

The University of Edinburgh

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

40th Meeting: 14:00 - 15:30 Monday 25<sup>th</sup> November 2013, Seminar Room 1, Chaplaincy, Bristo Square

<b>Members:</b>	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
<b>In attendance:</b>	Student volunteers (TBC)		
<b>Apologies:</b>	Evelyn Bain; Jill Bruce		

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);

- 1 MINUTE FROM MEETING ON 26 SEPTEMBER AND MATTERS ARISING** Paper 1
- 2 FAIR TRADE VOLUNTEER PROJECTS FOR 2013/14** Verbal (LC/Vols)
- 3 10 YEAR ANNIVERSARY PLANS** Verbal (KB)
- 4 EAUC FAIR TRADE COMMUNITY OF PRACTICE UPDATE** Verbal (LC)
- 5 FAIR TRADE GUIDE NOW ON OUR WEBSITE** Paper 2  
Members are encouraged to review the guide - available at:  
<http://www.ed.ac.uk/about/sustainability/fairtrade/guide-to-fair-trade> and prepare feedback
- 6 FAIR TRADE STRATEGY MONITORING** Paper 3 & Verbal Reports
- 7 SUSTAINABILITY IN PRACTICE WORKSHOP ON FAIR TRADE (16TH OCT)** Verbal (LC)
- 8 FAIR TRADE CAMPAIGN TRAINING SESSION REPORT** Verbal
- 9 SRS DEPARTMENT FAIR TRADE VIDEO** Verbal
- 10 INNOVATIVE LEARNING WEEK PLANS** Verbal (LC)
- 11 PUBLIC PROCUREMENT (REFORM) BILL PROGRESS** Verbal (KB)
- 12 ETHICAL PROCUREMENT AND FAIR TRADE EVENT (19TH NOV)** Verbal (KB)
- 13 WORKERS' RIGHTS CONSORTIUM** (standing item) Verbal
- 14 APUC CODE OF CONDUCT** (standing item) Verbal
- 15 AOB**
- 16 DATE OF NEXT MEETING:** Monday 20<sup>th</sup> January, 14:00 – 15.30, Seminar Room 1, Chaplaincy

The University of Edinburgh  
**Fair Trade Steering Group (FTSG)**

*39th Meeting: 15:00 - 16:30 Thursday 26<sup>th</sup> September 2013, Torridon Room, Charles Stewart House*

**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
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Angela Lewthwaite	Estates and Buildings Office	AL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Lily Malich	People & Planet	LM
Rev Ali Newell	Associate Chaplain	AN
Jane Rooney	Minute Secretary	JR
David Somervell	Sustainability Adviser	DS
Rob Tate	Sports Union President	RT

**Welcome:**

Kirsty Haigh; Lily Malich; Rob Tate

**In attendance:**

Maggie Sloan (MS)

**Apologies:**

Dr Kenneth Amaeshi; Evelyn Bain; Jill Bruce; Davy Gray; Stephannie Hay; Prof Tim Hayward; Anisha Kaura; Ian Macaulay; Udine Schmidt; Mike Shaw; Mike Yeomans

**Corresponding:**

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

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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);

Action

**1 Minute and actions from previous meeting (Paper 1)**

Previous minute of 20 May was **agreed** as an accurate record and all actions and matters arising were confirmed to have since been resolved.

**2 Welcome to new members**

Convener welcomed attendees to the meeting and outlined the role and purpose of the Group, as part of the obligations of being a Fair Trade University was to have such a staff and student committee to provide a steer on issues of fair trade. Within the context of the upcoming 10<sup>th</sup> anniversary, there was expected to be increased focus and discussion of what was Fair Trade and what the Group was trying to achieve.

**3 Fair Trade Policy and Fair Trade Steering Group Remit update**

FTSG was a staff / student steering group which met at least 3 times a year to review progress and raise awareness of Fair Trade; especially during Freshers' Week, Fairtrade Fortnight, and World Fair Trade Day in May. The Group ensured that fair trade products were made available in University outlets and worked in partnership with the City of Edinburgh Council and the Scottish

Fair Trade forum to influence the political agenda. In order to retain its Fair Trade status, the Group co-ordinated the University's submission to the Fair Trade Foundation every 2 years, which was next due at the end of the current academic year. The new Fair Trade policy and remit presented to the Group at May's meeting had been signed off by Court on 24 June. The updated, approved version had been mounted on the web at <http://www.seagfsg. estates.ed.ac.uk/remite.cfm> and was linked from the Sustainability and fair trade website <http://www.ed.ac.uk/about/sustainability/fairtrade>

**Action** – **ALL** members aware of any upcoming events to send details to the Fair Trade Co-ordinator or the Group Secretary who would ensure that these were communicated on for information and promotion.

**ALL**

An enquiry was made if there was an equivalent EUSA policy on Fair Trade available on their website. An option was proposed that EUSA could vote to accept the University Fair Trade Policy. EUSA VPS clarified that, though most EUSA policies lasted for 4 years unless overturned, the Fair Trade policy would not expire. Sports Union President clarified that, having the same membership as EUSA, the Sports Union would be covered by the same policy.

**Action** – **KH** to follow up, locate the EUSA FT Policy, refresh it as necessary, and ensure that it was made publicly available.

**KH**

#### **4 Report/feedback on Freshers' Week (9 – 15 September)**

The Fair Trade Co-ordinator had worked with the Social Responsibility and Sustainability Department to produce a programme of events. The main fair trade event, on the evening of Tuesday the 10<sup>th</sup>, featured two fair trade producers who gave presentations on fair trade handicrafts. 15 people attended and fair trade refreshments were served. There was a SRS/Fair Trade stall on Wednesday 11<sup>th</sup> and Thursday 12<sup>th</sup> at the Societies Fair. Of 1200 attendees, 254 signed up for varying degrees of engagement with Fair Trade. This was followed up by a newsletter which had been sent to those who ticked to receive it. Those who had indicated an interest in volunteering opportunities would be approached with more details. Fair Trade was also represented at the Food Festival at the Pleasance on Friday 13<sup>th</sup>, which was attended by 600 people over the 3 hours and included a variety of fair trade edibles.

Convener thanked the Fair Trade and Sustainability Programme Co-ordinators for their efforts, emphasising the need to follow up on these engagement activities.

#### **5 Fair Trade volunteer projects for 2013/14**

Four potential volunteer projects had been set up and would be pursued according to where interest lay. These included an exhibition on 10 Years of Fair Trade (suggested to be held in the Main Library, to be confirmed) which had already attracted some interest. Others had volunteered as reporters to produce articles for different media throughout the year. Group **agreed** to monitor progress on volunteering and keep promoting these opportunities as they arose.

**Action** – **LC** to circulate the link to the EUSA volunteering site: <http://volunteering.eusa.ed.ac.uk/organisations/289/>

**ALL**

**LC**

Group discussed the citywide 'Feeding the 5,000' Edible Edinburgh event celebrating local food which would take place on Saturday, 5<sup>th</sup> October in Bristo Square in collaboration with EUSA. Volunteers were sought to help with set up on the Friday, to help out on the day, and to help carry out the public survey. Full training for all volunteers would be provided. Fair Trade City was also asking for volunteers to help staff their stall at this event. The food would be provided by the One World Shop and Scotmid. Hadeel would be advertising separately through the volunteering site. The Hearty Squirrel Co-op would also be involved.

Sustainability Programme Coordinator raised a Council backed paper on the issue of food that had been presented for comments.

**Action** – **ML** to circulate links with further information.

**ML**

Group discussed the 50/50 Food Challenge, in which students would sign up for a week to only eat food produced within 50 miles of Edinburgh. An interactive map and brochure of shops where this produce was available were being put together. It was scheduled for October, though the specific week was still to be decided and full details were yet to be finalised.

**Action** – **MS** to let KB know the details so they could be passed on the City group.

**MS**

**Action** – **ALL** to direct their networks to the SRS website, and to share links from the Fair Trade Facebook page.

**ALL**

## 6 Feedback from SRS planning workshop

The workshop had been well attended by a mixture of academic and operational staff, though student numbers were limited given the time of year. Staff left positive feedback on the event, particularly on the resulting sense of being part of a larger movement within the University, despite normally being dispersed. The Fair Trade Co-ordinator hosted a table and reported that attendees had asked for more resources explaining what constituted fair trade.

**Action** – **LC** is developing more detailed resources to be made available on the website. This brings together the FTAN approach to ‘questions on fair trade’ as well as FTSG.

**LC**

The intention in future was to have fewer speeches and set aside more time for attendees to interact at the tables, and to have 2 workshops per year, including one during semester time to give students more opportunity to attend. As one of the few events bringing together students and operational staff, it was felt that this should be encouraged. E&B Administration and Committee Officer emphasised the importance of getting the date into diaries as far ahead as possible.

## 7 EAUC Fair Trade Community of Practice update

Now that there was a national network of approximately 180 fair trade Universities, our Fair Trade Co-ordinator offered to set up a Community of Practice on Fair Trade in the EAUC (Environmental Association of Universities and Colleges) to share experience, ideas and best practice among further and higher education institutions in the UK. This was predominantly virtual, comprising online discussions and webinars. Set up in August, 65 people had since signed up, some of which were in Sustainability roles, some were academics and students, and others were just interested on a personal level. Further details on the new EAUC Fair Trade Community of Practice was available at:

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

27 members had completed a short survey covering what members were already doing about fair trade, what they would like to do more of, what challenges they faced, and what they wanted from the network.

All members of FTSG were encouraged to join and could sign up at:

[http://www.eauc.org.uk/fair\\_trade](http://www.eauc.org.uk/fair_trade)

**ALL**

## 8 10 year anniversary plans

Last year FTSG decided that there should be a ceilidh (to be hosted in Teviot, possibly outwith Fairtrade Fortnight) and a formal lecture event taking place within the Fortnight in order to benefit from the publicity. The Principal has asked SVP Mary Bownes to host in his absence. The event would consist of a lecture and a reception and members of this Group, civic representatives, the Lord Provost, and SFTF etc... to be held in the Playfair Library on **25 February from 5 to 7pm**. The recommended speaker was a former Chief Executive of a FT trading organisation with experience and embedded knowledge of fair trade issues. A name would be released once they had formally confirmed. The Convener raised a potential

challenge in that it was also the Fair Trade Nation anniversary and emphasised that it would be important to get the Minister committed to the University's event.

The Group felt strongly that the ten former EUSA Presidents should be encouraged to attend and some incentive made in order to bring them all back together, or at least to submit a video message. Ben Miller in particular was felt to be vital, as he had originally campaigned for fair trade status, receiving the Principal's Medal for his contribution to Fair Trade.

**Action** – **KB** to ask Martin Rhodes if the University could host the official anniversary, in order to avoid a clash.

**KB**

**Post meeting note: the Convenor has confirmed with CE of SFTF that no Ministerial event planned for that date. A press release would be made as to one year as a Fair Trade Nation and reference to the University event if appropriate. Liaison via CAM.**

**MG/KB**

**Action** – **KH** to look at scheduling a ceilidh in order to maximise attendance and the overall success of these events.

**KH/RT**

The Group discussed using a variety of music at the ceilidh to reflect the different fair trade groups, though it may be difficult to combine this with the idea of a ceilidh. Group acknowledged the Ceilidh Society as a valuable potential resource for securing a ceilidh band and **agreed** to ask the Sports Union for their help with the event. Once the details had been worked out they would be reported back so the event could be publicised as part of the overall programme. The Group also discussed potential Sports Union events including fair trade football, which did not necessarily have to fall within Fairtrade Fortnight

The possibility was discussed of having 10 year old wine or whisky (the University's own whisky, if possible) to reflect the anniversary, as similar ideas had been positively received at other events.

**Action** – **KB** to follow up on options with Ian Macaulay.

**KB**

There was no official budget for the 10 year anniversary, though there would be funds for catering the main event, and one of the Colleges may contribute. The ceilidh was expected to be self-funding. Events requiring funding should indicate this as soon as possible so that a request could be made in time.

International Development Society was planning an event that could incorporate fair trade, with support from the Global Development Academy. The International Development Society's plans were outlined for International Development week (week of 25 January), including a long event series. Student Maggie Sloan (MS) highlighted Tedex mini events themed around the global academies. Fair Trade Coordinator is exploring options for events during Innovative Learning Week. The School of Divinity and the Business School were planning a joint seminar bringing together business and ethics. Professor Northcott of Divinity would be giving a 'fair trade versus free trade' talk and the Business School would hold the talk 'Should Business Help Poverty?', among more general discussions of the professionalisation of corporate responsibility. This was identified as a channel that was not being adequately tapped into. A Climate Justice Conference was planned to take place on 9 October, organised by the Scottish Government, which had already invested millions in climate justice projects, and it was likely that an ongoing fund would be set up.

**Action** – **LC** to put details of relevant events on the website and social media

**LC**

It was proposed that the Business School be pulled in to the discussion and the Senior Lecturer, Corporate Responsibility & Governance Network, be approached as a member of the Group to ask if the new head of the MBA programme would want to join. Group discussed whether there would be a follow up to Professor Northcott's talk, though it was very lecture based.

Convenor emphasised the need to have Fairtrade Fortnight plans in place **early** in order to better co-ordinate with the programmes of the fair trade producers. Group acknowledged the need to focus on connecting up events in order to maximise attendance. The overall intention

was to reflect on the last 10 years and look ahead to how things could be in another 10 years, stressing the actions that current students and staff can take. Group were reminded of the local as well as global implications of fair trade. Along with the sense of fair trading and the Trading Standards Institute, this made the term too all-encompassing, leading to confusion. The Holyrood Cross Party Fair Trade Group on 25 September had also discussed the confusion arising from the various different schemes, and the desire to talk about fair trade being impeded by difficulty in defining it and establishing what the term did and did not cover.

**Action – LC** to include content on defining fair trade on the info sheets on the website. FTAN to consider position papers, research on ‘meaning of fair trade university’ or in dissertations.

**LC**

**Action – ALL** to encourage their networks to ask for fair trade goods in local outlets (e.g. the Tesco opposite Old College) and to ask suppliers for their policies on fair trade.

**ALL**

## 9 Fair Trade Communications Plan (Paper 2)

As an interim measure, the Fair Trade Co-ordinator had produced the Fair Trade Communications Plan with the SRS team, previously circulated, though no feedback had yet been received. This was intended to indicate the methods of communication available and who to contact. The Group **agreed** to accept the Plan as a working document.

**ALL**

Convener thanked the Fair Trade and Sustainability Communications Coordinators for their work on the Plan.

## 10 Fair Trade Strategy (Paper 3)

The current Fair Trade Strategy was based on what had gone before, pulled together into one cohesive document. It had been to the Group previously in draft form and had been accepted. This standing item was put on the agenda in order to monitor progress via a quick update each time FTSG met. The Group **agreed** on sending the document out with the agenda and papers in advance of future meetings, adding an extra column to include updates from each member. (See Appendix 1 : Implementation Plan)

**JR**

## 11 Funding available for staff and students to put on events

The Fair Trade Co-ordinator had already been discussing ideas for Innovative Learning Week 2014 (ILW, 17 – 21 February) with the Sustainability Programme Co-ordinator. The Fair Trade Co-ordinator highlighted the Evaluation Report: Innovative Learning Week 2013 (available in full at:

[http://www.docs.hss.ed.ac.uk/iad/Learning\\_teaching/Academic\\_teaching/News/Evaluation\\_Report\\_ILW2013.pdf](http://www.docs.hss.ed.ac.uk/iad/Learning_teaching/Academic_teaching/News/Evaluation_Report_ILW2013.pdf)), noting that communication promoting ILW was felt to have been inadequate, and that some Schools were squeezing the week into their own timetables rather than planning fun, creative learning events. Various suggestions were made, including organising a visit to local suppliers (e.g. Scotmid), or a potential trip to Parliament to talk about being a Fair Trade Nation, asking students to present to Parliament, offering a prize for the best.

**Action – MG** to check recess date and report back.

**MG**

This year funding would be made available for staff and students to run an event. The deadline for **student event proposals was 5pm, Friday 8 November and for staff was 5pm, Friday 15 November**. Further information available from:

**ALL**

<http://www.ed.ac.uk/staff-students/students/studies/innovative-learning/funding>

Group discussed Innovation Initiative Grants: one-off contributions designed to support a range of unique activities across the university and to provide “start-up” funds for new initiatives which could later become self-funding or receive support from other sources. The **deadline for**

**ALL**

**Semester 1 was midnight on the last day of October**, with further information available from: <https://www.dastq.dev.ed.ac.uk/IIG/default.aspx>

## 12 Dissertation prize promotion

The Fair Trade Co-ordinator circulated posters relating to the Dissertation Prize. Further information and promotional material had been emailed to School Secretaries and was available from: <http://www.ed.ac.uk/about/sustainability/fairtrade/news-events/2013/ftan-dissertation-prize>

**Action - ALL** to arrange for the display of this promotional material in their areas.

**ALL**

## 13 Workers' Rights Consortium

More Universities had joined WRC in the interim. The Group discussed what to do with the WRC reports, which were not currently mounted on the University web, but were published by WRC. It was acknowledged that there had not been recent promotion about the decision to join WRC, and that someone in FTAN or invited who was knowledgeable about the code would be needed to deliver a lecture.

Group discussed the new EU project Electronics Watch (<http://electronicswatch.org/>) involving People & Planet which was now live. An EU grant had been received by a group of European NGOs including P&P to develop Electronics Watch, which was an independent monitoring organisation working to achieve respect for labour rights in the global electronics industry influencing socially responsible public purchasing in Europe. The Group recognised the value of this work; the University's spend on electronics being much greater than that on garments. An event was planned for the start of next semester focusing on the electronics industry, to include a talk explaining the problems and identifying ways ahead. It was proposed to pull relevant Heads of Schools and IS together to support an event; to run a workshop bringing together different Universities; focusing on the changes planned for Scotland for which EAUC could be asked to organise speakers.

**Post meeting note: this is proposed under the banner of APUC/EAUC Sustainable Procurement Topic Support Network (Convenor co-convenor of SP-TSN with S Connor, APUC)**

**KB**

The Group discussed the Bangladesh factory collapse, noting the lack of impact on sales as highlighting apathy in this area. Half the producers in Bangladesh were now said to be covered by the new WRC code, though it would be difficult to tell if this figure was accurate. Pressure was being put on the local government to put in place a minimum wage and safety inspections. <http://www.workersrights.org/linkeddocs/BangladeshAccordFactoryListRelease.pdf>

**ALL**

## 14 APUC Code Of Conduct

As part of APUC collaborative procurement group, the University was working with EUSA, People & Planet, and an equivalent staff/student group in Aberdeen on a sector-wide Steering Group to agree a code of conduct covering supply chain, economic, environment and social aspects which would be made available on the website. APUC is responsible for creating the database behind it and managing the compliance for their suppliers which account for about 30% of this University's procurement spend. Suppliers to Universities and Colleges in Scotland would then be asked if they followed the scheme; if they had labeling reflecting this; and if they were willing to undergo independent verification. The University's intention was to use the same approach for its own suppliers. The Group acknowledged the value of having a student voice at that level of influence.

**Action – KB** to chase up and report back at the next meeting.

**Post meeting note: now known as APUC Sustainability Working Group, next meeting is on 21 Oct 2013**

**KB  
KB/KH/PJ**

## 15 AOB

Group discussed the lack of focus on the promotion of ethical and environmental careers, even though Sustainability and Greentech had been the main sectors of growth since 2007.

The Third Sector careers day (to be held on 10<sup>th</sup> October this year) was felt not to have been particularly academically focused, and students expressed preference for a subject-specific approach. Work was ongoing with the Careers Fair regarding representation from 3<sup>rd</sup> sector NGOs. The Careers Team were organising an event on 5 November focused on alternative careers for engineers.

**Action – KB** to ask the organisers if they could include opportunities for engineers in procurement / supply chain, and ask if other sciences and other options could also be included, as this kind of event was felt to be useful to students outwith the School of Engineering.

**KB**

**Post meeting note: Engineering event open to other science students, response from careers service passed to LM and KH, Head of Careers will update EUSA Sabbs on policy re ‘fairs’.**

**KH**

**Date of next meeting:** Monday 25<sup>th</sup> November, 14:00 – 15.30, Seminar Room 1, Chaplaincy, Bristo Sq.

*All members were invited to the Fair Trade Café, 12:30 – 13:30, for lunch before the meeting*

**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 fair trade movement

Fair trade is about improving working and trading conditions for disadvantaged producers in developing countries. The fair trade movement in Europe was shaped in the 1960s, when student groups, non-governmental organisations and church-based groups began selling products such as handicrafts, sourced directly from developing country producer groups. Fair trade was also referred to as solidarity trade or alternative trade – offering an alternative to exploitation of poor producers by transnational companies. Throughout the following decades, the fair trade movement continued to develop alternative marketing channels for agricultural and handicraft products from developing countries, focusing on paying a fair price and ensuring decent working conditions.

*While fair trade as a concept is not easy to define, this info sheet gives students and staff an overview of the fair trade movement and what it aims to do.*

## Fair trade actors

Two key international fair trade certification bodies are:

- **World Fair Trade Organisation (WFTO)** – previously the International Federation for Alternative Trade (IFAT), which offers the use of its logo to companies/producer groups that fulfil their fair trade criteria for all their product ranges.
- **Fairtrade International** (with the Fairtrade Foundation in the UK) – which offers the use of its label for specific products that meet their fair trade criteria (the same company/producer group may also produce non-fair trade items).



***N.B. only products and services relating to Fairtrade International/Fairtrade Foundation use the word 'Fairtrade'. All other references to the movement or concept are written two words 'fair trade'. The term Fair Trade (with capitals) is preferred by some, to refer to actively managing supply chains to try to make trade relations fairer.***

While not a homogenous movement (different organisations have different views on what fair trade should be), umbrella organisations exist to unite a range of actors. FINE, for example, is a working group of the four international Fair Trade networks (Fairtrade Labelling Organisations International, International Fair Trade Association, Network of European World Shops and the European Fair Trade Association). FINE defines fair trade as:

*“a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers – especially in the South.”*

There are many value-driven fair trade companies, established with the specific purpose of trading fairly. In the UK these include:

- Traidcraft
- Cafédirect
- Divine
- Equal Exchange
- Just Trading
- People Tree
- Pachacuti
- Twin Trading
- And many more!...

## Fair trade principles and standards

**WFTO** (<http://www.wfto.com>) defines ten principles of fair trade:

1. Creating opportunities for economically disadvantaged producers
2. Transparency and accountability
3. Fair trading practices
4. Payment of a fair price
5. Ensuring no child labour and forced labour
6. Commitment to non-discrimination, gender equity and women’s economic empowerment and freedom of association
7. Ensuring good working conditions
8. Providing capacity building
9. Promoting fair trade
10. Respect for the environment

**Fairtrade International** (<http://www.fairtrade.net/>) summarises the key objectives of its standards as:

- Ensuring a guaranteed Fairtrade minimum price which is agreed with producers
- Providing an additional Fairtrade premium which can be invested in projects that enhance social, economic and environmental development
- Enabling pre-financing for producers who require it
- Emphasizing the idea of partnership between trade partners
- Facilitating mutually beneficial long-term trading relationships
- Setting clear minimum and progressive criteria to ensure that the conditions for the production and trade of a product are socially and economically fair and environmentally responsible

## Fair trade accreditations beyond businesses

The Fairtrade Foundation have developed a range of accreditations beyond those offered to products and businesses. There are now systems in place for the accreditation of Fairtrade towns, cities, regions, schools, colleges, and universities. Edinburgh has been a Fairtrade University since 2004, yet we are now exploring what it means to be a Fair Trade University, going beyond the criteria of one labelling organisation.

In February 2013, Scotland became the second Fair Trade Nation, after Wales, following a campaign by the Scottish Fair Trade Forum. You can read more about what this means on the Scottish government website (<http://www.scotland.gov.uk/>).

## Other approaches to making trade fairer

A parallel movement calls for trade justice – focusing on establishing fairer international trade rules for all rather than establishing alternative trading channels. Actors in the fair trade movement often simultaneously campaign for trade justice, or indeed consider fair trade and trade justice to be interchangeable terms referring to all sorts of attempts to make trade fair.

Many international development organisations work on including and improving the positions of disadvantaged actors in trade, such as smallholder farmers, without necessarily using the term fair trade when describing their activities. These initiatives are often referred to as value chain development.

Big business is increasingly developing initiatives related to fair trade principles, as part of corporate social responsibility initiatives. Business and third parties such as NGOs are developing a range of supply chain codes of conduct, which aim to improve conditions for producers and manufacturers.

Other related certification initiatives exist, such as the Rainforest Alliance and the Soil Association's Ethical Trade label – making the picture quite complicated for consumers!

## Questions raised

- Is today's fair trade movement the best way to make trade fairer?
- Which certification systems/companies have the most effective approaches?
- Can trade be fair?
- Are fair trade and trade justice the same thing?
- Does the fair trade movement focus enough on encouraging policy change? What policy changes would make trade fairer?
- How can the public be better informed and engaged?
- What should a Fair Trade University do?
- What should a Fair Trade Nation do?

See our info sheet on 'current debates on fair trade' for more discussion.

## What you can do

- Choose to buy fair trade products, and encourage others to do so – see our info sheet on fair trade products for more information
- Get involved in campaign or action groups e.g. student societies, our staff/student Fair Trade Steering Group, NGO campaigns, Scottish Fair Trade Forum etc.
- Take part in our fair trade volunteering projects
- Attend our fair trade lectures, seminars and other events
- Host your own fair trade events – we can help promote them
- Consider carrying out research on fairness in trade (we have a Fair Trade Dissertation Prize for all students and a Fair Trade Academic Network for academic staff/PhD students)
- Follow us on Facebook (<https://www.facebook.com/UniversityOfEdinburghFairTrade>) and Twitter (<https://twitter.com/UoEFairTrade>) and share our posts

For more information on all of the above, see our website [www.ed.ac.uk/fairtrade](http://www.ed.ac.uk/fairtrade) or contact [liz.cooper@ed.ac.uk](mailto:liz.cooper@ed.ac.uk)

# Info sheet 2013: Fair trade products



Many people are increasingly interested in knowing the things they buy have been produced in fair ways, without exploitation. A fair trade label acts as a guarantee to consumers that products, or the ingredients they contain, meet fair trade standards. The most well-known is the Fairtrade label, but a range of others are available. Some fair trade initiatives choose not to apply for fair trade certification, but aim to be transparent about their practices directly to consumers.

*This info sheet aims to provide students and staff with an overview of different types of fair trade products they may wish to consider buying.*

## Fairtrade products



The Fairtrade label can be found on over 3,000 products. These include:

- Coffee
- Tea
- Hot chocolate
- Chocolate
- Cut flowers
- Gold
- Cotton
- Fruit
- Juice
- Vegetables
- Honey
- Beer
- Wine
- Rum
- Olive oil
- and more...

You can find products with the Fairtrade label in fair trade shops and also in supermarkets, including on supermarket own-brand products.

## Products from WFTO fair trade organisations



The WFTO certifies organisations producing:

- giftware
- household goods
- furniture
- garments
- jewellery
- food & beverages

The variety of products available is wide, as organisations meeting the criteria to become a Fair Trade Organisation can then produce whatever they like, providing they continue to meet the criteria through their practices. You can find products from WFTO organisations in fair trade shops, and in shops/websites of the Fair Trade Organisations themselves.

This year, the WFTO have launched a new product label to be awarded to companies that are 100% committed to fair trade. This label will allow consumers to identify products made by companies with fair trade as their core motivation, and will not be found on supermarket own-brand products. Clothing company People Tree, for example, has been awarded this label for use on its products.



## Fair trade products on offer at the University

In both University and EUSA shops, bars, cafés and catering services, a wide range of fair trade products can be found. These include fair trade labelled products - for example all tea and coffee served or sold in the University is fair trade, and EUSA sell fair trade garments, among a wide range of food and drinks.

The University also supports initiatives not covered by a fair trade label. Just Trading Scotland supply rice from Malawi to the University's catering services – a company that is committed to fair trade values but that chooses not to gain certification due to associated costs for producers. Other non-labelled fair trade initiatives are also being explored.

Evidently there remains a whole range of product types not yet covered by fair trade schemes, such as electronic equipment. University staff and students are keeping track of new developments and will incorporate new fair trade options into its procurement and retail strategies.

## Buying fair trade for your events and offices

If you are looking for fair trade food and beverages for your events, you may wish to contact Edinburgh First (<http://www.edinburghfirst.co.uk/>) who will be able to offer you a range of fair trade options.

If buying small quantities of refreshments for offices/meetings, you have the choice of:

- buying from EUSA shops around the University
- ordering from a value-driven fair trade company like Traidcraft (<http://www.traidcraft.co.uk>) or Equal Exchange (<http://www.equalexchange.co.uk>)
- visiting a fair trade shop such as the One World Shop (<http://www.oneworldshop.co.uk>)
- checking out the product range in cooperative supermarkets that focus on fair trade like Scotmid or The Cooperative
- or selecting fair trade products from supermarkets

## Questions raised

- How can consumers decide which fair trade labels to buy into?
- How can we increase public awareness of the different fair trade labels and initiatives?
- Should we aim to buy from fair trade companies, rather than buying products with fair trade labels from supermarkets?
- If a product does not have a fair trade label, how do we know it is really fair trade?
- Which labelled and non-labelled initiatives should the University buy into or promote?
- Is there a risk of fair trade encouraging people to overconsume?

See our info sheet on 'current debates on fair trade' for more discussion.



## What you can do

- Choose to buy fair trade products, and encourage others to do so
- Get involved in campaign or action groups e.g. student societies, our staff/student Fair Trade Steering Group, NGO campaigns, Scottish Fair Trade Forum etc.
- Take part in our fair trade volunteering projects
- Attend our fair trade lectures, seminars and other events
- Host your own fair trade events – we can help promote them
- Consider carrying out research on fairness in trade (we have a Fair Trade Dissertation Prize for all students and a Fair Trade Academic Network for academic staff/PhD students)
- Follow us on Facebook (<https://www.facebook.com/UniversityOfEdinburghFairTrade>) and Twitter (<https://twitter.com/UoEFairTrade>) and share our posts

For more information on all of the above, see our website [www.ed.ac.uk/fairtrade](http://www.ed.ac.uk/fairtrade) or contact [liz.cooper@ed.ac.uk](mailto:liz.cooper@ed.ac.uk)



Consumers are becoming more and more interested in knowing how fair trade systems really work, and are understandably beginning to ask some difficult questions. This is only a brief introduction to more detailed work taking place in relation to our Fair Trade Academic Network.

While there remains plenty of research and development of best practice to be done in terms of making trade fairer, criticisms outlined below should not deter consumers from choosing a fair trade labelled product over a non-fair trade one. Products not linked to fair trade systems, in particular when issued from global supply chains, are much more likely to have involved exploitation of workers in their production and processing.

*This info sheet aims to provide students and staff with an overview of some of the current debates taking place among consumers, practitioners and academics.*

## Fair trade versus free trade

There are arguments that fair trade interferes with free market systems by fixing prices above market values. Yet others argue that true free markets do not exist, as unequal access to information between trading parties allows some to exploit others. In fact this criticism of fair trade, like many others, relates more to the Fairtrade system (Fairtrade International's approach) rather than to fair trade approaches in general. While Fairtrade do fix regional prices for commodities, other fair trade buyers negotiate with producers to achieve what they deem to be a fair price (for example for handicraft products).

For many commodities covered by fair trade systems, fair trade advocates would argue that free markets are not in place since Western countries often subsidise their own production of goods, and use import tariffs to block imports from developing countries, leaving disadvantaged farmers and processors from developing countries unable to compete on price. The US is widely criticised for its subsidies for cotton farmers, which keep global prices artificially low. Those calling for free trade rather than fair trade are often in support of these mechanisms that distort markets, rather than truly free global trade.

## 100% fair trade versus labels in supermarkets

There has recently been a backlash against the Fairtrade system by those who consider the original fair trade principles to have been watered down. Some companies now use the term 100% fair trade (e.g. Equal Exchange, Divine Chocolate) to indicate that they ensure 100% of ingredients that can be fair trade in their product ranges are fair trade. The Fairtrade system now allows 'mass balance' – allowing a company to label say 20 per cent of its chocolate bars as containing Fairtrade cocoa if they bought 20 per cent of their cocoa from Fairtrade sources – which bars containing the Fairtrade cocoa is not traceable. Critics argue that traceability is important, but the Fairtrade Foundation counter-argues that fair trade has to find new ways to achieve scale. Working with large global firms, and finding new solutions such as this to include fair trade products in their existing manufacturing processes, is a strategy to allow more producers around the world to become Fairtrade producers due to an increasing demand.

Fairtrade are also criticised for allowing large supermarket chains, and global brands such as Nestlé – widely boycotted for many decades over unethical practices such as promoting powdered baby milk in areas where clean water to mix the milk is not available, to market some of their products as Fairtrade. Again the debate is about whether fair trade should remain within its own alternative marketing channels, only to be sold by companies that are 100% committed to fair trade in all of their activities, or whether transnational companies, which may be found to be using exploitative or unethical practices in some parts of their business, should be able to use fair trade labels for sticking to fair trade principles in only some of their product lines. The debate continues – strong ethical values in niche markets, or mainstreaming fair trade where possible to achieve scale?



## Fair trade versus buying local

Many consumers are increasingly wondering whether to buy local products, or whether to buy fair trade, in terms of the 'best' ethical choices they could make. Some choose to buy local where possible, and fair trade where goods cannot be produced locally, for example coffee and cocoa products for the case of Scotland. Buying local is thought to be a good choice in terms of environmental impact – reducing 'food miles', and in terms of supporting the local economy.

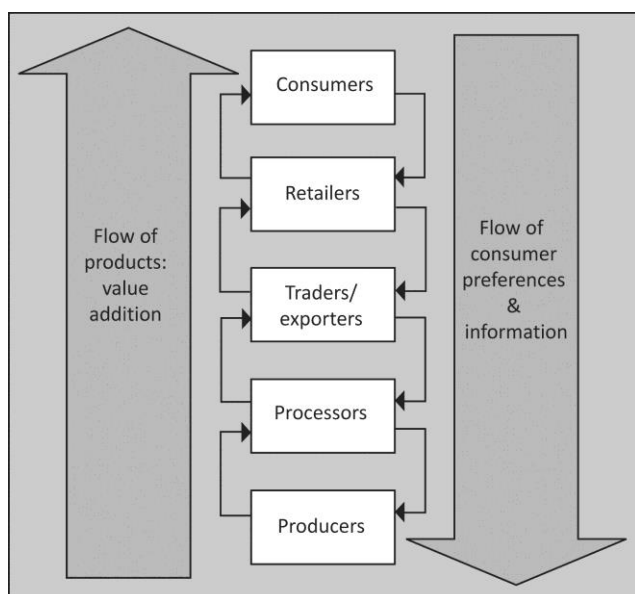
However, locally produced doesn't always mean lower carbon emissions, as agricultural products grown in colder climates may use more energy to create warm enough conditions for them to grow than would be used in shipping in the same products from elsewhere. In addition, there is a growing interest in including local production networks in the fair trade movement – looking at prices paid to producers and workers' rights at local level – so fair trade and local could in some cases be the same thing. Evidently further research and reflection is needed to provide recommendations on the complex question of fair trade versus buying local.

## Does fair trade work?

There are a range of criticisms relating to whether fair trade models achieve their aims of improving livelihoods for the poorest producers and processors in global trade networks. A recurrent criticism relates to finances. Some claim that extra margins applied to fair trade goods, and fair trade premiums (additional amounts paid by buyers of Fairtrade goods to use on community projects) do not actually reach producers. Others argue there is no transparency regarding profit margins for the different actors involved in a value chain, from producer to retailer, therefore the claim of fairness is unjustified. While more research is clearly



needed on profit margins and transparency in value chains, there is plenty of evidence that fair trade producers do receive higher prices or incomes than non-fair trade producers, where the rules of the scheme are being respected (there will always be the occasional case of abuse of fair trade labels). Yet receiving a higher price than market rate does not necessarily mean that producers receive what could be called a living wage. They may still be living in poverty – just a bit better off than they would be without fair trade.



In order for producers in developing countries to receive real living wages, large-scale structural changes in trade networks would be required, and perhaps consumers would be required to pay higher prices which reflect the amount of work behind a final product.

Another criticism relates to whether fair trade creates dependency among poor producers. Some argue that the lack of focus on mechanisation for farmers, and industrialisation – establishing manufacturing in producer countries rather than exporting raw materials to be processed elsewhere, keeps farmers at the bottom. Fair trade certification systems can also be costly and complex, meaning farmer cooperatives can become reliant on non-governmental organisations (NGO) for financial and administrative support. This can create a barrier to

entering fair trade markets, as only those involved in groups that have attracted NGO support can gain certification or market access. On the other hand, many in the fair trade movement are working on developing local processing capacity and upgrading skills of producers. Alternative models of fair trade with lower fees (for example by establishing local audit processes rather than needing to bring in international certifiers) are also being developed. There is also work being done on ‘South-South’ fair trade, developing local markets for fair trade products.

In conclusion, fair trade is complex and there are no clear-cut answers to many of these questions. Yet the fair trade movement has been successful in raising awareness, at least in many Western countries, of workers’ rights issues in developing countries. Fair trade practitioners are continuing to work to improve fair trade approaches, and a range of academic research is taking place across the world on fair trade issues.

## What you can do

- Choose to buy fair trade products, and encourage others to do so – see our info sheet on fair trade products for more information
- Get involved in campaign or action groups e.g. student societies, our staff/student Fair Trade Steering Group, NGO campaigns, Scottish Fair Trade Forum etc.
- Take part in our fair trade volunteering projects
- Attend our fair trade lectures, seminars and other events
- Host your own fair trade events – we can help promote them
- Consider carrying out research on fairness in trade (we have a Fair Trade Dissertation Prize for all students and a Fair Trade Academic Network for academic staff/PhD students)
- Follow us on Facebook (<https://www.facebook.com/UniversityOfEdinburghFairTrade>) and Twitter (<https://twitter.com/UoEFairTrade>) and share our posts

For more information on all of the above, see our website [www.ed.ac.uk/fairtrade](http://www.ed.ac.uk/fairtrade) or contact [liz.cooper@ed.ac.uk](mailto:liz.cooper@ed.ac.uk)

**University of Edinburgh fair trade implementation plan 2013-14 – progress monitoring form for Fair Trade Steering Group**

Task	Responsibilities	Indicators	Progress made
Expand fair trade procurement	EUSA Evelyn Bain	<ul style="list-style-type: none"> <li>Fair trade product ranges on sale/sold</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
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"> <li>Training courses attended</li> <li>Meetings attended</li> <li>Codes of conduct/policies signed up to</li> <li>Info shared widely</li> </ul>	<ul style="list-style-type: none"> <li>Fair trade guide created and online</li> <li>New Fair Trade Policy in place</li> <li>Continue to adhere to Fairtrade University criteria, member of WRC, member of SFTF</li> <li>SFTF festival in Perth attended</li> <li>Cross-Party Group on Fair Trade meetings attended</li> <li>Relevant updates e.g. SFTF Procurement guide shared on web and social media</li> <li>DS proposed a "special" design by Art College fashion students for the tenth anniversary in partnership with <a href="http://www.eponaclothing.com/">www.eponaclothing.com/</a></li> </ul>
Increase fair trade signage/labelling	Davy Gray/EUSA Marketing, with CAM	<ul style="list-style-type: none"> <li>Signs/labels displayed</li> </ul>	<ul style="list-style-type: none"> <li>CAM – MG to check and confirm if CAM involvement is in relation to checking that anything Fair Trade at the Visitor Centre was appropriately tagged</li> </ul>
Fair trade in staff welcome pack	CAM and FTSG convenor	<ul style="list-style-type: none"> <li>Printed or online material in staff welcome pack/email</li> </ul>	<ul style="list-style-type: none"> <li>MG noted that the inclusion of some reference to Fair Trade in the Staff Welcome Pack needs to be agreed in principle by HR. It may be that we just need a paragraph of text or a link to the relevant web page, or they might agree to include some sort of leaflet. Suggested contact: Eilidh Fraser,</li> </ul>

			Deputy Head of HR.
Fair trade in staff news/magazine	CAM and FTSG members	<ul style="list-style-type: none"> <li>Articles in staff news/magazines</li> </ul>	<ul style="list-style-type: none"> <li>Staff profile on Liz's Fair Trade Coordinator role, linking to fair trade website, in Autumn edition of Bulletin magazine</li> <li>AL noted JR as contact to ensure FT articles are included in E&amp;B staff news</li> </ul>
Organisation of fair trade events throughout the year	All (not just FTSG) (staff, student societies, volunteers...)	<ul style="list-style-type: none"> <li>Events held</li> <li>Turnout</li> <li>Coverage of events</li> </ul>	<ul style="list-style-type: none"> <li>Freshers' Week producer event – turnout 15ish.</li> <li>Other events planned – Ethics Forum, Fairtrade Fortnight formal speaker, volunteer-led events</li> </ul>
Fair trade in alumni magazine	Led by D&A FTSG rep	<ul style="list-style-type: none"> <li>Articles in alumni magazine</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Fair trade in alumni social media	Led by D&A FTSG rep	<ul style="list-style-type: none"> <li>Mentions of fair trade on Facebook, Twitter and LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Fair trade in Freshers' pack	Freshers' Week Working Group	<ul style="list-style-type: none"> <li>Printed or online material in Freshers' pack/welcome email</li> </ul>	<ul style="list-style-type: none"> <li>Fair trade event promoted in Freshers' Guide</li> </ul>
Fair trade in Freshers' and induction week	Freshers' Week Working Group	<ul style="list-style-type: none"> <li>Web content/posters</li> <li>Events held</li> </ul>	<ul style="list-style-type: none"> <li>Fair trade producer visit event held in Freshers' Week</li> <li>Posters, web news items and social media used to promote</li> <li>Fair trade café present at Food Festival in Freshers' Week</li> </ul>
Fair trade volunteering opportunities	Liz Cooper	<ul style="list-style-type: none"> <li>Volunteers recruited</li> </ul>	<ul style="list-style-type: none"> <li>14 volunteers recruited for 4 projects: event organisation, exhibition, reporters and researchers</li> </ul>
Website maintenance	Liz Cooper	<ul style="list-style-type: none"> <li>Website updates</li> <li>Page views</li> </ul>	<ul style="list-style-type: none"> <li>Regular updates of website – news items, page content.</li> </ul>
UoE fair trade social media, plus links with other social media	Liz Cooper, fair trade volunteers	<ul style="list-style-type: none"> <li>Facebook and Twitter updates</li> <li>Numbers of 'likes'/followers/shares</li> </ul>	<ul style="list-style-type: none"> <li>Regular updates on Facebook and Twitter</li> <li>Facebook group used to communicate with fair trade volunteers</li> </ul>

Fair trade communications and engagement strategy	Liz Cooper with Joe Farthing	<ul style="list-style-type: none"> <li>• Communications and engagement strategy in place</li> </ul>	<ul style="list-style-type: none"> <li>• Interim strategy in place – evolving as merge with SRS department</li> </ul>
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"> <li>• Concrete plans in place</li> </ul>	<ul style="list-style-type: none"> <li>• Speaker confirmed</li> <li>• Venue booked – Playfair Library, 25<sup>th</sup> Feb 5.30pm</li> <li>• Small group working on plans</li> <li>• Michael Northcott to organise afternoon seminar in Divinity with speaker</li> </ul>
Develop Fair Trade Academic Network (independent from FTSG)	Prof. Tim Hayward, Liz Cooper	<ul style="list-style-type: none"> <li>• Recruitment of network members</li> <li>• Website complete and up-to-date</li> <li>• Events held</li> <li>• Dissertation prize established</li> <li>• Funding obtained/project underway</li> </ul>	<ul style="list-style-type: none"> <li>• 13 members, still growing</li> <li>• Website updated</li> <li>• Event planned for Ethics Forum March 2014</li> <li>• Dissertation prize promoted</li> <li>• Collaborative funding bids underway</li> </ul>
Maintain/develop linkages with external bodies	FTSG Convenor, Liz Cooper, FTSG members (share info and links), Procurement team	<ul style="list-style-type: none"> <li>• Meetings held with other bodies</li> <li>• Joint events held</li> <li>• Partnerships/collaborations established</li> <li>• Contributions made to policy developments</li> </ul>	<ul style="list-style-type: none"> <li>• EAUC Fair Trade Community of Practice led by Liz Cooper – survey, sharing resources...</li> <li>• Contributing to APUC code of conduct</li> <li>• Comment on Procurement reform bill</li> <li>• Speaking at Ethical Procurement event</li> </ul>