

Fairtrade Impact Report – Summary of Progress 2021-2023

Introduction

The University of Worcester has been committed to Fairtrade since 2008 and has been re-accredited until June 2023 when we will be re-assessed.

The University's Fairtrade policy is available to read on our [website](#)

Fairtrade has a significant impact on poverty reduction and economic resilience through rural development. The University of Worcester has been visited by Fairtrade entrepreneurs, which has challenged students to think about the ethics of global trade. The University's commitment to Fairtrade has contributed to building benefits for farmers and workers, deepening impact through services and programs, building Fairtrade markets, influencing government policies, and building a strong global system.

The University of Worcester is a leader in sustainability and climate change research, teaching, and engagement. The University received First Class Honours in the 2022 People and Planet University Sustainability League, ranking 14th overall. Worcester was named Sustainability Institution of the Year in the Green Gown Awards 2019. The University's commitment to Fairtrade is just one example of its dedication to sustainability and ethical practices.

Governance, Leadership and Strategy

The University has an active Fairtrade Team which is run by the VC's Office Green Impact Team. The Sustainability Strategy Group (SSG) formally leads on efforts to retain Fairtrade Award Status. It implements, monitors, and reviews the Fairtrade Policy and Action Plan with the aim of improving the University's support for Fairtrade. The group consists of a mix of academic and support staff, students, Students Union staff and sabbaticals. In February 2023 a revised Fairtrade Policy and Action Plan was agreed by SSG.

Campaigning and Influencing

Fairtrade Fortnight



Fairtrade Fortnight is a fantastic opportunity to raise awareness of ethical purchasing and highlight the various products available to purchase. Our Caterers, Chartwells, take the opportunity to promote Fairtrade products and arrange eye-catching displays.



This year one of our Green Impact Project Assistants organised a Study Happy event on 27 February 2023 where students were invited to snuggle up and relax for a couple of hours with Fairtrade Chocolate & to learn more about Fairtrade. 37 students attended and it helped to develop their understanding of the importance of ethical purchasing.

A QR code to a list of Fairtrade resources was created and displayed in the Hive, our public and university library. We will monitor the use of this list.



In addition, free Fairtrade chocolate was given out to staff in Library Services and the Directorate and to students to help raise awareness. A member of the Fairtrade Green Impact Team has added Fairtrade to their email signature to help promote ethical procurement.



A large banner has been created that promotes Fairtrade and can be displayed both inside and outside our buildings. We will use it for events during Go Green Weeks and FT Fortnights.

Other Fairtrade Promotion Events

In April 2023 we organised a Fairtrade Easter chocolate giveaway! We asked students and staff, via the Daily Update, to enter a draw to win a Fairtrade Easter Egg (to enter the draw we asked them a few impact questions about Fairtrade). Not only were they enjoying delicious chocolate, but they were helping to make a positive impact on the lives of others. Here is one of our winners, Namratha Maddirala:-



Part of the challenge in raising awareness is creating new ideas to capture people attention.

A table in our Student Union area was covered with a QR code giving easy access to the Fairtrade website:-



In February 2023 the risers on the stairway just inside our Main Reception in the Edward Elgar Building were covered to promote the SDG's and our commitment to Fairtrade.

Ratatatat – Fairtrade Style!



Our Green Impact Project Supervisor, Gabija Svedaite, attended four children' activity session at the Library on 26 February 2023. During these sessions 29 children were involved in colouring and educational activities using the Fairtrade Foundation's Earthcubs Activity Pack. 26 adults also attended the session as parents, family members and friends.

An Instagram campaign on UW_sustain was designed for use over the Christmas period to highlight Fairtrade gift options to students and staff. Here is an example of the graphics to be used:-

How

FAIRTRADE
**are your
Christmas Gifts?**



**if you answered
YES, then it's very
likely your gifts are**

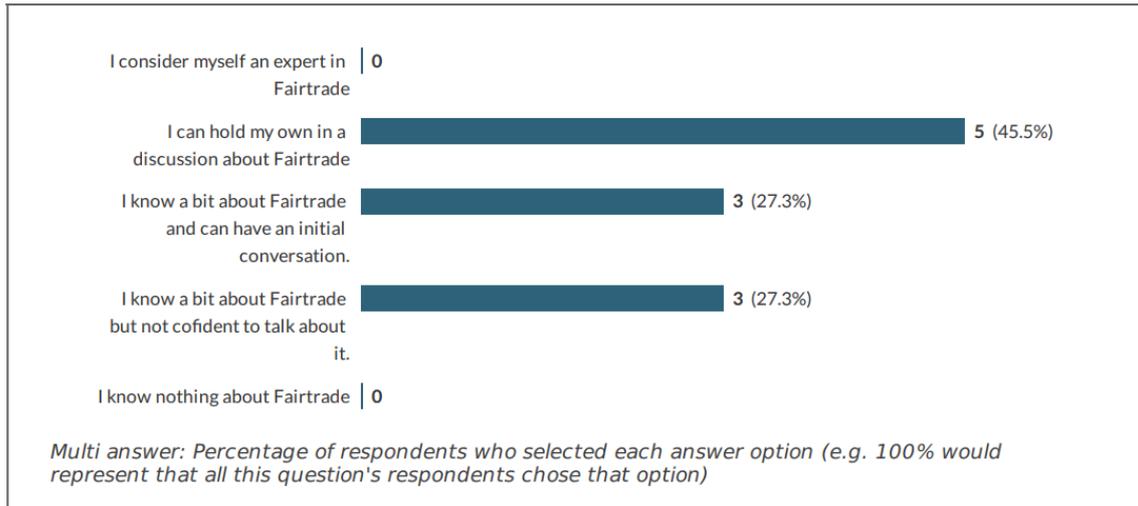

FAIRTRADE !



Some examples of the subliminal impact of the staircase and tables in the SU have been a good response to be Fairtrade Student auditors and the increased awareness of Fairtrade products.

Catering

In partnership with our caterers, Chartwells, we have been raising the profile of Fairtrade products that the University sells through our shops and catering outlets. In addition, we have run short 'toolbox' style training events for a variety of staff, including the staff in our catering service. We have evaluated the impact of the training, an example is shown below



The University and Students' Union sells a wide variety of Fairtrade products across its cafes, canteen, and shop. We use Fairtrade footballs in Student Societies and Fairtrade suppliers are regularly invited onto campus to sell their products. Many products, including all drinks are used by catering for hospitality and conferences, are also Fairtrade.

Procurement

Our Procurement Strategy was updated in 2022 and includes a specific commitment to 'promote and increase our usage of Fairtrade goods where appropriate or other ethically sourced goods.'

Research & Curriculum

Our **Responsible Futures Action Plan** includes embedding SDG's in the curriculum and specifically a

Future Plans

We have an action plan for promoting and encouraging Fairtrade decisions, which can be viewed [here](#).