

## Fairtrade Steering Group (FSG) – Agenda

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

**Twenty Firth Meeting: Tues 28<sup>th</sup> September –2-3pm  
Ochil Room, Charles Stewart House, 9-16 Chambers Street**

#### Members:

Karen Bowman (Convener)	Director of Procurement	KB
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
Liz Rawlings	EUSA President	LR
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; Daniel Abrahams	
<b>Welcome:</b>	Sam Hansford, Liz Rawlings	
<b>Apologies:</b>	Rachel Clough	
<b>1</b>	<b>Previous minute of meeting held on 10<sup>th</sup> Aug 2010</b>	Paper 1
<b>2</b>	<b>Fairtrade Action Plan – For Discussion</b>	Paper 2 (EB)
<b>2.1</b>	<b>First Scottish Universities and Colleges Fairtrade Conference (SUCFC) - Pledges</b>	Paper 3 (KB)
<b>3</b>	<b>Fairtrade Fortnight 28 February to 13 March 2011 – Discussion of ideas/thoughts and volunteers</b>	
<b>4</b>	<b>Fairtrade Clothing – For Discussion</b>	Paper 4 (EB)
<b>5</b>	<b>Fairtrade Policy – For Information</b>	(KB)
<b>6</b>	<b>Market Research Questionnaire – For Information</b>	Paper 5 (KB)
<b>7</b>	<b>Report from EUSA</b>	(SH)
<b>8</b>	<b>Report from People &amp; Planet, Edinburgh University</b>	(ES/VL)
<b>9</b>	<b>Report from Accommodation Services</b>	(IM)
	<b>Dates of next meetings</b> <ul style="list-style-type: none"> <li>• Tuesday 2<sup>nd</sup> November 2010 4pm</li> </ul>	All please note

#### Note:

The Fairtrade Foundation has guided the Group on the use of its brand name i.e. any commodities or services not accredited with the Fairtrade Foundation should be termed ‘fair trade’ (two separate words with no capital “F”)

## Fairtrade Steering Group (FSG) – Minutes

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

**Twenty Firth Meeting: Tuesday 10<sup>th</sup> Aug – 3-4pm**

**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)
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<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, John Blair-Fish
<b>1</b>	<b>Previous minute of meeting - 24<sup>th</sup> May 2010</b> was agreed as an accurate record
<b>1.1</b>	<p><b>Matters Arising</b></p> <p>KB to approach – ERA – see if we can get Fairtrade as a keyword search – to be able to easily find dissertations and research with regards to FT.</p> <p><b>Civil society support for the inclusion of Fair Trade / Fairtrade in public procurement</b> – The UoE were asked to get involved in the campaign and sign the petition. The petition was given the go ahead by Prof Mary Bownes and Principal’s policy officer and believed to be beneficial from a legal procurement point of view. The petition was due to be published at the end of June – no update regarding progress of the EU law on social clauses yet.</p> <p><b>Fairtrade Rice from the People of Malawi</b> - IM has made great headway over the last few months with regards to moving this forward. Ronnie Kerr – CAM – has approached a variety of media outlets but there has not been any interest in the story as yet- going to be reissued through the International Office. It seems very difficult to get publicity. What about the website? Not seen as important enough to go at the top level and the UoE homepage – can the issue of publicity be fed through SEAG? Quite an important issue as may be detrimental to future FT Submissions, as the lack of publicity may be translated that we are not fulfilling our press obligations.</p> <p>Norval Scott to add as news item to the Edinburgh Global website.</p> <p>KB – to send info regarding FT to the Alumni office – need at least 2-3 weeks notice for any of their publications and for email sweeps. StH more than happy to send out post Edinburgh festival information to Alumni.</p> <p>AL – to check ‘Publication Plan’ list and add Alumni to the list. Alumni tend to send out emails every couple of month to members – Newsletter is every two month. Happy to send</p>

	<p>out information regarding events at the FT Fortnight.</p> <p><b>Fairtrade University – Queen Margaret University – potential for collaboration – KB</b> has not been able to make contact with Sarah Lee from the EAUC Office QMU regarding the submission for hosting the next Fairtrade Conference. If QMU are not happy to host then may have to try elsewhere. Collaboration between EAUC and APUC on a sustainable procurement topic network is likely to go ahead and this may influence QMU, as hosts to EAUC, to take conference forward.</p> <p><b>Fairtrade Policy Update</b> Note: footnotes will disappear with the new sustainability website</p> <p>There are two options to consider as the first draft taken to SEAG was felt not to be relate to research and teaching appropriately. KB has made contact with the academic side of SEAG to check that the policy fits – although keen to take forward there is some feeling is that the policy focuses on buying instead of being ‘fair’ in all aspects including fair rent for students etc. hence Option 1.</p> <p>Option 2 appears to best fit – links in better with the globalization/ international strategy – provides choice for the consumer – offering FT products and non-fairtrade products. Pricing of FT products have become fairer. Still need to provide best value and sometimes this does not always include buying FT products.</p> <p>Prof M Northcott agrees option 2 – compromise on wording. Group Agree with option 2 – will now go back to SEAG for approval.</p> <p>This issue might lend itself quite well to the creation of an event to open up debate of this subject. There is enough academic interest to encourage debate but who could chair this? KB to approach Deepthi with the idea. KB to approach Steven Hillier to discuss the debate in context of Global Academies.</p> <p>Alumni have hosted events in the past with regards to their climate change commitment – would be happy to publicise FT events but unlikely to host FT events in next AY.</p> <p><b>Fairtrade Submission</b> No further update pending reply from Fairtrade foundation RC to send StH a copy of the FT submission.</p> <p>Statement 2 – 50% of Offices holding Fairtrade Products – very hard to measure and enforce as people bring in their own products (see Agenda item 3 below)</p> <p><b>Alumni</b> Principal’s Tea party – Alumni host this party on an annual basis and would like the party to be catered (as much as possible) Fairtrade. IM suggested that StH approach Accommodation Services to request that the catering be Fairtrade or ethically traded products – IM to advise on difference in price. KB – to place on report to SEAG.</p> <p>Fairtrade Fortnight – looking to host a FT Wine Tasting event – AS could provide fairtrade wines however Scotmid also provide wine tasting with a wine critic for the night – KB to approach Scotmid on behalf of Alumni</p> <p>Is there a set response for those that question the ideas behind Fairtrade? KB to think of a standard response/statement and send to StH</p>	<p>KB</p> <p>KB</p> <p>RC(S)</p> <p>StH/IM</p> <p>KB</p> <p>KB</p> <p>KB</p>
<p>2</p>	<p><b>Fairtrade Action Plan –</b> Not many changes since last meeting KB to add the following to the action plan;</p> <ul style="list-style-type: none"> <li>• Debate on Fairtrade; Global Academies</li> <li>• Communication with Alumni Office; Alumni events</li> <li>• Green Impact Awards</li> <li>• Market Research Questionnaire</li> </ul>	<p>KB</p>

3	<p><b>Market Research Questionnaire –</b>  What do we want to ask under the umbrella of Fairtrade? 1 question to be included in an omnibus survey to go out to all staff. IM to send possible questions to RC then circulate to group for feedback and cover the Policy Statement 2 (use in own offices).  KB to find out how broad the survey is intended to be and will the FT question get any feedback – if the questionnaire is too diverse may not get the best response.</p>	
4	<p><b>First Scottish Universities and Colleges Fairtrade Conference (SUCFC) –</b>  Pledges – keep looking at the pledges as a reminder</p> <p>Edinburgh City – Intend to create a new group including Universities and colleges – KB and Jamie (Napier) to chair – no budget as yet. Ask Universities and Colleges to sign up to the new group – create invites using contacts from the SUCFC and Procurement contacts – writing to all to call a meeting and form a group to run future conferences. Relate back to pledges made at the first conference and ask for volunteers to take pledges forward.</p> <p>The actions will form part of the planning for event at QMU (or elsewhere as agreed)</p>	KB
5	<p><b>Report from EUSA –</b> No update. KB has written to Union President to attend FSG.</p>	
6	<p><b>Report from People &amp; Planet, Edinburgh University –</b> No update</p>	
7	<p><b>Report from Accommodation Services –</b>  As part of sustainability plan - ‘Keep Cup’ – looking to buy rubber cups in bulk to trial in the library café - £4 per cup – once the cup is bought you get 10% off future cups of coffee. If successful – would look to getting Uni logo and colours placed on the cups – also look to having the fairtrade logo/wording on the cups.</p> <p>Pollock Hall – Green Business Tourist Award – has the silver award but going for the gold award. Increasing commercial hotel space – will be finished by Dec2010.</p>	
	<p><b>Sustainable Procurement Go Award –</b>  Will use FT area as evidence, will know more by October.</p> <p>KB to see Liz Rawlings regarding Green Impact Awards – to include FT as a criteria.</p>	
8	<p><b>Dates of next meetings</b></p> <ul style="list-style-type: none"> <li>• Tuesday 28<sup>th</sup> September 2010 – 2-3pm – Ochil Room, Charles Stewart House</li> <li>• Tuesday 2<sup>nd</sup> November 2010 - 3-4pm – Cheviot Room, Charles Stewart House</li> </ul>	All please note

**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.

Any changes to the Fairtrade Steering group policy and the Scottish Sustainability Procurement Action Plan 2010 the Fairtrade Foundation has asked to be kept up to date.

Explore further opportunities to work in collaboration with local Fairtrade networks (Schools, Towns and Churches) in organisation events

**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.

Sales figures: Consider display boards as a tool for creating excitement among staff, visitors and students especially during fairtrade fortnight

List brands and product ranges in the next application

Offer seasonally popular Fairtrade products, promote through newsletters point of sale, posters and websites examples would be Fairtrade roses for Valentines Day, Fairtrade sport balls during World Cup and Fairtrade Christmas puddings and cakes at Christmas

**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

## The University of Edinburgh Fair Trade policy

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 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.

Fairtrade wines in the next application detail make of wine and take up from customers

#### **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.

Keep the Fairtrade Foundation up to date with student campaigns

Mentoring scheme with schools and companies update the Fairtrade Foundation on a regular basis

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  
UoE = University of Edinburgh

#### **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>



### 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



**The University of Edinburgh  
Fairtrade University**

**Fairtrade  
Steering Group  
Paper 4  
28<sup>th</sup> Sept 2010**

**Action Plan Fairtrade Cotton 2010**

UIG members of the Janitorial/Catering Clothing User Group:

Evelyn Bain	Chair
David Brook	Support Services Central Admin
Eoin Moar	Support Services KB,Roslin
Michelle Christian	Accommodation Services
John Fisher	Works Division
Jim Aitken	Sports and exercise

Meeting of this group will be held on the 25<sup>th</sup> October to discuss Fairtrade Cotton Options from our existing contracted suppliers

The main focus of the meeting will be to:

- Look at the existing products being purchased for example polo shirts, cotton shirts, trousers, catering clothing, sheets, napkins and table cloths, sports clothing, footballs and rugby balls
- Discuss with our existing suppliers which Fairtrade Cotton items they have as part of their portfolio
- Agree as a team which items can be replaced with a Fairtrade Cotton product
- Review the list of Fairtrade Cotton Suppliers on the Fairtrade Foundation web site

Update the FSG group at the next meeting

## MARKET RESEARCH BRIEF – FAIRTRADE UNIVERSITY POLICY – HOT BEVERAGES SURVEY

### 1. Market and Strategic Overview

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)

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”.

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/>.

The University of Edinburgh was the first **Fairtrade University** in Scotland and second in the UK. Our accreditation of Fairtrade status is judged each year by the Fairtrade Foundation and we are expected to demonstrate increasing commitment and achievements year –on –year. This has been successfully led by a staff/student Fairtrade Steering Group reporting to senior management via the Sustainability and Environmental Advisory Group, convened by a Vice-Principal. We hosted the first Scottish Fairtrade universities and colleges conference last year and are keen to retain our leadership position in this area. There are now over 120 Fairtrade status universities and colleges in the UK and Scotland also aims to become the second Fair Trade Nation, after Wales. [http://www.fairtrade.org.uk/get\\_involved/campaigns/fairtrade\\_universities/about\\_fairtrade\\_universities.aspx](http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_universities/about_fairtrade_universities.aspx)

One of the statements in our Fair Trade Policy (see enclosed) is ‘ensuring Fairtrade tea, coffee is used at all meetings and at least 50% in offices’. Fairtrade options are now the default in hot beverages from Accommodation Services or Edinburgh F1rst and EUSA catering and shop outlets, and sales continue to rise, but we have never established the awareness amongst our community of the ‘Fairtrade University’ status and whether it influences selections from our outlets (whether they have choice or not) nor whether over 50% of our staff and students eg EUSA representatives bring Fairtrade drinks into their offices. We should do this for our status report.

Communication about Fairtrade University and information shared, press coverage and internal publications (such as a survey, if it is widely taken up) would assist in the accreditation status.

### 2. Background and Role of the Research

#### **Purpose**

To confirm the position on the Fair Trade Policy criteria to retain accreditation. To assist the Fairtrade Steering Group and SEAG in communications to promote Fairtrade and inform action.

#### **Where does it fit into marketing programme development?**

This supports the Social Responsibility and Sustainability Strategy communications plans and should be a web-survey accessible to both staff and students. It can be accommodated in CAM Omnibus Survey to reduce the number and type of enquiries made of our staff and students.

The upcoming ‘Green Impact’ \*scheme may benefit from any analysis if it shows patterns such as a specific campus, school or building where more Fairtrade University communication is required. There is very limited funding to promote Fairtrade and so the outcomes must be delivered within existing budgets. \*Green Impact is funded and led by EUSA and will be reported to SEAG also.

### 3. Objectives

**Business objective** – to retain accreditation and continuously improve as a Fairtrade University

**Research objective** – to explore the attitudes and awareness of the University of Edinburgh as a Fairtrade University as manifest in answering awareness questions or in reporting on the choice of hot beverages by our staff or students from campus outlets or own purchases brought into offices.

**Leadership aim** - To allow the findings to influence the Fairtrade Action Plan and communications strategy and assist the Fairtrade Steering Group in setting priorities. To report our findings and to share our methodology with other universities and colleges(eg seeking or achieving accreditation).

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

**Suggested Questions** (open for discussion and advice) are attached depending on range available in Omnibus Survey and we are interested in any trends eg amongst students or staff groups and locations. The questions range from 4 with simple choices to a single question option.

### 5. Reporting Requirements

A Word report and/or PowerPoint to show the responses and outcomes would be appreciated. It could be used to inform any awareness sessions and should be understandable by all levels.

### Presentations and/or Workshops

The research team would be welcome to present at the Fairtrade Steering Group meetings or to use the research as a model for other universities and colleges at either sustainable procurement or Fairtrade events. If the survey service was 'saleable' then a price proposal should be prepared.

### 6. Timing

It would be ideal to have results/ interpretation available for Fairtrade Fortnight (end Feb 2011).

### 7. Budget

There is currently no specific budget, hence the request to include in CAMs Omnibus Survey.

### 8. Existing research or other information

Brand awareness studies have been conducted by the Fairtrade Foundation, it is not known if the University community reflects or exceeds that level of awareness. We are more interested in our actual behaviour as shown in own purchases than brand Mark recognition per se however.

From Fairtrade Foundation website:

In **2008** TNS CAPI Omnibus findings showed that 70% of the population recognise the FAIRTRADE Mark. Findings also show understanding of the concept behind the Mark has increased, with 64% of the population linking the Mark to a better deal for producers in the developing world. <http://tinyurl.com/FTMarksurvey>

Contacts:

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

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# INSERT POLICY ONCE APPROVED BY SEAG

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).  
<http://www.seagfsg.estates.ed.ac.uk/>

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/>

## **Suggested Survey Questions – Options depend on CAM advice or space permitted**

### **OPTION 1 WITH MORE QUESTIONS**

#### **THE UNIVERSITY AND FAIRTRADE – HOT DRINKS**

	YES	NO	NOT SURE
1. Did you know the University is a Fairtrade University?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you buy hot beverages from the University catering outlets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Are these hot beverages you buy from these outlets Fairtrade?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you bring your own supply of tea/coffee into work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Is your own supply of tea/coffee Fairtrade?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**OPTION 2 – IF ONLY ALLOWED A FEW QUESTIONS**

**THE UNIVERSITY AND FAIRTRADE – HOT DRINKS**

1. Do you bring in your own supply of tea or coffee or buy these items in the University catering outlets?
2. Is this tea and coffee Fairtrade?

**OPTION 3 – IF ONLY ALLOWED ONE QUESTION**

**THE UNIVERSITY AND FAIRTRADE – HOT DRINKS**

1. For any tea and coffee you bring into work or purchases you make in University catering outlets - is this Fairtrade?