

Middlesex University

Fairtrade Policy 2018/2020



Purpose

Middlesex University made a commitment to Fairtrade in 2017 by becoming a Fairtrade Awarded University. Committing to Fairtrade at Middlesex University strengthens the University's Vision, Mission and Values.

Background

In partnership with the Student Union Merchandise and our Catering provider we promote and provide a wide range of Fairtrade food and cotton across campus.

Having a Fairtrade award status strengthens the University's Vision, Mission and Values, Fairtrade is a simple way of helping to change people's lives.

Our status demonstrates our passion for fairness and giving people the chance to better their future.

It helps us to understand how farmers are exploited, underpaid and allows us the chance to inform and educate our next generation. As consumers they can make a difference to these people's lives and help pave the way to a better future

Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system.

By supporting Fairtrade the University will work towards meeting the following 11 goals:

1 – There will be a University Fairtrade Steering Group to take place on campus. Meeting at least once a term. These meetings will cover, amongst other topics, forthcoming events, plans for growth outside the University, opportunities for students, implementation of the policy and keep up to date the Fairtrade Action plan. Where possible the meetings will consist of the following members:

- University Fairtrade Lead
- Unison International Officer
- Senior Member of Staff (Head of Procurement)
- University Lecturer
- Corporate and Partner Engagement Business School
- Catering Provider Manager
- SU Campaigns and Projects Coordinator
- Local Fairtrade Campaigners

2 – A [SMART Action Plan](#) is available publically and is used as part of the Fairtrade growth within the University by the Fairtrade Steering Group team.

3 – A Fairtrade Policy of intent and values is publically available, stating the Vision, Mission and goals of Fairtrade at the University

4 – An annual **Fairtrade Fair event** will take place on campus to begin Campaigning, awareness and celebration of Fairtrade fortnight. The event will take form from the details of the [Fairtrade Foundation Supporter / Regional conference \(sept/ Oct\)](#) The event will consist of University's departments, Student Union, local community and with activities for student enjoyment. A detailed plan of the finalised event will be shared with Marketing, SU and local campaigners to assist with sharing via social media.

5 – Other events outside of Fairtrade Fortnight will be planned throughout the academic year to assist with raising awareness of Fairtrade, Fairtrade at the University, student opportunities and department support. These events will consist of, but not be limited to, the following:

- Wellbeing Fair
- Freshers
- Welcome Back Fair

Events will have a focus of student awareness, impact and opportunities to support other department events.



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6 – The University’s commitment to providing Fairtrade products on campus is written into both the Catering and Merchandise contracts. Where possible these and other products within the list below will be made available across campus, but not be limited to:

- Fairtrade Tea
- Fairtrade Coffee
- Fairtrade Sugar
- Fairtrade hot Chocolate
- Fairtrade cocoa
- Fairtrade Chocolate Confectionary
- Fairtrade Cotton clothing
- Fairtrade Soft drinks
- Fairtrade Wine
- Fairtrade Beer
- Fairtrade Health and Beauty
- Fairtrade snacks
- Fairtrade cut flowers
- Fairtrade fruit

7 - The University’s commitment to providing Fairtrade products on campus is written into both the Catering and Merchandise contracts. Where possible the products will be made available across campus, but not be limited to:

- Fairtrade Tea
- Fairtrade Coffee
- Fairtrade Sugar
- Fairtrade hot Chocolate
- Fairtrade cocoa
- Fairtrade Chocolate Confectionary
- Fairtrade Cotton clothing

8 – Fairtrade products on campus will be easily identifiable by clear Fairtrade POS across the outlets. Along with relevant Table Talkers or leaflets available for further information.

9 – To help gain understanding of student and staff priorities, concerns, expectations, knowledge, attitudes, behaviours and needs a baseline survey will run once a year. The results will be collated and compared to previous years and made publically available to demonstrate change.

10 – Throughout the academic year opportunities will be made available for students to investigate Fairtrade, trade justice or ethical consumption through their course work or modules either by assisting at Fairtrade events, liaising with Lecturers or providing students the opportunity to become auditors and audit the Fairtrade evidence for a University award every two years.

11 – An annual up to date [Progress Report](#) is made publically available, which demonstrates impact following tasks and progress made which covers campaigning, leadership and strategy, research and curriculum, innovation

A blue ink signature of Tim Blackman, written in a cursive style.

Tim Blackman
Vice Chancellor

A blue ink signature of Jo Williamson, written in a cursive style.

Jo Williamson
Lead on Fairtrade at
Middlesex University

