

## 2017 – The importance of Fairtrade

We hit the ground running in 2017 by utilising the International Offices' student intern to help generate ideas and promote Fairtrade.

With these connections we were able to tie Fairtrade Fortnight in with other activities across campus to raise the profile.

Quad Catering, the University Shop and the Student Union all continued to supply Fairtrade products for staff and students to purchase.

### Fairtrade Fortnight – 27<sup>th</sup> Feb til 12<sup>th</sup> Mar 2017

Fairtrade Fortnight was two weeks of activities highlighting the importance of Fairtrade. It was hosted in collaboration with the Chaplaincy, Quad, Lincoln International Business School, the Student Union and the University Shop.

#### Competitions included

- What's in Mary's cup – staff and students
- Walk/Cycle to work challenge
- Stand competition – single question/answer to win a selection of Fairtrade chocolate
- Guess the cost of the hamper



**Guess the value of the hamper**

Is it...

- 1) £32.49
- 2) £18.29
- 3) £9.99

Email your answer from your University of Lincoln email account to [environment@lincoln.ac.uk](mailto:environment@lincoln.ac.uk) all the correct entries will be put in a prize draw with a chance to win the hamper.  
(Deadline March 8th 2017, winner notified March 10th 2017)

 **FAIRTRADE FORTNIGHT**  
27 FEBRUARY – 12 MARCH

**COMPETITION TIME!**  
**What Fairtrade drink is in Vice Chancellor's cup?**



Mary Stuart - Vice Chacellor fully supports Fairtrade Fortnight and has kindly agreed to participate in the competition. Your task is to guess what Fairtrade beverage Mary Stuart has in the cup on the photo.

Amazing Fairtrade prize is to be won!  
Send your guesses to [environment@lincoln.ac.uk](mailto:environment@lincoln.ac.uk) before 12th of March!

 **FAIRTRADE**

  
**UNIVERSITY OF LINCOLN**  
LINCOLN INTERNATIONAL BUSINESS SCHOOL

The Fortnight coincided with both Global Month and Healthy Campus week which meant we could collaborate on some projects and have the event represent multiple areas.

## Events

### Free Pancakes

Free pancakes, with Fairtrade toppings, were offered by St Swithan's Church. And the Student Union ran a competition for the "Best decorated pancake" – did you take part?

### Peace Garden Launch

We decided that the Fortnight would be the perfect opportunity to launch the Peace Garden. Staff and students were invited along to officially open the garden and plant a few vegetables; this was followed by nibbles including Fairtrade coffee, tea and chocolate.

The Chaplain gave a short speech about the importance of Fairtrade and then showed the YouTube clip <https://www.youtube.com/watch?v=nHU0FSihRAs>

All attendees were encouraged to talk about Fairtrade and determine the benefits it has on local economies and communities.



### Fairtrade Information Stand

Students and staff manned an information stand detailing the importance of Fairtrade and encouraging passer-by's to take part in the three competitions during the fortnight.

One competition related to the stand and the winners were drawn on the day.

The stand also coincided with the Africa and Middle East kitchen take over. We were able to aid the students in sharing information about their countries which included the positive benefits Fairtrade has to them.



## Fairtrade & Religion Trip

Over 15 staff and students from the University went to Leicester on a multi-faith journey. They visited a number of different religious locations including a Sikh Temple, where they ate together and spoke about religion and Fairtrade, as well as the values of equality and supporting those in other cultures.



## Healthy Campus Week

Working in collaboration with HR for Healthy Campus week, we offered to run the walk n talk event, where Chocolate & Love bars were given out as a prompt to talk to colleagues about Fairtrade products.

Healthy Campus also ran a fruit drop around campus and used Fairtrade banana's as part of this.

## TraidFair Stand

Traidfair hosted a stall selling a wide variety of Fairtrade items as well, displaying information posters and gave out leaflets to help raise awareness about Fairtrade and the importance it has to the economies and communities it supports.

Students were giving the opportunity to learn about the benefits of buying Fairtrade; and were made aware of the vast number of products available that they may not have been aware could be made via Fairtrade.



## Film Night

We showed Marvel's Doctor Strange in The Swan and offered free Fairtrade snacks for all attendees.

The film was a new release and popular with students, this encouraged more people to attend.

The film was pre-empted with a short video to highlight what Fairtrade is and its importance:

<https://www.youtube.com/watch?v=i2em5C5pJtw>



## The Body Shop

Local, Body Shop resellers came to the University to host an information stand sharing information about the Fairtrade ingredients used in their products and how The Body Shop benefits communities around the Globe.

## Miniature 'Breaks' & Ladders

We printed off the [Fairtrade 'Breaks' & Ladders game](#) and distributed it in staff and student communal areas on campus. The feedback from the game was very positive, with many taking a copy home to play with friends and to use in the community groups they're involved in.

## Quad Catering & University Student Shop

Quad catering and the Student shop continue to sell Fairtrade items including coffee and chocolate to staff and students on campus



(New Quad Express Outlet in the Sports Centre selling Fairtrade Grumpy Mule Coffee and other Fairtrade items)



(Student Shop Fairtrade Display)

## General promotions

### Student accommodation

We included Fairtrade Fortnight on our events poster, which is 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 2017

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/>