Oxford Brookes University and Oxford Brookes Student Union assign great importance to the University’s role within the international community, and therefore commit to supporting, using and promoting Fairtrade. This will be achieved by reaching and maintaining Fairtrade status as defined by the Fairtrade Foundation.

The Fairtrade Foundation have outlined five goals for a Fairtrade University, and our commitment to them is as follows:

• Fairtrade foods are made available for sale in all campus shops wherever possible.
• Fairtrade foods are used in all cafés/restaurants/bars on campus.
• Where this is not possible, there is a commitment to begin to use Fairtrade foods in these establishments as soon as it becomes possible to do so.

Fairtrade foods (for example tea and coffee) are made available wherever possible through hospitality catering to all Schools and Directorates for use in meetings, with the commitment to increasing the use of Fairtrade foods at meetings as it becomes possible to do so.

The University and the Student Union will promote the sale of Fairtrade products via the following methods:

• Articles and other appropriate material will be included in the student newspaper and on the University’s website.

• Promotion of the Fairtrade Mark will take place in other appropriate publications, such as University Prospectuses. The publications will commit to cover the annual Fairtrade Fortnight in March, and to update readers with major developments.

• Fairtrade Foundation materials will be displayed on noticeboards promoting commitment to Fairtrade foods.

• Materials also displayed in every place where Fairtrade foods are sold.

• The University will commit itself to running a series of promotional events during the Fairtrade Fortnight (March). The steering group in collaboration is responsible for organising this.

A Fairtrade Steering Group will meet once a term. This group will initially meet as part of the Catering Forum, and its job will be to continuously monitor and improve the University’s approach to Fairtrade.

This policy statement will be communicated throughout the University, and efforts to support Fairtrade will be strongly encouraged.

The fairtrade policy will be reviewed as part of the Corporate Responsibility Programme’s governance structure.
THE FIVE GOALS

GOAL 1: THE STUDENT UNION AND THE UNIVERSITY AUTHORITIES BOTH CREATE A FAIRTRADE POLICY INCORPORATING THESE FIVE GOALS.

The University’s Senior Management Team and Students’ Union have continued to endorse Fairtrade through their policy statements incorporating these five goals.

This year the Student Union promoted volunteer positions made available to students to promote Fairtrade Fortnight.

GOAL 2: FAIRTRADE FOODS ARE MADE AVAILABLE FOR SALE IN ALL CAMPUS SHOPS. FAIRTRADE FOODS ARE USED IN ALL CAFÉS/RESTAURANTS/BARS ON CAMPUS. WHERE THIS IS NOT POSSIBLE, THERE IS A COMMITMENT TO BEGIN TO USE FAIRTRADE FOODS IN THESE ESTABLISHMENTS AS SOON AS IT BECOMES POSSIBLE TO DO SO.

BROOKES GRAB & GO SHOPS

Sales of Fairtrade products continued to increase in 2010 in all the shops; up from 11% of total shop sales in 2009 to 12% in 2010.

Highlights include fairtrade chocolate where sales have increased by 7%, Fairtrade cola, introduced in 2009, by 25% and muffins and flapjacks by 8%.

During Fairtrade Fortnight 2010 the shops again issued extra stamps on coffee Loyalty Cards and gave away free Fairtrade biscuits with all hot drinks. Sales of hot drinks increased by 14% during this period against the same period last year; all tea, coffee and hot chocolate sold in the shops’ vending machines is fairtrade.

Two confectionary manufactures switched to using fair-trade ingredients in their best selling products last year; Cadbury’s Dairy Milk and Nestle’s Kit Kat, both products were promoted in the shops. Special Offers on Fairtrade products including Divine chocolate bars, Cafe Direct, Tea Direct and Fairtrade clothing were promoted throughout the year.

THE PURCHASE OF FAIRTRADE PRODUCTS HAVE INCREASED FROM 16.8% LAST YEAR TO 21% THIS YEAR. THE CATERING COMPANY CHARTWELLS STILL CARRY ON SELLING 100% FAIRTRADE COFFEE. 90% OF TEA AND HOT CHOCOLATE SOLD ARE FAIRTRADE ACCREDITED.

A new range of fairtrade cotton hoodies was introduced in the shops in 2010 resulting in an increase of 28% in sales of fairtrade clothing. Fairtrade now accounts for almost 20% of all clothing sales with the aim of increasing this to 50% in 2011. The chart below shows the breakdown in fairtrade products sold in shops in 2010.

A total of 793,086 of products used in the last year are fairtrade accredited. This includes:

- 202,650 various sized coffees
- 56,055 hot chocolate drinks
- 78,000 cups of tea
- 114,375 instant coffee
- 77,834 various snacks and sweets including cookies flapjacks jellybeans muffins etc
- 3,222 kilos of bananas

The total catering expenditure on fairtrade products is £340K. The purchase of fairtrade products have increased from 16.8% last year to 21% this year. The catering company Chartwells still carry on selling 100% fairtrade coffee. 90% of tea and hot chocolate sold are fairtrade accredited.

Other items still sold are muffins, biscuits, chocolate bars, fairtrade cola, flapjacks, cookies and cup cakes.

STUDENTS’ UNION

All tea and coffee provided for meetings within the S.U. is Fairtrade, as is the coffee and tea sold in the bar.

BROOKES RESTAURANT

The award winning Brookes Restaurant continues to serve Fairtrade tea and coffee in the restaurant.

BROOKES SPORT CAFÉ

Brookes Sport café continues to offer Fairtrade tea and coffee on its menu.

THE TOTAL CATERING EXPENDITURE ON FAIRTRADE PRODUCTS IS £340K. THE PURCHASE OF FAIRTRADE PRODUCTS HAVE INCREASED FROM 16.8% LAST YEAR TO 21% THIS YEAR. THE CATERING COMPANY CHARTWELLS STILL CARRY ON SELLING 100% FAIRTRADE COFFEE. 90% OF TEA AND HOT CHOCOLATE SOLD ARE FAIRTRADE ACCREDITED.
GOAL 3: FAIRTRADE FOODS (FOR EXAMPLE, COFFEE AND TEA) ARE SERVED AT ALL MEETINGS HOSTED BY THE UNIVERSITY AND THE SU, AND ARE SERVED IN ALL UNIVERSITY AND SU MANAGEMENT OFFICES.

University meetings are catered for by Chartwells. All coffee requests booked by the University departments continue to be 100% Fairtrade and Fairtrade tea is also always provided. Fairtrade sugar accompanies all hospitality deliveries and other Fairtrade products are available on request. We are also now able to offer an Argentinean Fairtrade white and red wine.

GOAL 4: THERE IS A COMMITMENT TO CAMPAIGN FOR INCREASED FAIRTRADE CONSUMPTION ON CAMPUS.

The University takes part in the annual celebrations of Fairtrade Fortnight.

In 2010, various events organised in the university ranged from fairtrade tea parties, live music performance, a Fairtrade market stall and screenings of Black Gold: A film about Coffee and Trade. A fairtrade football match was also organised.

This year, the University took part in the Fairtrade Foundation’s Show Off Your Label theme.

Students interacted with the fortnight by taking up volunteering and taking part of in a fashion parade, buying promoted fairtrade products and taking active part in bunting making.

GOAL 5: SET UP A FAIRTRADE STEERING GROUP

A Fairtrade Steering Group continues to meet as part of the Catering Forum. This will be reviewed to fit into the governance structure within the corporate responsibility programme.

FUTURE PLANS

Information on fairtrade is still being publicised on the University’s website. The section will continue to publicly display the University’s Fairtrade Policy, as well as providing more information on the relationship between Oxford Brookes University and Fairtrade.

The University is also committed to increasing its range for fairtrade products. The need of having fairtrade uniforms was discussed at the last Fairtrade Steering Group meeting. The amount of fairtrade products are increasing in shops and food outlets.