

## **The University of Greenwich Fairtrade Impact report 2022.**

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### **Introduction**

This report covers the actions and outcomes the university has had on Fairtrade, trade justice and ethical consumption. It analyses the progress made through our SMART action plan and how we delivered against our KPI's, and objectives set out in the Fairtrade Foundation's Fairtrade University accreditation process. Over the next few years, the university has set itself the goal of reaching at least level 2 of this accreditation and it looks forwards to ensuring we engage our student, staff, and wider communities in our programme. We aim to ensure Fairtrade is an issue the university and its partners support throughout the year and with all stakeholders.

### **The Fairtrade Working Group members 2021-2022.**

- UoG Sustainability Team: Simon Goldsmith (Head of Sustainability), David Jackson (Sustainability Projects Officer) and Sophie Elliott (Student Sustainability projects assistant).
- UoG Head of Catering and Conferencing: Barry Palmer.
- Grayson's Catering: Florent Buci (Operations Manager) and Jason Harding (Projects director).
- Sodexo Catering: James Thatcher (Soft Services Manager – Catering and Cleaning).
- GSU Catering: Trish Tomczynska (Deputy Head of Commercial Services).

### **Impacts made through our SMART action plan.**

To have an increase of awareness from students and staff on Fairtrade within a year, this will be measured by releasing a survey at the end of every term on attitudes around Fairtrade (Engagement).

- The survey findings report found an increase of around 10% in students who had seen and were aware of the Fairtrade logo and found a 10% difference in more students being aware the university's outlets sell Fairtrade. We look to improve this figure year-on-year.

To increase the sales of Fairtrade products from the university's outlets by 2% within the next year, this will be measured by sales data provided by the outlets (Procurement).

- This target has been set as an action for the next two years, due to COVID-19 negatively affecting the sales of all products in the university outlets.
- Due to COVID-19 we have seen a drop in sales overall at the university. Other factors such as a change in catering provider and till issues have contributed to the sales data provided.
- Sales data provided show Grayson's sales of around 720 Fairtrade products from 2021-2022. Sodexo showed sales of around 2,398 Fairtrade products from 2019-2021.

To see an increase in teaching on Fairtrade offered to students within a year, this will be measured by the amount of guest lecturers provided on a year-on-year basis (Research and Curriculum).

- Fairtrade has been seen in teaching across the university, examples include in Business Operations Management lecturers.
- Targets have been set to provide more guest lecturers over the next two years and to work closer with academics who have researched Fairtrade.

To see an increase in proactive action and responsibility taken by the caterers to increase their stocks in Fairtrade products every year, this will be measured by sales data provided by the outlets (Leadership and Strategy).

- Examples of proactive action are shown with Grayson's adding two new lines of Fairtrade products to their stock this year. They added Fairtrade Clipper Tea in many variations and Fairtrade Hot Chocolate sachets.

### **Fairtrade engagement, campaigning and influencing.**



The university recognises the importance of creating opportunities for students to get involved with initiatives that can help them develop skills and experiences and to learn more about important sustainability related issues and initiatives such as Fairtrade. Since 2015 we have employed students to develop and deliver very successful Fairtrade initiatives, including Ethical Food and Fairtrade Fortnight, and engagement and project management to help us achieve Fairtrade accreditation.



Improvements have been seen to the point-of-sale material in all the outlets at the university. This is through labels and posters highlighting which products are Fairtrade.

The 10% increase in awareness of Fairtrade in the outlets show the impact the improvements have made.



In 2021 students held a Fairtrade Christmas Campaign, it included information on Fairtrade, a Fairtrade presents list and had interactive games to win Fairtrade prizes.

This event allowed the sustainability team to learn what areas of Fairtrade were less known through Fairtrade quizzes, and it enabled students to share their thoughts on Fairtrade in person. The event reached students and staff over two campuses – Greenwich and Avery Hill. Learnings from the event; students were unaware Fairtrade products varied outside of food. We are now implementing events such as ‘not just food’ during Fairtrade Fortnight.

The university also has a range of posters asking for best practice around Fairtrade for staff and students. The ‘choosing Fairtrade’ posters were implemented in 2021 and since then we have seen an increase in Fairtrade products being used in the office by staff members.



**Please choose FAIRTRADE coffee, tea, sugar and hot chocolate for refreshments at work.**



The University of Greenwich is grateful to and proud of our staff's commitments in delivering sustainability. We are a Fairtrade University and are keen to support our staff make further improvements. Find out more: [www.gre.ac.uk/sustain](http://www.gre.ac.uk/sustain)

### **Innovative campaigns held by the catering partners.**

An example of the campaigns our catering providers did this year outside of Fairtrade Fortnight, is Sodexo holding a Fairtrade Christmas Street food stand.

It included Fairtrade hot chocolate, Fairtrade churros and much more!

This stand was held at Avery Hill and the Fairtrade churros were then carried on as a dessert in the outlet for the following term.



### **Looking forwards.**

The university is committed to moving forwards with improving Fairtrade in leadership and strategy, campaigning, and influencing, procurement, retail and catering and research and curriculum. Progress is reported as a standing agenda item in quarterly Sustainable Food Steering Group meetings. We aim to achieve Level 1 of the Fairtrade University accreditation in 2022. In future accreditations it is our goal to achieve at least Level 2.

This plan will be reviewed every 12 months by the members of the UoG Sustainable Food Steering Group.