

University of Edinburgh Fair Trade Strategy 2013-14

The University's Strategic Plan 2012-2016 (p.31) states that the University will 'maximise our contribution to society and exhibit high ethical standards in partnership with EUSA, consolidating our long-standing commitment to contribute to meeting the global poverty challenge through fair trade.' Fair trade is a key element within the University's Social Responsibility and Sustainability (SRS) strategy. It is also core to the University Procurement strategy 'to meet our needs for goods, services and works in a way that achieves value for money on a whole life basis and generates benefits not only to the organisation, but also to society, the economy and the environment'.

With the appointment of a Fair Trade Coordinator on 2nd November 2012, a more strategic approach to fair trade at the University is planned, based on previous work. This paper brings together recommendations made by:

- *Fairtrade Foundation University Status Renewal Feedback Form August 2012*
- *MSc PPP students' Fairtrade Engagement Strategy 2011*
- *Fair trade student internship report August 2012*
- *SEAG Away Day 2012*
- *Fair Trade Steering Group meetings, including a Fairtrade Fortnight review and planning meeting, March 2013*

Four areas of focus have been identified:

- 1. Maintaining/expanding fair trade procurement**
- 2. Informing and engaging staff and students**
- 3. Encouraging inter-disciplinary academic reflection and debate on fair trade and trade justice**
- 4. Influencing policy and other institutions in favour of fair trade in Scotland/UK**

This fair trade strategy responds to a number of items in the SRS Implementation Plan 2012-13, including:

- B1: establish Fair Trade Academic Network
- C1.2 Provide volunteering opportunities for students - enhancing co-curricular activities
- C1.3 Enhance links with EUSA and student societies
- C3.8 Work with practitioners, wider community and policy makers to identify solutions to Global Challenges
- C4.1 Sharing knowledge and ideas on fair trade, and organising joint events that can reach out to a larger network of people

The paper was presented to the Fair Trade Steering Group in November 2012, and updated in January 2013, and May 2013.

UNIVERSITY OF EDINBURGH FAIR TRADE OBJECTIVES

Objectives:

Embed fair trade principles in University and EUSA procurement practices



Expand the range of fair trade foods, beverages and apparel available at all campus shops, canteens, cafés, meeting rooms, restaurants and bars
Procurement teams to stay informed of developments relating to fair trade labelling, codes of conduct, and non-labelled fair trade products
Increase visibility of fair trade in cafes and shops on campus – signs and labelling

Inform and engage students, staff alumni and the wider community



Inform/engage staff through: <ul style="list-style-type: none"> • staff welcome pack • staff news/magazine • invitations to events
Inform/engage alumni through: <ul style="list-style-type: none"> • alumni magazine • alumni social media • invitations to events
Inform/engage students through: <ul style="list-style-type: none"> • Freshers' pack • Freshers' Week events • volunteering opportunities • invitations to events • encouraging student-organised events (link with societies, and EUSA Societies Development Coordinator, EUSA Sabbs/staff)
Overall communications: <ul style="list-style-type: none"> • Maintain a strong website • Use social media • Utilise email, web, printed material and word of mouth to promote events

Encourage academic research and teaching on fair trade



Fair Trade Academic Network to:
1. establish a network of interested academic staff and postgraduate students and encourage interdisciplinary research collaborations, with strong user engagement (policy makers, business, NGOs...)
2. collate information on teaching, research, and research opportunities related to fair trade at the University
3. host a range of events exploring academic perspectives on fair trade
4. award an annual fair trade dissertation prize
5. establish a global, outward-facing fair trade research database
6. maintain a strong website showcasing the above

Collaborate with policy makers, business, NGOs and other institutions



In addition to Fair Trade Academic Network external engagement, collaborate with:
<ul style="list-style-type: none"> • Scottish Fair Trade Forum • Cross-Party Group on Fair Trade at the Scottish Parliament • fair trade certification agencies • (local) fair trade businesses • Edinburgh Fair Trade City Group • other universities and colleges • procurement bodies e.g. APUC • Workers' Rights Consortium
Collaborations to lead to:
<ul style="list-style-type: none"> • shared learning on fair trade • joint events • contributions to policy change • raised profile of the University as a centre of expertise on fair trade • engaged supply chain (conduct)

Actors: Fair Trade Steering Group (including University and EUSA staff, and student reps), Fair Trade Academic Network, procurement team, other students.

Implementation plan 2013-14

Task	Responsibilities	Indicators
Expand fair trade procurement	EUSA Evelyn Bain	<ul style="list-style-type: none"> Fair trade product ranges on sale/sold
Obtain up-to-date information on fair trade labelling, codes of conduct and other fair trade schemes	Liz Cooper (research), Procurement teams	<ul style="list-style-type: none"> Training courses attended Meetings attended Codes of conduct/policies signed up to Info shared widely
Increase fair trade signage/labelling	Davy Gray/EUSA Marketing, with CAM	<ul style="list-style-type: none"> Signs/labels displayed
Fair trade in staff welcome pack	CAM and FTSG convenor	<ul style="list-style-type: none"> Printed or online material in staff welcome pack/email
Fair trade in staff news/magazine	CAM and FTSG members	<ul style="list-style-type: none"> Articles in staff news/magazines
Organisation of fair trade events throughout the year	All (not just FTSG) (staff, student societies, volunteers...)	<ul style="list-style-type: none"> Events held Turnout Coverage of events
Fair trade in alumni magazine	Led by D&A FTSG rep	<ul style="list-style-type: none"> Articles in alumni magazine
Fair trade in alumni social media	Led by D&A FTSG rep	<ul style="list-style-type: none"> Mentions of fair trade on Facebook, Twitter and LinkedIn
Fair trade in Freshers' pack	Freshers' Week Working Group	<ul style="list-style-type: none"> Printed or online material in Freshers' pack/welcome email
Fair trade in Freshers' and induction week	Freshers' Week Working Group	<ul style="list-style-type: none"> Web content/posters Events held
Fair trade volunteering opportunities	Liz Cooper	<ul style="list-style-type: none"> Volunteers recruited
Website maintenance	Liz Cooper	<ul style="list-style-type: none"> Website updates Page views
UoE fair trade social media, plus links with other social media	Liz Cooper, fair trade volunteers	<ul style="list-style-type: none"> Facebook and Twitter updates Numbers of 'likes'/followers/shares
Fair trade communications and engagement strategy	Liz Cooper with Joe Farthing	<ul style="list-style-type: none"> Communications and engagement strategy in place
Preparation for 2014 – Ten Year Anniversary as Scotland's First Fairtrade University	To be defined during September 2013 FTSG meeting	<ul style="list-style-type: none"> Concrete plans in place
Develop Fair Trade Academic Network (independent from FTSG)	Prof. Tim Hayward, Liz Cooper	<ul style="list-style-type: none"> Recruitment of network members Website complete and up-to-date Events held Dissertation prize established Funding obtained/project underway
Maintain/develop linkages with external bodies	FTSG Convenor, Liz Cooper, FTSG members (share info and links), Procurement team	<ul style="list-style-type: none"> Meetings held with other bodies Joint events held Partnerships/collaborations established Contributions made to policy developments

Monitoring and evaluation Above implementation plan to be monitored during Fair Trade Steering Group meetings (at least three times a year) and evaluated/updated annually. In addition, the Fairtrade Foundation (UK) reassesses the Fairtrade University (status) every two years – next submission due in June 2014.