

**Fair Trade Steering Group (FTSG) - Minute**

38th Meeting: 15:00 - 17:00 Thursday 21<sup>st</sup> March 2013, Cuillin Room, Charles Stewart House

**Attendees:**

Karen Bowman	Director of Procurement (Convener)	KB
Evelyn Bain	Procurement Manager	EB
Stephannie Hay	Development and Alumni	SH
David Somervell	Sustainability Advisor	DS
Anisha Kaura	Student Ambassador	AK
Mahesh Gami	Fair Trade Events Volunteer	MG
Davy Gray	EUSA Environmental Co-ordinator	DG
Sarah Taylor	Sustainability Programme Co-ordinator	ST
Jenny Rivett	Media & Communications Volunteer	JR
Liz Cooper	Fair Trade Co-ordinator	LC

University Fair Trade Website is now at: <http://www.ed.ac.uk/fairtrade>

Minutes and Papers of FSG can be found at: <http://www.seagfsg.estates.ed.ac.uk>

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

FTAN Fair Trade Academic Network at: <http://www.sps.ed.ac.uk/jwi/ftan>

University of Edinburgh Fair Trade Facebook <https://www.facebook.com/UniversityOfEdinburghFairTrade> and Twitter <https://twitter.com/UoEFairTrade> are now live.

**Corresponding** VP Professor Mary Bownes; Professor Pete Higgins; James McAsh, EUSA President; Prof Michael Northcott; Mr Nigel Paul; Dr Neil Thin; Prof Jan Webb

**Apologies:** Sophie Whitehead, Max Crema

<b>0</b>	<b>Welcome and introductions</b> KB welcomed the members to the meeting.	
<b>1</b>	<b>Minutes of previous meetings</b> held on 4 <sup>th</sup> February 2013 <b>agreed</b> as an accurate record.  <b>Action</b> - A receipt is required for the cake ingredients for Tomy's talk  <b>Action</b> – The Group agreed that LinkedIn should be used for Alumni matters  KB noted discussion of whether the ‘Make Food Fair’ campaign was to be led by the FTSG or Catering. <b>Action</b> - this issue needs to be followed up.  KB noted that APUC's ‘Sustainable Procurement Policy and Code of Conduct’ document has been published, which goes beyond Fair Trade to environment and social responsibility  KB noted that there were no takers for the Innovative Learning Week projects, but that nevertheless, offering fair trade projects were key. Thanks to Liz Cooper.  KB asked the group whether anyone knew if the Little France cake bake event organized by Catherine Docherty had been a success?	(Paper 1)  JR  SH/LC  KB/IM      JR

## 2 Fair Trade Fortnight (FT14) – Preparation, events and communications

The group were asked to note down on post-it notes:

- a) What they liked about FT14
- b) What they would like to see improved about FT14

### a) What the group liked about FT14

KB noted that the CIPS event was very successful with around 36 people in attendance, mostly from Procurement in other public sectors.

KB has suggested that the Principal should write to the Minister at Scottish Government to congratulate him on Scotland being a Fair Trade nation.

### General points made on post-it notes:

#### **Producer visits and talks:**

- Chaplaincy – very good event. Turn up of people good
- Informal gathering with producer
- Inspiring meeting with Tomy! Very real.
- Tomy's visit
- Lovely Fair Trade cakes
  
- I like the idea of the talks, any chance of ones at night as well for alumni
  
- Met a farmer whose family grows Malawi rice! Pledged to buy 90 kg (90kg of rice = 1 child can go to secondary school)
- Good feedback on producer talk and lecture
- Fair Trade lectures and discussions
- Talks by Dr Alistair Smith and Tomy Mathew
- Academic talks on Fair Trade

#### **- Diverse programme of events, etc.**

- Group agreed schedule together in advance
- Attended opening of Hadeel @ 121 George Street. Heartening.
- Range in type of events – football, talks, sales etc.
- Sense of 'community'
- I really like the idea of Fair Trade at the Meadows Marathon – did this go ahead – next year?
- CIPS event well organized. Thanks Morag!

#### **- Social Media useful**

- New facebook and websites

b) What the group would like to see improved

SH made the point that her colleagues aren't even aware that the University is a Fair Trade University!

DS commented that Tomy's talk was the most inspiring moment of the FT14, together with shaking the hand of the rice producer from Malawi.

EB commented that it would be good for the group to change the way it thinks about the FTF and get more people involved, i.e., a wider audience.).

J Rivett commented that time was a big factor in attendance as students are mostly in class during the day.

EB made the point that students are so busy with essays, exams and dissertations.

LC also pointed out that Students are bombarded with talks and events.

DG also mentioned that attendance could have been affected by the Accommodation Fair at Teviot which took place during Tomy's talk.

MG suggested that free food at an event could entice people to attend.

KB noted that the FTSG needs to make sure that they have an events co-ordinator linked with EUSA to try and avoid clashes, and ideally a volunteer /or paid photographer to aid future communications.

General points made on post-it notes:

- Timing of events during the day affects student attendance.
- Join up with related societies, i.e., International Development, Oxfam etc.
- Need more student organized events
  
- **Communications**
- Need greater awareness
- Film screenings. There was one a few days ago that was rather successful
- Aim to link up with other societies, e.g., International Development Society.
- Provide talks on various issues, e.g., in Appleton Tower with documentary screenings
- More EUSA/Student involvement. Possibly offer refreshments as it seems to boost turnout!
- More visible banners and stalls outside library
- There didn't seem to be a lot of advertising done generally. I heard more through the FTSG
- No photos of Fair Trade City Flags
- Avoid clashes (Accommodation Fair)
- Fair Trade news not on main website in second week

<p>3</p>	<ul style="list-style-type: none"> <li>- Events need better turnout</li> <li>- We need to know what's happening regarding Fair Trade. Some events and talks happened that we didn't know about</li> <li>- Forecast events in a timely manner. Sometimes we leave until quite late!</li> <li>- Events made into 'facebook events' – issues reminders; can invite friends</li> <li>- Needed a higher profile, better promotion etc.</li> </ul> <p><u>Ideas and suggestions for FTF 2014</u></p> <p><b>- 10 years in 2014.</b></p> <p>Let's think of an agenda packed full of ideas and plans, i.e., Principal attendance</p> <ul style="list-style-type: none"> <li>- Could we involve other major Edinburgh institutions, i.e., Further and Higher Education Institutions? And also banks, private companies, the Council, NHS in a big celebration for FTF in 2014.</li> <li>- LinkedIn debate for alumni next year?</li> </ul> <p>KB suggested that the City of Edinburgh Council and the University of Edinburgh could celebrate the university being a Fair Trade organization for 10 years.</p> <p>DS suggested there should be more partnership working for promotion, such as the Leith event.</p> <p><b>Next steps</b></p> <p>SH suggested that there could be a smaller sub-set of people from the FTSG to concentrate on communication, such as the EUSA Marketing Team, or Lizzie for EUSA (linking all the societies).</p> <p><b>Action</b> - DG to chair a meeting with the EUSA Marketing Team to discuss communication</p> <p>EB mentioned that there is Fair Trade promotional material in the Fresher's Week pack.</p> <p>KB noted that the Fair Trade café might take a stall at Freshers fair. DS suggested a rainbow staff made up of Sustainability, People &amp; Planet, Lothian Buses, the FTSG.</p> <p>MG mentioned that there's a Green Society.</p> <p>Co-ordination between the rainbow groups is needed so that students aren't bombarded.</p> <p>KB suggested that cafes on campus could put more FT signage up.</p> <p>EB noted that Ian McAulay at Pollock Halls puts up lots of signage.</p> <p>DS suggested communicating with the Masters and PhD students at the start of the year, as Fair Trade is relevant to their development studies.</p> <p>MG also commented that going to International Development or Economics lectures to</p>	<p>DG</p>
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	<p>announce events would be a good idea as they sometimes have around 300 students in attendance.</p> <p>MG suggested that putting an email out in the morning about an event in the evening would be a good idea, e.g., a film screening at 7pm.</p> <p>SH reminded the group not to forget about other sites, e.g., the Vet School, Little France, etc.</p> <p>SH also mentioned that the Alumni can tend to be a bit more critical in terms of events, so we need to put on more high quality events.</p> <p><b>Conclusions:</b> <u>Summing up lessons learned – updating our action plan</u></p> <p>The improvements centered overwhelmingly on communication, awareness raising and increasing student attendance.</p>	<p><b>LC/KB</b></p>
<p><b>3</b></p>	<p><b>Fair Trade Volunteer’s Update</b> – what they are doing and what they plan to do over the coming months</p> <p><u>Jenny Rivett’s report</u></p> <p>Jenny told the group that the likes on the Fair Trade Facebook page have more than doubled, and that the Facebook page will be useful for future events. Jenny also mentioned that it would be good to make an actual Facebook events page for each event, as your friends can see that you’re attending. In addition, the events page will remind people when the event is on.</p> <p>Jenny also spoke about utilizing the Fair Trade Twitter page which is linked to the other Fair Trade organisations, and mentioned that she is in the process of writing a report on the FT14 for the Our Ed website.</p> <p>Jenny has also been in discussions with the Editor of the Student newspaper (who wasn’t aware of the FT14) about them covering next years FT14 10<sup>th</sup> anniversary.</p> <p><b>Action</b> - KB agreed to send Jenny events details, e.g. the CIPS event so that she could put the details up on facebook and Our Ed. KB noted that raising awareness of other events like the World Fair Trade day on 11th May 2013 would also be a good thing to use social media.</p> <p><b>Action</b> – JRooney &amp; MG to send out emails to invite people to an event or Fair Trade coffee morning during exam time.</p> <p>DS mentioned that the FTSG needs to recruit more volunteers like Jenny.</p> <p><u>Mahesh Gami’s report</u></p> <p>Mahesh told the group that he has been speaking to Societies, but they’re starting to break up. As a result, he has decided to start with the newly elected committees.</p>	<p>LC/JRiv</p> <p>LC/JRiv</p> <p>LC/DG</p> <p>KB</p> <p>JR &amp; MG LC/JRiv</p>

	<p>Mahesh will also be asking to meet the Societies' events co-ordinators who can pass out event knowledge to their members. The EUSA Ethical forum is another useful route if it continues under incoming VPs.</p> <p>Mahesh reported that during summer Edinburgh Global Partnerships are running 5 schemes. Mahesh's friends who are taking part in the schemes are fund raising at the moment – running club nights, bake sales etc., and their stories can be told on Our Ed. Mahesh confirmed that he will talk to his friends and contacts about Fair Trade to make them aware of it and encourage more volunteers.</p> <p>Mahesh made the point that Masters and PhD students will be around during the summer, so there will be more scope for attracting them to events and coffee mornings. Mahesh also confirmed that the Masters student's common room is always packed out and it would be good to run a Fair Trade event there, with free coffee or tastings for example.</p> <p><i>End of reports</i></p> <p>AK volunteered to help Mahesh.</p> <p>AK also suggested that the FTSG should focus on undergraduates as the largest group, and that the Edinburgh Global Partnership people might be interested in getting involved (AK has a friend who's going to Kerala).</p> <p>AK made a further suggestion that it would be good to develop links with Societies, such as the International Development Society, and carry out short talks or presentations.</p> <p>MG mentioned again that a departmental email every morning is a good cue to see what's going on in the evening. MG also confirmed that evenings are best (after 6pm) for Postgrads as well as Undergrads. Finding out who sends these in relevant Schools/units is first step</p> <p>AK also suggested that 6.30pm would be an ideal time for Fair Trade events as undergraduate students' lectures should all be finished by then. ST concurred that evenings are better and diversity is key with regards to pulling people into the Fair Trade cause.</p> <p><b>Action</b> – Events organisers/FTSG comms team to approach school administrators about sending out fair trade events emails in the morning.</p>	<p>LC/MG</p> <p>MG/LC</p> <p>JR/LC to note</p> <p>All</p>
<p><b>4</b></p>	<p><b>Early Planning : Fairtrade Fortnight 2014</b> UoE – Tenth Anniversary – Fair Trade University – Celebration</p> <p>KB confirmed that a high standard, formal event with the Principal will be arranged, with Alumni, ex-Presidents and MSPs to be invited.</p> <p>SH asked if there was a budget for this flagship event? KB confirmed that she would write to Mary Bownes for a special ViP event budget.</p> <p>SH mentioned the one-off innovation grants from the Development and Alumni.</p>	

	<p>KB also suggested looking for an inspired editor by 31<sup>st</sup> March, no volunteers at this time.</p> <p>SH noted..The Innovation Initiative Grant re-opens in mid-September. Good points to make in the application are why your project would be good for the University, and also if your project has good aims and objectives. Importantly, any application made has to be outside the scope of the applicant’s degree. If projects have some kind of lasting impression, this is also good for the grant criteria.</p> <p>KB confirmed that the Innovative Initiative Grant would be better for a one-off 10 year focus rather than the FTF.</p> <p>KB then mentioned that it would be good to develop a You Tube video or podcast about the impact of being a Fair Trade University for 10 years. This had been suggested from CAM and could feature alumni who were involved in the past – what do they think now? DS suggested podcasts on the Our Ed website as the Sustainability office have a high specification video journalist on their team, who also has their own camera. (Sunnah Khan).</p> <p>KB posed the question of whether the group would require a budget for the cost of filming, DS said not required, but all agreed producing any outputs eg onto posters would need funds. KB noted that someone would have to take control of editing and editorial content, and it would be good if someone was doing this a part of their thesis or degree (but this does not qualify for the Innovative Initiative grants).</p> <p>KB floated the idea of applying for an Innovative Initiative Grant in mid-September, FTSG noted that new funding won’t arrive - if successful _ until December 2013).</p> <p><b>Action</b> - SH will ask Sunnah Khan of the Sustainability office would like to be a part of the bid for the Innovative Initiative grant.</p> <p><b>Action</b> - LC mentioned that she has been in touch with a student who may want to get involved, whom she will ask.</p>	<p>SH</p> <p>LC</p>
5	<b>Worker Rights Consortium</b> (standing item)	
6	<p>AOB – Any other Fair Trade news</p> <p>The Fair Trade Nation – Holyrood CrossParty Group now holds open meetings.</p> <p>LC mentioned a student query regarding why a Fairtrade University has Nestle vending machines. EUSA has voted against having Nestle in the past, but now Nestle are vending Fairtrade label and Rainforest Alliance products. EB confirmed that students request the vending machines because they often study ‘til 10.00pm and the cafes aren’t open at that time. The procurement of vending is decided by School/ buildings not by catering teams.</p> <p>LC suggested that it would be good for the group to talk about the FTSG’s policy and remit again, and KB confirmed that the group will be doing this at the next meeting.</p> <p>DS suggested that it would be good to invite Kirsty Haigh, the new Vice President for Societies, to the next meeting, as well as Hugh Murdoch, the President of EUSA.</p>	<p>KB/JR</p> <p>LC/KB</p>

	<p>KB concurred that it would be good to have the President at the next meeting to discuss policy issues. KB confirmed that the Vice President of Services usually comes, and that it is also very important to invite the new Head of the Sports Union, as sports clothing can be fair trade. <b>Action</b> – Jane Rooney to send an invite</p> <p>DS asked the group if they could touch base with NCS and NUSSL in terms of the above point. KB confirmed that they are working on this behind the scenes.</p> <p>KB further confirmed that the FTSG’s Action plan needs to be updated. KB mentioned that the FTSG has done a lot, but that the next meeting could be a planning and policy review meeting.</p> <p>DS extended an invitation to the FTSG and the wider group, volunteers, members etc., for the ‘Social Responsibility and Sustainability’ away day. <b>Action</b> – Jane Rooney to send an invite</p>	<p>JR</p> <p>JR</p> <p>KB/EB</p> <p>KB/LC</p> <p>JR</p>
<p><b>Date of next meeting</b>– Monday 20<sup>th</sup> May, 14:00 – 15.30, Chaplaincy after Fairtrade Café lunch</p>		

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