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INTRODUCTION

Oxford Brookes was certified as the world’s first Fairtrade University in 2003. Since then, we have remained at the forefront of Fairtrade in the Higher Education sector. As a result, Oxford Brookes University continues to take its commitment to Fairtrade very seriously. The University continues to lead the way in promoting Fairtrade in the Higher Education Sector through the introduction of new products and improving the information we provide about Fairtrade to staff, students and visitors. The 2009 Fairtrade Report aims to emphasise how Oxford Brookes University continues its commitment to Fairtrade and examines how this relationship is continually developing and expanding.
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’s Senior Management Team and Students’ 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.

Catering Services
The percentage of Fairtrade products purchased and sold throughout Catering Services amounts to a considerable 16.8% of total food purchases made. As a result the following amounts of tea and coffee have been sold in the University throughout 2009:

- 1,659kg of Fairtrade coffee beans
- 548kg of Fairtrade filter coffee
- 74,736 Fairtrade teabags
- 1,222kg of Fairtrade coco powder.

Catering Services currently use 100% Fairtrade sugar sachets and from June 2010, all sugar used in food production will be Fairtrade. We continue to sell 100% Fairtrade bananas and promote through our banana awareness campaign.

After introducing the Fairtrade Ubuntu Cola and seeing steady sales in the Bakehouse outlet on Headington Campus, the decision was made to make the Bakehouse our Fairtrade/ethically/locally sourced product showcase. The wide range offered includes the new Fairtrade Chochit drink, along with assorted Fairtrade juices, smoothies and Ubuntu Cola.

The range of Fairtrade flapjacks, muffins, Geobars offered from the Catering outlets continues to grow as new products come online. Harry Hill’s nuts have been a popular addition and the introduction of Fairtrade Dairy Milk & Kit Kat products are actively being promoted.
Shops
The management of the campus shops was transferred from the Students’ Union to the University in September 2009. However the shops continue to sell and promote a wide range of Fairtrade products.

Sales of Fairtrade products increased in 2009 in all the shops; up from 8% of total shop sales in 2008 to 11% in 2009. New products launched during 2009 included a new range of Fairtrade fruit juices, new brands of Fairtrade muffins and flapjacks and new brands of ground coffee.

Ubuntu Fairtrade cola, launched in 2008, was promoted in the shops with sales increasing by over 75%. The prices of the 500ml bottles and cans match the prices of the equivalent Coke products.

Fairtrade coffee, tea hot chocolate and sugar, supplied by Peros, is now available in all the shops’ vending machines.

All bananas sold in the shops are now Fairtrade.

Students’ Union
All tea and coffee provided for meetings within the S.U. is Fairtrade, as is the coffee and tea sold in the bars.

The Students’ Union organised a Fairtrade Fair during Fairtrade Fortnight, held in the Gipsy Lane campus. This successful event involved several local Fairtrade-supporting retailers (and large organisations such as Oxfam) selling and promoting Fairtrade products.

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

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

Love and Justice Month
Fairtrade Fortnight received additional publicity in 2009 through Love & Justice, a month-long programme in February and March of events celebrating human rights, relationships and diversity. The Events Guide, which was circulated in the local community and distributed via the Oxford Times, included the Fairtrade Fortnight screening of Black Gold. Naturally the Love & Justice promotional fortune cookies, containing quotations about equality were sourced from a Fairtrade Supplier. We hope to develop closer synergy between the two events in 2011.
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
The University continued to publicise and celebrate Fairtrade through 2009. During Fairtrade Fortnight, taster stalls with free samples of Fairtrade foods and information on Fairtrade were held across our campuses. A film screening of Black Gold was well received and engaged students and staff with understanding the benefits of Fairtrade.

The Fairtrade Section of the University website continues to be updated and the Fairtrade logo remains prominent on the university website. The University’s Fairtrade Policy is publicly available on the University website and is contained in the welcome pack for new staff as well as information on where to buy Fairtrade goods around campus. All new staff members receive a Health, Safety and Environment induction session which includes a section on the University’s commitment to Fairtrade.

Information on the University’s commitment to Fairtrade is contained in the prospectuses for new and prospective students and the university holds several Open Days throughout the Year. On these days temporary coffee “bars” are erected to provide Fairtrade tea and coffee to visitors. These bars display CafeDirect branded Fairtrade messages and quotes from Fairtrade farmers and are erected in the main reception areas.

Catering Services
Prior to and throughout Fairtrade Fortnight, Catering Services are promoting awareness of products through promotions across all campuses such as:

- Purchase a cup of tea with a Fairtrade cookie or muffin or Home Made cake for £1 and enter a competition to win a Fairtrade goodie bag.
- Buy 2 Dairy Milk or Kit Kat for 80p.

The Fairtrade hot beverage loyalty card is on going and continues to attract new customers giving the Catering outlets an opportunity to actively promote Fairtrade products through the year.
Shops

During Fairtrade Fortnight 2009 the shops issued extra stamps on coffee Loyalty Cards and gave away free Fairtrade biscuits with all hot drinks.

Special Offers on Fairtrade products including Divine chocolate bars, Cafe Direct, Tea Direct and Fairtrade clothing were promoted throughout the year. Sales of the Fairtrade ‘Pants to Poverty’ underwear, launched in 2008 continued to increase and the shops sold over 30 pairs during a Christmas promotion. A new range of Epona Fairtrade cotton sportswear was launched in 2009; sales of Fairtrade clothing have increased to 38% of total clothing sales.

Balloons, banners and posters were used in the shops throughout the year to raise awareness of Fairtrade products and promotions.

Goal 5: Set up a Fairtrade Steering Group

A Fairtrade Steering Group continues to meet as part of the Catering Forum.

3. FUTURE PLANS

Continued work will be done to provide improved Fairtrade information 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 will also continue to widen its range of available Fairtrade goods. Areas which are being actively pursued are:

The University will continue to widen its range of available Fairtrade goods. Areas which are actively being pursued are:

- Wider range of Fairtrade food products on sale in shops and outlets.
- Fairtrade footballs
- Fairtrade cotton for items such as table cloths, uniforms and society clothing