



**FAIRTRADE  
UNIVERSITY AND  
COLLEGE AWARD**

# AN INTRODUCTION TO THE FAIRTRADE UNIVERSITY AND COLLEGE AWARD - MEET THE TEAM!

12<sup>th</sup> October 2021



# AGENDA



1. Introductions
2. What is Fairtrade?
3. The Award Programme
4. How to get involved
5. Q&A

# MEET THE TEAM



Aqeel Kapasi  
Senior Project Manager  
SOS-UK



Sarah Hazlehurst  
Campaigns Coordinator  
Fairtrade Foundation



Claire Arnott  
Education Campaigns Officer  
Fairtrade Foundation



Joanna Milis  
Education Campaigns Manager  
Fairtrade Foundation



# INTRODUCE YOURSELF



In the chat box, introduce yourself and what university or college you represent. Are you a member of staff or student? Have you taken part in the programme before?

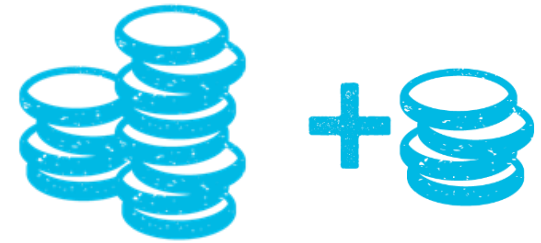
# AGENDA



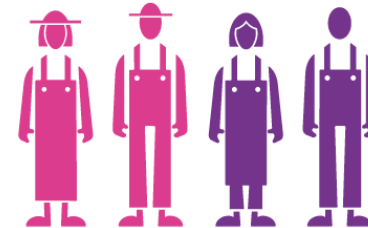
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# WHAT IS FAIRTRADE?



**1,707** FAIRTRADE CERTIFIED PRODUCER ORGANISATIONS IN 73 COUNTRIES



MORE THAN  
**1.7 MILLION**  
FARMERS AND WORKERS  
IN FAIRTRADE CERTIFIED  
PRODUCER ORGANISATIONS

Fairtrade is a vibrant movement reaching 1.5 million people with thousands of communities campaigning for Fairtrade and promoting Fairtrade products.



**FOLLOWERS**  
385,000



**SUPPORTERS**  
100,000+



**BUSINESSES & BRANDS**  
500+



**SCHOOLS**  
1,000



**FAITH GROUPS**  
8,000



**DONORS**  
750+



**UNIVERSITIES**  
50



**WORKPLACES**  
ACROSS THE UK



**APPG**  
80 MPS



**COMMUNITIES**  
4,000

22 June, 2020

## 12 UNIVERSITIES HAVE ACHIEVED FAIRTRADE STATUS IN NATIONWIDE FAIRTRADE UNIVERSITY AND COLLEGE AWARD



Higher education institutions in England and Scotland were notified this week that they have achieved Fairtrade University status.

16 July, 2021

## FAIRTRADE REMAINS ESSENTIAL TO UNIVERSITIES DESPITE DISRUPTION TO ACADEMIC YEAR



The Fairtrade Foundation is proud to announce that four new UK universities have achieved the prestigious Fairtrade University and College Award in the midst of the pandemic.



**12** partnerships awarded after completing 2018-2020 programme

**4** partnerships awarded in after completing 2019-2021 programme

**36** submitting for an award as part of the 2020-2022 programme

[2021-2023 programme now open!](#)



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# AWARD THEMES AND ACTIONS

The [Fairtrade University and College Award](#) gives recognition to institutions that have embedded ethical and sustainable practices through their curriculum, procurement, research and campaigns.

**PROCUREMENT, RETAIL  
AND CATERING**

**RESEARCH AND  
CURRICULUM**

**LEADERSHIP AND  
STRATEGY**

**CAMPAIGNING AND  
INFLUENCING**

**INNOVATIVE  
INTERVENTIONS**

**OUTCOMES**



[Access award criteria here.](#)

# KEY FEATURES OF THE AWARD

- ❖ A broad range of themes and actions in the [award criteria](#)
- ❖ Tiered award levels
- ❖ Scope for recognition of wider ethical sourcing and trade justice efforts
- ❖ Support from NUS, SOS-UK and Fairtrade
- ❖ Scope for measuring impact
- ❖ Building a network of partnerships
- ❖ A comprehensive student-led audit



# AWARD PROGRAMME TIMELINE



Action	Date
Applications for 2021-2021 award programme close	16 <sup>th</sup> January 2022
Collect evidence and log in online toolkit	January 2022 – March 2023
Student Audit Recruitment	February 2023
Student Auditor Training	March 2023
Toolkit submission	April 2023
Student audits	May 2023
Reports due	June 2023



# STUDENT-LED AUDIT



*“In interviews I can talk about actually having some experience in auditing and understanding sustainability in practice, rather than just in theory from my degree.”*

*“I think it's made me realise that sustainability really can be applied to any context - whether in a lab or a students' union context to offices.”*

*“I think it will have a somewhat positive impact on my employability because, as well as becoming more competent at carrying out an audit professionally, I also developed other key skills valued by employers, such as teamwork, time management, and confidence in interviews.”*

# BASIC MEMBERSHIP

- ✓ Access to online toolkit to track progress
- ✓ Access to online resource bank
- ✓ Reactive technical support
- ✓ Access to templates, branding, national communications support, idents, peer learning webinars and support calls
- ✓ Involvement in nationally led campaign work
- ✓ Once in every two-year subscription: student-led audits and accreditation standard, certificate, local feedback and national impact reports

Higher Education Institutions	Further Education Institutions
£1224 + VAT	£748 + VAT

# SUPPORTED MEMBERSHIP

- ✓ Basic membership
- ✓ In-depth planning support meeting with your partnership to gain organisational buy-in, plan approach and set expectations
- ✓ Regular ongoing 1-1 remote support
- ✓ M&E processes to assess attitudinal and behavioural changes locally and nationally

Higher Education Institutions	Further Education Institutions
£2,406 + VAT	£1,208 + VAT

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# GET INVOLVED



- ✓ [Sign up to the 2021-2023 Fairtrade Award programme](#)
- ✓ [Sign up to the Fairtrade University and College Newsletter](#)
- ✓ Join the Fairtrade University Networking Group – email [j.e.williamson@mdx.ac.uk](mailto:j.e.williamson@mdx.ac.uk)
- ✓ Follow us [@FairtradeUK](#) [@FairtradeUKEd](#) [@sosukcharity](#)
- ✓ Check out our upcoming webinars and campaigns to find out more!

# FIND OUT MORE...



**Be Fair with Your Climate Promise - [5.30pm Thursday 14 October](#)**

**Fairtrade Youth in Solidarity - [5pm Monday 18 October 2021](#)**

**Sustainable food on campus: research into student and staff perspectives [11.45am Wednesday 20 October 2021](#)**

**Climate Justice Campaigning 101 - [11am Friday 29 October 2021](#)**



# ANY QUESTIONS?



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