



Cardiff
Metropolitan
University

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Fairtrade Policy

Established:
Last Revised:

September 2020
Sustainability Committee September 2020

CARDIFF METROPOLITAN

UNIVERSITY FAIRTRADE POLICY

1. Scope and Purpose

The Fairtrade Foundation exists to ensure a better deal for marginalised and disadvantaged third world producers and awards a consumer label, the Fairtrade Mark, to products which meet internationally recognised standards of fair trade.

Supplying Fairtrade products demonstrates Cardiff Metropolitan University and Cardiff Metropolitan Students' Union's commitment to sustainability. Maintaining Fairtrade status creates the opportunity to generate awareness of the University's ethos with potential students. The University and Students' Union assign great importance to their roles within the international community, as Fairtrade is a global issue.

In achieving Fairtrade status the University and Students' Union have met the following goals;

- Encouraging staff and students to purchase Fairtrade products for use when at the University.
- Commitment to campaign for increased Fairtrade consumption on Campus.
- Set up a Fairtrade Steering Group.

We will continue to pursue these goals while working to maintain Fairtrade status by working towards Fairtrade Foundation's new University Accreditation criteria.

This policy should be read in conjunction with:

- Sustainability Strategy
- Sustainability Policy
- Sustainable Food Policy

2. Fairtrade Policy

The University and Students' Union are committed to supporting, promoting and using Fairtrade goods. To achieve this, they will obtain and maintain Fairtrade status as defined by the Fairtrade Foundation, and commits to the 11 mandatory criteria and to aim to achieve a three star rating as laid down by the Foundation at www.fairtrade.org.uk

2.1 Fairtrade Steering Group. The Fairtrade Steering Group will meet termly to develop, co-ordinate and oversee the implementation of the University's Fairtrade Policy and SMART Action Plan to maintain and achieve Fairtrade University accreditation.

The Fairtrade Steering Group will include student population and staff, representatives of the University's Hospitality section, Sustainability section and the Students' Union.

- 2.2 SMART Action Plan. The Fairtrade Steering Group will co-ordinate and publish a SMART Action Plan. The plan will incorporate operational considerations such as procurement and catering, campaigning and influencing, engagement, communications and will have a strong focus on the measurement and evaluation of all activities. Senior managers and or the governing bodies will endorse it. The Action Plan will cover all mandatory criteria and aim to achieve all realistic aspirational criteria for the accreditation
- 2.3 Fairtrade Promotion. The Fairtrade Steering Group will co-ordinate with staff, students and the community to organise publicity events, engagement activities each year. Aiming to ensure that the issue of Fairtrade awareness is maintained and to widen the reach of the University's campaign and encourage students and staff to purchase and search for Fairtrade products. A series of these events will be held during Fairtrade Fortnight and their impacts will be measured and used to inform further Fairtrade campaigns. In addition to Fairtrade Fortnight, one or more innovative campaigns to educate staff, students and the community on Fairtrade will be delivered in partnership with students throughout the year.
- 2.4 Fairtrade Products. All retail or catering outlets owned by the University and Students' Union will work to increase stock of Fairtrade Certified products. These products will be promoted to staff and students with up to date and effective Point of Sale (POS) material in all relevant outlets. The POS materials will highlight Fairtrade products and provide information on the benefits of Fairtrade to growing communities.
- 2.5 Fairtrade coffee, tea and sugar will be served as standard at all meetings hosted by the University and Students' Union and in meeting rooms. Other Fairtrade products where suitable will be available for hospitality. When hospitality is ordered and delivered there will be clear promotional material to show that the products are Fairtrade.
- 2.6 Research and Curriculum. The Fairtrade Steering Group will carry out relevant scoping activities to inform its Fairtrade work by understanding the extent to which students and staff understand Fairtrade and rate its significance. The outcomes derived from the activities will be used to inform Fairtrade campaigns.

Opportunities will be provided to students from any discipline to investigate Fairtrade issues on or off-campus within their course work or dissertations.
- 2.7 Annual Report. An Annual Fairtrade Progress Report will be published, referring to tasks and progress made through the SMART action plan. This report will be integrated into the Annual Sustainability Report and will be publically available.

3. Roles and Responsibilities

The policy is owned by the Sustainability Engagement Manager and the Executive Assistant at Cardiff Met Students' Union and is implemented by the Fairtrade Steering Group under their direction.

The policy owners will regularly present the Fairtrade Policy to the Sustainability Committee to be monitored, reviewed and approved on an annual basis. All amendments to the policy will require the final approval of Management Board.

4. Policy Review

At approval, members of the University staff and student community at a policy/strategy focus group would have reviewed this policy and given their feedback.

The University will continually encourage members of the University staff and student community and other relevant stakeholders to engage with the Fairtrade Policy by posting the policy on the University webpages located under the Sustainability Policies section and the Students' Union Webpages with the appropriate contact details.

Fairtrade Policy feedback should be direct to:

Sustainability Engagement Manager: sustainability@cardiffmet.ac.uk

Executive Assistant Students' Union: studentunion@cardiffmet.ac.uk

To ensure effective engagement, all feedback will be reviewed at the Sustainability Committee on a termly basis.

This document has been created, reviewed and approved by the Sustainability Committee April 2020, comprising of Pro-Vice Chancellor Partnerships and External Engagement, Sustainability Engagement Manager, EMS Aspect Owners, Students' Union – SU President and SU Part Time Environmental Officer, Trade Unions and School Academic representatives. The draft was presented to Focus Group consultations of staff and student volunteers, updated and approved on the 3rd September 2020 Sustainability Committee.

If you have any comments or would like to volunteer with Sustainability Strategy / Policy review please contact Sustainability@cardiffmet.ac.uk