Fairtrade University Report, Year 2 November 2005

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1. Oxford Brookes Fairtrade Policy

Oxford Brookes University and Oxford Brokes 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.

Student Union Shops
(3 shops over two campuses).

- The number of fairtrade products sold in the shops has continued to increase; the shops now sell over forty five lines and sales have increased from 3.6% of total shop sales in 2003/2004 to 4.3% in 2004/2005. Sales of fairtrade coffee and tea continue to account for over 50% of all coffee and tea sold. Sales of fairtrade chocolate account for 4% of all confectionery sold.
- All of the shops promote fairtrade products using posters and shelf edge signage. 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 many products during ‘Fairtrade Fortnight’ in March. These promotions included a ‘Special Offer’ price on Tea Direct tea bags and a linked offer on purchases of Café Direct and Divine Chocolate.
- The shops promote other fairtrade products throughout the year. For the last two months, as part of a weekly promotion, the Independent has given away fairtrade chocolate with their newspaper in the Gipsy Lane Students’ Union shop.
- The Gipsy Lane shop has recently found a supplier who can deliver small quantities fairtrade bananas; they will be available from November 2005.

Catering services:
(Major food providers on all main campuses)

Scolarest, contracted by Brookes to carry out catering services at the University have continued to be supportive over the past year in our endeavour to be a fairtrade university.

Catering services now sells over 20 different fairtrade products in over 10 different outlets around the University. Fairtrade products represent sales of
approximately 3% during 2004-5. This figure will naturally continue to grow as the Fairtrade portfolio range is further expanded through the retail outlets and the Hospitality Brochure.

A new café bar has opened at the School of Health and Social care at Marston Road – this is branded as a fairtrade outlet.

There are also Café Direct branded vending machines around the University which provide Fairtrade tea, coffee and hot chocolate around the clock. These machines retail instant coffee or a bean to cup offer. At present there are 13 Fairtrade branded vending machines sited but as the University estate grows further branded machines will be located.

**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.

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.

As well as the Fairtrade beverage choice the hospitality brochure features Fairtrade cookies, Geobars, Orange Juice, Apple Juice and Flapjacks. The department is currently trying to source a Fairtrade Wine from its nominated suppliers.

**Food for Thought**

- Over £40k was spent with Peros last year procuring Fairtrade products and initiatives.

- It was estimated that 1 million Fairtrade beverages were purchased during 2004/2005 from Scolarest point of sales.

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

There is ongoing campaigning being carried out on increasing the consumption of fairtrade products on campus. Below are further details of two initiatives.

**Fairtrade Fortnight**

Attached is an article that was included in the student newspaper ‘OBScene’ during fairtrade fortnight. During the fortnight there was a tasting stand in the University reception so that people could sample fairtrade products. We also had the great fortune of being visited by a grower. Regina Joseph a banana farmer from the Windward Islands Farmers’ Association (WINFA), Dominica, was asked by students at the tasting stall all about her experience with fairtrade.
A pamper night was held for women in the University during the fortnight. The Body Shop brought fairly traded products to be sampled. Fairtrade tea and coffee was served throughout the event which ended with a fashion show of fairly traded clothes available from a local supplier. The regular Wednesday night Student Union club night had a fairtrade theme during the fortnight. All bar staff wore t-shirts with the fairtrade message on.

How to Be a Fairtrade University or College Conference

Oxford Brookes University hosted the first ‘How to be a Fairtrade University or College’ Conference in November 2004. The conference was sponsored by Peros and the keynote speakers were Penny Newman, Chief Executive of Café Direct, Roger James of Oxfam and Sarah Hoole of the Fairtrade Foundation. The conference was a partnership initiative between Oxford Brookes University, the Environmental Association of Universities and Colleges (EAUC), Oxfam, People and Planet and the Fairtrade Foundation. Approximately 100 delegates attended and were able to sample the wares of 10 different suppliers. The conference was covered by Oxford’s local radio and television channels.

Goal 5: Set up a Fairtrade Steering Group

The fairtrade steering group meets every semester as an offshoot of the catering forum.
3. Next Steps

Planning is already underway for next year’s fairtrade fortnight. Links have been made with the Oxford Fairtrade Coalition and Oxford University with a view to holding joint events.

Oxford Brookes’ People and Planet Group have done a lot of campaigning on Trade Justice and will continue to do this throughout fairtrade fortnight next year.

Scolarest have linked with their supplier of Fairtrade, Peros, to organise a grower to give a talk/lecture during Fairtrade fortnight at the University.

A newly opened student centre at the Wheatley Campus will include a catering outlet with café direct branding.