UWE Bristol Fairtrade snapshot survey 2022

Analysis of results

**Introduction:** The aim of this survey was to get an up to date picture of student and staff awareness of Fairtrade in general and in particular at UWE. In March 2022, we ran the survey both electronically and face to face. We asked 6 questions which we anticipated would take a couple of minutes to answer. We used this short format as, on the basis of past experience, it is challenging to get people to engage with anything much beyond 6 simple questions. To supplement the questions on the survey with more nuanced information, we conducted half of the surveying in person as, where people were willing, this enabled us to have more detailed conversations (along the lines of the sos-uk survey <https://online1.snapsurveys.com/s/FTUC_StudentSurvey> ) on their understanding of and views on Fairtrade, and what more we could do to promote the issues and products at UWE.

**Numbers:** In the event we received 37 replies electronically and balanced this with 37 face to face questionnaires, which enabled us to ensure that students and staff were represented in the results in equal measure ie 50% each. In the analysis below, where relevant, we have included brief summaries of comments made in our more detailed face to face conversations.

**Methodology:** The percentages in our answers are recorded from those who supported Fairtrade. Some of the questions offered multiple answers, hence the % add up to over 100. If the person indicated that they were not willing to do the questionnaire or did not support FT, we did not question them as to why they were not interested – eg because they did not have time, felt uncomfortable talking, were not interested in Fairtrade. Approx. 28 people fell into this category and they are not represented in this survey.

**1 Have you bought Fairtrade products at the following in the past 12 months:**

University food establishments, including on-campus cafes and shops  52%

Supermarkets  82%

Independent shops 71%

None 0%

Other (eg online or at festivals) please specify  14%

**Additional information:** respondents also bought FT on-line, at festivals, in veg boxes and at markets. There was virtually no awareness of FT on-line retailers such as People Tree, although a few people mentioned Traidcraft and a local shop Chandni Chowk. The fact that Bristol is well served by independent shops selling FT, particularly in key student areas was noted. More publicity of FT at UWE was a key issue. Some people did not know that they were buying FT coffee at our outlets and Starbucks

**Action to be taken:** increase point of sale promotions, increase awareness of on-line options to purchase FT

**2 Where available I would choose to purchase Fairtrade product/s over standard products eg tea coffee sugar chocolate bananas**

Usually  71%

Sometimes  25%

Never  0%

**Additional information:** bananas and coffee were the top two products bought, followed by chocolate. Much fewer extended their purchasing to FT sugar and tea. There was little awareness of FT flowers, bedding and clothing but some awareness of FT wine due to supermarket offer.

**Action to be taken:** promote full range of FT products with a focus on those readily available and most used eg tea and sugar

**3. What are your reasons, if any, for engaging with Fairtrade?**

A fair price for producers  85%

Care for environmental sustainability  71%

It makes me feel good  40%

Concern for working conditions and producer’s financial security  89%

Products are better quality than standard products  31%

Other - please specify 5%

**Additional information:** respondents also reported lack of pesticide use and addressing the climate crisis as reasons for buying FT. Notably there was no awareness of how FT addresses gender inequality and builds communities using the FT premium.

**Action to be taken:** increase focus on how FT addresses womens’ inequality, addresses climate justice issues and the climate crisis. Student feedback was very positive in terms of addressing these 3 issues as a vehicle to get students engaged. It was interesting to note how a large % of respondents were aware of how FT includes care for environmental sustainability.

**4. What barriers prevent you from engaging with Fairtrade?**

Hard to access products  25%

Lack of information about benefits of Fairtrade  8%

Products are poorer quality than conventional products 4%

No barriers prevent my engagement with Fairtrade  22%

Prioritise support for other initiatives, e.g. organic, locally produced foods  31%

Too expensive  34%

Other - please specify  11%

**Additional information:** respondents reported confusion with other labels and their respective benefits, as a reason as to why they did not prioritise FT. Of the 1/3 who prioritised other initiatives, organic was clear winner. Lack of motivation and inertia were also key reasons why people did not choose or seek out FT, again with v few people searching on-line.

**Action to be taken:** raise awareness of the strengths of FT in comparison with other ethical labels; publicise on-line FT products.

**5 I am aware that UWE is a Fairtrade University**

Yes  42%

No  58%

**Action to be taken:** awareness of UWE’s commitment to FT was higher amongst staff at nearly 2/3 of the sample – and lower amongst students. As such more communication and engagement work needs to be done.

**6 Universities making a commitment to Fairtrade can raise awareness of Fairtrade and wider global issues with students and staff.**

Definitely agree  71%

Somewhat agree  29%

Disagree  0%

Don’t know  0%

**Are you a student or staff member?**

Student  50%

Staff  50%

**Which campus do you usually work/study at?**

Frenchay  85%

Bower  7%

Glenside  8%

**UWE sustainability team**

**March 2022**