The girls represented the Developing World and the lads were the Rich World. The Developing World team had numerous obstacles thrown in their way.

The girls legs were tied together, making them three-legged. They wore shabby kit and the other team's goal was a tiny one from a toy shop. The lads wore pristine kit and were completely free to run rings around the girls. They also had a team of cheerleaders to support them! "Part football, part theatre, the game points out unfairness in world trade in a fun way, showing visually how trade rules tend to favour the 'haves' against the 'have-nots'."

Rev Chris Hodder, Anglican Chaplain and Pastoral Services

#### **Fairtrade - Fair Fashion - Fashion Show - Thursday 8<sup>th</sup> March**

As part of Fairtrade Fortnight, the University of Derby Fairtrade Steering Committee decided to undertake something a little bit different to events that have been run during the fortnight in the past. The Students' Union as a member organisation of the committee undertook a fashion show that would incorporate Fairtrade clothing and students volunteering in the process.

#### **Aim**

After getting the Fashion Studies Students involved in the show the aim of the show became threefold, to raise awareness of Fairtrade clothing, to promote positive body image and to raise money for the Fashion Students at the University for their Final Year Show.

#### **Companies involved**

The initial step of organising the show was to see whether any companies would be willing to lend us clothes for the event. As it happens there were many companies that were happy to get involved including: Gossypium, Pachacuti, Ideal Trading, Think, Fairtrade, Epona, ADM, Clthworks, Arkadash, Nomads Clothing, Ascension, Hug and Adili.

Fairtrade juice donated by the Co-Op was given away to everyone at the show. As the secondary aspect of the show Fair Fashion (i.e. positive body image) clothing was also sourced from our on campus shop. In order to promote the Fashion Students we included some of their personal collections. This also allowed us to demonstrate the importance of Fairtrade and Ethical clothing to people that are heavily involved in the fashion industry.

## **Student Support**

The next stage was to recruit models. A series of “Models Wanted” poster went up around the University. Members of Student Union Staff went out to satellite sites to recruit Fashion Studies Students from all stages of study.

At an initial meeting one student put herself forward to assist in the general organisation and recruitment of models. This student was an enormous help and took on a great deal of the work. Although she did not know a great deal about Fairtrade at the beginning of the process, by the end of it she had become very well informed and was instilling the values of Fairtrade into the whole show and our student volunteers.

Another student who volunteered, designed our posters and publicity. He gave us a few options but really took on board the Fairtrade logo. A third volunteer was a photography student. Although we had our own Union photographer present it meant that we had a further set of photos.

The Students’ Union Events Society, set up all of the staging, lighting and sound for the event. They were extremely professional and had two large screens at the back of the stage onto which the show and a set of Fairtrade visuals that we had designed were shown. We also had the privilege of being able to show a short but powerful slideshow that was sent to us by Ascension Clothing.

The whole night was extremely well received. The feedback after the show was brilliant. After the show we also had a sale of some of the clothes that had been shown. A future development would be to take this further and see how we can make it work better.

## **Groups that were touched**

Within our University there are a selection of people who will go out of their way to choose Fairtrade. However, the fashion show went a long way to showing a great many people who would not normally have been interested in the movement what Fairtrade is and why it is important to choose Fairtrade. Groups such as Fashion and Design students, the Events Society, Women’s Rugby Club, Men’s Rugby club and many more took part in the fashion show.

Many people in the audience of 150 were students that would not normally be engaged by Fairtrade issues but due to friends or family being models they were in attendance and had the issues laid out in front of them.

Through reports in both the Student Union Magazine (Dusted) and the University Magazine (Connected) we have reached a far wider audience within the University community. For example Dusted has a readership of over 4000. As a piece of course work one of our fashion studies students is creating a newspaper in which will be a feature article about the fashion show.

We also had a great deal of support from the University press office who got the local newspaper involved. They sent along a photographer on the night. We were also able to demonstrate to the University Directorate the importance of keeping Fairtrade on the agenda.

Within the wider community, a student from the local college had seen the event advertised on the Fairtrade web site and decided to use it for a project that involved creating a poster.

### **Future Plans**

Although the principle organisers will not be in the Students' Union next year, they are pressing for people to organise a second show next year. One extremely positive piece of feedback is that the Fashion Studies Lecturers are looking to design a Fairtrade Fashion Show Module, meaning that fashion students would be working with fairly traded materials in order to create pieces of clothing- an extremely large step forward.

A working document is currently being created on "How to Run a Fairtrade Fashion Show". All of the contacts made in the process will be stored and any companies that were keen to get involved but could not will also be listed.

### **Conclusions**

The fashion show brought together many different students and staff members to participate in the event many others who came along to support. The fashion show included bringing together students from the fashion degree course, different students from our societies to be models.

The welcome was given by the Vice chancellor of the university, followed by reflections from the UDSU VP education and welfare officer and the president of people and planet.

Due to all the different groups getting involved throughout the fortnight and the links into the City of Derby we believe we managed to target many more people than years previous and we were able to show a much larger diversity in Fairtrade products through the different events including food and drink, crafts and gifts, musical instruments and sports gear, and lastly a diverse range of clothing products from 'student' casual gear and young adult clothing to more sophisticated lines.

**Comment from Professor John Coyne, Vice Chancellor, University of Derby**

For me Fairtrade fortnight in the University was a huge success in raising the awareness of Fairtrade and in animating the community around a series of events that profiled the key issues. The imagination and variety in the avenues used to engage people in the debates was stunning.

Amongst these events the one that really bowled me over was the Fairtrade fashion show. I have learned to expect great professionalism from my student body (they have a track record of success) but the fashion show exceeded even my exaggerated expectations. The event was brilliantly planned and executed and the lighting and visual effects (with the use of the supplemental screens) meant that every member of the audience was fully engaged. The event promoted two vital and related issues - Fairtrade and positive self image (addressed through positive body image). I was staggered at the number of students involved in all stages of its production and presentation and the range of talents that were on display.

The range of organisations, fair-trade suppliers and clothing manufacturers that were brought together to contribute to the success of the evening made it a very inclusive event. The show undoubtedly gave a great boost to Fairtrade awareness in the University - something we take very seriously in any event on a day to day basis. I am already looking forward to the next - and with the confidence that my new expectations will probably be exceeded again. This is the kind of issue that Universities as communities should be engaging in and this was a wonderfully successful and enjoyable way of accessing a very serious issue.

