

2016 – A year of Fairtrade

Fairtrade Fortnight launched the year on 29 Feb 2016 – 13 Mar 2016.

Working with the Catering and Retail outlets on campus we actively increased the profile of Fairtrade products already sold, to increase awareness and sales of these products.



During the first week we held an information stand in the atrium. This had leaflets and posters containing information about the importance of Fairtrade.

We offered free wine tasting for staff/students over the age of 18 and they were all pleasantly surprised by how nice they tasted and how reasonably priced there were. There were also free brownies available made from Fairtrade ingredients.



Fun and Games

Staff and students could take part in two different games.

The first, asked participants to determine which of the chocolate bars on display were Fairtrade, we even sneaked in the KitKat Chunky to catch people out! Depending on how many they got correct, they could either win a miniature Divine Chocolate Bar, a KitKat or a 100g Divine Chocolate bar.



The second game allowed them to explore Fairtrade in a more unique way. We borrowed a giant game of snakes and ladders, with each square containing data about the different events that happen when farming in a Fairtrade community. If the square was positive they got to go up the ladder, if it was negative they went down the snake.

This was a hugely popular game and we had requests from different community groups in the area to borrow it. Groups included local churches as well as scout and guiding associations.



Catering

The catering team took up the challenge to increase awareness and sold pancakes with Fairtrade toppings throughout the first week.

In addition to this, they sell a variety of Fairtrade tea, coffee, hot chocolate and chocolate bars for staff and students to enjoy.



Fairtrade topped pancakes sold in Minerva Atrium



Fairtrade Tea and chocolate

Table Tents

The table tents created in 2015 for the Atrium were re-printed and used again. This year they were distributed in additional outlets across the campus including the following cafes: Think Tank, Enterprise, David Chiddick and AAD.



What is Fairtrade?

Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers.

It's about supporting the development of thriving farming and worker communities that have more control over their futures and protecting the environment in which they live and work.

And it's your opportunity to connect with the people who grow the produce that we all depend on.

Fairtrade works to benefit small-scale farmers and workers, who are amongst the most marginalised groups globally, through trade rather than aid to enable them to maintain their livelihoods and reach their potential.

For certain products, such as coffee, cocoa, cotton and rice, Fairtrade only certifies small-scale farmer organisations. Working through democratic organisations of small-scale farmers, Fairtrade offers rural families the stability of income which enables them to plan for the future.

GO BANANAS FOR FAIRTRADE

What is Fairtrade Fortnight?

Fairtrade Fortnight is coming - 23 February - 6 March 2015! Here you'll find everything you need to get your community involved.

70% of the UK public recognise the FAIRTRADE Mark.

From UK sales alone, £26m of Fairtrade Premium was invested by producers in 2013.

But we know there is still a long way to go to make all trade fair - just 1.2% of cocoa and less than 10% of tea globally is traded on Fairtrade terms.

So for Fairtrade Fortnight 2015, we're going to celebrate the impact of Fairtrade and ask you to turn a spotlight on the producers who grow the products we love. By sharing their stories in a fresh and compelling way, we can remind the UK of the dramatic difference choosing Fairtrade makes and how much it is still needed.

We're focusing on a few core commodities - cocoa, sugar, and tea - in new materials, case studies and a brand new, 15 minute film that will be available for Fairtrade Fortnight.

Healthy Campus Week – 7th – 11th March 2016

Each year the University hosts a healthy campus week to encourage staff and students to be more aware of how they can improve their well-being.

As part of this they undertook a fruit drop, which included Fairtrade bananas that are distributed throughout the campus for staff and students to help themselves too.



General promotions

Student accommodation

We included Fairtrade Fortnight on our events poster, which was visible in all student on-campus accommodation blocks. This information board is used to highlight green and energy saving initiatives on campus, but we felt that Fairtrade Fortnight was an important part of our awareness calendar.



Freshers Fayre – September 2016

The events poster for the year was full display during Freshers Fayre, and students were encouraged to sign up to volunteer in the upcoming events which included Fairtrade Fortnight.

Freshers is an opportunity to meet with new students to find out what they're interested in and get contact details to ensure future promotions reach them. These include information about Fairtrade activities happening on campus.



Social Media and E-Communications

To follow our Fairtrade activities, please follow us through:

The Estates Department Environmental Blog: <http://estates.blogs.lincoln.ac.uk/sustainability/>

Sustainability social media:

<https://www.facebook.com/GreenLincolnUni/>

<https://twitter.com/GreenLincolnUni>

Fairtrade University social media:

<https://www.facebook.com/FairtradeUOL/>