

The University of Edinburgh

Fair Trade Steering Group (FTSG) - AGENDA

39th Meeting: 15:00 - 16:30 Thursday 26th September 2013, Seminar Room 1, Chaplaincy

Members:

Karen Bowman	Director of Procurement (Convener)	KB
Dr Kenneth Amaeshi	Snr Lecturer, Corporate Responsibility & Governance Network	KA
Evelyn Bain	Procurement Manager	EB
Jill Bruce	Development and Alumni	JB
Lily Colleen	People & Planet	LCo
Liz Cooper	Fair Trade Co-ordinator	LC
Moira Gibson	External Affairs Manager, Communications and Marketing	MG
Davy Gray	EUSA Environmental Officer	DG
Kirsty Haigh	EUSA Vice-President Services	KH
Stephannie Hay	Technology Enhanced Learning Services	SH
Prof Tim Hayward	Director of the Just World Institute, SSPS, CHSS	TH
Anisha Kaura	Student Ambassador	AK
Matthew Lawson	Sustainability Office	ML
Angela Lewthwaite	Estates and Buildings Office	AL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Rev Ali Newell	Associate Chaplain	AN
Jenny Rivett	Media & Communications Volunteer	JR
Jane Rooney	Minute Secretary	JRo
David Somervell	Sustainability Adviser	DS
Rob Tate	Sports Union President	RT
Sophie Whitehead	Former Fair Trade Intern	SW
Co-conveners of Fairtrade Café	Edinburgh University People and Planet Society	FCS

Welcome:

Lily Colleen; Jill Bruce; Kirsty Haigh; Rob Tate

In attendance:

Udine Schmidt; Mike Shaw; Maggie Sloan; Mike Yeomans

Apologies:

Corresponding:

Professor Mary Bownes; Professor Pete Higgins; Philippa Johnston; Anna Maciulewicz; Hugh Murdoch; Prof Michael Northcott; Mr Nigel Paul; Dr Neil Thin; Prof Jan Webb

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 / www.fairtrade.org.uk/resources/downloadable_resources.aspx;

- 1 MINUTE AND ACTIONS FROM PREVIOUS MEETING** on 20 May and matters arising Paper 1
- 2 WELCOME TO NEW MEMBERS** Verbal
- 3 FAIR TRADE POLICY AND FAIR TRADE STEERING GROUP REMIT UPDATE** Verbal
- 4 REPORT/FEEDBACK ON FRESHERS' WEEK** Verbal
- 5 FAIR TRADE VOLUNTEER PROJECTS FOR 2013/14** Verbal
- 6 FEEDBACK FROM SRS PLANNING WORKSHOP** – actions noted Verbal
- 7 EAUC FAIR TRADE COMMUNITY OF PRACTICE UPDATE** (survey report already circulated) Verbal

- See <http://www.ed.ac.uk/about/sustainability/fairtrade/news-events/2013/fair-trade-cop>

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| 8 | 10 YEAR ANNIVERSARY PLANS | Verbal |
| | <ul style="list-style-type: none"> • Speaker for formal event • Proposals to manage other events | |
| 9 | FAIR TRADE COMMUNICATIONS PLAN (interim measure) | Paper 2 |
| 10 | FAIR TRADE STRATEGY – monitoring progress/reminder of responsibilities | Paper 3 |
| 11 | FUNDING AVAILABLE FOR STAFF AND STUDENTS TO PUT ON EVENTS | Verbal |
| | <ul style="list-style-type: none"> • Innovative Learning Week (for 17th to 21st Feb 2014, deadline 7th November) or Innovation Initiative Grant (deadline 31st Oct) – see http://www.ed.ac.uk/schools-departments/institute-academic-development/learning-teaching/staff/news/ilw • IIG info to be promoted to all staff by email mid-September | |
| 12 | DISSERTATION PRIZE PROMOTION | Verbal |
| | <ul style="list-style-type: none"> • See http://www.ed.ac.uk/about/sustainability/fairtrade/news-events/2013/ftan-dissertation-prize for info and poster | |
| 13 | WORKERS' RIGHTS CONSORTIUM (standing item) | Verbal |
| 14 | APUC CODE OF CONDUCT (standing item) | Verbal |
| 15 | AOB | |

DATE OF NEXT MEETING: Monday 25th November, 14:00 – 15.30, Seminar Room 1, Chaplaincy, Bristo Sq.

Note: The Fairtrade Foundation has advised on 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')

The University of Edinburgh

Fair Trade Steering Group (FTSG) - Minute

38th Meeting: 14:00 - 15:30 Monday 20th May 2013, Seminar Room 1, Chaplaincy

Attendees:

Karen Bowman	Director of Procurement (Convener)	KB
Evelyn Bain	Procurement Manager	EB
Stephannie Hay	Development and Alumni	SH
Matthew Lawson	Sustainability Office	ML
Davy Gray	EUSA Environmental Co-ordinator	DG
Moira Gibson	External Affairs Manager, Communications and Marketing	MG
Lewis White	People & Planet	LW
Liz Cooper	Fair Trade Co-ordinator	LC
Anna Donegan	Sports Union President	AD
Sophie Whitehead	Former Fairtrade Intern	SW
Kirsty Haigh	EUSA Vice-President Services Elect	KH

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

Fairtrade Foundation www.fairtrade.org.uk / 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: David Somervell, Sarah Taylor

0	Welcome and introductions KB welcomed the members to the meeting.	
1	Minutes of previous meetings held on 21 st March 2013 agreed as an accurate record.	(Paper 1)
2	Review Fair Trade Policy and Fair Trade Steering Group Remit Fair Trade Policy LC provided an overview of the proposed new Fair Trade Policy for the University. The group were asked to review the changes and provide feedback a) Change One Discussion on why “Ensuring fair trade tea and coffee is used at all meetings and at least 50% in offices” was being replaced by “encourage consumption”.	(Paper 2)

<p>KB made the point that measuring and proving the target was very hard to do.</p> <p>LC commented that the group did not have the authority to tell staff members how to spend their own money.</p> <p>DG highlighted the difficulties in applying this across a complex devolved estate, and suggested if this could be a aspirational figure.</p> <p>The group agreed to change one.</p> <p>b) Change Two</p> <p>Discussion on expanding the suggested change of “raising awareness on issues of fairness in global trade through events and online content”.</p> <p>DG and LW suggested including direct reference to the Worker Rights Consortium (WRC), to ensure it does not fall off the radar, and the Advanced Procurement for Universities and Colleges (APUC).</p> <p>KB commented on the progress with the APUC Code of Conduct and felt this should not be included in the policy, however agreed that reference to the WRC should be made in the policy.</p> <p>EB suggested referencing the WRC in the document.</p> <p>The group agreed to the change, with inclusion of reference to the WRC in Change Three.</p> <p>c) Change Three</p> <p>KB suggested adding direct reference to the WRC; “and with other relevant groups such as the Worker Rights Consortium”.</p> <p>LW suggested a direct reference to working with the People & Planet group. Discussion followed about the range of student groups that could be included, including sport groups.</p> <p>The group agreed to the change with direct reference to the WRC.</p> <p>Action – LC to send agreed changes to all members of the group and invite feedback.</p> <p>Fair Trade Steering Group Remit</p> <p>LC provided an overview of the suggested changes to the remit of the group.</p> <p>Discussion on encouraging greater numbers of students being involved with the group.</p> <p>Action – LC and SW to discuss with students from the Fair Trade Café and other societies about the optimal time for the Fair Trade Steering Group to take place to encourage more</p>	<p>LC</p>
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	<p>student to attend.</p> <p>Group agreed the changes to the Fair Trade Steering Group Remit.</p>	
3	<p>Review and develop proposed Fair Trade Strategy</p> <p>LC provided an overview of the proposed Fair Trade Strategy.</p> <p>DG commended the proposed approach with a structured framework.</p> <p>ML highlighted that from experience with the Social Responsibility and Sustainability (SRS) Implementation Plan that instead of assigning groups tasks, it is better to assign tasks to individuals.</p> <p>Group agreed objectives of strategy.</p> <p>Discussion followed on assigning tasks to individuals/groups. The following suggestions were made;</p> <p>Task 1 – EUSA and Evelyn Bain Task 2 – LC and procurement teams Task 3 – Davy Gray/EUSA Marketing/CAM Task 4 – CAM and FTSG convener Task 5 – CAM and FTSG members Task 6 – All (not just FTSG) (Staff, student societies, volunteers) Task 7 – Led by D & A FTSG Rep Task 8 – Led by D & A FTSG Rep Task 9 – Freshers’ Week Working Group Task 10 – Freshers’ Week Working Group Task 11 – LC Task 12 – LC Task 13 – LC and fair trade volunteers Task 14 – LC with Joe Farthing Task 15 – To be defined during September 2013 FTSG meeting Task 16 – Professor Tim Hayward and LC Task 17 – FTSG Convener, LC, FTSG members, procurement team</p> <p>LC provided an update on the Fair Trade Academic Network; the Just World Institute is planning to launch a Massive Online Open Course (MOOC) and a fair trade dissertation prize for next year.</p> <p>Action – LC to send out information regarding the Cross-Party Group on Fair Trade at the Scottish Parliament.</p> <p>Action – LC to send strategy to all members of the group and invite feedback.</p> <p>Action – SH to enquire with Alumni Department about potential list of celebrities/ famous</p>	<p>(Paper 3)</p> <p>LC</p> <p>LC</p> <p>SH</p>

	<p>alumni we could invite to the ten year anniversary of the University being Fairtrade accredited.</p> <p>Action – KB to enquire into availability of the University Principal for event during the ten year anniversary.</p> <p>Post meeting note:</p> <p>Fair Trade Reception: celebrating ten years as Scotland's First Fairtrade University</p> <p>Principal and SVP Mary Bownes now have this in their diary, Playfair has now been confirmed as the venue for 25th February 2014, 5-7pm.</p> <p>Members of FTSG to assist in preparing for the event, and will be invited along too. A speaker then wine reception is proposed.</p>	<p>KB</p> <p>Action All</p>
4	<p>Improving fair trade communications</p> <p>LC provided an overview of the paper prepared by Joe Farthing of the Sustainability Office.</p> <p>ML highlighted the positive approach being taken to ensure collaboration between EUSA, Fair Trade activities and SRS activities.</p> <p>DG suggested there was not a need to form a communications sub group and instead utilise the skills of the Communications Team in the Sustainability Office.</p> <p>Action – LC to send updated version of the communications strategy after talking with Joe Farthing and FTSG members.</p> <p>Action – ML to pass on thanks to Joe Farthing</p>	<p>(Paper 4)</p> <p>LC</p> <p>ML</p>
5	<p>Plans for Freshers' Week</p> <p>LC and ML highlighted the current progress of the group arranging Freshers' Week.</p> <p>Two events are planned for Freshers' that focus on Fair Trade. On the Tuesday evening an event with visiting producers will be held in the evening. On the Friday evening there will be a Food Festival with a focus on ethical and local foods.</p> <p>EUSA, Fair Trade and the Sustainability Office will share a space during the societies fair.</p> <p>KH suggested to focus on follow up events after Freshers' Week to maximise the opportunity to engage with students and get them actively involved in SRS related activities.</p> <p>Action – ML to forward to group finalised schedule of events.</p>	<p>(Verbal)</p> <p>ML</p>
6	<p>FT Volunteers plans for summer</p>	<p>(Verbal)</p>

Fair trade communications and engagement plan 2013-14

Raising awareness of fair trade

Summary

This paper outlines a plan to improve communications and engagement related to fair trade activities, with targeted approaches for students, academics and non-academic staff.

This is a collaborative document, based on an original proposal by Joe Farthing, SRS Communications Coordinator, and built on by Liz Cooper, Fair Trade Coordinator, in consultation with CAM. (room for input also from EUSA Marketing)

Drafted June 2013.

N.B. this is deliberately a fairly simplistic plan, as resources/time are lacking for an ambitious fair trade communications strategy to be coordinated. (May be built on in future using baseline survey of existing awareness?)

Goals

- Improving awareness on fair trade and the university's approach through better communication
- Increasing deeper engagement in fair trade, motivating students and staff to take part in debate going beyond the purchasing of labelled products (online, informally, attending events, volunteering, researching fair trade and getting involved in the Fair Trade Steering Group where appropriate).

1. Communications

= better informing the University community about fair trade and the University's approach.

Messages for dissemination (to be adapted to specific targets for each channel) include:

- What is fair trade and why it is important
 - Different approaches to fair trade, products available, key debates
- What University has done/is doing regarding fair trade
 - 10 years as Fairtrade University
 - Fair trade policy, steering group, strategy, role dedicated to fair trade
- How to get involved
 - Buy fair trade products (different labelling schemes available)
 - Attend events throughout the year, including Fairtrade Fortnight
 - You can organise events – we will support
 - Volunteer
 - EAUC Fair Trade Community of Practice – get involved
 - Through our Fair Trade Academic Network: join the network, study fair trade, research fair trade, enter dissertation competition...
 - Who to contact with fair trade questions/ideas

Channels

Channel	Timing	Who responsible
University fair trade website	Monitoring and updating at least monthly	Liz Cooper
University website front page	Before and during high profile events e.g. Fairtrade Fortnight	Moira Gibson
SRS website	When news posted on fair trade site	Joe Farthing
OurEd	Fair trade article at least twice a year	Student volunteers?
EUSA website	?	?
SRS e-newsletter	Monthly?	Liz Cooper to send stories to Joe Farthing
FTAN e-newsletter	At least 3 times a year	Liz Cooper
FTAN website	Monitoring and updating at least monthly	Liz Cooper
FTAN blog	At least monthly posts	FTAN members and other invited parties
Global Justice Academy site and blog	At least 3 submissions from FTAN/yr	Liz Cooper
School admins – all staff/student emails	Before (FTAN) events take place	Liz Cooper
Staff news (online/email)	Fair trade covered at least once a year	Contact is Cate Mackenzie, CAM
Staff Bulletin magazine	?	Contact is Cate Mackenzie, CAM
Alumni magazine - Edit	?	Stephannie Hay to liaise
New all student e-newsletter	?	Liz Cooper/SRS office (same stories as in SRS e-newsletter?)
UoE fair trade Facebook and Twitter	At least weekly updates	Liz Cooper
SRS Facebook and Twitter	At least monthly fair trade updates	?
EUSA Facebook and Twitter	At least monthly fair trade updates	?
D&A Facebook and Twitter	At least monthly fair trade updates	Stephannie Hay
Student societies Facebook/email lists	At least monthly fair trade updates	Student society reps on Fair Trade Steering Group
Freshers guide	By June each year	Davy Gray
Staff welcome pack	?	Try Eilidh Fraser in HR?
Annual Review	Out in Jan each year	Try Barbara Laing, Public. Manager?

Monitoring/evaluation

Progress made with regards to this plan will be monitored at Fair Trade Steering Group meetings (held around 5 times a year). (How to evaluate not just whether this comms has taken place, but how effective it has been in raising awareness?)

2. Engagement

= encouraging the University community to think more deeply about fair trade, and to play an active role – e.g. in developing knowledge and University policy on fair trade.

The engagement process

Encouraging engagement from the University population requires an approach that takes into account the different motivations and interests of our audiences – both according to their place within the University and according to their engagement with fair trade and related issues.

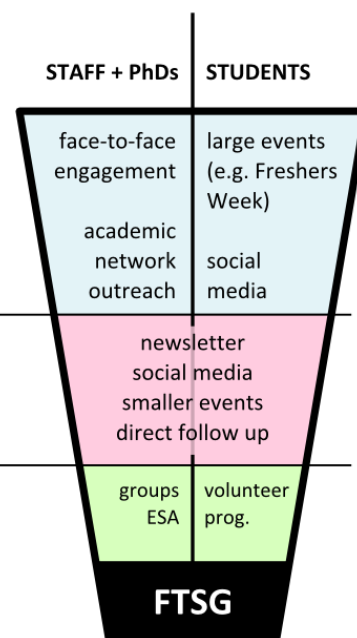
Figure 1 Example engagement funnel for fair trade

- Initial engagement**
- Introducing the topic
 - Establish role of campaign
 - Take sign ups
 - Public events

- Follow up**
- Ongoing communication
 - Local / deeper events and projects
 - Basic consultation process

- Volunteering**
- Active participation in activities
 - Response to FTSG ideas
 - Making local changes
 - Researching fair trade

- Core**
- Involved in FTSG
 - Setting University policy
 - Actively employed on FT



Ways to engage students and staff

Method	Timescale	Who responsible
A. Encourage active participation and debate through fair trade events		
1. During Freshers Week (fair trade event, and at societies fair)	Sept. 2013	Liz Cooper with SRS office
2. During Edinburgh Sustainability Awards events series	October 2013	Liz Cooper with SRS office
3. Fair Trade Academic Network events (Ethics Forum seminar series, conference)	Sept 2013-May 2014	Liz Cooper/Tim Hayward
4. Fairtrade Fortnight (10 years celebration): formal event and informal ceilidh	Feb 2014	All Fair Trade Steering Group
B. Recruit and supervise student volunteers (at Freshers Week and beyond) for specific fair trade projects. Ideas include:	Sept 2013-May 2014	Liz Cooper with SRS office
1. Making film on fair trade at UoE		
2. Organising and writing articles on additional events during Fairtrade Fortnight		
3. Setting up a roaming fair trade exhibition		
4. Brief lit review on fair trade debates (FTAN blog)		
C. Staff engagement through expanding fair trade-related criteria in Edinburgh Sustainability Awards	Sept 2013-May 2014	SRS office/Matt Lawson
<i>Current criteria mean that 29 departments are already purchasing nothing other than fair trade products for meetings, but this could go further.</i>		
D. Academic participation in FTAN	Ongoing	Liz Cooper/Tim Hayward
1. Joining FTAN as members (academics/PhD)		
2. Speaking at/attending FTAN events		
3. Contributing to FTAN blog		
4. Collaborating on research projects		
5. Promoting/entering dissertation competition		

Monitoring/evaluation

How to measure effectiveness of above engagement activities?

University of Edinburgh Fair Trade Strategy 2013-14

The University's Strategic Plan 2012-2016 (p.31) states that the University will 'maximise our contribution to society and exhibit high ethical standards in partnership with EUSA, consolidating our long-standing commitment to contribute to meeting the global poverty challenge through fair trade.' Fair trade is a key element within the University's Social Responsibility and Sustainability (SRS) strategy. It is also core to the University Procurement strategy 'to meet our needs for goods, services and works 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'.

With the appointment of a Fair Trade Coordinator on 2nd November 2012, a more strategic approach to fair trade at the University is planned, based on previous work. This paper brings together recommendations made by:

- *Fairtrade Foundation University Status Renewal Feedback Form August 2012*
- *MSc PPP students' Fairtrade Engagement Strategy 2011*
- *Fair trade student internship report August 2012*
- *SEAG Away Day 2012*
- *Fair Trade Steering Group meetings, including a Fairtrade Fortnight review and planning meeting, March 2013*

Four areas of focus have been identified:

- 1. Maintaining/expanding fair trade procurement**
- 2. Informing and engaging staff and students**
- 3. Encouraging inter-disciplinary academic reflection and debate on fair trade and trade justice**
- 4. Influencing policy and other institutions in favour of fair trade in Scotland/UK**

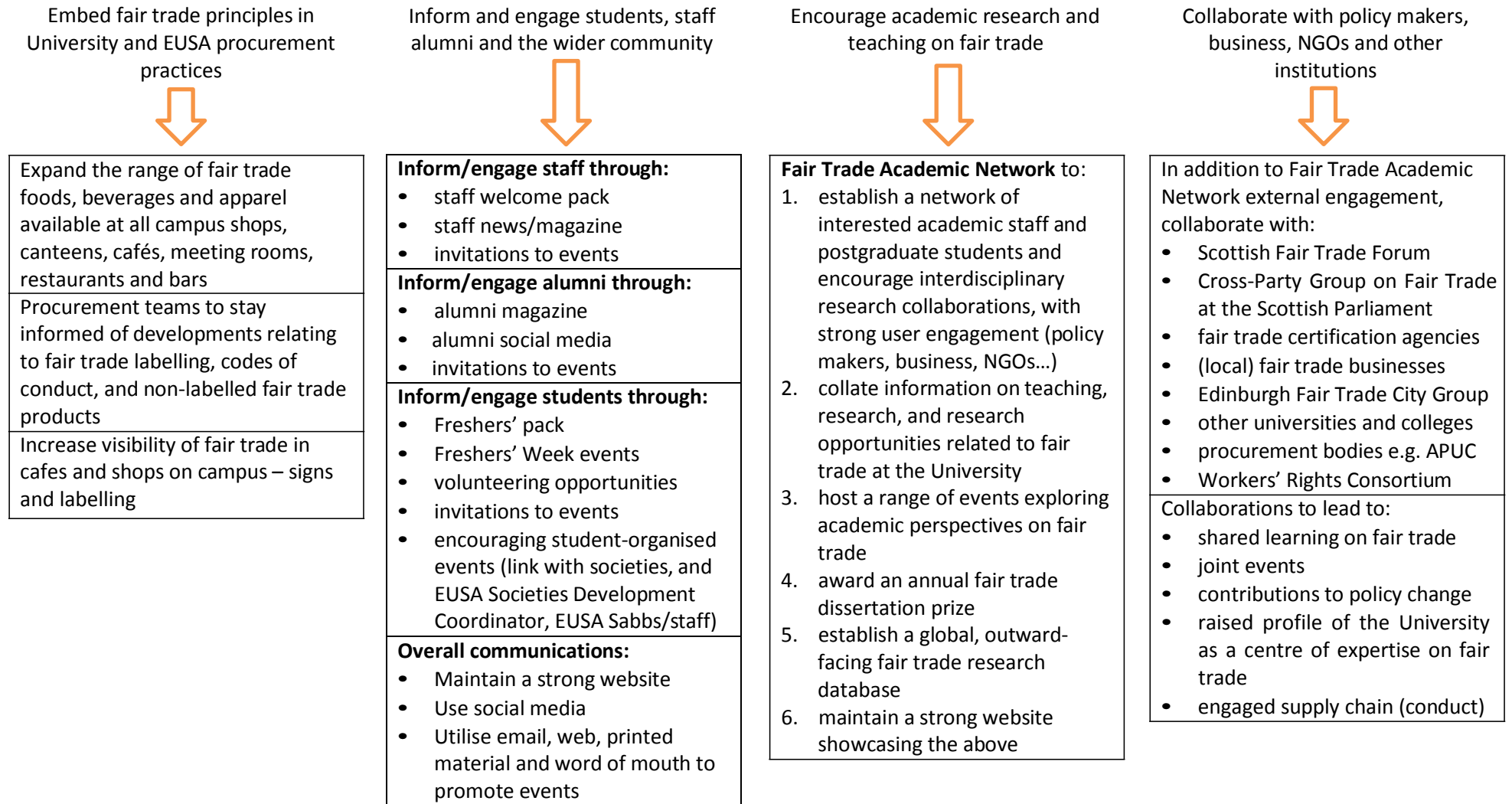
This fair trade strategy responds to a number of items in the SRS Implementation Plan 2012-13, including:

- B1: establish Fair Trade Academic Network
- C1.2 Provide volunteering opportunities for students - enhancing co-curricular activities
- C1.3 Enhance links with EUSA and student societies
- C3.8 Work with practitioners, wider community and policy makers to identify solutions to Global Challenges
- C4.1 Sharing knowledge and ideas on fair trade, and organising joint events that can reach out to a larger network of people

The paper was presented to the Fair Trade Steering Group in November 2012, and updated in January 2013, and May 2013.

UNIVERSITY OF EDINBURGH FAIR TRADE OBJECTIVES

Objectives:



Actors: Fair Trade Steering Group (including University and EUSA staff, and student reps), Fair Trade Academic Network, procurement team, other students.

Implementation plan 2013-14

Task	Responsibilities	Indicators
Expand fair trade procurement	EUSA Evelyn Bain	<ul style="list-style-type: none"> Fair trade product ranges on sale/sold
Obtain up-to-date information on fair trade labelling, codes of conduct and other fair trade schemes	Liz Cooper (research), Procurement teams	<ul style="list-style-type: none"> Training courses attended Meetings attended Codes of conduct/policies signed up to Info shared widely
Increase fair trade signage/labelling	Davy Gray/EUSA Marketing, with CAM	<ul style="list-style-type: none"> Signs/labels displayed
Fair trade in staff welcome pack	CAM and FTSG convenor	<ul style="list-style-type: none"> Printed or online material in staff welcome pack/email
Fair trade in staff news/magazine	CAM and FTSG members	<ul style="list-style-type: none"> Articles in staff news/magazines
Organisation of fair trade events throughout the year	All (not just FTSG) (staff, student societies, volunteers...)	<ul style="list-style-type: none"> Events held Turnout Coverage of events
Fair trade in alumni magazine	Led by D&A FTSG rep	<ul style="list-style-type: none"> Articles in alumni magazine
Fair trade in alumni social media	Led by D&A FTSG rep	<ul style="list-style-type: none"> Mentions of fair trade on Facebook, Twitter and LinkedIn
Fair trade in Freshers' pack	Freshers' Week Working Group	<ul style="list-style-type: none"> Printed or online material in Freshers' pack/welcome email
Fair trade in Freshers' and induction week	Freshers' Week Working Group	<ul style="list-style-type: none"> Web content/posters Events held
Fair trade volunteering opportunities	Liz Cooper	<ul style="list-style-type: none"> Volunteers recruited
Website maintenance	Liz Cooper	<ul style="list-style-type: none"> Website updates Page views
UoE fair trade social media, plus links with other social media	Liz Cooper, fair trade volunteers	<ul style="list-style-type: none"> Facebook and Twitter updates Numbers of 'likes'/followers/shares
Fair trade communications and engagement strategy	Liz Cooper with Joe Farthing	<ul style="list-style-type: none"> Communications and engagement strategy in place
Preparation for 2014 – Ten Year Anniversary as Scotland's First Fairtrade University	To be defined during September 2013 FTSG meeting	<ul style="list-style-type: none"> Concrete plans in place
Develop Fair Trade Academic Network (independent from FTSG)	Prof. Tim Hayward, Liz Cooper	<ul style="list-style-type: none"> Recruitment of network members Website complete and up-to-date Events held Dissertation prize established Funding obtained/project underway
Maintain/develop linkages with external bodies	FTSG Convenor, Liz Cooper, FTSG members (share info and links), Procurement team	<ul style="list-style-type: none"> Meetings held with other bodies Joint events held Partnerships/collaborations established Contributions made to policy developments

Monitoring and evaluation Above implementation plan to be monitored during Fair Trade Steering Group meetings (at least three times a year) and evaluated/updated annually. In addition, the Fairtrade Foundation (UK) reassesses the Fairtrade University (status) every two years – next submission due in June 2014.