



Fairtrade at Bournemouth University

2022-24

BU and our Students' Union are proud to have had Fairtrade status for over 12 years. In 2022, we became one of only three universities to achieve the maximum 3-star rating within the Fairtrade Foundation/NUS Fairtrade University and College award. This Report outlines how we did this during 2022-24.

Summary

Within this period of time, we have successfully procured and promoted a variety of Fairtrade products on campus, organised and executed several engagement events and activities, from films, to cookery classes, to guest speakers, and continued to develop and maintain meaningful relationships across BU and the wider community in order to drive positive change.

Why Fairtrade?

At BU, we understand that what we choose to spend our money on has a huge impact, both socially and environmentally. We support the Fairtrade Foundation because we support their vision of “a world in which all producers enjoy secure and sustainable livelihoods, fulfil their potential, and decide on their future”. We also recognise the high social, economic and environmental standards that Fairtrade set for the companies and farmers involved in the supply chain, and their transparency about these standards. The Fairtrade Foundation also certify products and ingredients, work with companies, lobby the government, drive awareness, and work directly with farmers and producers, all with the aim of making trade fair. You can read more about the Fairtrade Foundation [here](#).

Importantly, we support the Fairtrade Foundation at BU because this helps to empower our students, staff, and the wider BU community to develop positive purchasing habits, make choices according to their principles, and to take action.

Image taken from: *Fairtrade Foundation, 2023. Annual Report and Financial Statements. For the year ended December 31, 2022.*

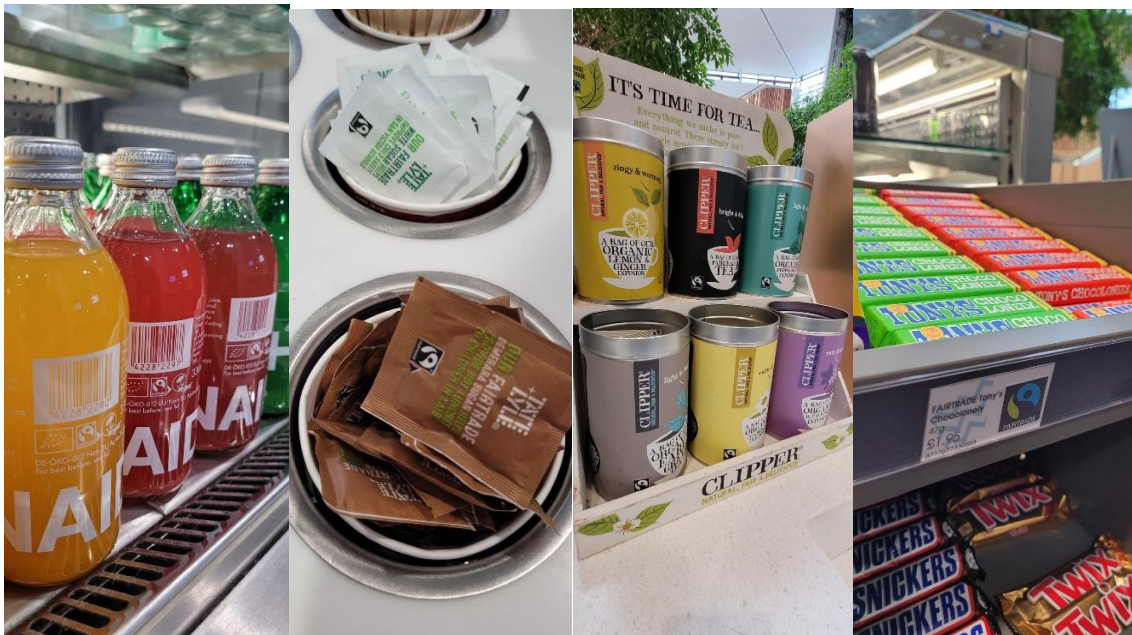


Leadership

Being a 3-star Fairtrade University, we lead by example. Our Fairtrade Steering Group, which is made up of the BU Sustainability team, SUBU, Chartwells, Arts University Bournemouth (AUB), BCP Fairtrade, and students, continue to meet termly to discuss new initiatives, reflect, and develop new strategies. These actions are guided by our Fairtrade Policy, which was last reviewed in January 2023.

Sales and Procurement

We work hard to ensure that our BU community has access to variety of Fairtrade products on campus. We continue to supply Fairtrade tea and coffee as standard, including in hospitality and the Student Union. Other Fairtrade items that we stock include sugar, soft drinks (such as Lemonaid), fruit, chocolate (including Tony's Choccoloneys), and even hoodies! As the effects of Covid-19 have been subsiding and people are returning to campus, sales of Fairtrade products have been increasing.



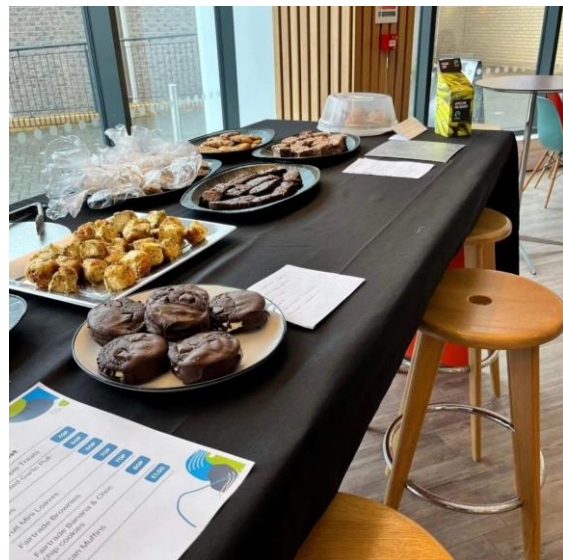
Engagement

At BU, we understand that making real progress requires us to mobilise and engage the entire BU community into taking action. This means that raising awareness and educating people about Fairtrade is just as important as the products we stock on campus. One of the ways we strive to increase engagement with Fairtrade is through taking part in the national annual Fairtrade Fortnight campaign.

Fairtrade Fortnight 2022

We chose to theme the first Fairtrade Fortnight back after Covid-19 as ‘Choose the World You Want’. The pandemic showed us that we are more interconnected globally than we ever have been before, and this is at the very core of the Fairtrade message. On-top of general awareness raising, signposting to the Fairtrade Foundation website, and offering tips on how to support Fairtrade through making positive purchasing choices, we also hosted a variety of events and activities, including:

- Creating our Ideal World with Faith and Reflection
- Chocolate Tasting
- Meet the farmers
- Digital consumer activism: What is it and how can I act?
- Ethical trade bake sale
- Fairtrade Social Kitchen with Chartwells



Fairtrade Fortnight 2023

The theme of Fairtrade Fortnight 2023 was focused on the climate crisis and the increasing threat it poses. We continued to raise awareness, educate, and signpost through a variety of our communication channels, and offered a range of online and in person events including:

- The Fairtrade food share
- Fairtrade survey
- Fairtrade film and guest speaker
- Fairtrade Research presentation
- Climate Justice Debate Challenge
- The Great Fairtrade Bake Off
- Free Fairtrade Fruit Friday
- Fairtrade Pastry Making class
- Fairtrade festival



Fairtrade Week 2024

This year, the official date of Fairtrade Fortnight shifted from February to September to allow for sufficient time to plan for the 30th birthday of the Fairtrade Mark. However, we were keen to keep up the high levels of engagement with Fairtrade in February that we achieved in previous years. Therefore, we decided to host a 'Fairtrade Week' in February, as well as Fairtrade Fortnight, which will take place in September 2024.

During Fairtrade Week 2024, once again we worked to raise awareness, educate, and signpost to the Fairtrade Foundation, and hosted a series of events, including:

- Fairtrade film screening – 'The True Cost'
- Ethical Trade Art Exhibition at AUB
- Fairtrade short films at AUB
- Embedding Fairtrade into Research and Education - a talk for BU academics, in collaboration with the Fairtrade Foundation
- Embedding Fairtrade into your Careers – a talk for BU Business students
- Fairtrade Theme Social Kitchen (Fairtrade Chocolate Tart making class)
- Free Fruit Fairtrade Friday



Community Action

We remain a part of the Fairtrade Universities Network, a group of universities across the country who are committed to championing Fairtrade. This group provides a space for different universities to support, collaborate, and innovate with each other. We also continue to maintain our relationship with BCP Fairtrade in order to extend our out-reach and impact.

In March 2024, we hosted a 'Sustainability Day' for Year 8 pupils at a local school. On this day, the BU Sustainability Team collaborated with the Faculty of Health and Social Sciences to deliver a talk to the students on Sustainable Food and Fairtrade, with the hope of raising awareness among young people and driving action with the school. We hope to host similar events like this in future, and continue to use our influence as a university to drive change.



Moving Forward

Despite being a proud 3-star Fairtrade University, there is still so much we can do to support Fairtrade.

We will continue to work hard to increase the number of Fairtrade products we offer on campus (and the number of sales of these products). We will do this through research, collaboration and effective promotion.

With the movement of Fairtrade Fortnight (and the subsequent decision to run a smaller Fairtrade Week) we have come to the conclusion that Fairtrade at BU needs to have a more consistent presence to maximise engagement throughout the year. Therefore, we will look for opportunities such as Fairtrade Day in May and Coffee Day in October to raise the profile of Fairtrade at BU year-round.

As a university, our biggest legacy is our students, which is why we are looking for new and innovative ways to embed Fairtrade and ethical consumption into education. This work will be a collaboration between the BU Sustainability team, our Sustainability Academic Network, and the Fairtrade Foundation.