

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

44<sup>th</sup> Meeting: 15:00 - 17:00 Tuesday 27<sup>th</sup> May 2014, Torridon Room, Charles Stewart House

<b>Members:</b>	Karen Bowman	Director of Procurement (Convener)	KB
	Kenneth Amaeshi	Snr Lecturer, Corporate Responsibility & Governance Network	KA
	Evelyn Bain	Procurement Manager	EB
	Michelle Brown	Head of SRS Programmes	MB
	Jill Bruce	Development and Alumni	JB
	Lily Colleen / Philippa Johnston	People & Planet	LCo / PJ
	Liz Cooper	Research & Policy Manager – Fair Trade	LC
	Alice Fitzsimmons-Quail	Hearty Squirrel	AFQ
	Moira Gibson	External Affairs Manager, Communications and Marketing	MG
	Dave Gorman	Director of SRS	DG
	Davy Gray	EUSA Environmental Officer	DGr
	Kirsty Haigh (Tasha Boardman)	EUSA Vice-President Services	KH
	Stephannie Hay	Technology Enhanced Learning Services	SH
	Tim Hayward	Director of the Just World Institute, SSPS, CHSS	TH
	Corrina Henderon	Careers Service	CH
	Anisha Kaura	Student Ambassador	AK
	Matthew Lawson	SRS Programme Manager	ML
	Angela Lewthwaite	Estates and Buildings Office	AL
	Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
	Hugh Murdoch (Briana Pegado)	EUSA President	HM
	Kate Murray	APUC Intern	KM
	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

**In attendance:** Rachel Clough (for Angela Lewthwaite); Joe Farthing & Sunnah Khan for item 3; Bryony Budd (for Fairtrade Café); Emmeline Hoogland; Mike Shaw; Undine Schmidt; Laura Shepherd; Mike Yeomans

**Apologies:** Angela Lewthwaite; Kate Murray; Pascale Robinson; Maggie Sloan; Rob Tate

<b>1</b>	<b>MINUTE FROM MEETING ON 20 MARCH AND MATTERS ARISING</b>	Paper 1
<b>2</b>	<b>‘WHAT NEXT FOR FAIR TRADE’ CONSULTATION RESULTS</b>	Paper 2 - LC
<b>3</b>	<b>FAIR TRADE COMMUNICATIONS</b>	Verbal
	• Objectives for SR&S / Procurement communications plan	JF/SK
<b>4</b>	<b>STUDENT INVOLVEMENT &amp; REPRESENTATION</b>	Verbal
	• Proposed Ethical Forum	AN
	• Incoming Sabbaticals / Sports Union	KH/RT/EB
	• Plans for student research placements	LC/ML
<b>5</b>	<b>FAIR TRADE LABELLING AND SIGNAGE</b>	Verbal
	• EUSA Outlets & university (CAM) shop	EB/KH
	• Potential event with representatives from labelling organisations	LC/KH
<b>6</b>	<b>PLANS FOR FRESHERS WEEK 2014</b>	Verbal - KH/IM
<b>7</b>	<b>FAIR TRADE IN LEARNING &amp; TEACHING</b>	Verbal - DG
<b>8</b>	<b>SOCIAL FINANCE SCHEMES &amp; USE OF ENDOWMENT FUNDS</b>	Verbal - DG
<b>9</b>	<b>WORKERS’ RIGHTS CONSORTIUM</b> (standing item)	Verbal - KB
<b>10</b>	<b>ELECTRONICS WATCH UPDATE</b> (standing item)	Verbal - KB
<b>11</b>	<b>PROCUREMENT REFORM BILL UPDATE</b>	Verbal - KB
<b>12</b>	<b>AOB</b>	
	• Membership	
	• Fair Trade Outreach in Schools	
	• Fair Trade wine – cost & availability	
	• Sustainable Food Policy	
	• SOAS research on Fairtrade – <a href="http://www.fairtrade.net/single-view+M5a2383b864f.html">www.fairtrade.net/single-view+M5a2383b864f.html</a>	
	• Use of Fair Trade cleaning products	

**DATE OF NEXT MEETING:** TBC following outcome of Doodle poll

The University of Edinburgh

**Fair Trade Steering Group (FTSG)**

*43rd Meeting: 10:00 – 12:00 Thursday 20<sup>th</sup> March 2014, Torridon Room, Charles Stewart House*

<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 / Philippa Johnston	People & Planet	LCo / PJ
	Liz Cooper	Research and Policy Officer – Fair Trade	LC
	Alice Fitzsimmons-Quail	Hearty Squirrel	AFQ
	Moira Gibson	External Affairs Manager, Communications and Marketing	MG
	Dave Gorman	Director of SRS	DG
	Davy Gray	EUSA Environmental Officer	DGr
	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	Social Responsibility and 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
	Rob Tate	Sports Union President	RT

**Apologies:** Dr Kenneth Amaeshi; Jill Bruce; Lily Colleen; Philippa Johnston; Alice Fitzsimmons-Quail; Moira Gibson; Davy Gray; Kirsty Haigh; Stephannie Hay; Prof Tim Hayward; Anisha Kaura; Matthew Lawson; Angela Lewthwaite; Ian Macaulay; Jenny Rivett

<b>1</b>	<p><b>MINUTE FROM MEETING ON 20 JANUARY AND MATTERS ARISING</b> [Paper 1]</p> <p>Minute of the previous meeting was <b>agreed</b> as an accurate record subject to one amendment:</p> <ul style="list-style-type: none"> <li>Fair Trade flag action on page 2 to read ‘February’ rather than ‘January’.</li> </ul> <p><u>Membership</u> Convener had met with Executive Director Kirsty MacDonald regarding representation from Development &amp; Alumni, but neither Kirsty nor Jill Bruce had responded to LC as requested.</p> <p><u>Fair Trade Outreach In Schools</u> <b>Action – DG</b> to speak to Professor Pete Higgins at Learning for Sustainability Scotland to coordinate fair trade outreach using the Centre’s existing structure.</p>	<p><b>KB/ LC</b></p> <p><b>DG</b></p>
<b>2</b>	<p><b>REVIEW OF FAIRTRADE FORTNIGHT EVENTS INCLUDING ‘WHAT NEXT FOR FAIR TRADE’ CONSULTATION RESULTS</b> [Paper 2]</p> <p>Fairtrade Fortnight 2014 had gone well and the involvement of student volunteers had been particularly successful. FT14 had a high profile on the University website, remaining on the main page for the full 2 weeks. Keynote event: SVP Bownes, Minister H. Yousaf and speakers P. Chandler and Kirsty Haigh.</p> <p><u>Feedback on Events</u> Positive feedback had been received on the photography exhibition and the producer seminar was also well received. Convener circulated paper samples and ‘Get Paper Industry’ information sheet. Noted that the Fair Trade Football and Create Soc events did not take place. Turnout at the EUSA wine tasting event was relatively low due to late promotion. FTSG recognised a general problem connecting with EUSA Global on marketing. <b>Action – AN</b> to follow up with EUSA Global Coordinator Jo Holtan and volunteers.</p>	<p><b>AN</b></p>

<p>Attendance at the public lecture was particularly good (well over 120 attendees) and positive feedback had been received on the speaker and the fair trade film produced by SRS, which contained a good mix of voices and could be used again. Promotion of the lecture through the University all-staff events email, arranged through Moira Gibson and Communication and Marketing, had resulted in a significant spike in Eventbrite sign-ups. Group acknowledged the support provided by Morag Eadie, KB's P.A. Noted scheduling problems associated with Ministers attending events on weekdays while the Parliament was sitting. Agreed that holding the reception afterwards had better facilitated discussion. Making the bunting available after the lecture ensured that responses were informed by the discussion. The bunting had generated 134 responses, a significant number given that respondents had to be present in person to participate. Research &amp; Policy Manager - Fair Trade summarised the responses outlined in Paper 2, noting that many had given one word answers that were insufficient to generate any action. The public lecture was available on the University's YouTube channel: <a href="http://www.youtube.com/user/EdinburghUniversity">http://www.youtube.com/user/EdinburghUniversity</a></p> <p><b>Action – LC</b> to ensure that the fair trade film and public lecture were available on the fair trade website, and consider how to exploit photographic exhibition and these materials in future years e.g. Freshers/EUSA Socs.</p>	<p><b>LC</b></p>
<p><u>Student Involvement &amp; Representation</u></p>	
<p>FTSG recognised the importance of having a forum to surface issues from the student body and to help support services and others listen to the Student Voice. Group discussed potential linkage opportunities to the Fairtrade Café and through the creation of an equivalent to Max Crema's now defunct ethical forum to connect societies.</p>	
<p><b>Action – AN</b> to discuss with incoming EUSA President Briana Pegado and the Fairtrade café organisers. It was felt to be important that the EUSA President attend FTSG, to reflect that the agenda went beyond the merchandise stocked in EUSA outlets. As the incoming President had an interest in the area, it was hoped that this could be resolved through discussions with the Associate Chaplain before the sabbatical handover in June. *KH or successor from EUSA Sabbs</p>	<p><b>AN</b></p>
<p><b>Action – RT &amp; EB</b> by the end of April to liaise with the incoming Sports Union President to highlight fair trade aspects including national agreements covering procurement of sports gear and agree an action plan.</p>	<p><b>KH*</b> <b>RT</b> <b>EB</b></p>
<p>Group discussed the lack of clear fair trade labelling and signage in outlets including the Dome shop &amp; Library cafés. Existing signage, which was felt to be very small, in EUSA outlets was dictated by NUS. Noted a lack of fair trade products in the EUSA shops, though provision depended on student demand.</p> <p><b>Action – EB</b> to liaise with Gordon Chalmers at university (CAM) shop regarding better labelling, highlighting WRC compliance in the buying of clothing and shoes, and promotion both within the shop and on the CAM and Shop website.</p>	<p><b>EB</b></p>
<p><b>Action – KH</b> to approach the Fairtrade Foundation who could provide a wider range of promotional material including window signage and to liaise with <b>IM</b> to ensure that adequate labelling was in place for Freshers' Week.</p>	<p><b>KH</b> <b>IM</b></p>
<p><b>Action – DG</b> to bid for additional funding as required.</p>	<p><b>DG</b></p>
<p>The Director of SRS had spoken to Communications and Marketing who were open to liaising on promotional material for prospective students covering Edinburgh's Fair Trade University status and affiliation to WRC and Electronics Watch. There was felt to be significant student interest in how University money was spent and how it influenced the world. Wider student involvement in social responsibility was also generating useful learning and transferable skills. A paper would be presented at the next meeting of SEAG outlining the long term approach for embedding SRS issues into learning and teaching, including up to 6 credit bearing modules that any student could opt in to. The interdisciplinary course 'Our Changing World' was the only one to have been developed so far. Group discussed opportunities for service learning including volunteering with NGOs and welcomed a comprehensive approach to marketing the fair trade policy both to staff and students.</p>	
<p>FTSG recognised the need to educate Business School students on issues of social responsibility. Noted that Dr Kenneth Amaeshi was a member of this Group. The Director of SRS had met with Ian Clarke, Dean of the Business School, who expressed interest in these issues as well as the intention to begin the MBA programme with a series of lectures on social responsibility and sustainability. Joint work was</p>	

<p>ongoing between the Department for Social Responsibility and Sustainability and the School of Social and Political Science, with the Research &amp; Policy Manager - Fair Trade assisting in finding overseas placements for their students. A query was raised regarding thesis work currently being done within the field. Research &amp; Policy Manager - Fair Trade was not aware of any such work at present, though it would be part of dissertation research in the student placements. Given ongoing debate around divesting from certain industries, there was the option of project work in this area, which could be co-ordinated centrally. It was recognised that the impetus would need to come from individual academic interest. <b>Agreed</b> to issue a reminder regarding the dissertation prize.</p>	<p><b>LC</b></p>
<p>The Associate Chaplain highlighted feedback received from science students as part of an ethics series organised at KB regarding a lack of content on ethics in their courses. FTSG felt that University was the key period for students to start reflecting on ethical considerations before they moved into businesses that were being asked these kinds of questions. Group recognised the need to expand SRS activities into learning and teaching and to raise awareness more generally on all campuses. Engagement at Easter Bush was restricted to the café which needed to increase the amount of fair trade signage and promotional material displayed. It was felt that engagement at Easter Bush would be more successful if it came from within their own discipline - a regular education and awareness event for veterinary students would be best. Signage at KB House was better and an event had taken place in the foyer promoting WRC affiliation and including information on volunteering opportunities. To increase visibility, the SRS team were working on a flyer for inclusion with the materials issued to new students by EUSA. To guarantee inclusion it would need to reach EUSA by the end of August. *KH or successor from EUSA Sabbs</p>	<p><b>LC KH*</b></p>
<p>Group discussed issues around fair trade labelling and the different standards within the UK and Europe as well as the distinct rules of the World Fair Trade Organisation (WFTO). It was proposed that, once the University's accreditation had been renewed, representatives from the different labelling organisations be invited by students to come to the University and explain their systems. *KH or successor from EUSA Sabbs</p>	<p><b>LC KH*</b></p>
<p>FTSG noted links to other Universities and Colleges through the EAUC Community of Practice, which was generating considerable blogging activity. Research &amp; Policy Manager - Fair Trade would host a webinar to include the fair trade video: <a href="http://www.eauc.org.uk/shop/mms_single_event.php?event_id=3608">http://www.eauc.org.uk/shop/mms_single_event.php?event_id=3608</a> First Broadcast Date 9 April 2014 12:00 - 13:00 - available to EAUC members online (staff and students can join). Group recognised the value of this activity in encouraging engagement and debate around these issues. Noted links to the Edinburgh City staff and student group. All Universities in Edinburgh had now attained fair trade status and Edinburgh College was working towards it. Students from the University had attended the City group and worked with local schools. It was hoped that the practice of students going into schools to give talks could be reinvigorated. Jake Broadhurst, Head of the Global Academies, had arranged for International Students to go into schools as part of the 'Edinburgh International City of Learning' partnership to engage on a range of issues and it was proposed that fair trade could be included among these.</p>	<p><b>ALL  KB EB LC</b></p>
<p>FTSG discussed the extensive and rigorous requirements Accommodation Services had to meet to be awarded a Food for Life Bronze Catering Mark, as well as difficulties in getting the University as a whole behind the initiative. Noted that only 2 Universities had achieved Bronze accreditation. Group discussed issues around the organic requirement for Gold accreditation as a contested standard. Ian Macaulay had organised an EAUC event at Pollock Halls including a slide show and covering recycling and composting, though there had been difficulties in getting this promoted as part of the wider student experience. Without support from the communications machinery of the University, promotional emails from Accommodation Services were not reaching other areas. Noted that the new Head of SRS Programmes would soon in be in post and available to assist Ian Macaulay with promotion and relaunch of these activities at Pollock. The Edinburgh Sustainability Awards also offered possibilities for promotion. The Group recognised the importance of units within CSG working together to support and promote these messages and generate positive PR. <b>Action – DG</b> to investigate promoting 'sustainable food' achievements in the University for green league.</p>	<p><b>DG</b></p>

	<p><b>Action – KB</b> to liaise with Ian Macaulay regarding a potential substitute to act as his representative on this Group.</p> <p>Procurement Manager highlighted intimations from the Fairtrade Foundation that they were considering refocusing and rebranding. There was no indication at this time that Gold, Silver and Bronze accreditation would be implemented. Group agreed that the key was to ensure the continuity of discussion, debate and engagement through the Ethics Forum and FTAN. Watching brief on Fairtrade Foundation needed.</p>	<p><b>KB</b></p> <p><b>EB</b> <b>LC</b></p>
<p><b>3</b></p>	<p><b>UPDATE ON UPCOMING CEILIDH ORGANISED BY EUSA (24 MARCH)</b></p> <p>Group noted concerns regarding a lack of information or promotion of the event, as well as a clash with a number of other ceilidhs happening in the same week as part of Gather, an annual week-long festival celebrating culture, community, and the ethos of global citizenship. Agreed to await feedback from the VP Services.</p> <p><b>Post-meeting note:</b> notification was received from EUSA Environmental Officer following the meeting informing the Group that the Fair Trade Ceilidh had been cancelled. Further details would be provided at the next meeting of FTSG in May.</p>	
<p><b>4</b></p>	<p><b>ELECTRONICS WATCH UPDATE</b></p> <p>Electronics Watch was a new Europe-wide publicly-funded organisation that would monitor and investigate workers’ rights in the global electronics industry, as WRC did for the garment trade, developing standards of acceptable behavior based on the UN Global Compact and looking for subscriptions from public bodies wishing to receive their reports.</p> <p>Edinburgh was the first University to join. In early April the Convener would host a webinar for EAUC along with APUC Account Manager Emma Nicholson and Jim Cranshaw of People &amp; Planet: <a href="http://www.eauc.org.uk/shop/mms_single_event.php?event_id=3642">http://www.eauc.org.uk/shop/mms_single_event.php?event_id=3642</a> First Broadcast Date 2 April 2014 12:00 - 13:00. This is an open event and will be available online afterwards.</p> <p>The EAUC Conference in May would present another opportunity to communicate on this issue to the rest of the sector. Though driven from the labour side and starting with workers in factories, Electronics Watch would also consider environmental impact and mineral extraction and it was hoped that it would eventually expand to bring in recycling and the conditions of workers stripping down electronic components. As an early adopter, it was hoped that the University could influence the development of the scheme which is co-funded by European Union. Electronics Watch had been driven in the UK by People &amp; Planet who had not just lobbied for the University to join but had also engaged with Procurement staff to ensure that an EU procurement law compliant approach could be built into tenders. Research &amp; Policy Manager - Fair Trade would attend a conference in Bremen covering these issues which were being widely discussed with NGOs and civic society across Europe and which were generating academic papers. There was growing demand for social responsibility across Europe as scrutiny of how public money was spent increased, to ensure that people were not exploited as a result. Convener thanked the Director of SRS who provided the funding as well as the students who had worked on the issue over the years. Further details on Electronics Watch available from: <a href="http://electronicswatch.org/en">http://electronicswatch.org/en</a></p> <p>Noted discussion of the ongoing EU debate whether collective labour was a requirement of ethical trade, as well as debate with new EU accession countries on the need to balance lowest price with considerations of ‘quality’ encompassing life costs and other SRS elements. While the principles were starting to surface and be developed, legislation would not come into effect in Scotland until 2015 at the earliest. Noted that the University could have a role to play in contributing to life cycle costing, research and development.</p> <p>FTSG discussed the issue of fair trade medical products, surfaced in a video circulated by the Cross-Party Group. Noted that the BMA had a fair trade instruments group <a href="http://bma.org.uk/working-for-change/improving-and-protecting-health/international-development/in-depth-fair-medical-trade">http://bma.org.uk/working-for-change/improving-and-protecting-health/international-development/in-depth-fair-medical-trade</a>. The University did not spend a great deal on medical instruments – the NHS was the main purchaser and had a procedure in place – though the University could engage with medical students on the issue.</p>	<p><b>KB</b></p> <p><b>LC</b></p> <p><b>ALL</b></p>

	<p><b>Action – DG</b> to raise it with Hugh Edmiston as a potential issue that could catch imaginations. The Group discussed the Health Service and the use and affordability of fair trade linen. Noted that University linen was rented as a managed service. The issue could be raised with APUC. Fair trade lab coats were raised as a further consideration.</p> <p><b>Post-meeting note – cotton scrubs:</b> <a href="http://www.ouh.nhs.uk/news/ouh-news/documents/1003orhnews.pdf">http://www.ouh.nhs.uk/news/ouh-news/documents/1003orhnews.pdf</a></p>	<b>DG</b>
5	<p><b>PRISON VISIT RE: PRISON LABOUR</b></p> <p>The visit had been arranged as part of an ongoing debate resulting from a change to the code of conduct of the WRC recommending banning prison labour in garment supply chains. Prison labour on site at Shotts had included the making of wooden furniture, bicycle repair, and recycling and selling of cardboard. Conditions reflected an ethos of restorative justice within the Scottish Prison Service, though the majority of prisons had some form of education, personal development, and work programme. Noted clarification that prisoners could opt out of the work and receive a lower allowance of credit. There were problems in trying to secure a market for the products. It was proposed that the University could help by procuring items, for example benches for Pollock Halls, or by offering work placements to prisoners on day release. While the overall impact may be small, it would at least establish a connection. Group discussed the potential reputational impact and extent to which the University should be publicly associated with the prison service, weighed against the University’s responsibility to inspire and to promote social justice, given that 15 council districts accounted for 70% of prisoners. The Convener circulated issue 6 of the ‘Create a Stir’ publication. Group discussed options for getting students involved, noting that 2 students from Glasgow College of Art were involved in delivering art workshops at the prison. <b>Action – LC</b> Research &amp; Policy Manager, Fair Trade could organise an event to discuss the issue further, if there was sufficient interest. A detailed report on the prison visit was available from:  <a href="http://www.ed.ac.uk/about/sustainability/blog/b?cw_xml=2014/behind-bars-issues-of-prison-labour-and-a-visit-to-shotts/">http://www.ed.ac.uk/about/sustainability/blog/b?cw_xml=2014/behind-bars-issues-of-prison-labour-and-a-visit-to-shotts/</a></p> <p>Group discussed social finance schemes and the possible use of endowment funds in this way, though there would need to be debate and further research before any decisions were taken. <b>Agreed</b> that it was legitimate for this Group and SRS to lead on the ethical debate of how closely the University should be associated with these topics. <b>Agreed</b> to keep the item on the agenda. Convener had thanked the Governor for the time and effort dedicated to welcoming the group.</p>	<b>LC</b>  <b>JR</b>
6	<p><b>PROCUREMENT REFORM BILL AND LEGAL UPDATE</b></p> <p>Final amendments had just been made to the Procurement Reform Bill, including a good deal of proposals on fair trade. Before publication there would be a final debate in the Parliament after Committee Stage which considers the 6 amendments on fair trade which had been proposed and offers a last chance for minor changes to the wording. The Bill was expected to be passed by May and come into law in September. Group discussed the Referendum White Paper ‘Scotland’s Future’ and use of the term ‘fair’ as raised at the public lecture by Prof M. Northcott.</p> <p><b>Post Meeting Note:</b> the relevant amendment which went onto Stage 3 of Reform Bill was regarding Procurement Strategy obligations - see the section 11 on Procurement Strategy s11(5) (b) (iii)</p> <p><a href="http://www.scottish.parliament.uk/S4_Bills/Procurement%20Reform/b38as4-stage2-amend.pdf">http://www.scottish.parliament.uk/S4_Bills/Procurement%20Reform/b38as4-stage2-amend.pdf</a> - This is full version with change bars on right of amendments.</p> <p>A conference on the new EU rules on procurement and concessions was attended by Convenor and University’s Procurement Lawyer. Agenda: <a href="http://ec.europa.eu/internal_market/conferences/2014/0319-procurement-concessions/docs/programme_en.pdf">http://ec.europa.eu/internal_market/conferences/2014/0319-procurement-concessions/docs/programme_en.pdf</a></p> <p>Full online screening:  <a href="https://scic.ec.europa.eu/streaming/index.php?es=2&amp;sessionno=08fc80de8121419136e443a70489c123">https://scic.ec.europa.eu/streaming/index.php?es=2&amp;sessionno=08fc80de8121419136e443a70489c123</a></p>	
<b>DATE OF NEXT MEETING:</b> TBC following Doodle poll		

## 'What next for fair trade?' consultation at University of Edinburgh 2013-2014: RESULTS

This consultation does not claim to have collated views that are representative of the university community - comments were collected on bunting triangles at a range of events, by a range of event organisers, plus a few on social media. Suggestions from fair trade workshops in 2013 have also been incorporated. Comments may have been



influenced by the context – for example, the content of and discussions taking place at events attended. Nevertheless, it is useful to get views and ideas from a wide range of people on fair trade, and in particular on fair trade activities at the university, which can help develop, and in some cases confirm, our approach to fair trade.

*Number of responses: 134 (mixture of students, staff and external)*

### Key points:

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## 1. Need to raise awareness more on fair trade benefits, and activities at the university (29 responses)

Breaking down into suggestions of:

- Guidance on where to buy fair trade products (6)
- Need fair trade student societies (3)
- Produce a video on fair trade (3)
- EUSA and student societies should communicate more on fair trade, from student perspective (3)
- Need for better labelling/signage where fair trade products sold on campus (2)
- Expand fair trade activities to other campuses (1)

## 2. Wider range of fair trade products need to be made available (17)

- Requests for more locally sourced products alongside fair trade (7)
- Requests for further fair trade clothing (4)
- Fair trade in IT sector (2)

### **3. Doubts about whether fair trade/Fairtrade can really tackle global poverty (13)...**

- views that efforts should be focused more on governments and business and their potential roles in making trade fairer (4)
- calls for pressure to be put on companies by exposing their unfair trade practices (4)

### **4. Concerns about the Fairtrade approach diluting original fair trade principles (8)**

- Suggestion of having different Fairtrade standards – gold, silver and bronze, for different levels of achievement/commitment (3).

### **5. Incorporate fair trade into courses, including online (8)**

### **6. Need better connections between ethical trade initiatives (4)**

### **7. Link with fair trade projects in developing countries (3)**

### **8. Develop research on making trade fairer (3)**

### **9. Link with other universities and colleges on fair trade (1)**