



Approaches to fair trade in educational institutions in 2015

Institution: International Cooperation Department for Development at University of Valladolid

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Find out more about fair trade at University of Valladolid

What is your institution currently doing about fair trade and working conditions in supply chains? (procurement and product sales, awareness-raising, research, teaching, other?)

The International Cooperation Department for Development is involved in several projects about fair trade:

- 3C Campaign (Fair Trade, Ethical Public Purchasing and Responsible Consumption). The main objective is the commitment of the entire University community for a form of responsible and efficient management of its resources, encouraging the implementation of plans and systems of environmental management in university centres, promoting the responsible consumption of resources at University of Valladolid and applying ethical and responsible scales to the purchasing incorporating products of local cooperatives in their sales points.

www.eii.uva.es/webcooperacion/index.php?menu=comunicacion&submenu=campanas&pestana=noticias&pagina=1

- I IDEAS Competition. The University of Valladolid has participated in the first IDEAS Competition, whose objective was promoting responsible consumption. Among the proposals submitted were selected 3 ideas: “Red de producción, venta y consumo ético y justo” based on sale of ecological products within the University, “Merchandising justo, me gusta” suggesting the introduction of fair trade objects and products as part of merchandising of University at institutional acts, “Tú eres la Semilla” whose object was raising students awareness of their role as seeds from which society depends grow in a future.

This last idea was awarded with the second prize in the Fair Trade Ideas Contest. This idea is developed on two levels: an audio-visual viral message broadcasting and specific actions to influence the feeding practices of the university community, highlighting the differential features of fair trade and the benefits it provides both producers and consumers.

It was launched in collaboration with IDEAS, Cooperation Department for Development at University of Valladolid and the Faculty of Law, Social Sciences and Communication at Campus of Segovia.

Information collected on behalf of the UK EAUC Fair Trade Community of Practice.

> Find out more about the EAUC Fair Trade CoP



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- Guide for Ethical and Responsible Purchasing. It was developed a guide for ethical and responsible purchasing at UVA in which are expressed institutional commitments related with the responsible consumption to counter the existing problems and those that may arise in the future, as well as proposals for a “Green University”. The guide also includes a control test for ethical and responsible purchasing that allows suppliers analysis.
- University Week Fair Trade. It consists in organizing different activities that allow bring closer fair trade to the students as coffee tastings, briefings, video projections, cycling ti know the points of fair trade, festivals and product bartering.

This initiative seeks; on the one hand, sensitize the university community about the conditions of manufacture and distribution of the products we consume and the need to put in place fair, equitable and sustainable alternatives. On the other hand, it tries to present other alternatives both Fair Trade and ethical finance.



- Three officers of the University of Valladolid made a course through the IDEAS organization in which they worked to introduce the clauses of Ethical Public Purchasing.
- Exhibition of explanatory panels. During some of the courses that the Department organize have been exposed panels explaining the importance of obtain more equitable trade relations.



- Tasting of Fair Trade products. On several occasions, during the activities and courses the Department organize, are made tastings, such as coffee, tea, chocolates or cookies.

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What plans do you have, or what would you like to do in future regarding fair trade in your institution?

From the International Cooperation Department for Development at University of Valladolid want continue to promote activities that sensitize the population with the important task of promote fair and equitable trade relations. On the other hand, the medium-term objective is to make the University of Valladolid reaches the status of “University for Fair Trade” within the European program “City for Fair Trade”, coordinated in Spain by IDEAS organization.

