



## Introduction

Royal Holloway, University of London is committed to being a responsible and sustainable institution. As part of its role in the international community it gained Fairtrade university status in 2005. Since then the College has continued to show its support for Fairtrade throughout the campus through increasing its Fairtrade product range, holding awareness raising activities and strengthening links with local Fairtrade groups. The 2010 Fairtrade Report aims to highlight how the College continues to support and promote Fairtrade and how it continues to foster and grow its close relationship with Fairtrade.

## Fairtrade Policy (Draft)

Royal Holloway, University of London is committed to being a responsible and sustainable institution. As part of its role in the international community, the College, as part of its Environmental Sustainability Policy, is committed to supporting Fairtrade.

The College has attained Fairtrade status and is committed to ensuring its continuity through the standards set out by the [Fairtrade Foundation](#).

To ensure the College continues to support and promote Fairtrade and retain its Fairtrade status, it is committed to:

- Offering a range of Fairtrade products in all College catering and retail outlets
- Offering Fairtrade beverages and products at conferences and meetings
- If, for reasons of price, quality, supply availability or contractual obligations the College is unable to offer Fairtrade products, then the College is committed to offering them at a time when these issues are no longer a barrier
- Working with College suppliers to provide Fairtrade items in quantities and sizes suitable for catering and retail uses
- Promoting Fairtrade and raising awareness of Fairtrade issues internally and externally through events, promotion in online and printed College communication materials and through materials displayed in catering and retail outlets and on College noticeboards
- Linking Fairtrade into the wider context of sustainability internally and externally
- Supporting a Fairtrade Steering Group that will meet twice per year to support Fairtrade and monitor and improve the College's approach to Fairtrade

## The 5 Goals

### **Goal 1: The Student Union and the College authorities abide by a Fairtrade policy.**

The College's Fairtrade Policy underwent a significant review in December 2010 which resulted in a new, draft policy. The new policy will be finalised and agreed upon in January 2011.

The changes reflect the need for the policy to be more accessible to staff and students at the College and to incorporate more promotion of the wider issues surrounding Fairtrade rather than being solely focussed on sales of Fairtrade products. This will make the policy more rounded and better reflect the direction of Fairtrade at the College.

The revised policy will be officially endorsed by the Student Union and the College Senior Management Team in 2011.

### **Goal 2: Fairtrade products are made available for sale in all campus shops.**

#### **The College Store**

The College Store stocks a large selection of Fairtrade beverages and foodstuffs. These range from Fairtrade chocolate bars including Divine bars, Kit-Kats, and Cadbury's Buttons through to a wide range of Fairtrade fruit juices. A recent addition to the Fairtrade offering is a range of Starbucks Fairtrade cold espresso-based drinks which have proved extremely popular.

The Store now stocks a wide range of clothing made from Fairtrade cotton. These include men's and women's hoodies, sweatpants and T-shirts. In the period August to December 2010 sales of Fairtrade clothing in the Store have totalled nearly 600 items.

All Fairtrade products for sale in the College Store are clearly marked with Fairtrade stickers on the shelf along with the on-package branding of the product itself. Fairtrade products are spread throughout the Store with their respective non-Fairtrade products rather than in a separate Fairtrade section; this helps to 'normalise' and encourage the purchasing of Fairtrade products over non-Fairtrade products.

#### **Catering and Hospitality**

All Catering outlets across the College serve Fairtrade teas and coffees and a range of other Fairtrade products such as cookies, flapjacks and bananas. Fairtrade is promoted throughout all outlets through prominent use of the Fairtrade logo on menu boards, shelves, on all disposable cups and on individual product packaging.

In the 2009/10 academic year the College Catering outlets served:

- **210,008 cups of Fairtrade tea and coffee**
- **2,654 Fairtrade hot chocolates**
- **Equivalent to over 582 Fairtrade drinks per day!**
- **Which is over 24 Fairtrade drinks per hour!**

These figures only include the College Catering outlets and not the Fairtrade beverages served through hospitality orders.

### **Goal 3: Fairtrade products are served at all meetings and events hosted by the College and the Student Union.**

All tea and coffee served at internal meetings, conferences and events hosted by the College and the Students' Union is ordered through College Hospitality. They provide Fairtrade tea and coffee and also supply Fairtrade sugar along with a range of other Fairtrade products on request. Hospitality also offers Fairtrade wines on its order list.



**Goal 4: Campaigns are run on campus to increase the understanding of Fairtrade and consumption of Fairtrade products.**

The College celebrates Fairtrade Fortnight each year hosting tasting sessions and running promotions across campus.

The Sustainability notice board contains Fairtrade messages and posters on it throughout the year for all passing staff and students to read and take leaflets. This is supplemented with posters for specific events and during Fairtrade Fortnight being placed in the many noticeboards throughout the campus.

Each new staff member takes part in an Induction session which includes a small discussion on sustainability issues. As part of this, attention to the College's Fairtrade status is drawn and all new members are invited to participate and engage with Fairtrade promotion and events at the College.

The Sustainability Office now supports a dedicated Fairtrade page on the College website with information to Fairtrade products and events taking place on campus and also has links to other websites for further reading. This is further supported with a Facebook page specifically for Fairtrade at the College.

In 2011 the College will aim to recruit student Fairtrade Volunteers. This will be a new step for the College and will help to increase the College's engagement with students on the issues around Fairtrade. The Fairtrade Volunteers will also feed into the Fairtrade Steering group, therefore increasing the student voice on the Steering Group.

There is ongoing work to increase the signage and promotion of Fairtrade throughout the campus and, similarly, there is continuing work researching the viability of increasing the Fairtrade product range at the College.

As part of the Geography undergraduate course, students are offered a module on Fairtrade and Ethical Consumerism.

**Goal 5: A Fairtrade Steering Group is established, with representatives from the student body, University/College staff and catering or procurement department.**

In line with the re-drafted Fairtrade Policy and with the recruitment of Fairtrade Volunteers, the Steering Group will have a greater student representation. This will also help to increase student engagement with Fairtrade and increase awareness of Fairtrade across the College.

The Steering Group will continue to monitor the College's approach to Fairtrade and will use every opportunity to promote Fairtrade issues.

The College will continue to investigate the viability of increasing its range of Fairtrade products on offer and will assess the viability of new Fairtrade products.

The College is increasing its Fairtrade outreach work and aims to play a role in the Fairtrade Surrey Campaign and the Fairtrade Runnymede Campaign. This will not only strengthen the College's links with Fairtrade in the community, but will also help the College to increase its support for Fairtrade.



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