



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



FAIRTRADE

Fairtrade University Award

**Fairtrade at
Bournemouth University**

2024-26

BU and our Students' Union SUBU are proud to have had Fairtrade status for over 12 years. In 2024, we recertified and became the only university to achieve the maximum 3-star rating within the Fairtrade Foundation/NUS Fairtrade University and College award.

This report provides a summary of the action we have taken across the university to further support the Fairtrade mission covering the 2024-26 Fairtrade Award submission period (April 2024-March 2026).

Why Fairtrade?

Fairtrade is a global movement and certification system that strives to make trade fairer for producers in developing countries. It is all about working towards social, environmental and economic justice.

The Fairtrade Foundation operationalise this mission by setting minimum prices for products, certifying products with the Fairtrade Mark, and introducing Fairtrade standards including rights at work, safe working conditions, and democratic structures. They also work closely with local communities to improve the livelihoods of farmers through sustainable development, campaign for better rules for global trade, and raise awareness of the impact of making ethical shopping choices to consumers. You can read more about the Fairtrade Foundation [here](#).

We support this mission at BU, and we understand that the way we choose to spend our money and the products we offer on campus can have a huge impact. We also recognize the opportunity we have as university to educate our students, staff, and the wider BU community about global justice, and to empower them to develop positive purchasing habits so they can make a real difference.

The Fairtrade University Award, delivered in partnership with Students Organising for Sustainability UK (SOS-UK), supports and celebrates universities to embed the principles of Fairtrade across their procurement, research and curriculum, leadership, and engagement activities. BU's continued participation in this award is a demonstration of our commitment to supporting global justice, and progressing the United Nations Sustainable Development Goals.



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, our catering provider Chartwells, our students and our neighbouring university Arts University Bournemouth (AUB), continue to meet termly to discuss new initiatives, reflect, and develop new strategies. We use a SMART Action Plan to keep track of our progress, which can be found in the Appendix.

Our actions are guided by our Fairtrade Policy, which is reviewed every two years. This policy forms part of BU's Environmental & Energy Management System, which is certified to EcoCampus Platinum as well as ISO14001 and ISO50001. You can find our Fairtrade Policy and all our other environmental policies on our [website](#).



Catering & Procurement

We work hard to ensure that our BU community has access to variety of Fairtrade and ethically sourced products while on campus.

We continue to stock the Fairtrade certified items Clipper Tea, Tonys Chocoloneys chocolate, the soft drink Lemonaid, hot chocolate, bananas, sugar, and even hoodies! As part of our commitment to increase the proportion of locally sourced products on our campus, this year we introduced [BadHand Coffee](#) (our local coffee roaster) and [Dorset Tea](#) to our catering outlets. While they are not Fairtrade certified items, Dorset Tea is Rainforest Alliance Certified, and BadHand only buy coffee from suppliers who have long standing relationships with farmers and can demonstrate their impact on how these farmers and their communities are growing and benefiting from our trade. These items are available across our catering outlets and are served as standard as part of our hospitality menu for events.

To further our impact, we engage with our staff and suppliers to encourage the procurement of Fairtrade items where possible. For example, we recommend that all staff offices at BU stock Fairtrade items in their kitchens, and we encourage the inclusion of Fairtrade in tender documentation and contractual agreements. You can read more about our commitments to ethical procurement in our Sustainable Procurement Policy on our [website](#).



Campaigning & Engagement

At BU, we understand that making real progress requires us to mobilise 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. We do this by taking part in the national annual Fairtrade Fortnight campaign, and hosting our own Fairtrade-themed events throughout the year.

Fairtrade Fortnight

The year 2024 marked the 30th anniversary of the Fairtrade Mark, which translates into 30 years of dedication from the Fairtrade Foundation standing with farmers for trade justice. To celebrate this achievement during Fairtrade Fortnight, we provided free samples of Tony's Choclonelys chocolate for customers who purchased a Fairtrade tea. Fairtrade cupcakes were also available across our catering outlets.

Shortly after Fairtrade Fortnight in October 2024, Tonys Choclonelys came onto campus to speak to our students about the impact of Fairtrade. They told their powerful story about how they are working to end slavery and illegal child labour in the cocoa industry.

During Fairtrade Fortnight 2025, we encouraged our community to think about how they can 'Brew It Fair'. Tea is our favourite drink here in the UK and we are used to paying pennies for the average tea bag, however the cost to grow and pick tea is increasing. To raise awareness, we ran a social media campaign encouraging customers to take photo of themselves with their Fairtrade beverage and posting it on Instagram, using the hashtag #BrewItFair. Our head chef also made some delicious Fairtrade banana bread, which was available across all catering outlets for the fortnight.



The Fairtrade Fun Run

We are always looking for new, innovative ways to raise awareness of Fairtrade at BU.

In April 2025, two of our BSc Sports Management students organised and co-ordinated a Fairtrade Fun Run, with support from the BU Sustainability Team, SUBU, SportBU, the Fairtrade Foundation, and other student peers enrolled on the BSc Sport Management course. The aim of the event was to increase awareness and raise money for Fairtrade, while encouraging our community to do something fun outdoors.

This project enabled a cohort of our students that would not typically explore the topic of ethical consumption under their field of study, to learn about Fairtrade. It also gave them the opportunity to use their passion and unique skill set in sport and event management to raise awareness of Fairtrade and social justice issues.

The event was attended by a mix of students and staff, creating a sense of community. Overall, the Fairtrade Fun Run raised £140 for the Fairtrade Foundation.



The Perfect Cup of Tea

In October 2025, the Student's Union hosted some workshops for students on how to make the perfect cup of tea, using Fairtrade and Rainforest Alliance certified tea. While it sounds simple, this wholesome event was especially popular with international students, who were intrigued to learn how to make traditional loose-leaf tea in a pot, and shared how they would take tea in their culture.

This event was also used as a platform to raise awareness in the need to 'Brew It Fair'. We plan to host more of these sessions throughout the academic year.



Our Fairtrade Hampers

In 2025, we introduced our Fairtrade hampers to offer our staff and students as prizes. These hampers are put together by our catering provider Chartwells and are filled with Fairtrade goodies and resources for learning more about Fairtrade. The top three winners of the Fairtrade Fun Run were rewarded with a hamper each. The hampers were also given as prizes for the winning team of the Nature Hackathon during Welcome Week 2025; a competition where computing students and ecology students worked together to use technology to encourage connection with nature.

These hampers have been popular and proved to be very effective as soft educational tools, plus they provide a strategy for raising awareness of Fairtrade to a broader audience, without requiring attendance to an event. We hope to continue offering the Fairtrade hampers as prizes across the university.



Community Action

We remain a part of the Fairtrade Universities Network, which is 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.

In November 2024, we hosted the Dorset's own community-led conference of the parties ([COP](#)), which brought together local businesses, MPs, councillors, community groups, charities, students and residents from across the county to discuss how the climate and ecological crisis can be tackled at a regional level.

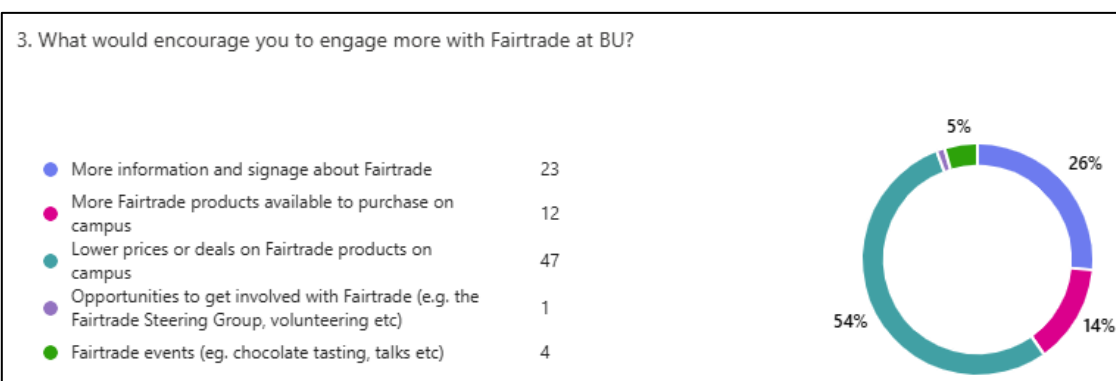
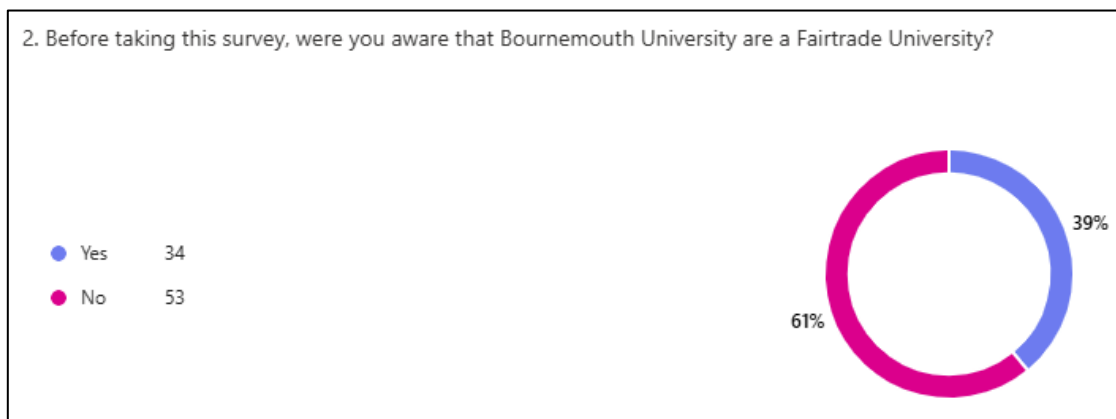
The day was comprised of a variety of inspirational speakers and workshops, covering a range of topics including ethical consumption. For example, the 'Fashion Assembly' asked the question 'What should young people in Dorset do to combat the unsustainable fashion industry and what support do they need?' This was delivered by Sara K. Arnold, Co-founder of Fashion Act Now, Zoe Gilbertson, a fashion ecologist and textile systems designer, Penelope Norman, MA Design Fashion Innovation Course Leader at Arts University Bournemouth, and Jennifer Morisetti, Founder of Defashion Dorset and Hawkers Re-Creatives. Sustainable Food Partnerships was another core topic discussed.



The Fairtrade Survey

Understanding the student and staff perception of Fairtrade through gathering feedback is an important process that we use to inform our Fairtrade strategy at BU. Our Fairtrade Survey is designed to educate those completing it, and to create useful insights that we can use to increase awareness and the purchasing of Fairtrade items on campus. We launched our most recent Fairtrade Survey in September 2025 to promote throughout Fairtrade Fortnight; however we decided to extend the participation window further into the academic year to gather more responses to create a more representative view of Fairtrade.

A total of 87 people took the survey. The results revealed that while 76% of respondents expressed caring about ethical credentials, only 39% of respondents were aware that we are a Fairtrade University. The results also showed that the students thought Fairtrade signage and a greater availability of Fairtrade products would help them to engage more with Fairtrade, rather than Fairtrade-themed events. The full results of our Fairtrade Survey can be found in the Appendix.



Research & Curriculum

At BU, we have committed to embedding the UN Sustainable Development Goals (SDGs) into our research, and into every programme at BU to give our students the opportunity to explore what sustainable development looks like in the context of their course.

Our Sustainability Academic Network, comprised of academic representatives from each faculty, leads on this work by hosting meetings throughout the year for sharing best practice, networking, and providing support. The SDG Teach-In is promoted annually to encourage staff across the university to join the SAN and engage with this agenda. We also have two Fairtrade Academic Representatives (see below) who focus specifically on the inclusion on ethical consumption and Fairtrade into the curriculum and academic research, and champion this mission across the university.



Dr Kaouther Kooli
Associate Professor in Marketing



Dr Manuella Picariello
Senior Lecturer in Sustainability

Dr Kaouther Kooli, said “At BU, our academic staff engage with Fairtrade in a variety of ways and through different perspectives. These include industry application; linking Fairtrade to real-world challenges, socio-political contexts; exploring globalisation and justice as a vital component of civil society, and technological innovation; looking at Fairtrade as a core element of ethical sourcing and circular business models.

This shows that while Fairtrade often serves as a standalone focus in research, it is frequently annexed to broader sustainability topics. As we work to further embed Fairtrade into our curriculum through our unit content and assessment strategies, it is essential that we explicitly clarify the links between Fairtrade, management and marketing strategies, and sustainability frameworks”.

Examples

Education:

Topics on ethical consumption, environmental and social justice, and Fairtrade are embedded across our curriculum in a variety of courses.

For example, our final year [BA \(Hons\) Business & Management \(Marketing\)](#) students can choose to study 'Fashion Business'. This unit covers ethical sourcing, circular business models, and sustainable marketing strategies. Students studying [MSc Public Health](#) explore the Fairtrade mission as an international public health strategy, focussing on the benefits that Fairtrade brings to local producers for improving their livelihoods. Our 'Understanding Globalisation' unit delivered to Level 5 students within our [Faculty of Business and Law](#) are presented with reading materials on Fairtrade as part of a session on anti-globalisation movements and civil society.

You can find more examples on our [website](#).

In December 2024, we mapped every unit taught at Bournemouth University against the UN SDGs. The results of the mapping revealed that:

- **97%** of our courses are aligned to at least one SDG
- **69%** of our courses are aligned to the climate and ecological crisis (SDGs 7,12,13,14 & 15) in at least one unit at every level of study
- **79%** of our courses are aligned to equality, diversity and inclusion (SDGs 5 & 10) in at least one unit at every level of study

This is a great achievement; however we understand it's not just about what we teach – it's also how we teach. In 2025, the Environmental Association for Universities and Colleges (EAUC) carried out a study into how well Equality, Diversity and Inclusion is embedded into the post-16 education sector. A key recommendation of this research was to further embed decolonisation and anti-racism into the curriculum. Our [Inclusive Curriculum Evaluation](#) (ICE) project pays student reviewers to look at how the curriculum is experienced by students of different ethnicities and backgrounds. The students provide recommendations to our academic staff to ensure our curriculum is inclusive for everyone.

Research:

The BU Centre for Sustainable & Socially Responsible Consumption holds the theme of ethical consumption at its core. You can explore this research on our [website](#).

Dr Patrick Neveling, Senior Lecturer in Social Science at BU, focuses his research on global supply chains from a historical perspective, exploring the textile and garment industries, the sugar commodity chain, and labour regimes. One example of recent study completed in 2025 is '*Historical Materialist Anthropology and The World of Sugar: Cross-Disciplinary Research Agendas*'. You can access this research [here](#).

Moving Forward

We are proud of the progress we have made at BU towards supporting the mission of Fairtrade, however there is still so much we can do to.

Despite the challenges of sourcing Fairtrade items and the impact of the cost-of-living crisis on our students, we will continue to work hard to increase the number of Fairtrade products we offer on campus, and the sales of these products. In addition to Fairtrade-certified items, we will continue to investigate other ethical-certifications, locally sourced products, and plant-based alternatives to contribute to our broader goal of providing sustainable and ethical food at BU.

With the movement of Fairtrade Fortnight, 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 highlighted by our Fairtrade Survey, we need to work more closely with our communications and events teams to ensure that our community is aware of our commitment to Fairtrade, and how they can get involved. Following the success of the Fairtrade Fun Run, we will continue to explore new and exciting ways to raise awareness of Fairtrade to broad audiences.

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.



Appendix:

Appendix 1: Fairtrade SMART Action Plan

	<i>Outline the action you would like to achieve</i>	<i>Fill in with specific details on the action.</i>	<i>How will you measure this action?</i>	<i>Is this action appropriate? How does it relate to your organisational strategy or the</i>	<i>Human and/or financial resources to complete it?</i>	<i>When will this action be completed?</i>	<i>Who holds accountability for this action? Do they require support from anyone else?</i>	<i>Note down progress towards this action here.</i>	
Category	Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status	RAG
N/A	Introduce new scheme to Fairtrade Steering Group and Sustainability Committee	Overview of process, aims and responsibilities	Meeting held, information shared	Necessary for certification success	Yes	Dec-19	Sustainability Manager		Complete
N/A	Redraft Fairtrade Policy with new FTUC standards in place	Edit headings and actions to match FTUC themes	Policy published	Necessary for certification success	Yes	Dec-19	Sustainability Support Officer		Complete
Procurement, Retail & Catering	Offer Fairtrade posters to staff for office kitchens	Promote through Green Rewards	Evidence of posters	PL001	Yes	Dec-20	Sustainability Support Officer	Included on Staff Intranet section	Complete
Research and curriculum	Conversation with BUBS academics about including Fairtrade in project brief	Globally Responsible Business Practice	Inclusion within brief	RC003	Yes	Jun-21	Sustainability Support Officer		Complete
Mandatory	Publicise opportunities for students to investigate Fairtrade	Living Lab	Living Lab published	MN010	Yes	Aug-21	Sustainability Support Officer	Published	Complete
Leadership & Strategy	Investigate LD004	Check whether preferred clothing suppliers listed for clubs & societies stock Fairtrade-certified cotton as standard.	Confirmation received	LD004	Yes	Aug-21	Sustainability Support Officer	Email sent to ED	Complete
N/A	Confirm CJN with Jo and create project plan	Create project plan and shape program	Plan	Engagement	Yes	Aug-21	Sustainability Support Officer	Plan created/drafted	Complete
Leadership & Strategy	Investigate LD004	Check whether all internal student group/society purchasing policies, award and funding applications require a commitment to Fairtrade, trade justice and ethical procurement considerations where applicable.	Confirmation received	LD004	Yes	Aug-21	Sustainability Support Officer	ED to review inclusion in society funding applications	Complete

Procurement, Retail & Catering	Include Fairtrade in tender docs for relevant products	Check on M&C sport kit Include in security tender Feb 2022	Inclusion in tender	PL004	Maybe		Aug-21	Sustainability Support Officer	Included in both specifications and Procurement Team aware to highlight in relevant tenders.	Complete
Mandatory	Include annual review within sustainability report	Section within sustainability report	Report published	MN011	Yes		Aug-21	Sustainability Support Officer	Included within sustainability annual report 2019/20 though separate report created to add more detail	Complete
Mandatory	Set up next Fairtrade SG meeting	In September	Meeting, agenda and minutes	MN001	Yes		Sep-21	Sustainability Support Officer		Complete
Mandatory	All sign up to Fairtrade Evidence portal	https://www.greenimpact.org.uk/fairtrade	Access given	Yes	Yes		Sep-21	AD, SW, ED		Complete
Mandatory	Redraft ToR for Fairtrade Steering Group	Draft, share and finalise Steering Group membership and ToR	Drafted ToR	MN001	Yes		Sep-21	Sustainability Support Officer	ToR drafted and investigating Proc, M&C and academic rep	Complete
N/A	CIN marketing and speakers	Deesign poster, social media and confirm if Nana, Peter and Sophie can support	Designs and collaboration	Engagement	Yes		Sep-21	Sustainability Support Officer		Complete
Campaigning & Influencing	Plan and host stall at Freshers Fair	Fairtrade banner, activities and goodies if possible	Attendance	CI030	Yes		Sep-21	Sustainability Support Officer	No Fairtrade food at stall but presence was included through banners, on table and interest gained	Complete
Mandatory	Ensure there are POS materials for Fairtrade in all outlets	Highlights Fairtrade products and informs about benefits	POS promotion created	MN008	Yes		Oct-21	Chartwells SUBU Commercial Manager	Confirmed	Complete
N/A	Promote CIN	At Freshers Fair, Welcome Week and others	Sign ups	Engagement	Yes		Oct-21	Sustainability Support Officer		Complete
Mandatory	Complete membership for SG	Identify student, M&C and academic membership	Roles filled	MN001	Yes		Nov-21	Sustainability Support Officer, SUBU Student Opportunities	M&C and Procurement reps found.	Complete
Campaigning & Influencing	Host Fairtrade Debate	With local group	Event held	CI004; CI006	Yes		Nov-21	Sustainability Support Officer	Climate Justice Now public debate held in November. Feedback received from student participants and well	Complete
Campaigning & Influencing	Include Fairtrade offers within staff inductions virtually	Include in new Sharepoint space	Inclusion	CI001	Yes		Dec-21	Sustainability Support Officer	Included in welcome information	Complete
Research and curriculum	Identify module specialising in the topic of Fairtrade, ethical consumption and trade justice.		Module created	RC009	Maybe		Dec-21	Sustainability Support Officer	Contacted Louise Preget - module looks suitable	Complete
Research and curriculum	Encourage academics to join FT Directory of Supporting Academics	To ESD CoP	Academic signed up	RC007	Yes		Dec-21	Sustainability Support Officer	Promoted to academics though none confirmed to sign up.	Complete

Mandatory	Deliver innovative student led campaign	Work with CAST/student volunteers to run event	Event hosted	MN005	Yes	Dec-21	SUBU Student Opportunities, Sustainability Support Officer	Swap Shop held. In Feb 2022 student bake sale was also hosted.	Complete
Procurement, Retail & Catering	Investigate PL002	The partnership's catering providers and licensed premises (internal and/or contracted) offer Fairtrade-certified products as standard in all the following categories (where stocked): Fruit; Juice; Tea; Coffee; Sugar; Chocolate; Wine	Evidence	PL002	Yes	Dec-21	Chartwells SUBU Commercial Manager	Achieved but data being collected.	Complete
Procurement, Retail & Catering	Ensure procedure in place for new food service outlets to include Fairtrade	Check on procurement process	Valid and clear procedure	PL006	Yes	Dec-21	Sustainability Support Officer Facilities Management	Sustainability Team will be involved in tender of next catering contract to ensure strong Fairtrade inclusion	Complete
Mandatory	Include annual review within CECAP Report	Section within report for Fairtrade	Report published	MN001	Yes	Dec-21	Sustainability Support Officer	Changed as not deemed fitting for report so will be explored separately	Not done
Campaigning & Influencing	Confirm plans for FT14 for a) BU b) SUBU c) Chartwells	Create calendar	Calendar of events	MN004	Yes	Jan-22	SSO, SUBU CPL, CTM	Calendar created with range of events	Complete
Mandatory	Garner feedback on student views around Fairtrade	Survey, face-to-face engagement or focus groups	Research published	MN009	Yes	Feb-22	SUBU Student Opportunities, Sustainability Support Officer	Survey shared and well fed into, results need analysing	Complete
Mandatory	Celebrate FT14!	Execute all events and raise awareness	Attendance of events	MN004	Yes	Feb-22	SSO, SUBU CPL, CTM	https://www.bournemouth.ac.uk/news/2022-02-18/it-s-fairtrade-fortnight-choose-world-you-want	Complete
Research and curriculum	Seek opportunities to peer-review FTUC uni	SCEMG?	Peer-review	RC004	Yes	Feb-22	Sustainability Support Officer	Peer review held February 2022	Complete
Outcomes	Explore outcomes	Review outcomes for submission	Outcomes assessed	OT001 - OT004	Yes	Feb-22	Fairtrade Steering Group	Identified opportunity to review outcomes for SUBU and students. Local community already done.	Complete
Campaigning & Influencing	Identify interested students to campaign on Fairtrade	Student group or society or CAST	Campaign held and supported	CI002	Maybe	Feb-22	SUBU Student Opportunities, Sustainability Support Officer	Reductarian Society held event	Complete
Mandatory	Ensure tea, coffee, sugar, hot chocolate, chocolate, confectionary or snacks, cotton clothing are stocked in all outlets	Gather evidence of this	Evidence within portal	MN006	Yes	Mar-22	Chartwells SUBU Commercial Manager		Complete
Leadership & Strategy	Explore inclusion of Fairtrade within M&C strategy and SUBU procurement plan	Recommendations given to further embed Fairtrade in other plans	Recommendations given and evidence collected	LD003	Yes	Mar-22	Sustainability Support Officer SUBU Commercial Manager		In progress

Campaigning & Influencing	Collate evidence for FT14 social media presence	Include in CAST role and gather Chartwells/SUBU data	Evidence within portal	CI008	Yes	Mar-22	Sustainability Support Officer, Chartwells, SUBU Student Opportunities		Complete
Procurement, Retail & Catering	Explore opportunities to influence Fairtrade in businesses	Engage with at least one of the following stakeholders to adopt or increase Fairtrade	Evidence in portal	PL007	Maybe	Mar-22	Sustainability Support Officer	Have emailed SUPC to review Fairtrade in frameworks	Complete
Research and curriculum	Roberta to present research to Fairtrade Steering Group	To share findings of research to inform practice	Session held		Yes	Mar-22	Sustainability Support Officer	Session held, another to follow with actions	Complete
Procurement, Retail & Catering	Report of Fairtrade sales per AY since Sept 2019	On portal	Report shared	PL003	Yes	Apr-22	Chartwells SUBU Commercial Manager	On portal	Complete
Procurement, Retail & Catering	Run and report sales on Fairtrade products	Discounts, competitions, loyalty schemes...	Ran and evidence collected	PL050	Yes	Apr-22	Chartwells SUBU Commercial Manager		Complete
Campaigning & Influencing	Create events guidance for in-person staff events	Sustainability guidance to include Fairtrade consideration	Published guidance	CI011	Yes	Jun-22		Guidance published on staff intranet.	Complete
Next steps	Create a plan for Fairtrade action after FTUC 2022 submission	Brainstorm and highlight key priorities and ambitions within FT SG	Priorities and actions	N/A	Yes	Jun-22	Fairtrade Steering Group		In progress
Research and curriculum	Discuss with SUVP Education around FT & decolonising curriculum	Students should be equipped with the resources to reflect on the current system of global trade through a producer lens.	Embedded approach	RC008	Maybe	Jul-22	Sustainability Support Officer/SUVP Education	Raised with SUVP Education and well-received, now creating guidance around decolonisation to include Fairtrade	In progress
Campaigning & Influencing	Identify Fairtrade collaboration opportunity with BPC	Create one project or campaign	Campaign created	CI003	Maybe	Jul-22	Sustainability Support Officer	Conversation held for ideas though campaign not created.	Not started
Mandatory	Collate evidence for events in FT14	From Chartwells and SUBU	Evidence within portal	MN004	Yes	Jan 21, Jan 22	Chartwells, SUBU Student Opportunities	Events collated, promoted	Complete
Mandatory	Publish an annual impact report	Report online	Report	MN011	Yes	Mar-23	Sustainability Support Officer	Report written	complete
Mandatory	Create smart action plan	Including activities	Plan	MN011	Yes	N/A	Sustainability Support Officer	Ongoing	In progress
Procurement, Retail & Catering	Intergrate commitment to Fairtrade products into our Net Zero Teams certification for staff	Include commitment to Fairtrade products in the certification	Criteria added	PL001	Yes	Sep-23	Sustainability Support Officer	Using Fairtrade products within offices at BU has been added to the Net Zero Teams Criteria	Complete

Campaigning & Influencing	Use social media to promote Fairtrade products on campus across the year	Use facebook, instagram and twitter	Stories, posts	CI008	Yes	Oct-23	Sustainability Support Officer	Stories including Fairtrade POSM are posted frequently	In progress
Campaigning & Influencing	Enable students to take ownership over our social media and use it to promote Fairtrade	Make this part of the job description for of placement students	Stories, posts	CI008	Yes	Nov-23	Sustainability Support Officer/Students	Our most recent placement student uploaded stories about Fairtrade throughout Fairtrade Week	Complete
Research and curriculum	Integrate Fairtrade into student professional development programmes	Use our Business Schools' reading week to do this	Evidence in slides used at event	RC008	Yes	Feb-24	Sustainability Support Officer/The Business School Employability Programme	SSO delivered a session about embedding Fairtrade into your education and future career to a group of 7 students as part of the business students reading week	Complete
Campaigning & Influencing	Explore opportunities to promote Fairtrade to the local Bournemouth and Poole College	Communicate with relevant stakeholders	Collaboration	CI003	Yes	Feb-24	Sustainability Support Officer/Sustainability Officer and B&P College	Sustainability Officer at B&P invited to BU Fairtrade events, CC'd in emails, and signposted to useful resources	In progress
Campaigning & Influencing	Explore opportunities to promote Fairtrade to local schools	Deliver an event	Event held	CI003	Yes	Mar-24	Sustainability Support Officer/Sustainability Manager	BU hosted a Sustainability Day for 148 year 8 pupils - this included a talk about Fairtrade and how to speak to their teachers about it. We hope to run a similar event every year	Complete
Research and curriculum	Encourage academics to embed Fairtrade into their research and teaching	Run an event	Event held, evidence in emails	RC008	Yes	Mar-24	Sustainability Support Officer/BU Fairtrade Academic Lead	We co-hosted an event on embedding Fairtrade into research and teaching for BU academics.	complete
Research and curriculum	Explore ways to map unit alignment to Fairtrade across all courses at BU	Adjust our existing mapping tool to measure Fairtrade	Mapping data	RC005	Yes	Jan-24	Sustainability Support Officer/Sustainability Academic Network	Identify the core SDGs which align to Fairtrade and use this to identify which course units align to Fairtrade	In progress
Research and curriculum	Explore ways to map impact of teaching Fairtrade	Develop a mapping tool for students to fill in	Mapping data	RC005	Yes	Mar-24	Sustainability Support Officer	Meeting scheduled to discuss with academic services about involved PAL Leaders to do this	In progress
Innovative Intervention	Encourage academics to engage with Fairtrade on a larger scale	Use our Sustainability Academic Network to disseminate information	Regular emails	II003	Yes	Feb-24	Sustainability Support Officer	Socio-Ecological Transition Seminars are promoted to BU academics across the year	In progress
Mandatory	Promote Fairtrade through the year, instead of just Fairtrade Fortnight	Identify days in the calendar across the year to focus on Fairtrade	Number of events	MN004	Yes	Dec-23	Sustainability Support Officer, Chartwells, SUBU Student Opportunities	Planning events for Fairtrade Day in May, COP29, Fairtrade Fortnight, and continue engagement in February despite date change of Fairtrade Fortnight	In progress
Research and curriculum	Explore ways to communicate the link between Fairtrade and decolonisation to students and staff	Include content about decolonisation in lecture prepped for students	Slides	RC008	Yes	Feb-24	Sustainability Support Officer	Lecture for MSc Public Health students taught about decolonisation. Include this content in all future lectures about Fairtrade	complete

Innovative Intervention	Develop a Fairtrade Literacy programme, similar to Carbon Literacy	Develop a set of materials and games	Certification	II004	Yes	Mar-24	Sustainability Support Officer, BU Fairtrade Academic Lead/academics	3 meetings to date to discuss development of this course. Applied for HEIF funding	In progress
New Toolkit Submission Period (2024-2026)									
Innovative Intervention	Organise a 5K for Fairtrade Event to raise money and awareness of Fairtrade	Give this to students as a student-led project, to plan a sport event to raise money and awareness of Fairtrade	Money raised, number of sign-ups	II001	Yes	Mar-25	Izzy Chalk, Tim Harris, Chris Payne, Manuela Picariello	Met with students and given them the brief. In the process of planning the event.	Complete
Leadership & Strategy	Review the Fairtrade Policy	Review this Policy at the next Fairtrade Steering Group meeting	n/a	LD002	Yes	Jan-25	Sustainability Support Officer		Complete
Research and curriculum	Establish new academic Fairtrade Leads	Reach out to Sustainability Academic Network to ask	n/a	RC001	Yes	Jan-25	Sustainability Support Officer	Izzy reached out and now there are 2 Fairtrade academic representatives. They plan to meet to discuss their roles.	Complete
Procurement, Retail & Catering	Review our current Fairtrade products	Carry out an audit and take images of all items	n/a	MN006	Yes	Jan-25	Chartwells, SUBU.	Raised in the last Fairtrade Steering Group meeting to send Izzy images and sales data of Fairtrade products.	In progress
Procurement, Retail & Catering	Review sales of Fairtrade items.	Supply Fairtrade sales data for August 2023-July 2024).	Total sales	PL003	Yes	Sep-25	Chartwells, SUBU.	SUBU and Chartwells have communicated that they will complete this in the near future.	In progress
Campaigning & Influencing	Plan Fairtrade Fortnight 2025.	Izzy to work with Chartwells to create campaign materials along the theme of Brew It Fair.	n/a	MN004	Yes	Sep-25	Sustainability Support Officer, Chartwells, SUBU.		Complete
Mandatory	Develop a Fairtrade survey, ready for Fairtrade Fortnight.	Izzy to draft a survey and share with the Fairtrade Steering Group.	n/a	MN009	Yes	Sep-25	Sustainability Support Officer.	Survey created and currently being disseminated.	Complete
Procurement, Retail & Catering	Lobby relevant purchasing consortiums to stock Fairtrade products.	Izzy to work with SUBU Commercial Manager to contact NUS, and to work with Chartwells to draft a letter to their	n/a	PL007	Yes	Dec-25	Sustainability Support Officer, Chartwells, SUBU Commercial Manager.	Meetings have been arranged to discuss this.	In progress
Mandatory	Investigate new lines of Fairtrade hot chocolate.	Izzy to support Chartwells with research into a new Fairtrade hot chocolate brand.	n/a	MN004	Yes	Jan-26	Sustainability Support Officer, Chartwells.	Commenced research.	In progress
Mandatory	Develop some new POS materials to have on campus permanently.	Izzy to create a design for some till wobblers, and reach out to the Fairtrade Foundation for support.	n/a	MN008	Yes	Jan-26	Sustainability Support Officer, Chartwells	Izzy has created a mock-up design.	In progress

Appendix 2: Fairtrade Survey 2024-26

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Do ethical credentials (such as the Fairtrade mark) influence your purchasing decisions? Select the option that applies to you.		Before taking this survey, were you aware that Bournemouth University are a Fairtrade University?	What would encourage you to engage more with Fairtrade at BU?	What do you consider to be 'sustainable and ethical food'? Optional.
2	Often - I consider ethical products when they are available	Yes	More Fairtrade products available to purchase on campus	Local; cruelty free; fair pricing for suppliers; fair treatment for workers; giving back to the community; recognising the climate emergency
3	Sometimes - It is one of several factors I consider	No	Fairtrade events (eg. chocolate tasting, talks etc)	
4	Often - I consider ethical products when they are available	No	More information and signage about Fairtrade	
5	Always - I actively seek out ethically certified products	Yes	More information and signage about Fairtrade	Vegan food, local and or seasonal where possible
6	Sometimes - It is one of several factors I consider	No	More Fairtrade products available to purchase on campus	Locally sourced food
7	Sometimes - It is one of several factors I consider	Yes	More information and signage about Fairtrade	
8	Rarely - I don't usually check for ethical credentials	No	Lower prices or deals on Fairtrade products on campus	
9	Sometimes - It is one of several factors I consider	No	More Fairtrade products available to purchase on campus	
10	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	
11	Never - Ethical credentials do not influence my purchasing decisions	Yes	Lower prices or deals on Fairtrade products on campus	
12	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
13	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	Vegan food!!
14	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	Vegetarian
15	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
16	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	
17	Never - Ethical credentials do not influence my purchasing decisions	Yes	Lower prices or deals on Fairtrade products on campus	
18	Rarely - I don't usually check for ethical credentials	No	Fairtrade events (eg. chocolate tasting, talks etc)	produce grown locally, meat and dairy free foods
19	Rarely - I don't usually check for ethical credentials	No	More information and signage about Fairtrade	
20	Often - I consider ethical products when they are available	Yes	Lower prices or deals on Fairtrade products on campus	
21	Often - I consider ethical products when they are available	Yes	More Fairtrade products available to purchase on campus	
22	Rarely - I don't usually check for ethical credentials	No	Lower prices or deals on Fairtrade products on campus	
23	Often - I consider ethical products when they are available	Yes	Lower prices or deals on Fairtrade products on campus	food sourced in a way it doesn't damage the environment or any people's livelihoods
24	Often - I consider ethical products when they are available	No	More Fairtrade products available to purchase on campus	
25	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	no meat/ grown locally/ not mass produced/dairy that has been obtained from free roaming animals
26	Rarely - I don't usually check for ethical credentials	No	Lower prices or deals on Fairtrade products on campus	
27	Often - I consider ethical products when they are available	No	More information and signage about Fairtrade	Food that is cultivated/ made where primary workers are paid properly and the practices used are environmentally sustainable. Also modern slavery is not used.
28	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	Food that is harvested without damaging the local environment and therefore can be planted again. Crops that significantly reduce soil content i feel are not sustainable. As for ethical food, it should be predominantly foods that people were paid a fair wage for and not exploited or that the environment was exploited

				Food that does not pollute the environment in any form, is produced without polluting the environment, and where people growing the food are paid a high price for this service
29	Always - I actively seek out ethically certified products	No	More Fairtrade products available to purchase on campus	
30	Often - I consider ethical products when they are available	No	More information and signage about Fairtrade	Aiming to avoid or reduce unnecessary polluting or harm while also being low emissions
31	Often - I consider ethical products when they are available	No	More information and signage about Fairtrade	Low carbon emissions and fairtrade
32	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	
33	Always - I actively seek out ethically certified products	No	More Fairtrade products available to purchase on campus	
34	Sometimes - It is one of several factors I consider	No	More Fairtrade products available to purchase on campus	
35	Sometimes - It is one of several factors I consider	No	Fairtrade events (eg. chocolate tasting, talks etc)	
36	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
37	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	
38	Always - I actively seek out ethically certified products	No	More Fairtrade products available to purchase on campus	
39	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
40	Rarely - I don't usually check for ethical credentials	No	Lower prices or deals on Fairtrade products on campus	Noodles
41	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	A good balance of a Healthy and cost effective food.
42	Rarely - I don't usually check for ethical credentials	No	Lower prices or deals on Fairtrade products on campus	
43	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	
44	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	
45	Sometimes - It is one of several factors I consider	Yes	More information and signage about Fairtrade	
				I consider sustainable and ethical food to be food that is grown or produced in a way that protects the environment, supports local farmers, treats animals humanely, and ensures fair working conditions for everyone involved. It should also promote good health and reduce waste for example, choosing seasonal, locally sourced, and plant-based options when possible.
46	Always - I actively seek out ethically certified products	Yes	Opportunities to get involved with Fairtrade (e.g. the Fairtrade Steer	Ethically sourced, fair prices, good reputation of manufacturers
47	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	Vegetables
48	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	More culturally friendly meals
49	Rarely - I don't usually check for ethical credentials	No	More Fairtrade products available to purchase on campus	
50	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	
51	Always - I actively seek out ethically certified products	Yes	More Fairtrade products available to purchase on campus	
52	Never - Ethical credentials do not influence my purchasing decisions	No	Lower prices or deals on Fairtrade products on campus	Plants maybe
53	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
54	Never - Ethical credentials do not influence my purchasing decisions	No	More information and signage about Fairtrade	Tbh, I have no idea
55	Sometimes - It is one of several factors I consider	Yes	More information and signage about Fairtrade	Foods with a low carbon rating (vegan, veggie options), fairtrade
56	Often - I consider ethical products when they are available	No	More Fairtrade products available to purchase on campus	Sourced from places that treat and pay workers fairly, and protect the environment where food is made and transported

57	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	It's not waste food
58	Rarely - I don't usually check for ethical credentials	No	More information and signage about Fairtrade	
59	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	By producing and consuming food responsibly, we safeguard our health, the future of our planet, and the well-being of all life, including humans, animals, and the environment.
60	Often - I consider ethical products when they are available	No	Lower prices or deals on Fairtrade products on campus	Making consumption choices that helps reduce waste; eating more plant based food, reducing the consumption of dairy and meat products.
61	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	Food that is produced without harming the environment supports fair wages for farmers, and uses natural ingredients with minimal waste
62	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
63	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
64	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
65	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	Fruit
66	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	Vegan food
67	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
68	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	Kebab
69	Often - I consider ethical products when they are available	Yes	Lower prices or deals on Fairtrade products on campus	
70	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
71	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
72	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	Fruit
73	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	
74	Rarely - I don't usually check for ethical credentials	Yes	Fairtrade events (eg. chocolate tasting, talks etc)	
75	Never - Ethical credentials do not influence my purchasing decisions	No	More information and signage about Fairtrade	Food grown on UK soil
76	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	Ethical supply chain
77	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
78	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
79	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	
80	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	
81	Always - I actively seek out ethically certified products	No	Lower prices or deals on Fairtrade products on campus	Food sourced from well vetted sources that adhere to a high standard of worker treatment and sustainability One thats good for the enviroment, and doesnt work with bad labour practices
82	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
83	Sometimes - It is one of several factors I consider	No	Lower prices or deals on Fairtrade products on campus	plant based
84	Sometimes - It is one of several factors I consider	Yes	Lower prices or deals on Fairtrade products on campus	
85	Often - I consider ethical products when they are available	Yes	More information and signage about Fairtrade	Bananas
86	Rarely - I don't usually check for ethical credentials	Yes	Lower prices or deals on Fairtrade products on campus	
87	Sometimes - It is one of several factors I consider	No	More information and signage about Fairtrade	