Fairtrade Survey 2020

A survey of students was carried out in February 2020 to gather greater detail on the attitudes held by the student body on Fairtrade at Oxford Brookes. It was designed to complement the catering survey undertaken in late 2019, which surveyed 539 staff and students on the quality and sustainability-credentials of Circulo Fairtrade coffee. The results from catering showed that the sustainability of the coffee was rated as more important than the overall quality, demonstrating the importance and reputation of Fairtrade at our university. The results from the recent student survey are presented below.

1) **How confident are you that...**

- **Your university is performing well in relation to purchasing ethical / Fairtrade products?**

- **It is important that your university takes action to use and promote Fairtrade?**

- **You know what Fairtrade means?**

- **Your actions can make a difference addressing issues that concern you?**

![Bar chart showing confidence levels for various statements about Fairtrade.](chart.png)
Analysis

1) The key findings are that students care strongly about Fairtrade, are knowledgeable about it and that they want Brookes to improve in our purchasing of ethical / Fairtrade products. Sustainability is built into the criteria of all key procurement decisions, therefore we need to communicate this more effectively with the student body. Marketing could also be improved to convey what ethical / Fairtrade products we do sell.

2) The students overwhelmingly observe Fairtrade products and marketing in the university’s retail and catering outlets. This is unsurprising our sustainability strategies and Fairtrade University status compel us to stock Fairtrade in these locations. The results reveal an opportunity to market Fairtrade more effectively outside of the retail and catering outlets, to make Fairtrade’s message more pervasive around our campuses.

3) It is encouraging that all respondents have consciously purchased a product due to its ethical credentials within the last 3 months. These results are reflective of changing consumer behaviour, with a greater emphasis being placed upon perceived sustainable and ethical products. This demonstrates the importance of maintaining sustainability standards in Brookes’ catering and other procurement criteria and decisions.