**Report for the two year period April 2020 – March 2022**

**Introduction:** This report covers the two year period from April 2020 – March 2022 and is prepared in accordance with our SMART plan as required for the purposes of accreditation by the nus-sos and Fairtrade Foundation. For the purposes of clarity, each heading has the description of its scope detailed, before moving onto actions taken by the university and student union. It coincides with the period of the covid 19 pandemic and associated disrupting impacts on our operation as a university and student union.

The report is made publicly available on our website and we welcome feedback and questions.

**1 Report on the year April 2020 – March 2021.**

**April 2020 - decision to apply for accreditation:** Coinciding with the start of the first lockdown due to covid 19, in April 2020 the Fairtrade stakeholder group decided to apply for accreditation as a Fairtrade University under the scheme operated jointly by sos-uk and the Fairtrade Foundation (having previously been accredited under the Fairtrade Foundation operated scheme since 2006). We approached the Fairtrade Foundation (FF) and sos-uk and were supported in our enrolment by Claire Arnott of FF and Aqeel Kapasi of sos-uk. In the event we formally signed up in Summer 2020.

**Context - operation during the pandemic:** Throughout the period April 2020 – March 2021, our Retail, Hospitality and student and staff Campaigning and Engagement activities were severely curtailed by circumstances caused by the upheavals of the pandemic. Our campuses were operating at much reduced capacity serving much reduced numbers of students in accommodation and minimal numbers of essential staff. Added to this there were staff absences and supply issues, which to some extent have carried on into 2021 – 2022. Events and campaigning activities did take place on-line but with minimal engagement, understood to be due to on-line overload by students and staff and experienced across all our channels in all areas of extracurricular activity in the university.

However due to our strong stakeholder network and previous experience and established practice, we succeeded in continuing to deliver on the areas listed in the SMART plan, as evidenced in each mandatory section and detailed in brief below:

**MN001: Leadership and Strategy:** ‘Meeting of Fairtrade coordinating group on a regular basis to oversee our progress in general and in particular to achieve FT university status’

In 2020/2021 we met as a group once over the summer and then communicated on an individual basis by email and telephone calls but did not meet altogether as a full group again until February 2021, when we set up a Teams group. We have no record keeping available for the previous 10 months other than emails, as we were not meeting as a group and detailed notes were not kept. However, we were still operating and delivering on a reduced basis witness our activities in Fairtrade Fortnight, and the innovative production of Fairtrade Fortnight film and student induction films.

Once we established our Teams group. thereafter our agendas, minutes and other documents are stored on the Teams site. As well as communicating by messages in Teams there is also much communication by email, in other meetings and by phone which is not recorded in the Teams meetings posts.

**MN002: Leadership and Strategy:** ‘To develop and work to a SMART action plan’

The SMART action plan was developed between February and June 2021 - 3 stakeholder group meetings were held in this period to facilitate its collaborative production. The plan was reported on at the July 2021 sustainability board and was put up on the web thereafter.

**MN003: Leadership and Strategy ‘**The partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years signed by senior management across the organisations and their retail and catering outlets’.

An updated statement was prepared and agreed by the stakeholder group and put to the sustainability board and adopted in July 2021. It was then put on our website here <https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/strategy-leadership-and-plans/policy-and-strategy-documents>

**MN004: Campaigning and Influencing: ‘**The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events’.

As a result of difficulties posed by covid 19 restrictions, we offered a reduced range of activities and promotions during Fairtrade Fortnight 2021. Our basic skeleton programme consisted of Fairtrade promotions/discounts in those university and student union cafes which were open and in our student union shop. Our events and engagement activities were limited to on-line, namely promotion of the fortnight, calls to action and promoting national events on-line. We did innovate in response to the new digital environment and produced a film explaining what Fairtrade is and how the student union and university support it. <https://www.youtube.com/watch?v=Hn6GHruPdTo>

**MN005: Campaigning and Influencing:** ‘To devise and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year’

Our Student Union green team deliver a campaign week yearly in mid/late March which traditionally builds on messaging and activities during the academic year. In March 2021 this was billed as ‘Let’s talk Trash’ and was focussed on waste. It was felt that this was a good topic to engage students with during lockdown . <https://www.thestudentsunion.co.uk/community/green-team/ourprojects/pastprojects/letstalktrashcampaignweek/> The campaign focussed on ethical fashion, food, zero waste living and plastics. A range of Sustainability 101 videos were made eg <https://www.facebook.com/watch/?v=2819997908227871> and other digital resources <https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/get-involved> which include advice and information on ethical consumption, all produced by the Student Union.

**MN006: Procurement Retail and Catering: ‘**Any retail or catering outlets owned or operated by the partnership stock Fairtrade certified products in all of the following categories, and are working to increase either the number of lines OR number of items sold year on year:• Tea• Coffee• Sugar• Hot chocolate and cocoa• Chocolate, confectionary or snacks• Cotton clothing’

Both our student union and university Retail and Hospitality teams made efforts to maintain stocks in Fairtrade products and to promote them within their outlets. Stocks were maintained as best as possible but no new products were taken on. The basics were maintained in tea, coffee, sugar, chocolate and confectionary and snacks.

**MN007: Procurement Retail and Catering:** ‘Any retail, catering or other commercial outlets owned or operated by the partnership to stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked): • Soft drinks • Wine or beer • Health & beauty • Savoury snacks & nuts • Cut flowers • Fruit • Cotton face masks: Review current ranges of FT and look to increase items for sale where possible’

Similarly, for this period it was a question of doing the best our UWE Hospitality and SU Retail staff could do to maintain stocks and to keep operating as best they could. Sales in soft drinks and bananas continued but no new lines were added.

**MN008: Procurement Retail and Catering:** ‘To provide up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. This POS should be clearly displayed next to the relevant products to avoid confusion, and refreshed periodically.’

Point of sale materials were maintained in the Student Union shop and in those outlets which were open during Fairtrade Fortnight. Due to limited staff, promotional resources were not renewed later during the year.

**MN009 Research and Curriculum:** ‘Within the last two years the partnership to successfully carry out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and to make the findings publically available.’

Due to the restrictions of covid 19, we did not conduct our annual Fairtrade survey (which typically we arrange for groups of Foundation year Business or Geography students to do face to face). We did not move this to an on-line survey due to low on-line engagement levels and the lack of students and staff on campus.

**MN010 - Research and curriculum: ‘**The partnership to provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations’

Due to the impact of covid 19, we were unable to promote and implement many of our sustainability coursework opportunities (not just relating to Fairtrade) during the academic year 2020/21 and to some extent in 2021/22, due to tutors working at full capacity dealing with online teaching and learning, the impact of covid 19 infections and the unpredictability of events on campus. We did set a few online briefs and projects but not to the extent we would have liked to.

**MN011: Outcomes:** ‘The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publicly available.’

This biannual report was prepared in March 2022. One was not produced in Spring 2021 due to staff absences and general upheaval of work.

**2 Report for the period April 2021 – March 2022.**

**Context:** At the start of this reporting year, the UK were still in lockdown which profoundly affected staff and student numbers on campus. Despite the uncertain times, students did arrive on campus at the start of the academic year and teaching has since been conducted in a blended way both digitally and face to face with a strong emphasis on the latter. Staff have been slow to come back to campus unless for essential work and for teaching. In addition there have been large numbers of students and staff absent for varying periods of time due to infection by covid 19/omicron virus. It is only in the last few months that is has felt that things have been getting back to normal notwithstanding high numbers of infection. This changing scenario has had an impact of our Fairtrade work but we have been able to operate far more effectively than last year and have delivered on the areas listed in the SMART plan, as evidenced in each mandatory section and detailed in brief below:

**MN001: Leadership and Strategy:** ‘Meeting of Fairtrade coordinating group on a regular basis to oversee our progress in general and in particular to achieve FT university status’

We have met termly in our Fairtrade Teams group to which attendance has been strongly supported by members of the group – a Student Union elected representative, the Green team coordinator, Commercial Services manager and Deputy manager, plus UWE staff from Hospitality Services, (Conferencing and Catering) Procurement and the Sustainability teams. At each meeting we have made progress and identified actions for the following period to deliver our Fairtrade agenda and SMART plan.

**MN002: Leadership and Strategy:** ‘To develop and work to a SMART action plan’

The SMART action plan was developed between February and June 2021 (3 stakeholder group meetings were held in this period). It was referred to at the July 2021 sustainability board and put up on the web. No update has been done since as the plan covered the period up until March 2022.

**MN003: Leadership and Strategy: ‘**To replace previous policy, an updated publication of our public commitment of intent to support and champion Fairtrade and its values made within the last two years’

An updated statement was prepared and agreed by the stakeholder group and put to the sustainability board and adopted in July 2021. It was then put on our website <https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/strategy-leadership-and-plans/policy-and-strategy-documents>. No further action was required in this academic year and the statement is updated on a biannual basis.

**MN004: Campaigning and Influencing:** ‘To support Fairtrade fortnight on an annual basis with events/ promotions and engagement activities and to measure the impact.’

Fairtrade Fortnight is embedded in our all UWE Communications and engagement strategy and is key feature of the partnership’s annual sustainability engagement programme. In this academic year 2021/2022, due to the lifting of covid 19 restrictions, we were able to put on events again. To maximise our reach and impact, during the first week of the campaign, we teamed up with our annual Feel Good February’s Eat well week; we put on a talk within the ‘Sustainable Business’ module, open to all, on ‘Fairtrade and other ethical food labels’, held a Fairtrade pancake day event for international students, had a Fairtrade evening cookoff together with the LGBTQ+ society for students, published short and long form staff weekly news articles and student blog, asked staff to take action and have a Fairtrade break, promoted Fairtrade Bristol and Fairtrade Foundation events, had promotions in the cafes plus a showcase stall and sold pancake day packs which contained Fairtrade sugar, plus widespread promotion on social media and university and student union communication channels.

**MN005: Campaigning and Influencing**: ‘To devise and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year.’

This academic year the partnership ran a Sustainable Fashion Campaign in order to spread awareness about sustainable fashion to students and staff and to encourage them to make more sustainable choices. The campaign encompassed a whole range of events and workshops to engage staff and students in thinking more ecologically and ethically about their fashion consumption, and to raise awareness about the devastating impacts that the fast fashion industry has on people and planet. It included swap shops, charity shop trawls, talks, online messaging and posts, and mending and upcycling clothes sessions. In addition, we worked with and are now developing a collaboration with a local organisation ‘A single thread’ who organise Bristol Sustainable Fashion week.

**MN006: ‘Procurement Retail and Catering:** Any retail or catering outlets owned or operated by the partnership to stock Fairtrade certified products in all of the following categories, and working to increase number of items sold year on year • Tea • Coffee • Sugar • Hot chocolate and cocoa • Chocolate, confectionary or snacks • Cotton clothing’

As stated above, over the past two of years, Hospitality has been significantly affected by the covid pandemic, both in terms of availability and recruitment of staffing, of supply of products and in terms of sales on campus. To date, footfall is still far less than expected with no increases/bounce back as hoped.

Our sales figures reflect these various impacts: whilst there is improvement for 2021/22, it is not as much as we would have anticipated.

2020/21 (1 April – 31 March)

Total Fairtrade Sales £87,048.18

Total Fairtrade Products Sold 36,600

2021/22 (1 April – 31 March)

Total Fairtrade Sales £399,973.94

Total Fairtrade Products Sold 176,132

Similarly, in the Students’ Union outlets, there have been supply issues throughout but in recent months, attempts have been made to increase the number of FT products available, adding in a FT sugar and also sourcing a supplier of FT clothing so that FT sweatshirts and polo shirts can be included alongside our other clothing options. There has been a significant increase in the value of our Fairtrade sales year on year over the last two years (total FT sales in 2020/21 £23,356 to £60,237 in 2021/22), although as a percentage of overall sales this has reduced from 4.6% in 2020/21 to 2.6% of overall sales in 2021/22.

**MN007: Procurement Retail and Catering:** Any retail, catering or other commercial outlets owned or operated by the partnership to stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked): • Soft drinks • Wine or beer • Health & beauty • Savoury snacks & nuts • Cut flowers • Fruit • Cotton face masks: Review current ranges of FT and look to increase items for sale where possible;

Similarly for this period it was a question of doing the best our UWE Hospitality and SU Retail staff could do to maintain stocks in soft drinks and snacks. Whilst new lines in drinks in particular FT beer and Tequila have been found they have not been offered for sale as yet. FT aprons have been bought for Hospitality staff but not offered for sale.

**MN008: Procurement Retail and Catering:** ‘To provide up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. This POS should be clearly displayed next to the relevant products to avoid confusion, and refreshed periodically.’

Point of sale materials have maintained in the cafes and the Student Union shop, as well as on digital screens on campus. The content was renewed for Fairtrade Fortnight, including posters with an emphasis on climate action and Fairtrade. This has been back up by publicity on social media and other university channels.

**MN009 Research and Curriculum:** ‘’Within the last two years the partnership to successfully carry out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and to make the findings publically available. ‘

In this academic year, 2021/2022, we have run our own survey both electronically and face to face. Rather than the survey provided by SOS-UK, we have used a shorter survey as, on the basis of past experience, it is challenging to get people to engage with anything beyond 5 or 6 simple questions. We chose to do part of the surveying in person as, where people were willing, this enabled us to have more detailed and nuanced conversations (along the lines of the SOS-UK survey) with students and staff on their understanding of and views on Fairtrade, and what more we could do to promote the issues and products at UWE. We have published the results of the survey on UWE Bristol webpage <https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress> The headlines of the survey are firstly that we need to do more work to promote the value of Fairtrade particularly in terms of climate justice, gender equality and community building, secondly to publicise where people can access Fairtrade good particularly on-line, and thirdly to clarify the benefits of Fairtrade in relation to other food labels and how it fits into the ethical shopping landscape.

**MN010 - Research and curriculum**:’ The partnership to provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.’

As detailed in our introduction, it is only this term that it has felt that staff capacity has recovered and that life on campus has been returning to normal. As such we have set a Fairtrade briefs for Film students and have offered and had accepted a 40 day work-based learning opportunity for masters students. We have also spent time identifying a range of contacts and courses to target for Fairtrade and climate justice studies and learning activities. We have published study opportunities on our website, and most recently on our Facebook pages, but have not made the most of social media channels and mail outs. We have done the groundwork for doing so year and will also continue with our targeted approach with course tutors and setting student assignments. which has proved successful in the past.

**MN011: Outcomes:** ‘’The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publically available.’

This biannual report was prepared in March 2022 by a range of stakeholders from the student union and the university and was published on the UWE Bristol website available for the public to view.