

Fairtrade Survey

2022-2024 Accreditation

This short report covers the findings and analysis of our 2023 Fairtrade Survey.

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Introduction

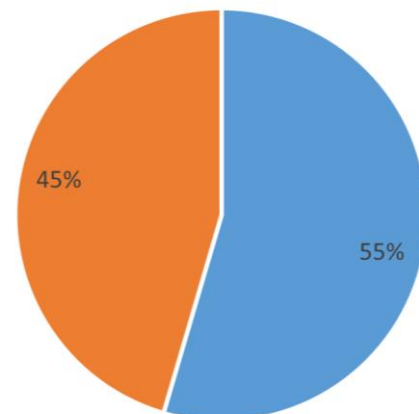
Each year, the University of Greenwich releases a termly Fairtrade survey to identify any knowledge of Fairtrade among students and staff. Being a Fairtrade University, we value and encourage more awareness around how Fairtrade supports the livelihoods of farmers and plantation workers, and we aim to support the work Fairtrade Foundation is doing by increasing the number of Fairtrade products we sell on campus.

We released a survey in December 2023, where we collected student and staff attitudes, opinions, and concerns surrounding Fairtrade and to see if there was interest in taking part in more Fairtrade campaigns and activities throughout the year. This survey was publicized through the university's internal communication channel, our social media, and a stall in our Students' Union. We will release another Fairtrade survey by the end of term 2.

Analysis of Findings

Importance of Sustainability

In terms of understanding moral grounds and how important sustainability is to our students and staff. **100% of respondents felt it was important.** This can suggest people consider both factors of sustainability and ethicality as important in both their decision-making and principles. There are an all-round awareness of what sustainability means and the importance of achieving it, in areas encompassing their lifestyles the most.



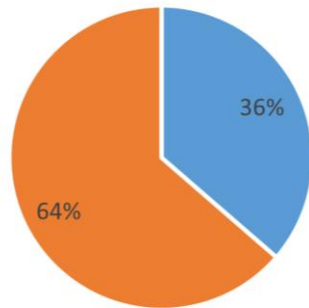
■ Somewhat important ■ Extremely important

Knowledge of Fairtrade

Like with the importance of sustainability and ethical issues, all respondents have also said they are aware of Fairtrade or have seen Fairtrade mentioned in products. **64% of respondents are fully aware of Fairtrade whilst 36% have suggested that they've seen the logo or it's mention in products.**

This result can be attributed to our signage across our three campuses, with Fairtrade logos being displayed on digital screens, point of sale posters and product badges, See Figure 1. Signage of Fairtrade across our campus is a strength that we have been able to maintain with Fairtrade now being shown on our intercampus bus too! For future

campaign ideas and improvement, we can look to ask students more whether in campaigns or in-person what this mark actually symbolises.



- I have seen the Fairtrade logo or seen Fairtrade mentioned on products
- I am fully aware of Fairtrade and how it helps producer communities

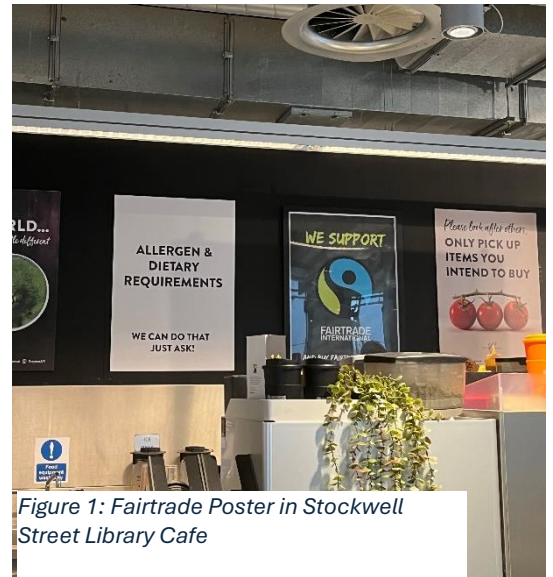
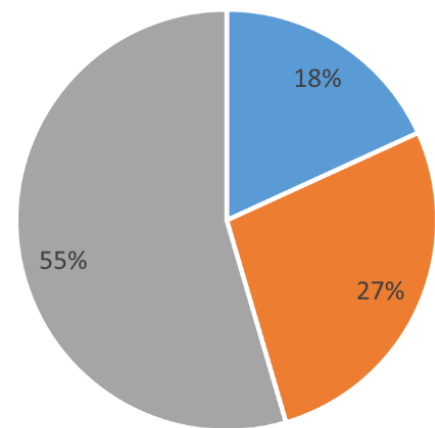


Figure 1: Fairtrade Poster in Stockwell Street Library Cafe

Fairtrade Consumption

Furthermore, another question was posed of how often respondents purchase Fairtrade products. This could be down to personal lifestyle choices, but also consumer decisions made on campus. As a result, this can vary and may not necessarily reflect all consumption and decisions. **27% said they purchased Fairtrade wherever they could, 55% said often and 18% of respondents said they rarely purchased Fairtrade products.**



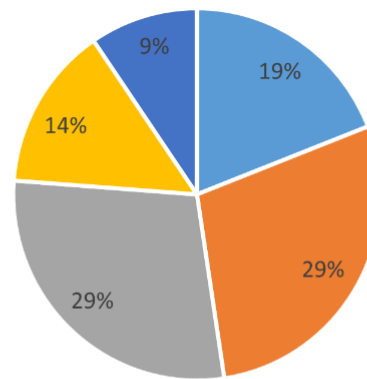
- Rarely
- Whenever I can
- Often

Learning Opportunities

Another question was posed to participants about whether they would be interested in more opportunities to learn about Fairtrade at the University of Greenwich.

The majority of respondents said that they would be interested in online self-learning. We currently have a sustainability module available on Moodle for students and staff titled 'Going Green at Greenwich'. This focuses on what sustainability is and what we do at Greenwich. This encourages students to consider what best sustainable

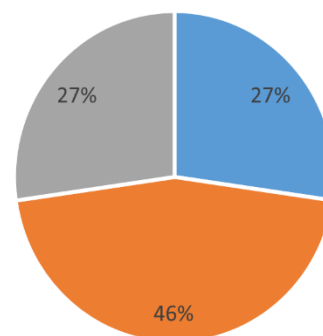
practices they can incorporate in halls of residence but also at home. The results from this question are very useful to us and how we can improve the online learning tool we currently have in place. Second to that, **students also shared that talks and events, not a part of their curriculum is something they would take part in, others suggested talks and events as part of curriculum be introduced. 14% of respondents were keen on volunteering**, supporting events like Fairtrade Fortnight, which is pleasing for us, having recently launched a plethora of volunteering opportunities for both students and staff.



- Yes, through talks and events (not part of your course)
- Yes, through online self-learning
- Yes, through better posters and other communications in the outlets
- Through volunteering such as through supporting Fairtrade Fortnight (Feb-March)
- Yes, through talks and events (part of your course)

Importance of Fairtrade to staff and students

In response to the importance of Fairtrade prompt to our respondents, majority have said that Fairtrade is important and **27% said that It wasn't before but is now**. That's evident of the conversations had with staff and students, whether that's through our continued stalls and events where we look to discuss issues important to all, relating to sustainability and ethical trade. Unfortunately, **27% have also**



- It's not important to me
- Yes, Fairtrade is very important to me
- It wasn't but now it is

suggested that Fairtrade is not important to them. Not appealing to all our academic body is inevitable, however we will continue to push for Fairtrade and understand why some respondents and our overall academic body might not be interested or feel it is not an important issue for them to stand by. That could involve

surveys which target the 27% who feel it is not important or perhaps reversing our campaigns to attract and speak to those who have those differing views.

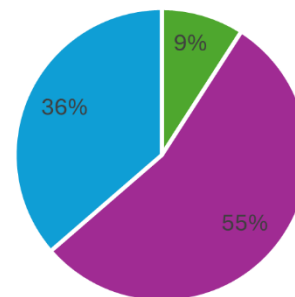
Presence in Outlets

Some of the feedback from this question aids in where we place our point-of-sale material. It is possible that students are only purchasing hot food in places such as Dreadnought, in which case it is improbable that you would come across Fairtrade posters as they are placed by the coffee area and the shelves of snacks.

This is a good insight we can use to consider where our marketing materials are placed around our

outlets, i.e., in the entrance areas as well as the POS. As a team, we are diligent in ensuring the digital signage for Fairtrade remains visible throughout the academic year. Perhaps it can be said that our content is not being seen regularly due to the volume of other infographics and posters that are being shared through these screens.

Dreadnought was found to be our most frequently visited outlet across the three campuses, along with Queen Mary Café. These are some insights we will take into account moving forward. Both Dreadnought and Queen Mary Café are good places to promote our work, but the other outlets, which were not chosen, highlight areas for improvement for us as well.

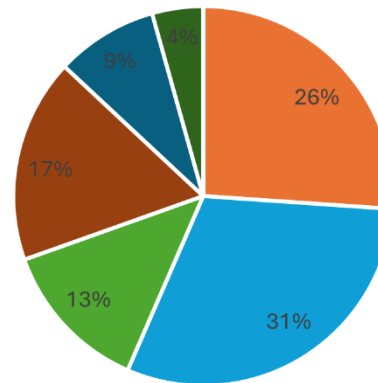


- I didn't know the outlets sell Fairtrade products
- Sometimes
- Every time I go

Influences

Lastly, we've asked the following:
What would encourage you to buy more Fairtrade products?

A majority have suggested a larger range and a reduction in non-Fairtrade alternative options sold. Although it's encouraging to know that more options are desired, as we have discussed in working group meetings at the university, sales significantly influence our choice and capacity to offer these in all our locations.



- A reduction in non-Fairtrade alternative options sold
- Larger range of Fairtrade options
- Lower price
- Better Fairtrade branding at outlets
- I don't need any further encouragement
- Incentives (such as competitions)

17% have suggested better branding and that can be through us labelling and adding more

stickers to snacks that are Fairtrade, but the visibility of Fairtrade also must be placed on brands as we are unable to display Fairtrade logos, which are placed on the rear of packaging. However, that is a recommendation that we can consult with students and staff about and bring forward to relevant suppliers and companies in the future.

Conclusion

Overall, the differences are evident from last year's survey. The goals that the Fairtrade Foundation strives to achieve are becoming widely known and understood. Students are increasingly more conscious of Fairtrade presence in our establishments, thus the POS material we distribute, the campus signage and social media are influencing students' decision-making in addition to their knowledge. In our 2022 Fairtrade survey, students expressed interest for Fairtrade to be taught as part of their curriculum while this year's survey, students leaned more towards online learning. Instead of lower prices being the biggest factor in students and staff buying more Fairtrade, this year, it was a reduction in non-Fairtrade alternatives sold and a larger range. This might reflect the interest for what we currently sell in terms of snacks and hot drinks. Students and staff are drawn to the possibility of trying new things and discovering Fairtrade items they enjoy. Hopefully that range is something we can provide in the future. Our next survey will be released at the end of term 2. This will feedback on engagement with our Fairtrade Fortnight, and all other relevant campaigns and activities.