



Why EAUC supports Fairtrade Fortnight and the promotion of fair trade principles

Fairtrade Fortnight aims to raise the profile of the FAIRTRADE Mark, the principles of fair trade and the problems facing farmers and producers in developing countries. Staff at the EAUC will be taking part in and promoting Fairtrade Fortnight because we support the work of the Fairtrade Foundation and believe fair trade can build a better, more sustainable world.

Why do we think fair trade is important?

Ensuring that farmers and producers in developing countries receive a fair price for their goods is not only ethically sound but also makes good economic sense. If all workers around the world received a living wage for their work then many of the problems seen in poorer countries would be alleviated. Farmers and workers would be able to afford to feed their families; governments would be able to collect more taxes which could be used to fund healthcare and education. Therefore it would create a more level playing field globally for the different labour markets.

So how do we ensure we pay a fair price?

In the globalised goods market that we now operate in, it can be very difficult to ensure your purchases adhere to fair trade principles. This is due to the long, complicated supply chain and a lack of transparency, which is why the FAIRTRADE Mark has become a valuable tool in sustainable procurement. With clear international standards and rigorous auditing procedures, consumers can be confident that buying products carrying the Mark will improve the lives of farmers, producers and their workers and (thanks to the Fairtrade premium) the wider community where the product originated. There are of course other schemes but the FAIRTRADE Mark is the most widely-recognised ethical label globally and enjoys a high level of consumer trust. There are over 4,500 Fairtrade certified products available in the UK, and the number is growing every year.

> [View the Fairtrade certified products available](#)

Supporting our Members

EAUC supports our Members to help institutions trade fairer. For our Members we recently launched a Fair Trade Community of Practice to help facilitate sharing of ideas, experience and best practice related to fair trade in universities and colleges. If you or a colleague would benefit from having the opportunity to speak directly to and network with like-minded professionals or interested staff and students, join today!

> [Join the EAUC Fair Trade Community of Practice](#)

Here at the EAUC, we like to practice what we preach, so we only buy fairly traded tea, coffee and sugar for use in the office – an additional element of our Sustainability Promises.

> [View the full EAUC Sustainability Promises.](#)

Fair trade for all is a long way off and currently global trade treaties favour the developed world, but buying Fairtrade takes us one step closer to achieving our goal of a fairer world where everyone is entitled to fair remuneration for the work they do and the goods they produce.

FAIRTRADE FORTNIGHT



PROUDLY
SUPPORTING
FAIRTRADE