

Fairtrade Impact Report

2022-2024 Accreditation

This report covers the actions and outcomes that the University of Greenwich has outlined and aimed to achieve for the Fairtrade University and Colleges Award. It analyses the progress made from our Fairtrade SMART Action Plan. Over the years, we have been able to maintain our standard accreditation alongside a Level 1. This year, we are looking to maintain the achievements we have made so far and work towards progressing further towards our goals.

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Introduction:

This accreditation period marks 12 years of the University of Greenwich becoming a Fairtrade University. Our commitments are towards increasing the level of knowledge and understanding of Fairtrade but also supplying Fairtrade products throughout our campuses. Working towards Fairtrade aligns with our university target to meet net zero by 2030. Many small-scale farmers and workers in countries most affected by climate change are often experts in adapting to climate change. Fairtrade can offer farmers a chance to earn a better deal for their commodities, therefore more money, and resources to invest in taking on climate change.

We are continuing to work towards the Fairtrade University and Colleges Award. This work involves liaising with our caterers, staff, and students to increase awareness of Fairtrade and the number of Fairtrade products sold on campus.

University Working Group

To increase our Fairtrade product lines, sales and campaigning, the University of Greenwich Sustainability team has commenced a working group consisting of:

- i. Simon Goldsmith (Head of Strategic Sustainability, University of Greenwich)
- ii. Saada Elmi (Sustainability Projects Assistant, University of Greenwich)
- iii. Faz Ahmed (Sustainability Projects Assistant, University of Greenwich)
- iv. Barry Palmer (Head of Catering and Conferencing, University of Greenwich)
- v. Inga Ryan (Operations Manager, Grayson's)
- vi. Trish Tomczynska (Deputy Head of Commercial Services, Greenwich Students' Union)
- vii. Lisandro Hoher (Deputy Facilities Manager, Sodexo)

Key Objectives:

Work towards our SMART Action Plan

Since it was widely agreed upon that we are still aiming for comparable goals and making every effort to make sure the work we are doing is ongoing and sustained, this strategy has not changed in most recent years.

This consists of the following:

- a. **Increase awareness of Fairtrade to staff and students within a year.**
The impact of this will be measured by a released survey at the end of every term on attitudes around Fairtrade.

From our 2023 Fairtrade survey, 100% of respondents said they were fully aware of Fairtrade or have seen the logo or it's mention in products which is a 4% increase from our 2022 survey released before our Fairtrade Fortnight.

b. Increase the sales of Fairtrade Products from the university's outlets by 2% within the next year.

We have decided to continue working towards a 2% increase. This target was set as an action for the next two years due to COVID-19 negatively impacting sales across university outlets. Issues raised in the previous report including a change in catering provider and till issues, these have contributed to some of the challenges previously shared in our 2021-22 Fairtrade Impact Report. So far, we have increased procurement of Fairtrade products.

Sodexo have showed sales of around 465 units between the start/end of the 22/23 academic year.

c. Increase teaching of Fairtrade offered to students within a year.

We have released internal communications articles relating to Fairtrade and the SOS-UK SDG Global Teach-in for educators. This was to prompt students to speak with academics and encourage them to include Fairtrade, ethical trade, and consumption, as part of their curriculum.

Unfortunately, we haven't had much success this term through guest lectures and academics joining the Fairtrade Directory. This is something we will endeavour to achieve and hopefully work with academics and lecturers on in the upcoming academic year.

d. Increase in proactive action and responsibility taken by the caterers to increase their stocks in Fairtrade products each year.

Our caterers, Grayson's, have moved over to a Fairtrade coffee supplier (Segafredo) and thus, Fairtrade coffee is sold in Queen Mary and Pilkington Café.

Greenwich Students' Union have opened Poolside Café in Medway Campus at the start of 2024. They sell Cafeology, a Fairtrade coffee brand and will hopefully introduce Fairtrade products in the future.

In terms of our progress in line with our SMART goals, we are on track. In the upcoming academic year, we hope to improve on the knowledge and opportunities side of Fairtrade, working in partnership with faculties and academics to provide guest lectures and talks to students. We hope to also work with our catering providers to organise more events beyond our Fairtrade Fortnight and as highlighted in our most recent Fairtrade Survey, develop an online Fairtrade course which is embedded in our 'Going Green at Greenwich' module on Moodle.

Examples of Engagement

Fairtrade with Crafty Wizards session

Members of the Sustainability Team held an activity session at our local pre-school, Crafty Wizards, in Eltham. The session was based on understanding food systems and Fairtrade; we attended our onsite Edible Garden to study foliage and the varieties of wildlife using them as a habitat, before then presenting the resource pack on Fairtrade by Earth Hub to engage the kids in further learning. 12 kids aged 3-6 took part and we will continue to engage on sustainable food and Fairtrade.

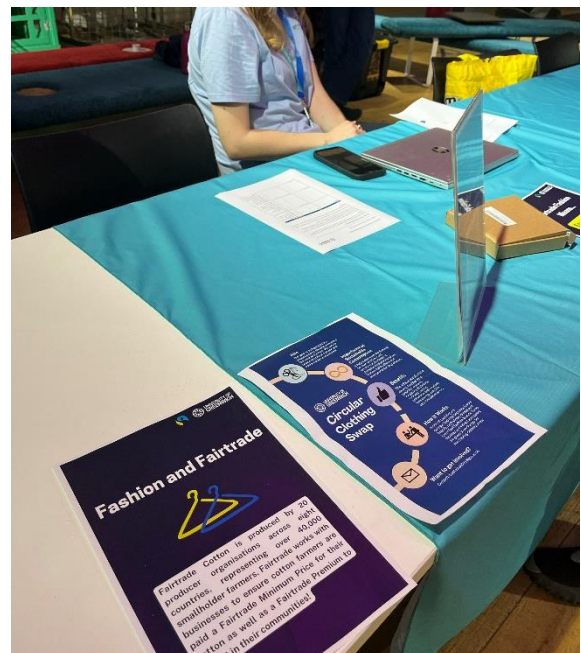


Presence of Fairtrade at the Greener Greenwich Summit 2024

The University attended the Greener Greenwich Summit held at Charlton Football Club. This conference brought together the council and chamber of commerce alongside local business. Our stall highlighted partnership possibilities, including our work on Fairtrade and supporting ethical supply chains. We engaged with 20% of the attending delegates on these topics, with Fairtrade of particular interest.

Fairtrade at our Circular Clothes Swap

As part of our Circular Clothes Swap, we incorporated Fairtrade's ethos of sustainable and ethical consumption. Starting in October 2023, several events have taken place allowing the Greenwich community to learn whilst swapping clothes. We hope that the attendees and volunteers can apply the knowledge gained and become advocates for the Fairtrade Foundation.



Looking forwards

We aim to retain our Level 1 award. Challenges were experienced within some of our project actions, but a review will be undertaken to ensure progress can continue. We will continue to work with our community to understand barriers and solutions to event attendance and Fairtrade knowledge.