



# Resetting the Fairtrade Universities and Colleges Standard

Jo Milis, Education Campaigns Manager, Fairtrade Foundation  
Jamie Agombar, Head of Sustainability, NUS

# WHAT IS FAIRTRADE



®



IN 74 COUNTRIES



# OUR MISSION

A man with a mustache, wearing a light-colored long-sleeved shirt and yellow gloves, is smiling as he works in a banana plantation. He is using a green tool to harvest a bunch of green bananas. The background is filled with lush green banana leaves and a blue plastic bag is visible in the upper right corner.

**Millions of farmers in developing countries aren't paid what they deserve. We're working to change this.**

## Oxford Brookes Becomes First Fairtrade University

3 Oct 2003

**Earlier this month the Fairtrade Foundation awarded Oxford Brookes the UK's first official 'Fairtrade University' status. This fantastic move, which was initiated by the local People & Planet group, follows two years of work by students and staff.**

The official status means that Oxford Brookes has achieved 5 goals that will help increase the sale of Fairtrade products, including selling them in campus canteens and serving them at university events. Fairtrade products are guaranteed to provide a better deal to the farmers and workers in poor countries who grow much of the food we eat.

- For help making your university and school go Fairtrade order a free People & Planet campaign pack at: [www.peopleandplanet.org/tradejustice/order.php](http://www.peopleandplanet.org/tradejustice/order.php)
- REMINDER: If you haven't already, please email your MP to demand Trade Justice in the aftermath of the collapse of the Cancun world trade summit: [www.peopleandplanet.org/tradejustice/](http://www.peopleandplanet.org/tradejustice/)

## **Five goals**

- 1 - Passing a Fairtrade policy statement
- 2 - Getting Fairtrade products on campus
- 3 - Using Fairtrade Products at meetings
- 4 - Organising Fairtrade Campaigns
- 5 - Set up a Fairtrade Steering Group







**FAIRTRADE  
FOUNDATION**

3rd Floor, Ibox House  
42 - 47 Minories  
London EC3N 1DY  
T: +44 (0)20 7405 6842  
F: +44 (0)20 7877 0101  
www.fairtrade.org.uk

## FAIRTRADE UNIVERSITY / COLLEGE STATUS APPLICATION FORM

Complete and return when you have met your goals!

A copy of this form should be completed and signed by three members of the University's Fairtrade Steering Group, including a student, catering/shop and university/college representative when the Fairtrade University/College goals have been met. Please email it with your supporting evidence to [volunteer.university@fairtrade.org.uk](mailto:volunteer.university@fairtrade.org.uk). You can also post hard copy supporting evidence to: Fairtrade Universities and Colleges, Fairtrade Foundation, 3<sup>rd</sup> Floor, Ibox House, 42-47 Minories, London EC3N 1DY. A signed and dated certificate will be awarded when Fairtrade status has been granted.

NB: Please check the Fairtrade Foundation website to ensure you have the most up to date version of this form, goal information and supporting document expectations.

Name of University/College:	
Contact name:	
Position of contact:	
Address:	
Telephone:	
E-mail address:	
Total number of students enrolled:	
Date of submission:	

Status applied for (tick one box only):  Fairtrade University  Fairtrade College

**Goal 1: Instate formal Fairtrade<sup>®</sup> policy.** The Student Union (or equivalent) and the University/College authorities both create a Fairtrade policy incorporating these five goals. (This should be reviewed annually)

Date achieved:

Details: (please include a signed copy of the Student Union and University Fairtrade Policy or joint policy as appropriate)

Any other progress or achievements:

## How it works

- Two year review period
- Free to get, but unsupported
- 113 / 170 TEIs have the standard, making it the most popular environmental standard in the sector?
- For 13-20 year olds, 98% had a awareness of the Mark, over 60% said they would take action for Fairtrade.
- Lots more demand, and more FT purchased on campuses
- Some evidence of embedding into the curriculum



## Curriculum

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Bournemouth University is committed to incorporating Fairtrade into the curriculum, and is an excellent example to other universities and colleges. The School of Tourism and particularly Bournemouth's Business School have led the way. A number of modules now cover Fairtrade, and related topics, including globalisation and sustainable consumption. Some units go even further to explore in-depth the banana trade and coffee.

Incorporating Fairtrade into the curriculum is a fantastic way to get students and staff discussing and debating the issues surrounding the global trading system today, and how Fairtrade aims to overcome this.







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## All Completed Projects



Comparative study of  
weather files and  
buildings

**Student:** Abdulazeez Rotimi

**Partnered with:** CIBSE

**Date completed:**

**Status:** [Completed](#)



Food experiences of  
hard-to-reach  
populations in  
Plymouth

**Student:** Natalie White

**Partnered with:** Metro Fresh Enterprises Ltd

**Date completed:** 13th June 2015

**Status:** [Completed](#)



The social license of the  
fossil fuel industry



Comparative study of  
weather files and  
buildings



**FAIRTRADE**  
FOUNDATION

**nus**

national union of **students**

# Early thoughts on a new NUS Fairtrade University and College Standard

- Full reset
- More challenging
- Retain partnership approach
- Supported
- Local student auditors, possibly course credit?
- Audit every two years
- Small fee, differentiated FE and HE
- Aim: Educational; responsible consumerism; a catalyst for so much more
- Pilot 2017/18





## **Round 1: Existing scheme**

- What is the value?
- What do you like?
- What don't you like?

## **Round 2: New scheme criteria**

- What should the criteria be, to reinstate challenge?

## **Round 3: Support and accreditation**

- What do you need help with on this? What support should we offer?
- Score gradation, or, different levels of awards?
- Trained student auditors?



## **Whole-institution reach of criteria**

- Insights: awareness, volumes
- Partnership approach
- Leadership, commitment, policy
- Procurement and commercial teams:
  - Actual procurement, clothing
  - Advocacy: Foodservice, purchasing consortiums
  - Supply chain engagement?
- Consumer engagement, promotion, publicity
- SU / student-led activity
- Teaching / learning
- Research / coursework
- Outreach and influence





## **2017/18 pilot year**

- 4 HEIs, 4 FEIs?
- A diversity of pilot institutions
- Start early summer 2017
- Co-creation
- Commitment to invest time and a bit of budget



# Your questions?

[jamie.agombar@nus.org.uk](mailto:jamie.agombar@nus.org.uk)  
[joanna.milis@fairtrade.org.uk](mailto:joanna.milis@fairtrade.org.uk)