

FAIRTRADE REPORT 2011-2012

Leading the way in promoting Fairtrade
in the Higher Education Sector



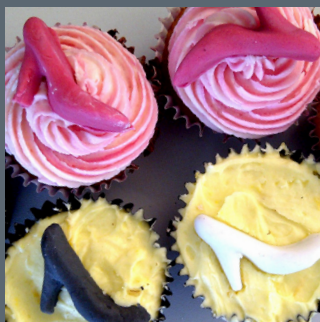
Over 200

Fairtrade products
were used by Catering
Services in 2010- 2011

NET
POSITIVE
IMPACT

Oxford Brookes was
certified as **the world's
first Fairtrade
University** in 2003.

Since then, we have
remained at the forefront
of Fairtrade in the Higher
Education sector.



244%

increase in the sale of
Fairtrade Herbal Teas in
the Brookes Grab & Go
Shops

CONTENTS

INTRODUCTION

OXFORD BROOKES FAIRTRADE POLICY

THE FIVE GOALS

FUTURE PLANS

INTRODUCTION

Oxford Brookes was certified as the world's first Fairtrade University in 2003. Since then, we have remained at the forefront of Fairtrade in the Higher Education sector. As a result, Oxford Brookes University continues to take its commitment to Fairtrade very seriously.

The University currently has developed a corporate responsibility programme so as all the actions within the University has a net positive impact on its stakeholders.

The University continues to lead the way in promoting Fairtrade in the Higher Education Sector through the introduction of new products and improving the information we provide about Fairtrade to staff, students and visitors. The 2011-12 Fairtrade Report aims to emphasise how Oxford Brookes University continues its commitment to Fairtrade and examines how this relationship is continually developing and expanding.

OXFORD BROOKES FAIRTRADE POLICY

Oxford Brookes University and Oxford Brookes Student Union assign great importance to the University's role within the international community, and therefore commit to supporting, using and promoting Fairtrade. This will be achieved by reaching and maintaining Fairtrade status as defined by the Fairtrade Foundation.

The Fairtrade Foundation have outlined five goals for a Fairtrade University, and our commitment to them is as follows:

- Fairtrade foods are made available for sale in all campus shops wherever possible.
- Fairtrade foods are used in all cafés/restaurants/bars on campus.
- Where this is not possible, there is a commitment to begin to use Fairtrade foods in these establishments as soon as it becomes possible to do so.

Fairtrade foods (for example tea and coffee) are made available wherever possible through hospitality catering to all Schools and Directorates for use in meetings, with the commitment to increasing the use of Fairtrade foods at meetings as it becomes possible to do so.

The University and the Student Union will promote the sale of Fairtrade products via the following methods:

- Articles and other appropriate material will be included in the student newspaper and on the University's website.
- Promotion of the Fairtrade Mark will take place in other appropriate publications, such as University Prospectuses. The publications will commit to cover the annual Fairtrade Fortnight in March, and to update readers with major developments.
- Fairtrade Foundation materials will be displayed on noticeboards promoting commitment to Fairtrade foods.
- Materials also displayed in every place where Fairtrade foods are sold.
- The University will commit itself to running a series of promotional events during the Fairtrade Fortnight (March). The steering group in collaboration is responsible for organising this.

A Fairtrade Steering Group will meet once a term. This group will initially meet as part of the Catering Forum, and its job will be to continuously monitor and improve the University's approach to Fairtrade.

This policy statement will be communicated throughout the University, and efforts to support Fairtrade will be strongly encouraged.

The fairtrade policy will be reviewed as part of the Corporate Responsibility Programme's governance structure.

THE FIVE GOALS

Goal 1: The Student Union and the university authorities both create a Fairtrade policy incorporating these five goals.

The University's Senior Management Team and Students' Union have continued to endorse Fairtrade through their policy statements incorporating these five goals.

This year the Student Union and Brookes Student Hub promoted volunteer positions made available to students to promote and support Fairtrade Fortnight.

Goal 2: Fairtrade foods are made available for sale in all campus shops. Fairtrade foods are used in all cafés/ restaurants/ bars on campus. Where this is not possible, there is a commitment to begin to use Fairtrade foods in these establishments as soon as it becomes possible to do so.

Brookes Grab & Go Shops

Sales of Fairtrade products continued to increase in 2011 at Grab and Go Shops at all campus. The Grab and Go Shops continue to stock a wide variety of Fairtrade products.

Highlights include a 43% increase in Café Direct Ground Coffee, a 244% increase in the sale of Fairtrade Herbal Teas and the introduction of Fairtrade Muffins.

A new range of fairtrade cotton hoodies was introduced in the shops in 2010. These hoodies have proven to be so popular that

there sale has increased by a massive 658% on the previous year. We aim to continue the increase in the amount of Fairtrade Clothes sold in the University.

Catering

Over 200 Fairtrade products were used by the Catering in 2010- 2011. Highlights include:

- All coffees
- 90% hot chocolate drinks
- 90% of all tea
- Various snacks and sweets including cookies flapjacks jellybeans muffins
- 3654 kilos of Bananas which is an increase of 13% on the previous year.

The total catering expenditure on fairtrade products is £122K.

Other items still sold are muffins, biscuits, chocolate bars, fairtrade cola, flapjacks, cookies and cup cakes.

Students' Union

All tea and coffee provided for meetings within the S.U. is Fairtrade, as is the coffee and tea sold in the bar.

Brookes Restaurant

The award winning Brookes Restaurant continues to serve Fairtrade coffee in the restaurant.

Brookes Sport Café

Brookes Sport café continues to offer Fairtrade tea and hot chocolate on its menu.

Goal 3: Fairtrade foods (for example, coffee and tea) are served at all meetings hosted by the university and the SU, and are served in all university and SU management offices.

University meetings and events are catered for by Chartwells, including Training, Weddings, Senior Management Meetings, SU Meetings, Conferences, Summer Schools, Consultation Meetings, Workshops, and Departmental Meetings organised centrally amongst others. All coffee requests booked by the University departments continue to be 100% Fairtrade and Fairtrade tea is also always provided. Fairtrade sugar accompanies all hospitality deliveries and other Fairtrade products are available on request such as Fairtrade fruit juices, biscuits, muffins and Banana's.

Goal 4: There is a commitment to campaign for increased Fairtrade consumption on campus.

The University takes part in the annual celebrations of Fairtrade Fortnight.

In 2011 the University took part in the Fairtrade Foundation's Show Off Your Label theme. Students interacted with the fortnight by taking up volunteering and taking part of in a fashion parade, buying promoted fairtrade products and taking active part in bunting making.

Catering hosted a Supplier Fair with Peros, Starbucks and Cadbury's in attendance. In addition, there was a Fairtrade treasure hunt titled... "Find the banana" ... with free give-aways across all campuses, guess the number of FT Coffee Beans in the Jar to win a Fairtrade Goodie Hamper and the extremely popular "Dress the Banana" Competition.

This year the university will celebrate the Fairtrade Fortnight with the theme "Take a Step" towards Fairtrade with stalls at all sites and three student halls, where students and staff can play games, try free tasters, eat Fairtrade Foot shaped cookies and make pledges.

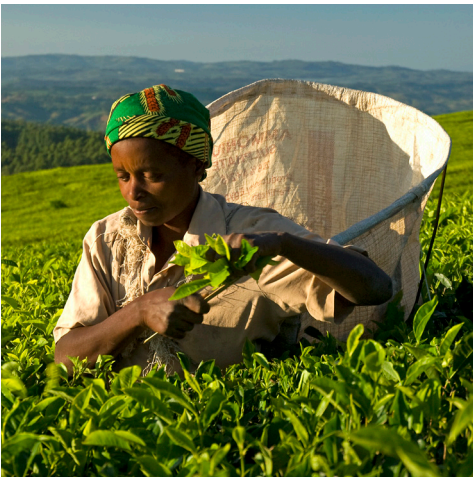
The Fortnight will include a Suppliers Fair and will be rounded off with a chance for students to speak with a Anton Bowman a Fairtrade Banana Farmer from the Windward Islands.

Goal 5: Set up a Fairtrade Steering Group

The Fairtrade Steering Group (part of the former Catering Forum) will be replaced with the new Sustainable Food Advisory Group. It will continue to champion the uses of Fairtrade products across the University monitor and ensure that the Fairtrade Policy is implemented across the University.

FUTURE PLANS

Information on fairtrade is still being publicised on the University’s website. The section will continue to publicly display the University’s Fairtrade Policy, as well as providing more information on the relationship between Oxford Brookes University and Fairtrade.



www.brookes.ac.uk/about/sustainability



