

University of Exeter – Fairtrade Award Annual Progress Report 2019/20

Last year we successfully formed a co-ordinating group of people who were interested in formally aiding the University in achieving its Fairtrade Award. We published a commitment of intent and created a detailed SMART action plan, and have successfully carried out many of our intentions in this first year.

We began with Fairtrade Fortnight 2019, where we ran some events and promotions across our cafes and shops. These included a 10% discount on all Fairtrade items in our shops, and some home-made Fairtrade banana cake, and hot drinks promotions in our cafes. We also had a day in the forum area where we had a visit from some Fairtrade banana farmers, and we ran a competition to guess the amount of bananas in the display. This worked really well and we had some great interaction from students genuinely interested in Fairtrade.

We have worked closely with our marketing team this year to also raise the awareness of what we have been doing through our various social channels – Facebook, Instagram, and the website. We have actively promoted any Fairtrade activity along with bespoke campaigns, often linking with the wider University and the Fairtrade Foundation.

Fairtrade Fortnight 2020 is fast approaching, and we are working on a number of engaging events and promotions through which we can engage and educate staff and students alike. One example is the ‘Beat the Barista’ event we are holding, where students and staff can partake in a latte art competition against the barista, using and endorsing Fairtrade coffee and hot chocolate.

In partnership with a student volunteer, we have been working on a particularly exciting project outside of Fairtrade Fortnight involving a brand new app called ‘Giki’. Using this app, you can scan products to find out how ethical they are. We can use this app to really engage our students with the products we are offering, and with which items on our shelves are ethically sourced. We are also offering our support wherever it is needed to societies and student groups such as the Slow Food society and Be the Change. Working alongside students is and will continue to be an important part of our progress.

We are delighted to have increased our offerings of Fairtrade items in all of our cafes and restaurants on campus, and we are continually working on improving and expanding this. All of our tea, coffee, hot chocolate, bananas and pure fruit juices in our cafes are now Fairtrade. There is now educational material in every outlet on our campus, which is easily accessible. There are Fairtrade or ethically sourced cotton clothing items in all of the shops on campus, and we will continually work to improve and increase this offering. We are also offering Fairtrade items at all our events and conferences on campus.

We have recently devised a survey for our University owned ‘Coffee Cart’. Staff and students can fill out a ‘Quick Survey’ (ten questions only) in return for a free hot drink. This survey is to get an idea of whether or not people see the importance of Fairtrade on campus, and how much they knew about Fairtrade. We will make the results of this survey public once we have collected them.

There is now a formal induction document which will be made available to all new members of hospitality and shop staff at the University. The idea behind this document is not only to educate our staff on Fairtrade, but also to encourage them to support the cause, whether that be as simple as encouraging consumers to buy ethically, or more active involvement such as joining groups or organising events.

We are currently in discussions with lecturers from various subjects as to how we can invite students to investigate Fairtrade or ethical consumption within their coursework. This is a particularly exciting prospect which we thoroughly look forward to embarking on in the New Year.

University of Exeter – Fairtrade Award Progress Report – March 2020-03-31

This report is a follow up to the Annual Report which was published in January 2019 (before Fairtrade Fortnight 2020).

We are stocking more Fairtrade and ethically sourced products on campus than ever before, with new products being introduced all the time. (Most recently BE soft drinks) The next step is to get Fairtrade alcohol into the Marketplace and onto menus in all of the outlets. Fairtrade tea, coffee, hot chocolate and sugar is being used in all events, and we have just finished designing our new Fairtrade labels which will go on all of our hot drinks flasks. Our campus events team 'Fresh Ideas' is now running an on-site delivery service, all staff members can therefore order Fairtrade products to stock in their staff rooms and break areas. We have also designed and printed posters to encourage all staff to replace products they are using with Fairtrade alternatives.

We successfully devised and carried out a survey on Campus in January 2020. To ensure we got a broad range of participants, we carried it out in two different locations. The first day we ran the survey in the forum, offering a free coffee for all participants. On the second day we ran it at the café in the Peter Chalk Centre, and we gave out free divine chocolate bars to everyone who took part. We had encouraging results, with most people expressing a concern over Fair wages for farmers. The majority of participants stated that they would be more likely to buy ethical or Fairtrade products, and the majority of people showed at least a basic understanding of the cause and the charity.

Our marketing team have been working hard this year, ensuring our relevant webpages are constantly being updated. Each time we run an event or a survey, the results are made publicly available online. Our social media pages are also constantly being updated with new, relevant posts. They are always on hand to take photos and stay informed.

Fairtrade Fortnight 2020 was both successful and educational for us. We ran a series of events and engaged in activities both on and off campus. Our 'Beat the Barista' event in the Forum was a roaring success, with the resident barista showing participants how to make latte art non-stop from beginning to end. We had over 60 participants, which was far more than we originally thought we would have time for.

As well as 'Beat the Barista' we ran a competition to win a hamper. We set up a stall covered in relevant Fairtrade POS material, and we asked participants to fill out a card with their name and email address. This was an excellent way to collect data, and also was a fantastic way to display the range of Fairtrade products available on campus: the prize was a large hamper filled with Fairtrade products which are stocked on campus.

As part of Fairtrade fortnight 2020 we also had two visitors from Ghana, Ernest Boateng and Sarah Ahemah; both of whom are Fairtrade cocoa farmers. We set up a stall in the forum and gave out free samples of Divine Fairtrade chocolate, and Ernest and Sarah were on hand to answer any questions that staff and students had for them. They were incredibly enthusiastic about meeting and

educating new people on their experiences. We also used this stall to give out free samples of a new brand of Fairtrade chocolate called 'Tony's Chocoloney', which students absolutely loved. Off the back of this success we are going to be stocking this chocolate in all of our outlets.

The Giki campaign, which was covered in our annual report, was held in February in the forum during Go Green Week. A member of our team and a volunteer student sat in the forum and promoted this fantastic app, which is free and can help you buy more ethically. A selection of products was laid out on a table, and passers by were asked to put the products in order of most to least ethical. They could then scan the products using the Giki app, which gives each product a certain number of 'Badges' dependent on how ethical the product is. The campaign was a roaring success, with many students showing interest in the game that was set up, and many of them downloaded the app there and then. We also had an email from the Giki team, and we were delighted to hear that they actually saw an increase in downloads of the Giki app around the time our campaign was run. This has led us to the decision that we will continue running Giki campaigns, next time we emphasising the interactive, playful elements. The aim is to encourage students to shop with more awareness, and to encourage them to switch to slightly more ethical products.

In addition to the campaigns and events, we have written and published a set of guidelines for anyone wishing to run events on campus. This applies to everyone, from our corporate events team right down to one student holding a charity stall in the forum. These guidelines are intended to be progressive rather than restrictive.

We continue to work towards growing the University of Exeter's own coffee brand, 'Barisca'. We now have Barisca Fairtrade coffee beans for sale in the University shop, and in all of our outlets on campus. We have recently stocked a large selection of 'Barisca' and 'University of Exeter' branded re-usable coffee cups to discourage single use coffee cups on campus, and to grow the Barisca brand.

Unfortunately, the University has now had to close due to the Coronavirus. This has put a stop to some of our more immediate plans, and has made it more difficult to access information. We continue on our journey from our homes and will continue to publish every aspect of our journey, even if progress becomes slow due to the current crisis. We are currently looking into new ways in which we can encourage students to write about Fairtrade and ethical trading in their coursework, and ways in which we can help them do this. We are also investigating new products to introduce on campus when we re-open, including Fairtrade Goji berry liqueur and Fairtrade banana beer.