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1. Oxford Brookes Fairtrade Policy

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.

This policy statement will be reviewed on an annual basis.
2. The Five Goals

Goal 1: The Student Union and the university authorities both create a Fairtrade policy incorporating these five goals.

The university Senior Management Team and Student Union have continued to endorse Fairtrade through their policy statements incorporating these five goals. See section 1.

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.

Fairtrade foods are available in all catering outlets around the University. Details below are given of the change in products available over the last twelve months.

Catering Services

► Fair-trade products account for nearly 12% of all products sold in the shops, which is a continued increase; the shops now sell over fifty lines and sales have increased from 2005. Sales of fair-trade coffee account for 100% of all coffee sold. Fairtrade tea has become the default tea offered in the ‘JBs’ outlet. Sales of Fairtrade chocolate account for 6% of all confectionery sold. Fairtrade cocoa for hot chocolate drinks in JBs and the staff common room.

► All of the shops promote fair-trade products using posters and shelf edge signage. JB’s coffee shop has been refurbished and now carries Fairtrade signage and statements from people who benefit from Fairtrade. This is a high impact visual message to remind customers of the importance of Fairtrade at the University. Fairtrade products are displayed together, where possible, to increase impact and customer awareness; where space allows products are dual displayed to give customers an informed choice.

► The shops promoted many products during ‘Fairtrade Fortnight’. These promotions included a ‘Special Offer’ price on Tea Direct tea bags, raising awareness of Fairtrade in the University. Through Madison’s food outlet the Fairtrade message was promoted by including Fairtrade products such as rice and pineapple in the recipes used. Anyone purchasing one of these items from the menu was entered into a raffle with prizes including a Fairtrade hamper and a Fairtrade cookery book.
Catering Services have been trying to supply Fairtrade bananas across the campus throughout the year and would prefer them to be the only bananas on offer. Catering Services have had problems getting a reliable supply of high quality bananas. We will only ever have non-fair-trade bananas if our supplier fails to deliver and the needs of the business dictate that we need to purchase locally.

- Fairtrade smoothies and Fairtrade products such as cakes are now available throughout the campus.

- A fairtrade wine has been added to the hospitality wine list.

Student Union

- Sales of Fairtrade products in the Students’ Union shops have increased to 4.6% of total sales in 2005/2006 from 4.3% in 2004/2005. Sales of fairtrade coffee and tea now accounts for 58% of all coffee and tea sold. Sales of fairtrade chocolate accounts for 4% of all confectionery sold.

- All of the shops promote fairtrade products. The products are displayed together to increase impact and customer awareness; where space allows products are dual displayed to give customers an informed choice.

- The shops promoted ‘Fairtrade Fortnight’ in March. Promotions included a promotional low price on Tea Direct tea bags and a linked offer on purchases of Café Direct and Divine Chocolate. The Fairtrade Foundation provided leaflets, balloons and posters which were used in the shops to promote Fairtrade products.

- The shops have again taken part in a joint promotion with the Independent to give away ‘Divine’ fairtrade chocolate with their newspaper in the Gipsy Lane Students’ Union shop.

- The Gipsy Lane shop has recently started selling Fairtrade branded cotton clothing; this has proved to be a very popular addition to the clothing range sold in the shop.

- Other new products introduced this year include Fairtrade Smoothies, Tropical fruit juice and Pasta Sauces.

Brookes Restaurant

The award winning Brookes Restaurant, part of the Brookes Business School was involved in Fairtrade fortnight for the first time in 2006. Since the fortnight the restaurant is now stocking 100% fairtrade tea and coffee. The restaurant would also like to use fairtrade sugar and chocolate but to date has had problems sourcing the large quantities that they would need.
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 Scolarest. All coffee requests booked by the University departments are now Fairtrade and Fairtrade tea is also always provided. Fairtrade sugar sticks accompany all hospitality deliveries. Other fairtrade products are available on request through this service.

The student Union also serve Fairtrade tea and coffee in their meetings.

Goal 4: There is a commitment to campaign for increased Fairtrade consumption on campus.

Fairtrade Fortnight 2006 was the biggest and best yet at the University. As well as tasting stalls around the University, there was a fairtrade market at the Student Union, a talk from a grower with a question and answer session on Fairtrade at the University afterwards and a fairtrade raffle throughout the fortnight. A Masters student studying sculpture also did an art installation on fairtrade on the day of the grower event.

Alejandro Garcia Zeledon from Nicaragua spoke to over 100 staff and students about the impact that Fairtrade had had on his community.
The fairtrade steering group continue to meet as part of the Catering Forum.

3. Future Plans
Scolarest are looking into providing a Fairtrade lunch option within their range of working lunches.

The University as a whole is continually looking into stocking more Fairtrade products as and when they become available. Items where we have failed to be able to find a reliable source to date include:

Tablecloths
Bananas
Catering sized sugar
Catering sized chocolate
Catering sized rice

Availability of these products will continue to be monitored.