

## The University of Greenwich Fairtrade Survey Findings 2021-2022.

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### Introduction

The University of Greenwich is proud to be a part of the Fairtrade Accreditation. It values the importance of Fairtrade products, awareness, and education at the university, ensuring we engage our student, staff, and wider communities in our programme. We aim to ensure Fairtrade is an issue the university and its partners support throughout the year and with all stakeholders.

The university's SMART targets include 'to have an increased awareness from students and staff on Fairtrade within a year' and 'to see an increase in attendance from students and staff to innovative Fairtrade campaigns and Fairtrade Fortnight within 2 years.

We have released a survey throughout the university internal communication channels and social media, to gain information on students' attitudes, priorities, concerns, expectations, needs, behaviours, and suggestions around Fairtrade at our university. It was released during term 1 and term 2, in which these findings are based on, and it will be released during term 3 and then updated.

### Analysis of Findings.

*How important Fairtrade is to our students.*

The graph on the left shows Fairtrade to be very important to over 50% of our students at the university.

The findings from the survey release in Term 1 and Term 2 show:

- Awareness: an increase of around 10% was found in students who had seen and were aware of the Fairtrade logo.
- Availability: a decrease of around 10% was found in students who didn't know Greenwich's catering outlets stocked and sold Fairtrade products, suggesting the point of sale is making an impact.



- Promotion: we found on average of both term results, 55% students want better posters and communication around Fairtrade. We hope to see this figure improve with Term 3 findings, after the work around Fairtrade fortnight and the accreditation makes an impact.
- Education: It was found in both terms' students would prefer Fairtrade to be taught as part of their courses rather than through outside learning and self-online study.
- Campaigning: on average of both surveys, lower prices were shown to be the factor that would encourage students to buy more Fairtrade products. The university has put in place from 2021, two sales promotions on Fairtrade products throughout the academic year, one during Green Week and one during Fairtrade fortnight.

### **Improvements highlighted by the surveys.**

- Continual improvement on increasing ranges of Fairtrade products sold in the outlets (this was found to be the second biggest factor in encouraging students to buy more Fairtrade).
- Improvement on the number of students and staff who are fully aware of Fairtrade (whilst most have seen the logo, only 30-50% students were found to be fully aware of Fairtrade), we hope to see an increase in this in the term 3 survey release.

### **Looking forwards.**

The university is committed to moving forwards with improving Fairtrade in leadership and strategy, campaigning, and influencing, procurement, retail and catering and research and curriculum.

The survey will be released again in Term 3, we hope to see a final increase in attitudes towards Fairtrade and its products before the academic year ends. Focus will be on seeing improvements in awareness of products, posters and communications and knowledge on Fairtrade from the students. This report will be updated to any new analysis found.

Progress is reported as a standing agenda item in quarterly Sustainable Food Steering Group meetings. We aim to achieve Level 1 of the Fairtrade University accreditation in 2022. In future accreditations it is our goal to achieve at least Level 2.