

## Fairtrade Steering Group (FSG) – Agenda

### Task Group of the Sustainability & Environmental Advisory Group

**Twenty Firth Meeting: Tuesday 10<sup>th</sup> Aug – 4pm**

**Cheviot Room, Charles Stewart House, 9-16 Chambers Street**

#### Members:

Karen Bowman (Convener)	Director of Procurement	KB
Daniel Abrahams	People & Planet co-Convener	DA
Evelyn Bain	Procurement Manager	EB
John Blair-Fish	IT Unix Systems, Information Services	JBF
Anna Borthwick	Press and PR Officer, Communications and Marketing	AB
Ruth Cape	People and Planet co-Convener	RC
Rachel Clough (Secretary)	Estates and Buildings	RC(S)
Philippa Faulkner	Ethics and Environment officer (EUSA)	PF
Sam Hansford	EUSA Vice President – Services	SH
Stephannie Hay	Development and Alumni	StH
Non Jones	Student	NJ
Kristofer Keane	Ethics and Environment officer	KK
Angela Lewthwaite	Estates and Buildings Office	AL
Veronica Lopes Da Silva	EUSA – Student Rep	VL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Emma Saunders	People & Planet	ES
David Somervell	Sustainability Advisor	DS

[www.fairtrade.org.uk](http://www.fairtrade.org.uk); [http://www.fairtrade.org.uk/resources/downloadable\\_resources.aspx](http://www.fairtrade.org.uk/resources/downloadable_resources.aspx); <http://www.seagfsg.estates.ed.ac.uk>

<b>Corresponding:</b>	VP Professor Mary Bownes, Professor Pete Higgins; Mr Nigel Paul; Prof Jan Webb; Rev Di Williams; Prof Tim Hayward; Dr Graham Russell; Stewart Russell; Neil Thin; Prof Michael Northcott	
<b>Welcome:</b>		
<b>Apologies:</b>	David Somervell, Evelyn Bain	
<b>1</b>	<b>Previous minute of meeting held on 24<sup>th</sup> May 2010</b>	Paper 1
<b>1.1</b>	<p><b>Matters Arising</b></p> <p><b>Civil society support for the inclusion of Fair Trade / Fairtrade in public procurement</b></p> <p>- <a href="http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_towns/civil_society_support_for_the_inclusion_of_fair_trade_fairtrade_in_public_procurement_needed.aspx?dm_i=5QB.6P8P.1O9214.GKL9.1">http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_towns/civil_society_support_for_the_inclusion_of_fair_trade_fairtrade_in_public_procurement_needed.aspx?dm_i=5QB.6P8P.1O9214.GKL9.1</a></p> <p><b>Fairtrade Rice from the People of Malawi</b> - We are proud to serve this rice and pulses soon at all Universities Catering outlets, the QMRI the Drum, the Dick Vet School at Easter Bush, the Upstairs Café at Kings Building, Chapters at Murray House, the John McIntyre Centre, and Edinburgh First, to Students and Commercial Customers alike – AB - Verbal update</p> <p><b>Fairtrade University – Queen Margaret University – potential for collaboration –</b> Sarah Lee of EAUC will be taking the paper to the QMU environmental group regarding possibility of hosting next years conference.</p> <p><b>Fairtrade Policy Update</b></p> <p><b>Fairtrade Submission</b></p>	<p>KB</p> <p>AB</p> <p>KB</p> <p>Paper 2 - KB KB/EB</p>
<b>2</b>	<b>Fairtrade Action Plan</b> – Any changes needed? Members to volunteer to lead implementation.	Paper 3
<b>3</b>	<b>Market Research Questionnaire</b> – Research Brief – look to group for comments	Paper 4
<b>4</b>	<b>First Scottish Universities and Colleges Fairtrade Conference (SUCFC) - Pledges</b>	Paper 5

<b>5</b>	<b>Report from EUSA</b>	
<b>6</b>	<b>Report from People &amp; Planet, Edinburgh University</b>	
<b>7</b>	<b>Report from Accommodation Services</b>	
<b>8</b>	<b>Dates of next meetings</b> <ul style="list-style-type: none"> <li>• <b>TUESDAY 28<sup>TH</sup> SEPT?</b></li> <li>• Tuesday 2<sup>nd</sup> November 2010 4pm</li> </ul> Venue to be agreed	All please note

## Fairtrade Steering Group (FSG) – Minute

### Task Group of the Sustainability & Environmental Advisory Group

**Twenty Fourth Meeting: Monday 24<sup>th</sup> May - 4pm**

**Ochil Room, Charles Stewart House, 9-16 Chambers Street**

#### Members:

Karen Bowman (Convener)	Director of Procurement	KB
Daniel Abrahams	People & Planet co-Convener	DA
Evelyn Bain	Procurement Manager	EB
John Blair-Fish	IT Unix Systems, Information Services	JBF
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Philippa Faulkner	Ethics and Environment officer (EUSA)	PF
Non Jones	Student	NJ
Kristofer Keane	Ethics and Environment officer	KK
Ronnie Kerr	Press and PR Manager, Communication & Marketing	RK
Angela Lewthwaite	Estates and Buildings Office	AL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Emma Saunders	EUSA – Student Rep	ES
David Somervell	Sustainability Advisor	DS
James Wallace	EUSA Vice-President - Services	JW

[www.fairtrade.org.uk](http://www.fairtrade.org.uk); [http://www.fairtrade.org.uk/resources/downloadable\\_resources.aspx](http://www.fairtrade.org.uk/resources/downloadable_resources.aspx)

<b>Corresponding:</b>	VP Professor Mary Bownes, Professor Pete Higgins; Mr Nigel Paul; Prof Jan Webb; Rev Di Williams; Prof Tim Hayward; Dr Graham Russell; Stewart Russell	
<b>Welcome:</b>	FSG welcomed Stephannie Hay, a staff member representing Development & Alumni who will think about ideas on how to engage D&A and the alumni community in Fairtrade University. Veronica Lopes Da Silva – EUSA Rep to report into the new VPS. FSG welcome Anna Borthwick to the group as a replacement for Ronnie Kerr (CAM).	
<b>Apologies:</b>	David Somervell, John Blair-Fish, Ben Miller	
<b>1</b>	<p><b>Previous minute of meeting held on 19 January 2010</b> – agreed as accurate record  <a href="http://www.seagfsg.estates.ed.ac.uk/">http://www.seagfsg.estates.ed.ac.uk/</a></p>	Paper 1
<b>1.1</b>	<p><b>Matters Arising</b></p> <p>KB brought a formal introduction from the group to the new FSG members and background to the remit and membership. Philippa Faulkner hopes to continue with the group as she has taken on a new role within EUSA, will be the main contact between the group and EUSA along with Veronica Lopes Da Silva.</p> <p>Note to CAM - Any publicity regarding the University and FT to be sent EB for records and future submissions.</p>	
<b>2</b>	<p><b>Fairtrade Policy Update</b></p> <p>As the new SRS website is in the planning - the intension is to have the Fairtrade Policy up-to-date. The policy has to be in line with the agreement made by the UoE when becoming a Fairtrade University in 2004.</p> <p>The group discussed the issue of the 50% (Tea &amp; Coffee in University Offices) target – should this not be 100% - this would be very hard to measure as it is about individual personal purchases. The figures are an aspirational target which is in turn achievable. Could maybe look to seek more accurate figures/measurements for FT products used within the university offices, might approach TEU to take on as a project.</p>	Paper 2 KB

	<p>Alumni members – The group are in agreement that an Alumni Member would be most welcome within the group – they could give a valuable view point into how the University and its Fairtrade status might have had an impact on their lives once they have moves on from UoE.</p> <p>Agreed to publish the FSG papers/strategy/policy on new SRS website – with possible links to Scottish Public Procurement Sustainability Policy and link in to EUSA’s 2004 policy. EUSA are due to review the policy on a 4 yearly basis to fall in line with the student’s uni life cycle but it is unlikely that the policy of 2004 will change. There will also be a link to P&amp;P as the society has also been a steering point for the FT Policy and outreach activities.</p> <p>The group are in agreement to pass the policy on to the next meeting of SEAG</p>	
<b>3</b>	<p><b>Fairtrade Action Plan</b></p> <p>The plan has been slightly altered since first created by group member Ben Miller. KB looking to group for any comments and suggestions for future plans. Discussions regarding the action plan points are as follows;</p> <p>Point 1 – The range of FT Foods within the EUSA shops are expanding but there is still a need to encourage NUS to bring in more products – as yet there still isn’t an option to buy FT bananas. P&amp;P have already submitted a questionnaire concerning FT bananas and have had a positive response from Paul Vincenti (EUSA Buying Manager). PF will speak with the new VPS Sam Hansford to see if there is a way to put more pressure on NUSSL regarding the issue of buying – may need to contact Rush Bush (NUS).</p> <p>Sports Equipment – look to follow suit from the Napier University and encourage the sports societies to buy fair-trade footballs, rugby balls etc... KB to talk to CSE Director Jim Aitken regarding this issue and RC to find out the contact for the sports unions.</p> <p>Point 2 - “... investigate methods to establish Fairtrade use amongst student and staff in their own food choices” Isn’t this more about a changing of behavior and very hard to measure. Look towards the TEU project as a way to investigate and measure this issue. Suggestions for how we approach this – Questionnaire? CAM have a market research officer ( Russell Bartlett) – might be worth doing some market research amongst the staff – could find out where people are with regards to Fairtrade products. EB – to investigate this and bring feedback to next meeting - Possible to look to ask suppliers (those present at the FT Conference?) to encourage staff to buy more FT products e.g. by small events in foyers with samples.</p> <p>Agreed – this could be a great addition to the policy - demonstrate that the university is trying to raise the FT Status</p> <p>Point 4 – Add the wording ‘Accommodation’ ‘Catering Outlets’ to the NUSSL definition. Same wording needs to be expressed for TUCO.</p> <p>Look to forming a FSG working task group – agree that this a good idea to help bring together ideas from others outwith this group and interest in other related trade justice issues i.e. ‘Buy Right’ Campaign and Poverty Aware Procurement on Campus which are not part of the FSG but have links.</p> <p>There are still missed opportunities within the university.</p> <p>The Draft Action Plan will go on to SEAG for comments which will be reported back to the group next year.</p>	<p>Paper 3 KB</p> <p>PF</p> <p>RC</p>
<b>4</b>	<p><b>First Scottish Universities and Colleges Fairtrade Conference (SUCFC) – Minutes from 29<sup>th</sup> April</b></p> <ul style="list-style-type: none"> <li>▪ Other Events report from Dan Abrahams</li> </ul>	<p>Paper 4 RC / DA</p>
<b>5</b>	<p><b>End year report from EUSA</b></p> <p>NUSSL Conference March 10 – won the Gold Sound Impact Award</p> <p>PF – suggests that Sam Hansford elected EUSA VPS would be the best person as a member of the group and add EUSA President as a corresponding member.</p> <p><i>Interaction with UoE in Future</i> – Note 2 – members are not in agreement with this point – feel that the issue of Green Week and FT Fortnight need to remain separate. In agreement that the Green Week dates are changed to a more suitable time of the year but this is not within FSG remit.</p> <p>EB still requires further information from EUSA for the FT submission in terms of sales.</p>	<p>Paper 5 JW</p>

<b>7</b>	<p><b>Report from People &amp; Planet, Edinburgh University</b></p> <p>P&amp;P have made progress contacting schools and have already completed a presentation at Liberton High School – inspired by this event the students are looking to setup their own Fairtrade Steering Group – look towards getting their fairtrade status. Booked to go to other schools and make further presentations. Bid for funding on outreach to Fairtrade Foundation not successful but link to City.</p> <p>P&amp;P calendar is going ahead.</p> <p>DA – to email details to EB and will be passed on to the City Group.</p>	DA
<b>8</b>	<p><b>Report from Accommodation Services</b></p> <p>In conversations with Malawi farmers (<a href="http://www.justtradingscotland.co.uk">http://www.justtradingscotland.co.uk</a>) to source lentils but currently too expensive. Looking for a meeting on cost somewhere in the middle.</p>	IM
<b>9</b>	<p><b>Dates of next meetings</b></p> <ul style="list-style-type: none"> <li>▪ Tuesday 10<sup>th</sup> August 2010 4pm</li> <li>▪ Tuesday 2<sup>nd</sup> November 2010 4pm</li> </ul> <p>Venue to be agreed</p>	All please note

**The University of Edinburgh**

**Fairtrade Steering Group**

**10<sup>th</sup> August 2010**

**The University of Edinburgh Fair Trade policy**

Brief description of the paper

Proposed University of Edinburgh Fairtrade Policy 2010

Action requested

For comment and approval of group

Resource implications

Does the paper have resource implications? No

If 'Yes', in which section(s) of the paper are they described?

Risk Assessment

Does the paper include a risk analysis? No

If 'Yes', in which section(s) of the paper is it set out?

Equality and Diversity

Does the paper have equality and diversity implications? No

If 'Yes', in which section(s) of the paper are they described?

Any other relevant information

NA

Originator of the paper

Karen Bowman, Director of Procurement; Tuesday 3<sup>rd</sup> August 2010

Freedom of information

Can this paper be included in open business? No

If no, please indicate which of the reason below justifies the paper being withheld.

Its disclosure would substantially prejudice a programme of research		Its disclosure would substantially prejudice the effective conduct of public affairs	
Its disclosure would substantially prejudice the commercial interests of any person or organisation		Its disclosure would constitute a breach of confidence actionable in court	
Its disclosure would constitute a breach of the Data Protection Act		Other (please give further details)	

This paper should be withheld until :

- a) Decisions have been taken on the allocation of the resources outlined.
- b) This paper should be withheld for 1 year

The guidance on the exclusions from Freedom of Information legislation should be consulted before responding to these questions at:

[http://www.recordsmanagement.ed.ac.uk/InfoStaff/FOIstaff/foi\\_exemptions.htm](http://www.recordsmanagement.ed.ac.uk/InfoStaff/FOIstaff/foi_exemptions.htm)

## The University of Edinburgh Fair Trade policy

**Report** to the FSG on discussions with academic contacts (from membership of SEAG)  
Tim Hayward, Michael Northcott, Neil Thin were each met by Karen Bowman (convenor FSG)

### Summary

Beyond the 'Fairtrade' accreditation of products, should the University consider the definition of 'fair' in terms of

- quality of people,
- quality of services
- and the University reputation externally

**Approach** to accreditation by the Fairtrade Foundation versus academic rigour on issues and ideas eg social justice and understanding global trade and legal barriers in the international markets and injustice/power and political drivers.

The need to consider other aspects of global challenges eg climate, population, health in the mix with fair trade and to balance the local/global aspects of sourcing particularly in food which can be grown locally.

**Academic debate** there is a desire to encourage wide and well researched debate on related topics and intellectual engagement with students (and that there are related courses, modules, topics and opportunities for dissertations or theses in many academic areas) and an opportunity to share our published or internal research or UG papers (easy searching eg a 'fair trade' tag to use)

**Public awareness** and community benefit of engaging in public events and press/PR from the University's international and socially responsible stance and in moving beyond 'fair trade premium' goods to a fairer system of markets/trade and models of behaviour and of justice considering global development issues and (research into action) in terms of food production and environmental impacts.

**Opportunities** should be taken to seek new research funding streams or joint Activities with other organisations to develop this further.

### Policy wording suggestions:

Option 1: to expand towards seeking a 'fairer' university, under footnote re Sustainable Procurement:

*In the light of the Fair Trade principles – which encourage Fair Trade organisations to uphold the standards of fairness, justice and transparency in their own operations that Fair Trade represents in international trade the University also commits to ensuring fairness in its own internal operations and service delivery, including to its core customers – its students – and its other key stakeholders including salaried and associate staff, and the citizens of Edinburgh.*

Option 2: to allow the debate to shape the policy emerging under SRS Strategy  
Implementation

4. By hosting Fairtrade events and maintaining publicity and awareness raising on campus; *and in the wider community, by developing and sharing and implementing our research, teaching and knowledge on related themes such as ethics, behaviours, trade and market systems and exploring social justice issues and other global challenges (eg health, development, environment).*

### Issues for consideration:

internal market pricing, perception of students/ staff of the fairness of the university, long or short term view of what is 'just' in commercial/contract relationships, achieving mutual trust, concern for environment and people, an approach to social justice in stringent financial conditions eg is price a key determinant of relationships?

**Recommendation:** amend draft Fair Trade Policy as Option 2 and encourage an academic-led 'Fair Trade related' Debate in this academic year, perhaps as a public occasion to highlight the emerging SRS priorities and follow up into Action Plan. Actively encourage all students and staff to take part in the debate and review.



# The University of Edinburgh - Sustainable Procurement Strategy

## Fair Trade Policy 2010 updated July 2010

In 2004 the University became Scotland's first "Fairtrade University" as accredited by the Fairtrade Foundation <http://www.fairtrade.org.uk/>

The University of Edinburgh aims to contribute to meeting the global poverty challenge by:

1. Expanding the range of Fairtrade foods and beverages available at all campus shops, canteens, cafés, restaurants, bars.
2. Promoting all other Fairtrade MARK goods, as these become available.
3. By ensuring Fairtrade tea, coffee is used at all meetings and at least 50% in offices.
4. By hosting Fairtrade events and maintaining publicity and awareness raising on campus; **and in the wider community, by developing and sharing and implementing our research, teaching and knowledge on related themes such as ethics, behaviours, trade and market systems and exploring social justice issues and other global challenges (eg health, development, environment).**

The Fairtrade Steering Group with membership drawn from staff, students and alumni reports to the Central Management Group, through the Sustainability and Environmental Advisory Group (SEAG).

The University of Edinburgh will maintain Fairtrade University status and steer Edinburgh Fairtrade City Initiative and join Scottish Fair Trade Forum which aims to make Scotland a Fair Trade Nation. Our status is awarded annually assessed by UK Fairtrade Foundation <http://www.fairtrade.org.uk/>

1. Fairtrade Steering Group membership, remit and meeting notes are published at **(REPLACE the URLs with the relevant link from the NEW SRS section of main web)**
2. Fairtrade University [http://www.ed.ac.uk/schools\\_departments/procurement/corporate\\_social/fairtrade](http://www.ed.ac.uk/schools_departments/procurement/corporate_social/fairtrade)
3. The University Social Responsibility and Sustainability Strategy 2010 supports the University's Strategic Plan in reference to the global challenge of alleviating poverty and in maintaining our Fairtrade University status including raising awareness on related issues of trade justice.  
[http://www.docs.csg.ed.ac.uk/EstatesBuildings/Policies/Social\\_Responsibility\\_and\\_Sustainability\\_Strategy\\_2010.pdf](http://www.docs.csg.ed.ac.uk/EstatesBuildings/Policies/Social_Responsibility_and_Sustainability_Strategy_2010.pdf)
4. The University is implementing the Scottish Government Scottish Sustainable Procurement Action Plan <http://www.scotland.gov.uk/Publications/2009/10/sspap> "a process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis and generates benefits not only to the organisation, but also to society, the economy and the environment".
3. The Edinburgh University Students Association (EUSA) adopted a Fairtrade motion in 2004 <http://www.eusa.ed.ac.uk/minutes/unionexec/14042004.pdf> and students societies and people&planet campaign on trade justice. For more information see <http://peopleandplanet.org/tradejustice/>.

**Convenor: Karen Bowman, Director of Procurement**

**Karen.Bowman@ed.ac.uk**

Rachel Clough, Administrative Secretary, Support Services 0131 650 9776 [rachel.clough@ed.ac.uk](mailto:rachel.clough@ed.ac.uk)

**The University of Edinburgh**

**Fairtrade Steering Group**

**10<sup>th</sup> August 2010**

**The University of Edinburgh Fair Trade policy**

Brief description of the paper

University of Edinburgh Fairtrade Action Plan 2010

Action requested

For discussion and looking for volunteers from group to encourage implementation

Resource implications

Does the paper have resource implications? No

If 'Yes', in which section(s) of the paper are they described?

Risk Assessment

Does the paper include a risk analysis? No

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Any other relevant information

NA

Originator of the paper

Karen Bowman, Director of Procurement; Tuesday 3<sup>rd</sup> August 2010

The University of Edinburgh Fair Trade policy  
Freedom of information

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## **The University of Edinburgh Fairtrade University**

### **Action Plan 2010-15**

**A. Strategic Context:** As a **Fairtrade University**, we aim for Quality Services in the goods we acquire and for Quality People who understand the issue and are engaged in both Social Responsibility & Sustainability by influencing the global poverty challenge, through our purchasing decisions and research and learning. Sustainable Procurement Action plans will allow us fairly traded product choices.

The student experience will be enhanced through policy and lobbying activities as well as managing services offered by EUSA and fun events to influence students. The academic excellence will be enhanced as opportunities to research and learn about trade justice and related poverty challenges can then relate to purchases.

The community engagement is enhanced by working in Edinburgh Fairtrade City Initiative, and emerging colleges & universities fair trade conference as well as political and national campaigns for fairer trade and in the producer engagement.

Scotland – Fairtrade Nation campaign has political backing and is a further goal.

### **B. Specific University of Edinburgh Fairtrade Policy goals and actions**

#### **1. Range of Fairtrade foods available at all campus shops, canteens, cafés, restaurants, bars.**

We will continue with our efforts with NUSSL as NUS members, to push them to stick to Fairtrade contracts, to increase the benefits to farmers through increased Fairtrade sales on campuses around the country! We will work with NUS in Scotland, as appropriate, to encourage collaboration.

We continue to work with TUCO and other collaborators to enable the purchasing of Fairtrade products, to maximise the campus catering offerings which can be Fairtrade certified or include fairly traded ingredients. We will continue to expand our Fairtrade Policy increasing the range into catering, clothing, beauty and sports. We will work with APUC Ltd and consortia and others within public procurement reforms.

#### **2. Fairtrade tea and coffee used at all meetings, and in at least 50 per cent of offices.**

Fairtrade tea and coffee is now the default item. We aim to provide as many Fairtrade items as possible for conferences and commercial lets – we offer Fairtrade fresh fruit (bananas) and juices. We will investigate methods to establish Fairtrade use amongst students and staff in their own food choices. We will work with the Edinburgh Fairtrade City Initiative to encourage local fairtrade outlets to offer choice.

#### **3. Ongoing publicity and awareness-raising maintained on campus.**

We will improve Fairtrade University information and offer related links on main websites. We will make staff aware of the latest products to be launched under the Fairtrade certification for personal as well as work use. Fairtrade beauty products such as moisturisers and foot lotions and Fairtrade olive oil from Palestine, and rice from Malawi, see <http://www.fairtrade.org.uk/products/default.aspx>

In 2010, the University and EUSA co-hosted the first Scottish Universities and Colleges Fairtrade Conference with the Scottish Fair Trade Forum to support the campaign to make Scotland a Fair Trade Nation on 8 March 2010. We will encourage collaborative action on the pledges taken and for procurement, will encourage members of APUC to participate in follow up, working with both staff and students.

We have agreed with the Edinburgh Fairtrade City Initiative on a city-wide college and university subgroup. We will work with EAUC and NUS and other sector groups to share experiences and make the fairtrade conference ongoing and not an 'event'.

We will hold events during Fairtrade Fortnight to link with national publicity and press, ideally involving visitors from producers to allow students and staff to hear first hand the benefits. We also work on communications with the Edinburgh Fairtrade City Initiative as a major employer in this city to help develop Fairtrade. We support events at Fairtrade Schools and we will look to raise engagement of

## The University of Edinburgh Fair Trade policy

students and staff at university in opportunities for liaison with schools and faith groups and business sectors. We will also raise awareness and hold events at other times eg 'Freshers', 'Green Week', International Women's Day, World Fair Trade Day or as opportunities arise on any relevant research, education or publicity from SEAG.

### 4. A Fairtrade steering group set up, reporting to the Central Management Group, through the Sustainability and Environmental Advisory Group (SEAG)

Our Fairtrade Steering Group will refocus on the Fairtrade goals in relation to the Global Poverty Challenge recognised in the University Social Responsibility and Sustainability Strategy 2010. We will report on progress through an annual summary for accreditation by the Fairtrade Foundation. Engaging in the future of Fairtrade University gives successive students campaigning and staff an influencing experience in an engaging and challenging issue.

Trade justice is at the heart of the Fairtrade movement and exploration of these issues with the Just World Institute and other groups interested in exploring Social Responsibility in learning, teaching and research and in practice.

NUSSL = National Union of Students Supplies Limited – supplies union shops catering outlets and bars across UK

TUCO = The University Catering Organisation – supplies campus shops, catering outlets, accommodation, bars, UK

APUC = Advanced Procurement for Universities and Colleges in Scotland – sector centre of procurement expertise.

EAUC = Environmental Association for Universities and Colleges – sector group for advice on sustainability, UK

### C. Measures and progress reports:

The annual accreditation by the UK Fairtrade Foundation requires continuous improvement to retain the status of a Fairtrade University. We will report this progress to Central Management Group via the Sustainability and Environmental Advisory Group and to students/representative bodies via EUSA and People & Planet.

**KPI: Volume of fairtrade produce and number and profile of fairtrade activities.**

REPLACE WITH SECTION FROM NEW SRS WEBPAGE

**Appendix FAIRTRADE UNIVERSITY updated URL**

<http://www.ed.ac.uk/schools-departments/procurement/corporate-social/fairtrade>



## Guidelines on Writing a Market Research Brief

Writing a brief can often be a very challenging and time consuming process – especially for first timers. However it is essential in order to get the best possible solution for your research needs. Below are some guidelines to help clients put together a great brief.

A Great Brief:

- Possesses clarity
- Displays depth of thought
- Provides direction

The bigger the scope of the project and the greater the importance of the outcome, the more time and energy you should invest in developing the brief. Remember, it is not about carrying out some research, but about achieving an outcome.

A brief should contain some, and ideally all, of the following information.

### 1. Market and Strategic Overview

This helps researchers understand where this project fits in the overall strategy, vision and values, and business objectives:

- Define the market and explain its dynamics
- Major players and key competitors
- Past and current activity
- Target markets
- Factors such as regulations, seasonality, distribution, pricing, communication, etc

### 2. Background and Role of the Research

This is the most important part of the brief, as it specifies where the research fits in your marketing activity, and more specifically, the types of decisions and plans that will be made on the basis of the research:

- Reasons for the research
- Where does it fit into marketing programme development?
- Which business units does the research impact and who is involved?
- Make sure you identify any constraints on the action you can take as a result of the research

### 3. Objectives

There are usually two types of objectives that need to be explained:

- Business objective - this is the objective of the marketing project the research is for, it is the overall strategic objective
- Research objective - detailed objectives of what you need to know e.g. attitudes, behaviour, usage expectations, perceptions. Is it to understand, evaluate or explore (more qualitative objectives) or is it to measure, record, or ascertain (more quantitative objectives)

### 4. Suggested Approach & Research Target(s)

Identify any preferences you might have:

Are there any specific groups or subgroups you are interested in researching?

### 5. Reporting Requirements

Identify any requirements you might have

- Topline or final report only
- Word report and/or PowerPoint
- Presentations and/or Workshops

### 6. Timing

Specify any real constraints that exist. However, please be realistic about whether your objectives can be met within that timeframe.

### 7. Budget

Any indication of budget is helpful, as it helps define the scale of the project, providing some financial guidelines to work within. It also helps researchers to work on providing the best solution within your means.

### 8. Existing research or other information

Share any other relevant research or information. Often this helps refine how the research is done. It also means that covering old ground can be avoided, and this research builds on what is already known

Contacts:

If you would like to discuss this brief further please contact:

[Russell.bartlett@ed.ac.uk](mailto:Russell.bartlett@ed.ac.uk)

0131 651 4375



### Scottish Fairtrade Conference 2010 Banana Pledges

- Keep the momentum
- Further/Continuous Campaigning and spread the word
- Work jointly with East Lothian Council
- Tell people what is fairtrade and what is not know the choices we have to be fair
- Talk to everyone you know about fairtrade
- Buy Fairtrade goods
- Product trials during fairtrade fortnight and fairtrade day
- City-wide fairtrade trial
- Hold fairtrade wine tasting event – invoice NUSL
- Collective lobbying of Edinburgh City councillors for promotion of fairtrade city
- Ask institutions web managers to promote fairtrade on website
- Promote/detail fairtrade products on menus etc
- Price benchmarking and forming case studies
- Increase content menu items of fairtrade by 20%
- If we cannot buy fairtrade products we should buy the next best equivalent for example rainforest alliance, organic and ethical status
- Lobby suppliers for a pledge to commit to supplying the UoE in volumes
- Not to only supply to supermarkets which are more commercially attractive
- Commit to grater promotion of our Fairtrade University status ( Heriot Watt)
- To work with students associations and other institutions to expend our fairtrade offerings
- Lobby wholesalers to supply catering sized products
- Begin with easy hits for example team and coffee, then introduce other products through stealth, give them no choice or knowledge
- Pledge to get more colleagues to buy more fairtrade tea and coffee in the office
- Educate and/or pressure our colleges to endorse fairtrade
- Work together with students on procurement initiatives
- Educate procurement colleges on issues with getting bulk fairtrade product
- Contact new student union officers



- Educate on elements economic and social of fairtrade



#### Scottish Fairtrade Conference 2010 Banana Pledges

- Fairtrade reps in Napier University set up brainstorming sessions on how to create awareness and start co-operative in university students
- Take fairtrade development as an agenda item to environment committee and student rep meetings, also feedback to catering manager
- Speak to the environmental officer at student union to discuss how fairtrade can be implemented
- Speak to Brian Lister ( Principal) about using more fairtrade products within Stevenson College
- Introduce fairtrade into and interview with student president and submit request to speak to college principal re: taking fairtrade forward