

Fairtrade Impact Report 2023-2025



Signing up to Fairtrade campaigning at a Welcome event in September 2023 and September 2024

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Introduction

The University of Worcester has been committed to Fairtrade since 2008 and reaccredited until June 2025, when it will be reassessed. Our Fairtrade policy is available to read on our [website](#).

Fairtrade significantly impacts poverty reduction and economic resilience through rural development. We have educated and encouraged students to think about the ethics of global trade and the importance of considering the lives of the producers and farmers when considering what to buy. The University's commitment to Fairtrade has contributed to benefits for farmers and workers, deepening impact through services and programs, building Fair Trade markets, influencing government policies, and building a strong global system.

The University of Worcester is a leader in sustainability and climate change research, teaching, and engagement. The University received First Class Honours in the 2024 People and Planet University Sustainability League, ranking 6th overall. The University's commitment to Fairtrade is just one example of its dedication to sustainability and ethical practices.

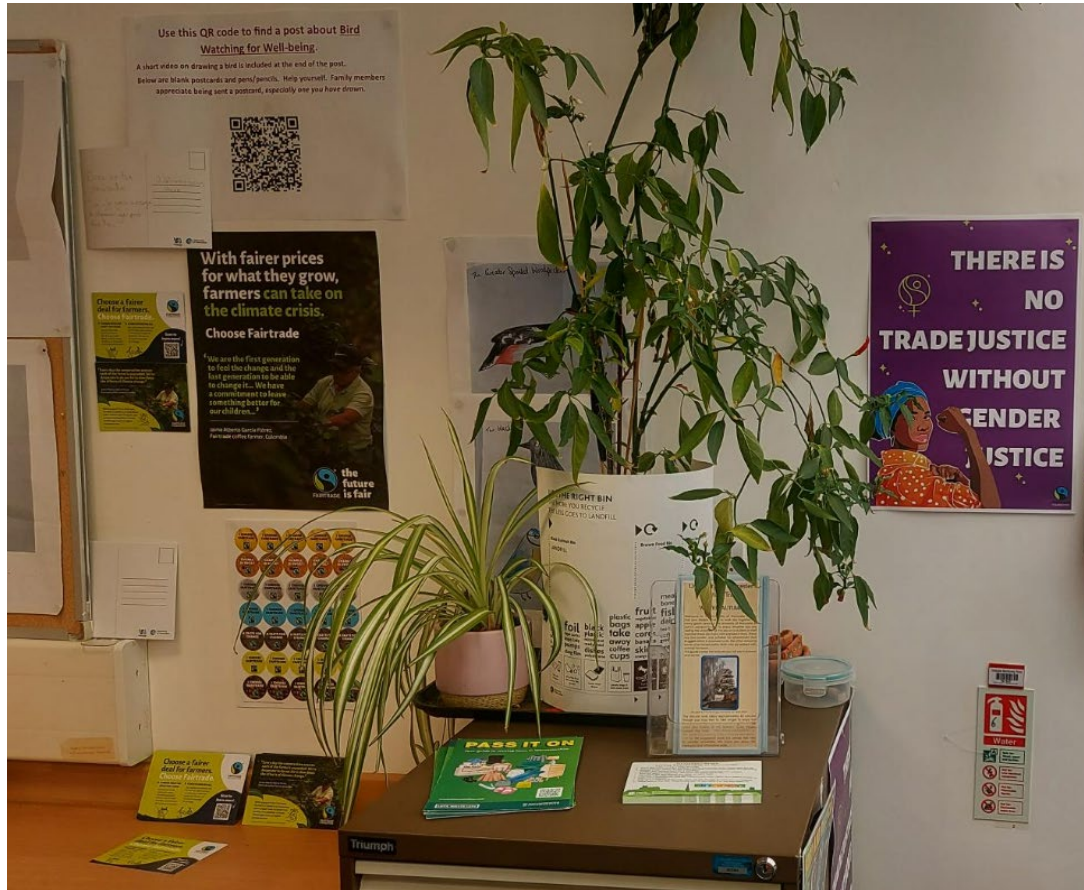
Governance, Leadership and Strategy

The University has an active Fairtrade Team run by the VC's Office, Green Impact (GI) Team and GI Project Assistants who are students. The Sustainable Development Committee (SDC) formally leads on efforts to retain Fairtrade Award Status. It implements, monitors, and reviews the Fairtrade Policy and Action Plan to improve the University's support for Fairtrade. The committee comprises academic and support staff, students' union staff, and sabbatical staff. In January 2025, SDC agreed to a revised Fairtrade Policy and Action Plan.

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Student Displays

Permanent display on Fairtrade in the Student Sustainability Hub, open 7.00 am-10.00 pm seven days a week, with free Fairtrade hot drinks for students to help themselves to.



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Catering



In partnership with our caterers, Chartwells, we have used lots of opportunities to help to raise awareness of ethical purchasing and highlight the various products available to purchase through our shops and catering outlets. Our caterers take the opportunity to promote Fairtrade products and arrange eye-catching displays.

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Campaigning and Influencing

At the start of the academic year, we ask our students what campaigning and other activities they would like to be involved in.

1. The Students' Union and Sustainability Department at the University of Worcester would like to let you know about its campus projects and links to paid part-time work and volunteering opportunities.

Responses: 380

Yes, I'm in please send me job offers, volunteering opportunitie...

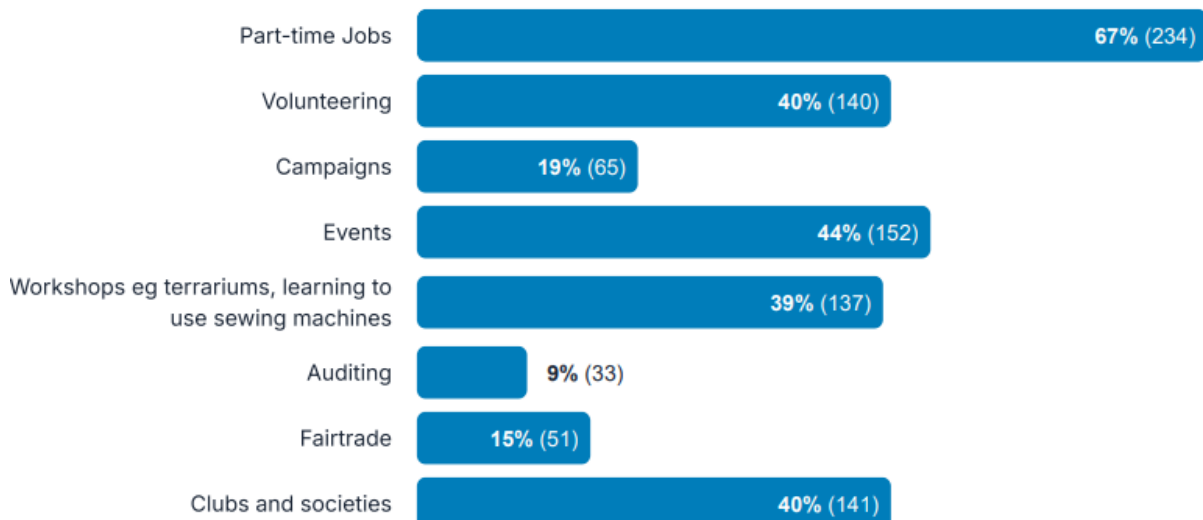
64% (244)

No, not interested

36% (136)

2. Please let us know the areas you are interested in, tick all that apply.

Responses: 349



3. Enter your email:

Responses: 374



We continue to use our banner promoting Fairtrade, which can be displayed inside and outside our buildings. We use it for events during Go Green Weeks, Repair Cafes and Fairtrade Fortnights. Part of the continuing challenge in raising awareness is creating new ideas to capture people's attention. We needed a way of efficiently promoting Fairtrade, especially at events where it can be left to encourage and inform people to buy it. So, one of our first-year students, GI Project Assistants, Alex James, researched and created the design for a pull-up banner. It was used at Go Green Week in February 2025 next to a stall selling Fairtrade products. The stall helped to raise awareness and show the affordability of Fairtrade products.

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In November 2024, we held another Fairtrade Advent Calendar Giveaway Competition. Via a Staff and Student newsletter, we promoted Fairtrade, Fairtrade products for Christmas and gave away Divine Fairtrade Advent Calendars to each of the 12 winners. Here are two of our lovely winners.



Student Alice Hopkins with her gorgeous guide dog, Billy



Staff member, Elizabeth Baldwin.



We have also ordered some postcards that we can use to promote ethically produced products at the point of sale and at events.



We continue to promote Fairtrade via a table in our Student Union area, which is covered with a QR code giving easy access to the Fairtrade website.

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Our steps at St John's Campus help us focus on our commitment.

A member of the GI Project Team continues to add Fairtrade details to her external email signature to promote Fairtrade. We have used key times of the year and social media to encourage people to purchase Fairtrade. In Christmas 2024, we posted this article on our online magazine '[Susthingsout](#)', and [this one](#) in February 2025



The subliminal impact of the awareness raising has a good response from Fairtrade Student auditors, and the increased awareness of Fairtrade products in our surveys.

The University and Students' Union sells various Fairtrade products across its cafes, canteen, and shop. We use Fairtrade footballs in Student Societies, and Fairtrade suppliers are regularly invited onto campus to sell their products. Many products, including all drinks used by catering for hospitality and conferences, are also Fairtrade.

We have free Fairtrade hot drinks available for students to help themselves from 7.00 am-10.00 pm every day, including weekends, in the Student Sustainability Hub.



We update our [Fairtrade webpage](#) on a regular basis and are planning to include more publicity about our events and plans.

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Procurement

Our Procurement Strategy was updated in October 2023 and includes a specific commitment to 'promote and increase our usage of Fairtrade goods where appropriate or other ethically sourced goods.'



Fairtrade Advent Calendars November 2024

Social Media

We love posting on social media, and here are a couple of examples. Posts about Fairtrade on www.susthingsout.com, our sustainability magazine that's co-created with students and has been publishing for over 10 years



Fairtrade Christmas: A Student's Guide to Gifting with a Conscience 🎁

by Tom Newland / December 10, 2024

This Christmas, let's talk about Fairtrade and why it's the ultimate way to spread joy—not just to your friends and family, but to farmers and workers around the world too.

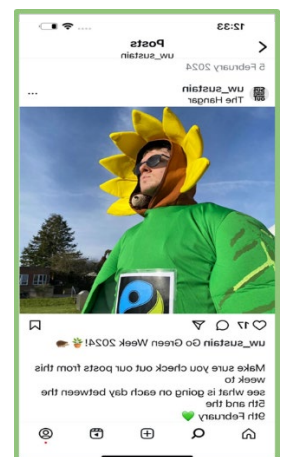
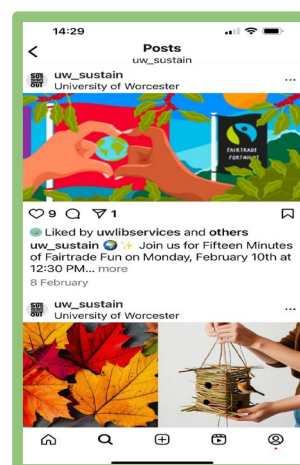
What is Fairtrade? 🤖

Fairtrade is all about ensuring that the people who produce our favorite goodies—like chocolate, coffee, and even Christmas decorations—are paid fairly and work in safe conditions. It's a movement that stands for better prices, decent working conditions, and fair terms of trade for farmers and workers in developing countries. By choosing Fairtrade products, you're supporting sustainable farming and helping communities thrive.

Why Should Students Care? 🎓

As students, we have the power to make a difference with our choices. Here are a few reasons why Fairtrade should be on your radar this Christmas:

1 **Ethical Shopping** Every purchase supports fair wages and ethical working conditions. It's a simple way to



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Research & Curriculum

The international conference was held with colleagues from Halmstad (Sweden) and Fontys (The Netherlands). Topics included Ethical Leadership and Appropriate Technology in the Era of AI and Sustainability for Columbian Coffee Farmers.



Our Responsible Futures Action Plan 2022-24 includes embedding SDGs in the curriculum and specifically activities to highlight Fairtrade in the formal curriculum (linked to SDG 8 and 1).

The key recommendations from the June 2022 re-accreditation audit were:

- Enhance vertical, horizontal, and interdisciplinary collaboration on work related to Responsible Futures - interdisciplinary learning opportunities (Susthingsout, Carbon Literacy, cross-disciplinary sustainability challenges).
- Widen the breadth of student opportunities to progress SRS (opportunities for students to connect their interests with sustainability and link with their timetables, competitions and links to other Societies, etc.)
- More communication regarding sustainability work undertaken by the University and the SU.
- Further monitoring and evaluation of sustainability work – demonstrating impact.

The Responsible Futures Project Plan outlined the University's ongoing commitment to embedding sustainability and social responsibility across all areas of institutional life. The report covered key areas including the integration of SDGs into the curriculum, student engagement and training, carbon literacy, and the alignment of SU operations and campaigns with sustainability goals. It also

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highlights work on careers and alumni engagement, communications, and national networking through the SOS-UK partnership.

Further Research and Current Outcomes

We conducted another survey in March 2025, duplicating the questions asked in the March 2023 survey to measure the impact of our work. Key results show:

- The level of awareness of the logo remains at 96.7% (in 2023 it was 97.6%)
- There is an increase in the number of respondents who buy Fairtrade products, from 87.5% to 84.9%, and a reduction from 11.9% to 6.7% in the number of respondents who don't know if they buy Fairtrade products
- The most bought Fairtrade items are chocolate, hot drinks, fruit, vegetables, and sugar. There has been an increase in the number of respondents who purchase wine, flowers and nuts, which could be due to Christmas and Valentine's Day promotions.
- The main factor preventing people from buying Fairtrade continues to be the expensive prices (57% in 2023 and 65% in 2025), and due to the cost-of-living crisis, this will be at the forefront of many people's priorities.



- 90% of respondents care whether a product is ethically sourced.

On 28 January 2025 our Green Impact Project Assistants, students, Alex James and Heather Allen, presented to over 12 EA's and PA's 'Fifteen Minutes of Fairtrade Fun' The objective was to learn more about Fairtrade, explaining the importance of considering Fairtrade and ethical purchasing and the impact it can make to communities when buying Fairtrade products. It helped the presenters and attendees develop their understanding & the EA's and PA's are often purchasing hospitality items & office supplies eg tea, coffee, sugar. The students also gave an online workshop version of

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the session during Go Green Week in February 2025. The attendees completed a feedback impact survey & there was an increase from 17% to 50% who considered themselves an expert in Fairtrade. A Fairtrade prize was given out to Talissa de Chalain.

Future Plans

We have an action plan for promoting and encouraging Fairtrade decisions, which can be viewed [here](#). We will review this in light of our March 2025 survey results.

Approved: SDC April 2025