



Fairtrade at the Glasgow Caledonian University (2024)

Executive Summary

Glasgow Caledonian University's 2024 Fairtrade Survey Report provides a comprehensive overview of student and staff awareness and experience of Fairtrade at the University campus. The survey recorded a total of 171 responses by the staff (45) and students (126) over a three-week period from 04/03/2024 – 24/03/2024.

Understanding of Fairtrade

The survey demonstrates that majority of the respondents (84% students, 96% staff) have seen Fairtrade logo and correlate Fairtrade with the commitment to ethical trading standards such as ensuring good working conditions and better pay for the producers of goods/food (64% students, 76% staff). In addition, majority of the respondents said that they had come across the Fairtrade logo on campus (53% students, 69% staff).

Importance of Fairtrade and ethical consumption

More than half of the respondents (54% students, 69% staff) said that supporting Fairtrade and ethical consumption is very important to them and even a higher number of respondents (71% students, 82% staff) thought that it is very important for the University to support and promote Fairtrade.

Engagement with Fairtrade on campus

The responses displayed that coffee is one of the most popular Fairtrade items bought by students (21%) and staff (43%). In addition to the availability of Fairtrade products at the campus catering outlets, respondents reported seeing Fairtrade promoted through posters across campus (31% students, 26% staff). However, close to half of the respondents were not aware of Fairtrade Fortnight (46% students, 47% staff) and even a higher number of respondents (56% students, 65% staff) had not heard of any other Fairtrade event or activities taking place on campus.

Improving presence and engagement with Fairtrade

The survey recorded 3 main recommendations for improving overall presence and engagement with Fairtrade, such as better advertisement (38% students, 49% staff), increasing the availability of Fairtrade products for purchase (15% students, 9% staff) or increasing Fairtrade events and activities on campus (4% students, 9% staff).

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Version control

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1. Introduction

The following report aims to provide an analysis of Glasgow Caledonian University's (GCU) Fairtrade Survey. The survey recorded 171 responses including Staff (45) and Students (126), representing a diverse range of perspectives and experiences which will support decision-making and drive improvements in delivering Fairtrade initiatives at the University. This represents close to six-fold response increase from the last Fairtrade Survey carried out in 2022 when only 29 responses were recorded. In addition, no staff responses were recorded in the previous survey compared to the 2024 survey.

2. Aims and Objectives

The aim of this survey was to gather opinions and experiences from Staff and Students and identify areas of improvement in order to further develop the presence of Fairtrade on the University's campus.

In order to achieve this aim, the following objectives were implemented:

- To identify respondents understanding of Fairtrade.
- To determine each respondent's attitude towards the importance of Fairtrade – personal and Fairtrade at the University.
- To determine participants level of awareness on the presence of Fairtrade campaigns and products on campus.
- To identify gaps on delivering Fairtrade initiatives.

3. Data and Methodology

The survey was carried out through an online questionnaire (Google Forms) which was distributed via e-mail, social media outlets (Student Communications Instagram) and in-person by 2 surveyors over a 3-week time period from 04/03/2024 – 24/03/2024. The scope of the survey included GCU Glasgow campus students and staff members.

The survey was composed of 14 questions which included a combination of open-ended (text) and closed-ended questions (multiple choice) to ensure an in-depth overview of the respondents'

experience. The first 6 questions out of the 14 were specifically designed to capture the general understanding and attitude towards the importance of Fairtrade to the respondents. These were followed by 5 questions to determine the participants level of awareness on the presence of Fairtrade campaigns, events and products being sold on the University campus. The final 3 questions were used to categorise the respondents by gender and whether they were Staff or Students, as well as inquire whether they would like to be entered into a random prize draw (Figure 1). All the survey questions can be found in [Appendix A](#).

Open-ended questions were categorised through thematic analysis into response categories to highlight the main points/outcomes that recur throughout the data. Survey responses are presented in the Results and Analysis section and the data has been analysed and categorised to provide actionable insights that can guide decision-making and drive improvements in Fairtrade initiatives at the University.

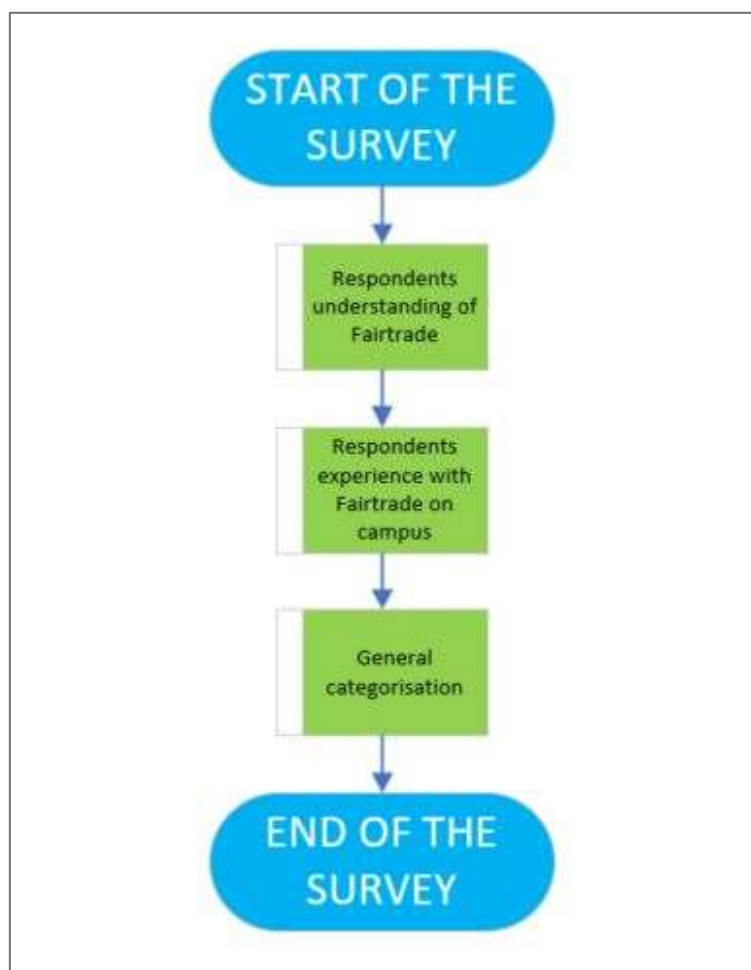


Figure 1. Simplified structure of the 2024 Fairtrade Survey.

4. Results and Analysis

The survey recorded 171 responses during a 3-week time period from 04/03/2024 – 24/03/2024, out of which 126 (74%) were students and 45 (26%) were University staff (Figure 2).

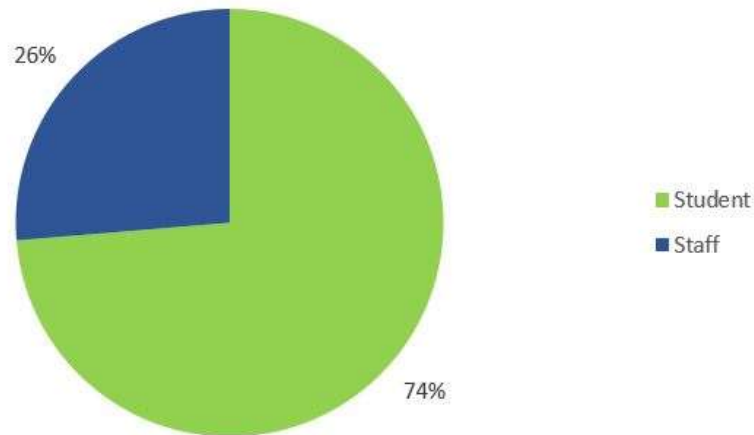


Figure 2. Total respondents of the Fairtrade Survey 2024.

4.1 Understanding of Fairtrade

Out of the 171 total respondents, 149 (84% students, 96% staff) said that they have seen the Fairtrade logo (Figure 3). Only a small number of respondents (2% students, 2% staff) weren't sure if they have seen the logo or responded that they have never seen it (13% students, 2% staff) (Figure 4).



Figure 3. Fairtrade logo presented to respondents in the survey.

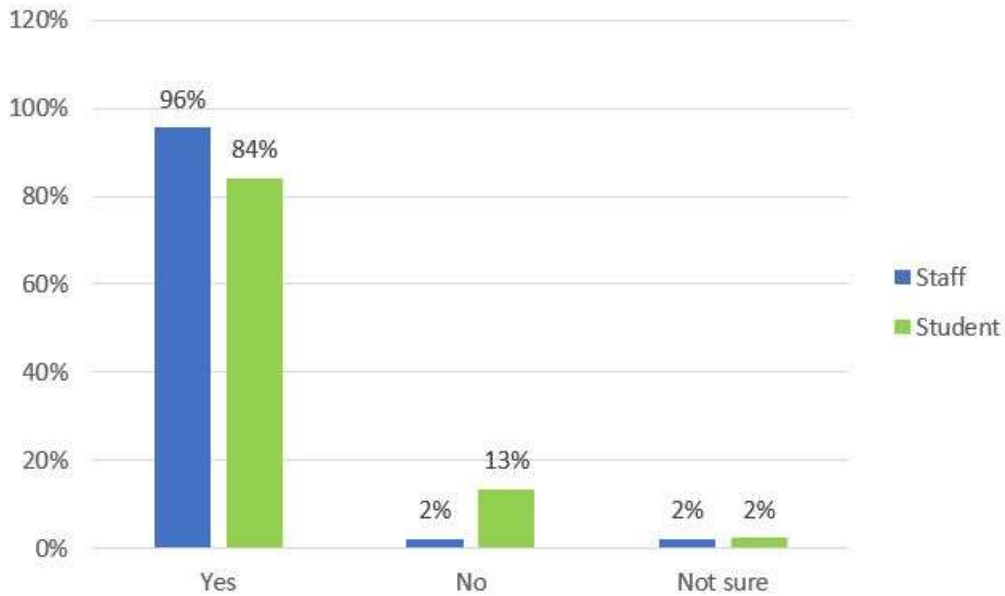


Figure 4. Respondents reflections - have they ever seen the Fairtrade logo (Figure4).

When asked if respondents had seen the Fairtrade logo anywhere at the University campus, 53% of students and 69% of staff responded coming across the logo on campus, 33% of students and 18% of staff had never seen the Fairtrade logo on campus and 14% of students and 13% of staff said they weren't sure (Figure 5).

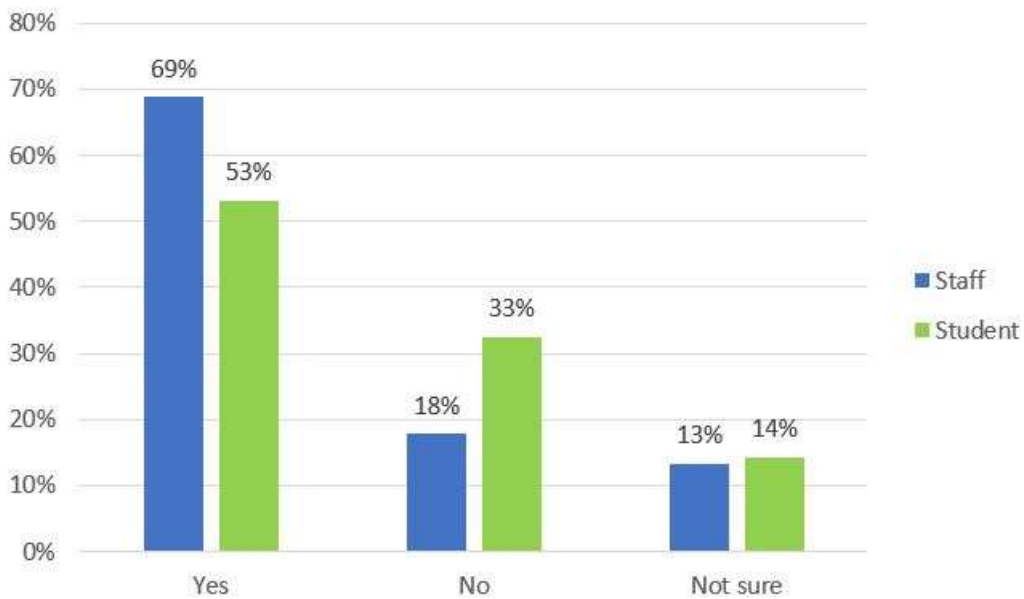


Figure 5. Respondents reflections - seeing Fairtrade logo on the University campus.

Additionally, all respondents were asked to reflect on what they thought that Fairtrade means. Majority of the respondents (64% students, 76% staff) correlated Fairtrade with commitment to ethical trading standards such as ensuring good working conditions and better pay for the producers of goods/food. 8% of students and 9% of staff thought Fairtrade means sustainable or environmentally friendly production of goods and only a small proportion of respondents (7% students, 4% staff) weren't sure about the meaning of Fairtrade. 14% of students and 9% of staff responses were categorised as "other" which included examples such as fair pricing of products for consumers, sharing profits with producers or Fairtrade being a business scheme. Only 6% students and 2% staff responses were not applicable as their answer did not relate to the question or had left the response section blank (Figure 6).

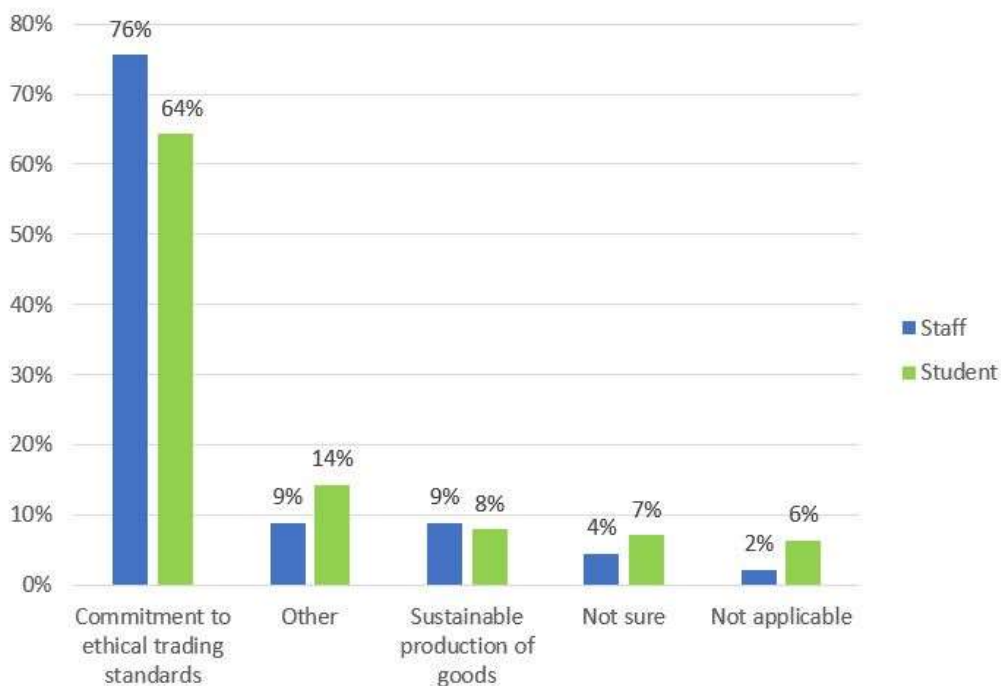


Figure 6. Respondents reflections - meaning of Fairtrade.

4.2 Attitude towards Fairtrade and ethical consumption

More than half of the respondents (54% students, 69% staff) said that supporting Fairtrade and ethical consumption is very important to them. However, there were more students (40%) compared to staff (31%) who said that supporting Fairtrade is only somewhat important for them. In addition, there were no staff who thought of Fairtrade being not important to them compared to 6% of students (Figure 7).

In comparison, majority of the respondents (71% students, 82% staff) thought that it is very important for the University to support and promote Fairtrade. Only 25% of students and 18% of staff thought that the University's support for ethical consumption and Fairtrade is somewhat important (Figure 8).

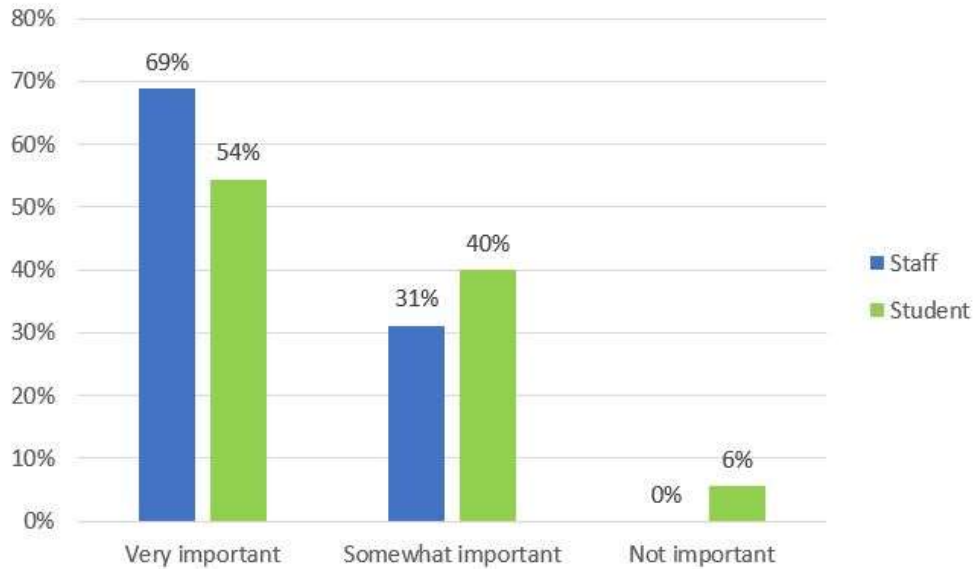


Figure 7. Respondents rating of personal importance of Fairtrade and ethical consumption.

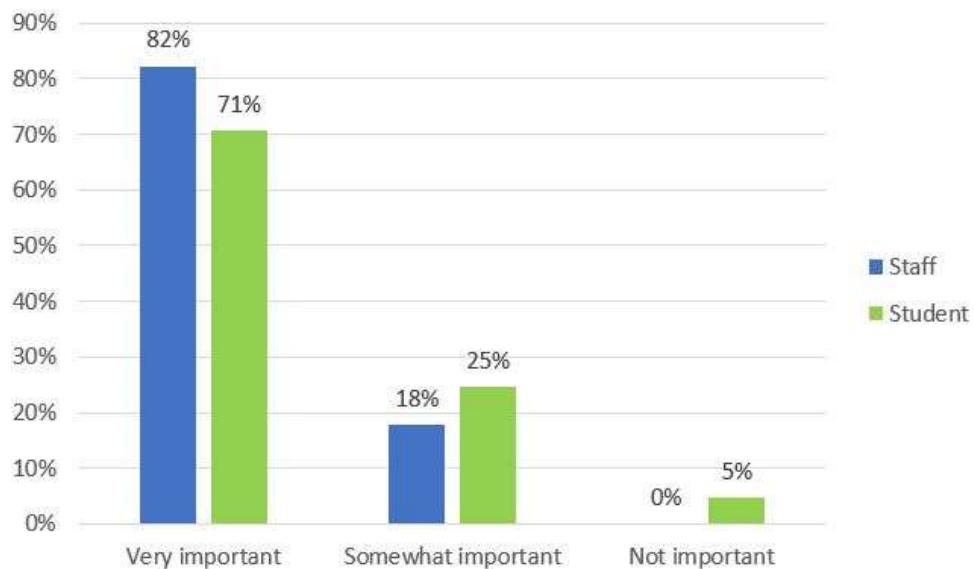


Figure 8. Respondents rating on the importance of the University supporting Fairtrade.

Additionally, respondents were asked to reflect on their response regarding to their rating of importance of the University's support for Fairtrade. The top response categories for students who found it very important, thought it was due to support for Fairtrade aligning with the University's Common Good mission (40%) and Fairtrade helping to increase awareness on ethical consumption (29%). Similar to students, majority of the staff (59%) reflected that supporting Fairtrade aligns with the University's Common Good mission. However, there were less staff (11%) compared to students (29%) who thought that Fairtrade presence at the University would increase awareness on ethical consumption. Both students (20%) and staff (16%) gave "other" reasons (20%) with included examples such as improved product selection at catering outlets or giving a general statement of Fairtrade being important without further elaboration. Very small proportion of respondents (1% students, 5% staff) thought that Fairtrade at the University would help to promote sustainability and only 3% of students were not sure how to elaborate on their rating of importance (Figure 9).

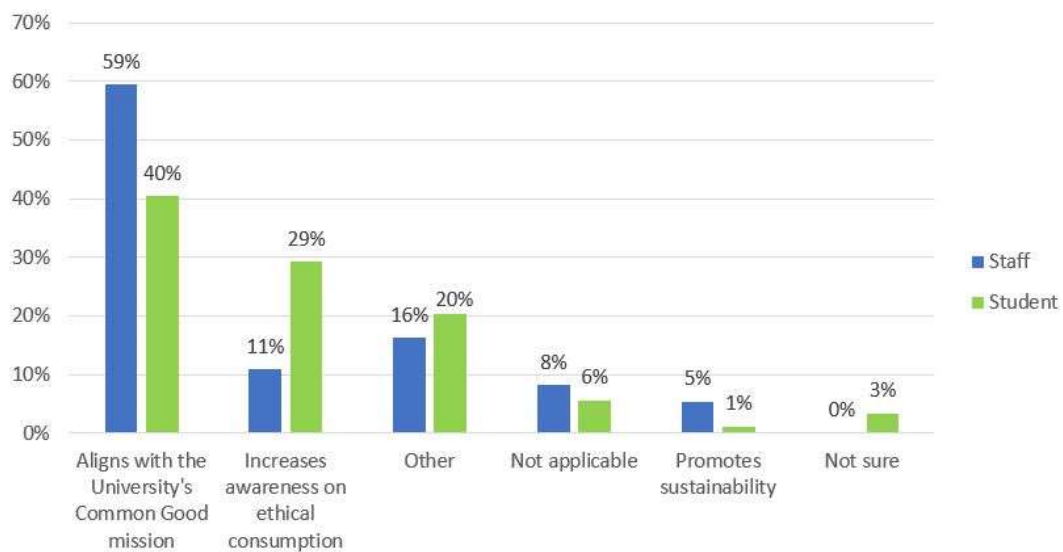


Figure 9. Respondents reflections - very important for the University to support Fairtrade.

Figure 10 provides a breakdown of respondents' reflections who said it is only somewhat important for the University to support and promote Fairtrade. Majority of the students who thought it is only somewhat important, said it could help to increase awareness on ethical consumption (39%). Only 10% of the students thought that supporting Fairtrade aligned with the University's Common Good mission. Majority of staff (38%) who rated it only somewhat important for the University to promote Fairtrade, provided "other" reasons such as Fairtrade products being more expensive or giving a general statement of Fairtrade being important without further elaboration.

Fewer staff (25%) compared to students (39%) thought that Fairtrade would increase awareness on ethical consumption and similar to students (10%), only 13% of staff said supporting Fairtrade aligns with the University's Common Good mission.

23% student and 13% of staff responses were not applicable as their answer did not relate to the question or had left the response section blank. 10% of students and 13% staff were not sure how to elaborate on their rating of importance (Figure 10).

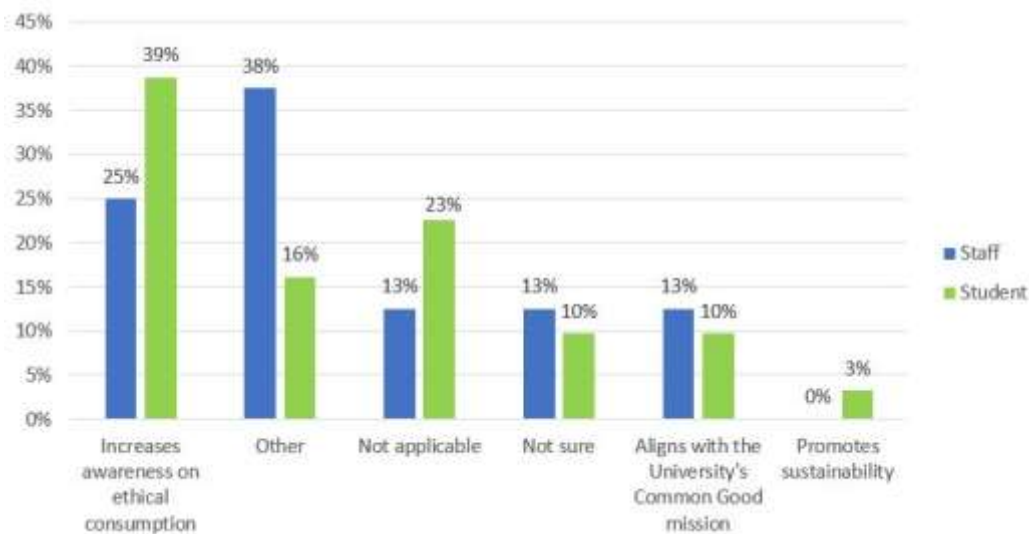


Figure 10. Respondents reflections - somewhat important for the University to support Fairtrade.

50% out of the 5% of students who thought that it is not important for the University to support Fairtrade (Figure 8), still elaborated that Fairtrade helps to increase awareness on ethical consumption (Figure 11).

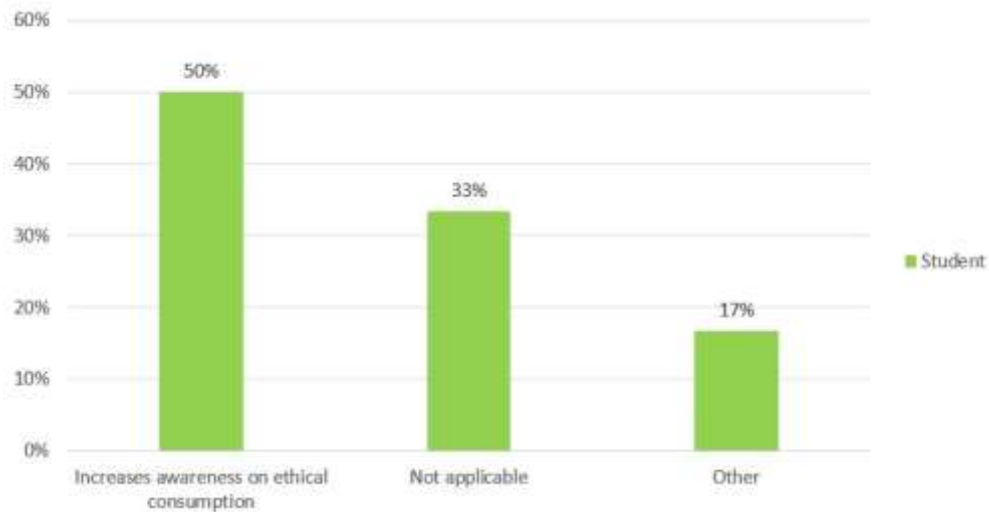


Figure 11. Respondents reflections - not important for the University to support Fairtrade.

4.3 Engagement with Fairtrade on campus

Coffee was most frequently reported Fairtrade product bought by students (21%) and staff (43%). Figure 12 provides a breakdown of the popularity of Fairtrade products among the respondents. Only a small number of respondents (5% students, 7% staff) hadn't bought any of the Fairtrade products present at the University's catering outlets. While majority of the respondents have bought at least one Fairtrade item from the University's catering outlets, promotions/campaigns on less popular items such as bananas, chocolate or juices could contribute to the increase of sales of Fairtrade items.

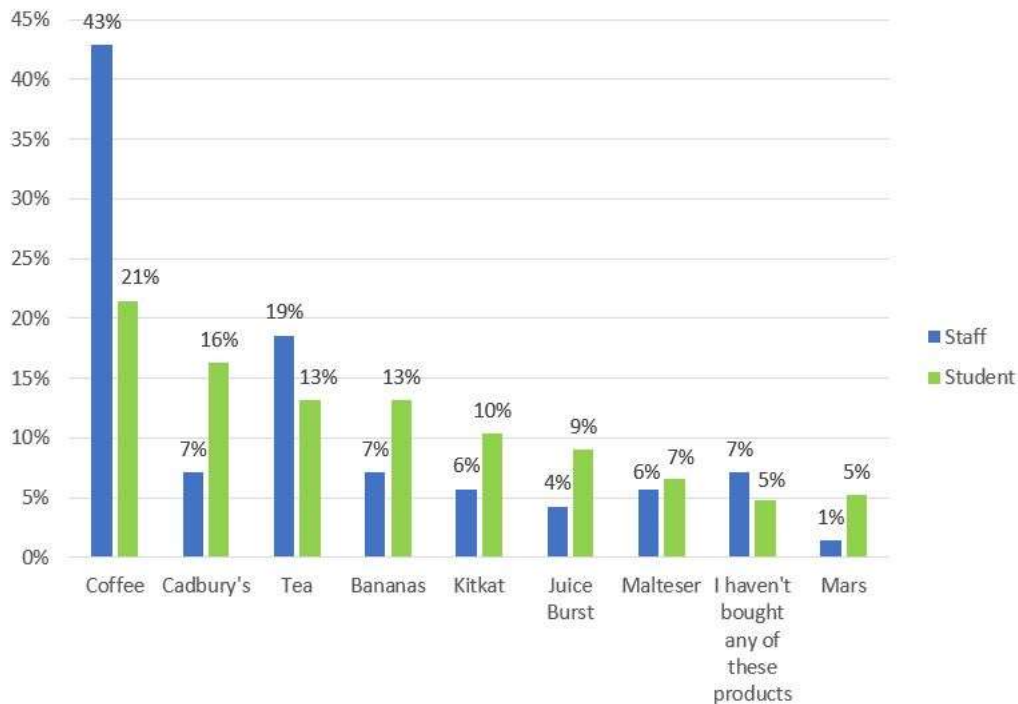


Figure 12. Breakdown of Fairtrade products most commonly bought at the University's catering outlets.

In addition, respondents were asked if they had seen Fairtrade being promoted in any other areas of the University in addition to the products being sold at the campus catering outlets. Most of the students responded by either not noticing Fairtrade being promoted (32%) or seeing posters about Fairtrade on campus (31%). There were more staff members (41%) compared to students (32%) who hadn't seen Fairtrade being promoted. Further breakdown of the responses can be seen in Figure 13. The responses indicate the effectiveness of using posters to promote Fairtrade for both students (31%) and staff (26%). However, enhancing the use of other methods of communication such as University/Students' Association website, social media, events or lectures could lead to an increase in the awareness of Fairtrade at the University.

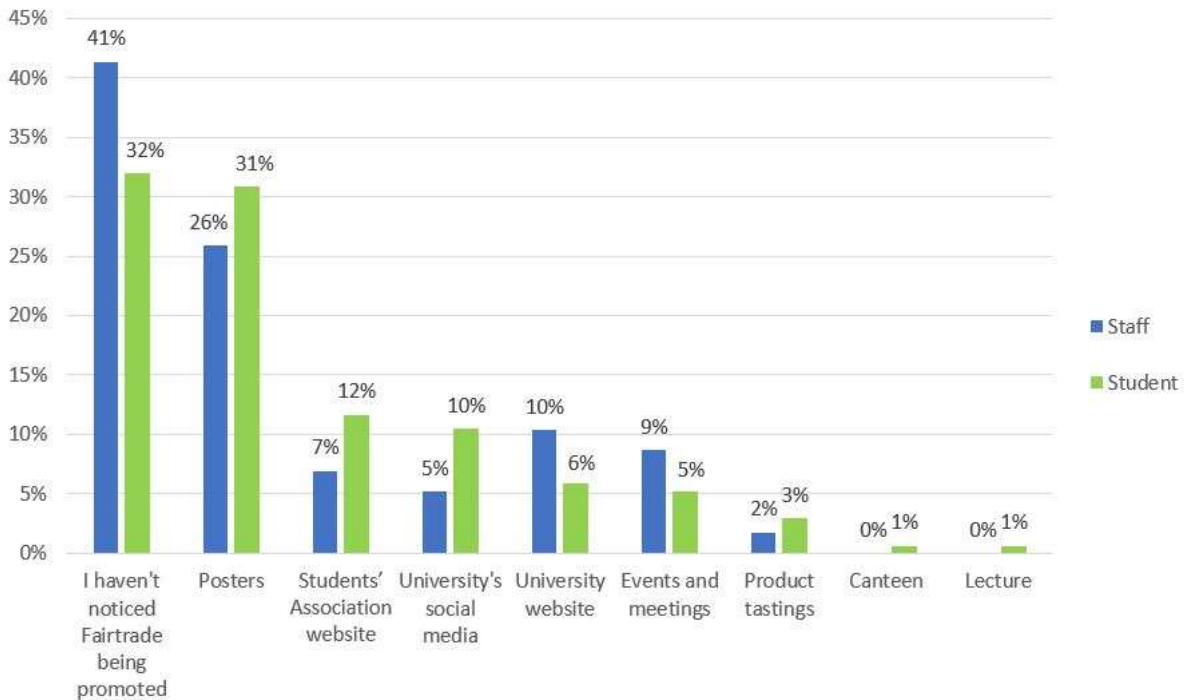


Figure 13. Breakdown of Fairtrade presence across the University in addition to products sold.

When asked about their experience with the Fairtrade Fortnight, close to half of the respondents (46% students, 47% staff) said that they had not seen any Fairtrade Fortnight activities, campaigns or promotions taking place at the University during 2022-23 academic year (Figure 14). Only a small proportion of students (16%) and staff (13%) reported being aware of Fairtrade Fortnight activities.

Furthermore, respondents were asked if they had seen any other Fairtrade activities, events or campaigns in addition to the Fairtrade Fortnight taking place at the University. Majority of the respondents (56% students, 65% staff) reported that they haven't seen any other Fairtrade events or activities. This correlates with the respondents answers to the question if they had seen Fairtrade promoted in the University in addition to the products sold (Figure 13). Due to the great variability in responses, only top 3 responses are presented in Figure 15. Other events reported by students (10%) and staff (4%) included food tastings, coffee products awareness campaign and presence of Fairtrade during lectures.

The results suggest a gap in communicating the Fairtrade Fortnight as well as other Fairtrade activities to the wider University population despite the promotional posters and inclusion of Fairtrade within various events at the University. Improving and utilising a variety of methods for communication on

Fairtrade and increasing the number of Fairtrade events could further enhance the level of engagement with Fairtrade.

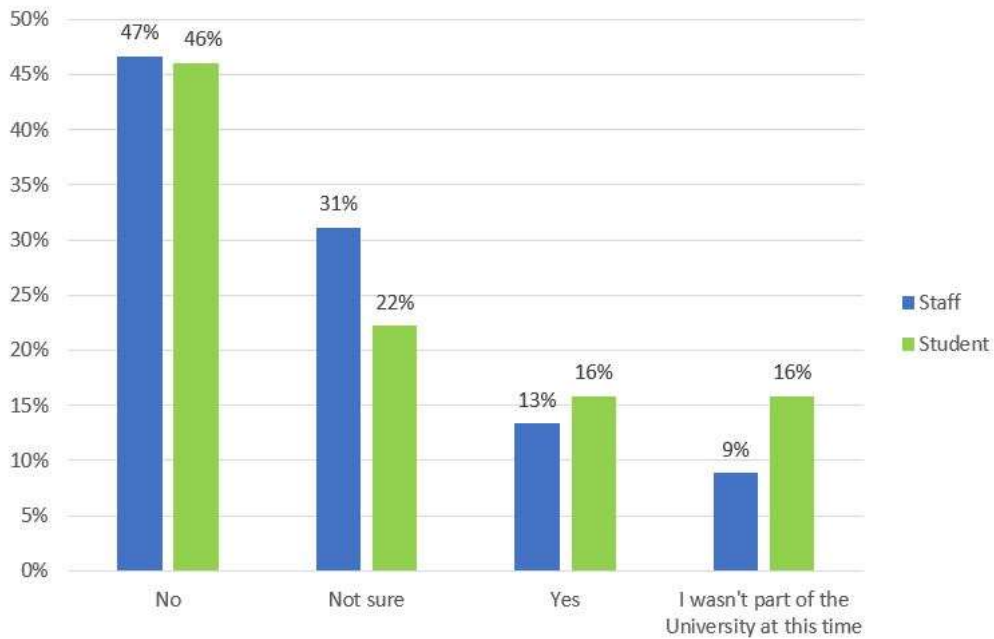


Figure 14. Participating or being aware of the Fairtrade Fortnight activities during 2022-23 academic year.

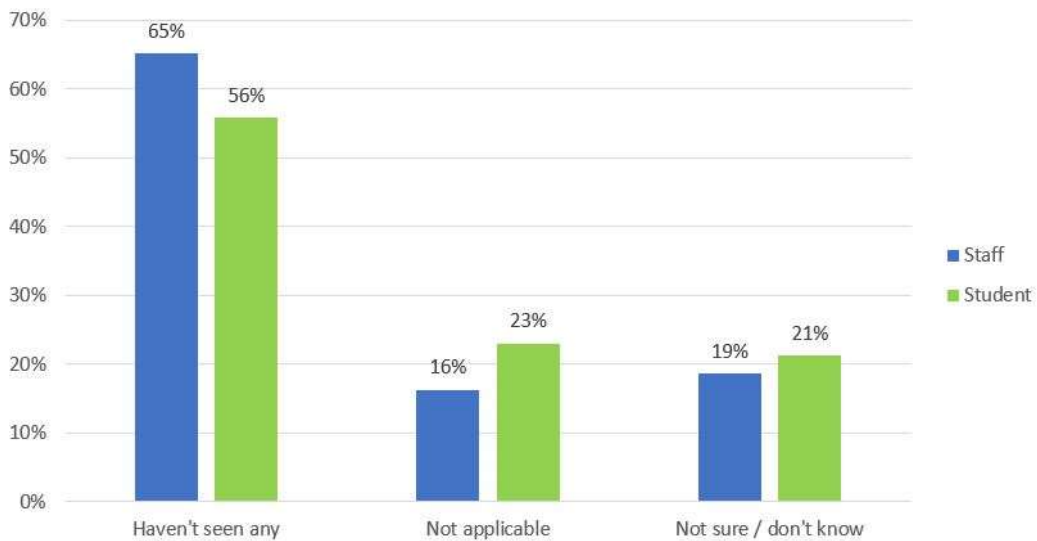


Figure 15. Respondents awareness on other Fairtrade activities, events or campaigns taking place at the University.

4.4 Improving support for Fairtrade on campus

Finally, respondents were asked to give feedback on what the University could do to further support Fairtrade on campus. Majority of the respondents (38% students, 49% staff) thought that better advertisement of Fairtrade in the form of visible posters, utilising social media or offering free Fairtrade food samples. There were more students (15%) compared to staff (9%) that the University should increase the quantity of Fairtrade products available to purchase. Additionally, 4% of students and 9% of staff said that increase in Fairtrade activities such as fairs, student projects, campaigns, presentations or fundraising could be used to further support Fairtrade on campus.

18% of students and 20% of staff were not sure how the University could further support Fairtrade. None of the staff and only 4% of students thought that no further actions are necessary to improve the presence of Fairtrade on campus. "Other" responses by students (10%) and staff (7%) included examples such as lowering prices of Fairtrade items and making Fairtrade products mandatory wherever possible. Finally, 11% of student and 7% of staff responses were no applicable as their answer did not relate to the question or had left the response section blank.

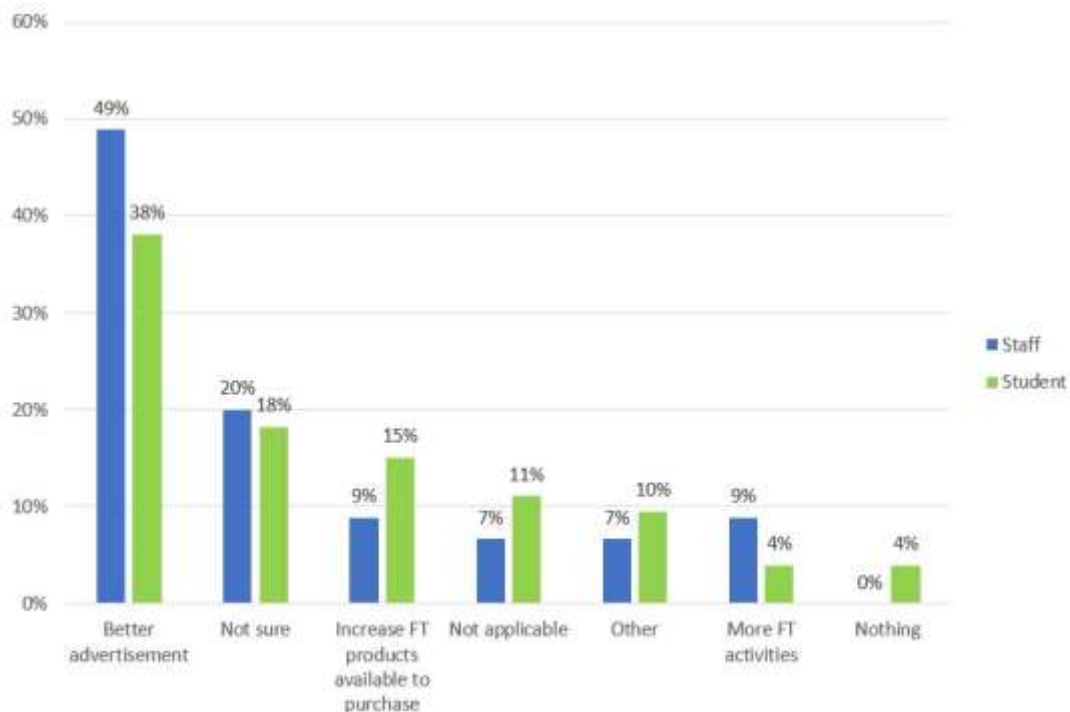


Figure 16. Respondents thoughts on how to further improve engagement and presence of Fairtrade at the University.

5. Conclusion

The survey demonstrates that majority of the respondents (84% students, 96% staff) have seen Fairtrade logo and correlate Fairtrade with the commitment to ethical trading standards such as ensuring good working conditions and better pay for the producers of goods/food (64% students, 76% staff). In addition, majority of the respondents said that they had come across the Fairtrade logo on campus (53% students, 69% staff) and found promoting of Fairtrade and ethical consumption to be very important for the University (71% students, 82% staff). Hence, Fairtrade is seen as an important element of the University operations and there is high level of support for the Fairtrade and ethical trade by the University population.

While the overall awareness on the core meaning of Fairtrade is good, the responses exhibited a lack of awareness on the presence of Fairtrade at the University campus despite the University offering Fairtrade products and displaying Fairtrade posters across all campus catering outlets including table talkers on Fairtrade at the George Moore restaurant or hosting food events where Fairtrade products have been used as part of the tasting samples.

Nearly half of the respondents (46% students, 47% staff) said that they had not seen any Fairtrade Fortnight activities, campaigns or promotions taking place at the University during 2022-23 academic year in addition to not seeing any other Fairtrade events or activities taking place (56% students, 65% staff). Therefore, there is clearly a gap in communicating on Fairtrade to the wider University population. This could be overcome by a) increasing the number of Fairtrade events/activities, b) improved use of different communication channels such as website, social media and academic lectures, c) utilising promotions to increase the sales of Fairtrade items, d) increasing the number of Fairtrade items available for purchasing within the campus catering outlets.

Appendix A

2024 Fairtrade Survey questions

Section 1 - Understanding Fairtrade:

S1. Q1: Have you ever seen this logo? (picture of Fairtrade logo included)

S1. Q2: Have you seen that logo (above) anywhere at the University?

S1. Q3: What do you think Fairtrade means?

S1. Q4: How important it is for you to be able to support fair trade and ethical consumption (on a scale of 1-3)?

S1. Q5: How important, if at all, do you think it is for the University to take action and promote Fairtrade (on a scale of 1-3)?

S1. Q6: Please elaborate on your answer to the question above. *(from here, respondents were directed to Section 2 to ask about their experience with the presence of Fairtrade on campus)*

Section 2 – Presence of Fairtrade on campus:

S2. Q1: Have you ever bought any of the following Fairtrade products on campus: Coffee, tea, Mars, Kitkat, Malteser, Cadbury's, bananas, Juice Burst, other?

S2. Q2: Where else have you seen Fairtrade being promoted at the University, in addition to the products being sold?

S2. Q3: Fairtrade Fortnight is an action-packed two weeks of events and activities taking place across the UK. During the 2022-23 academic year, do you remember seeing any activities, campaigns or events taking place during Fairtrade Fortnight?

S2. Q4: In addition to Fairtrade Fortnight, what other Fairtrade campaigns/events have you seen taking place at the University?

S2. Q5: What else do you think the University could be doing to support Fairtrade? *(from here, respondents were directed to Section 3)*

Section 3 – Categorisation:

S3. Q1: Are you a student or a staff member?

S3. Q2: What gender do you identify as?

S3. Q3: Please enter your e-mail if you would like to be entered into a random prize draw.