

## University of Gloucestershire & Fairtrade Annual Progress report 2021/22

The University is proud to have held Fairtrade certification since 2006 and since then Fairtrade has been an important part of how we demonstrate ethical consumption and social justice. We include a commitment to Fairtrade in our Annual Sustainability Report and review Fairtrade progress with a cross functional leadership team at our Annual Sustainability Performance Review.

The pandemic continued to impact university life during the last year with periods of work/study from home, the introduction of agile working and a generally lower footfall on campus, especially in the refectories. For much of 2020/21 the catering team operated a very limited service, providing a self-service system for hot drinks, cakes and snacks. They continued to sell Fairtrade coffee, chocolate snacks (maltesers) and fruit juices during this period but other options such as fruit were stopped to avoid food waste.

The Covid 19 pandemic impacted our Fairtrade program quite significantly during 2020/21 as students and staff were studying or working from home for much of the year. The Fairtrade program was kept alive via Live Smart and social media, providing various Fairtrade related items to inform and engage students and staff. A virtual Fairtrade Bake Off was successfully run during Fairtrade Fortnight 2021 and the refectories and SU shop continued to offer Fairtrade products, although revenues were reduced.

The re-opening of campuses in September 2021 has brought more students and staff back onto campuses and presented an opportunity to refocus on Fairtrade. The following summarises the main activities related to the Fairtrade program during 2021/22:

- The Fairtrade Group has been reformed and held its first meeting. The group includes student representation plus SU leadership and staff from the Sustainability team, Estates, Student Services and our catering company (Baxter Storey).
- We continued Live Smart blog and social media communications related to Fairtrade and ethical consumption.
- The catering team have been rebuilding their business with a close to normal service at the refectories. The self-service option has now been removed, hot meals reintroduced and a greater range of hot drinks, chocolate, snacks and cold drinks are available, and Fairtrade fruit has been reintroduced to the offering.
- The university celebrated Fairtrade Fortnight 2022 in the refectories in association with Baxter Storey.

The following specific actions were undertaken and assessed for effectiveness;

Action	Aim	Outcome/Lessons learned
Fairtrade Fortnight 2022 - communications, etc in refectory	Aim is to increase sales in refectory of Fairtrade products and increase awareness. Stands to be set up in refectories by Baxter Storey staff displaying products and Fairtrade information	Sales volume of Fairtrade items higher for first 6 months of 2021/22 than 2019/20, even with reduced turnover in catering areas. Good outcome. May have been driven by reduced price for coffees etc due to self-service system

Communicate Fairtrade and ethical consumption issues and provide opportunities to undertake research or become involved via Live Smart and social media	“20 Resolutions for a smarter 22” - Aim to increase reach of programme and support students to Live Smart with spending advice.	Completed - Linked food, Fairtrade, ethical banking etc with spending, community support and wellbeing  Number of reads = 46
	“Top tips for switching to a vegan diet” - Aim to increase reach of programme. Support students to eat more ethically and sustainability by increasing number of vegan meals in diet.	Completed – Informed students and staff where food comes from, land needed for different food types and benefits of veganism.  Number of reads = 46
	“What has Fairtrade got to do with Climate Justice” Blog - Aim to increase reach of programme by linking Fairtrade to climate change which is a major focus for UOG.	Completed – Explained Fairtrade, how it links to Climate Change and how students can make changes to help  Number of reads = 22
Ensure that SU shop continues to stock Fairtrade clothing options	SU stock 2 lines of fairtrade clothes representing 8% of lines stocked. Aim since March 2020 has been to maintain online shop and achieve similar sales to 2018/19. Engages students in a non-food aspect of Fairtrade.	<ul style="list-style-type: none"> <li>• Items stocked and available. Physical shops now reopened and stock displayed.</li> <li>• 11 hoodies and 10 sweatshirts sold 2021 calendar year</li> <li>• 1 of each sold YTD</li> <li>• Most sold at start of academic year online. Remainder of products are ethically sourced, all from NUS backed supplier.</li> <li>• Sports kits also sourced through ethical supply chain.</li> </ul>
Increase sale of Fairtrade products (where sold)	Starbucks coffee is Fairtrade. Aim for 2022 is to exceed sales volume and revenue when compared to 2019/20.	<ul style="list-style-type: none"> <li>• At end of March, Baxter Storey confirmed that coffee sales were 73,053 which represents an increase of 26% (up from 57,961)</li> <li>• Self-service coffee system during lockdown enabled cost reduction which may have increased sales. Now ceased.</li> <li>• Also reintroduced reusable cup offer.</li> </ul>
	Chocolate, confectionary or snacks - One line (maltesers) stocked - aim to increase sales volume compared to 2019/20	<ul style="list-style-type: none"> <li>• At end of March, Fairtrade Chocolate sales were 1,256 - a decrease of 50% (down from 2,576)</li> <li>• Price increased for maltesers which may have reduced sales.</li> <li>• Action: work with Baxter Storey to increase range once service stabilised</li> </ul>
	Sugar – is not sold in venues (served with drinks in sachets – is Fairtrade)	
	Hot chocolate, cocoa and tea supplied by Starbucks (Baxter Storey franchise) is Rainforest Alliance not Fairtrade	

<p>Work with Baxter Storey to assess when it will be possible to start introducing more Fairtrade products following significant business impact from pandemic</p>	<p>Aim to work with Baxter Storey, examining sales volume and turnover to establish when the time is right to start work on increased Fairtrade offering</p>	<p>Situation reviewed monthly at Catering review meeting. At March 2022 turnover still below expected level and business not making a profit. Footfall variable, service offering continuously under review to gain a better understanding of new patterns of footfall.</p>
<p>Include the total sales figures for Fairtrade sales in the Annual Sustainability Report to show year on year increase and demonstrate commitment to Fairtrade.</p>	<p>The total sales value will be included in the Annual Sustainability Report. If value drops, appropriate action will be determined.</p>	<p>Action agreed</p>