

## Fairtrade Progress Report – April 2024

### Introduction

This is a progress report on Fairtrade (FT) at Glasgow Caledonian University (GCU). The University and GCU Students' Association (the Partnership) have a longstanding commitment to FT that predates 2014 (the year for which the earliest records are available). The continuous presence of FT can be seen within the University's catering operations, teaching, and research as well as in procurement practices which are discussed below.

### Catering Operations

Taking a long-term perspective, current offering of FT products is higher (23 in 2024) compared to the previous catering contractor (Cordia) in 2016 (16 items). Due to Starbucks changing their coffee supplier in 2023, the number of total FT stock across campus catering outlets declined. Table 1 provides a breakdown of the range of FT products available from the campus catering outlets from 2021 - 2024. While the stock range has declined, the number of quantities sold has increased by 96% between 2022-2023 (Table 1).

Year	2021	2022	2023	2024
No. of stock	44	44	23	23
Quantities sold	28184	19508	55667	22996*

*Table 1. Breakdown of the stock and quantities sold at the University's catering outlets.*

\* 2024 represents quantities sold in the first quarter of the year.

Point of Sale posters are continued to being used extensively where FT products are available (Figure 1).



Figure 1. Example of point of sale posters at GCU.

Moreover, the University's Catering Operator has developed a monthly food campaign Mood Food. While the event focuses on health and wellbeing, it is used as an opportunity to showcase foods made with FT ingredients such as sugar, chocolate, and bananas. The first Mood Food event took place on 20<sup>th</sup> of February 2024 (Figure 2).

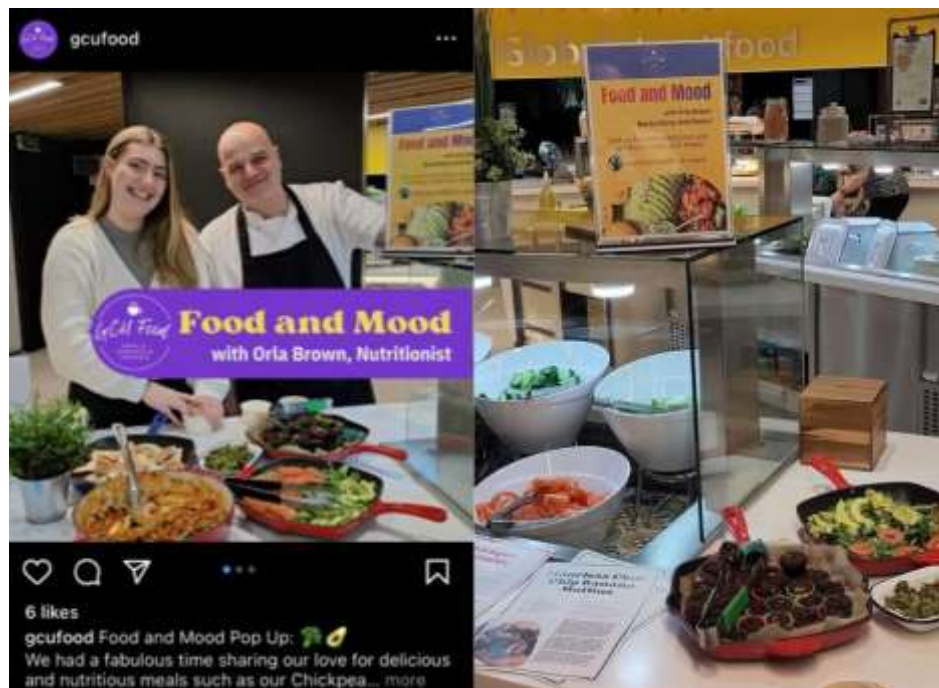


Figure 2. The Mood Food event at the George Moore canteen on 20/02/2024.

## FT in Curriculum

FT is also prominent in GCU's curriculum, with students having an opportunity to learn about FT through lectures, assignments, and honours (dissertations) projects. A FT related keyword search indicates that 8.4% of modules include three or more keywords associated with FT (Figure 3).

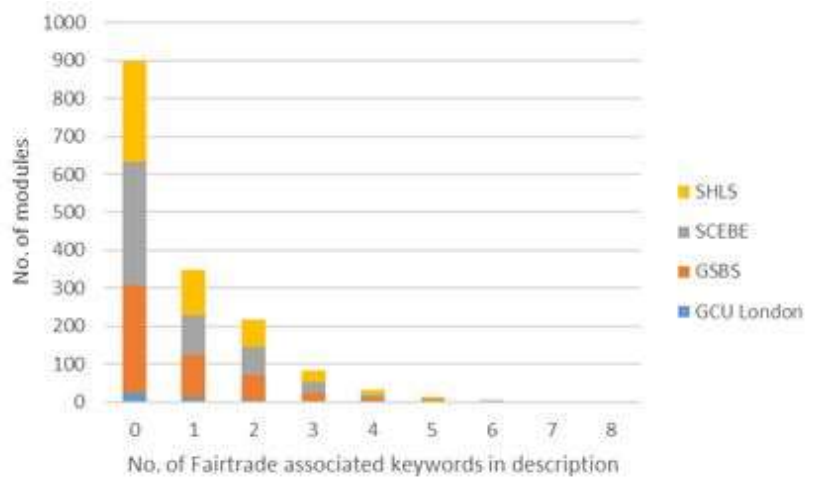


Figure 3. Results of the Fairtrade associated keyword search within the University's curriculum.

Whilst 8.4% of modules have 3 or more FT associated keywords, some address specifically FT in the syllabus, of which the following examples are highlighted:

- [Corporate Sustainability](#)
- [Sustainability, Corporate Responsibility and Ethics in International Business](#)
- [Sustainability and Fair Fashion](#)
- [Garment Production and Sustainability](#)
- [The Global Fashion System](#)
- [Consumer Behaviour and Ethical Consumption](#)
- [Ethical Trade and International Market Entry](#)
- [Society, Politics and Sustainability](#)
- [Consumer Buying Behaviour](#)
- [Ethics Sustainability and Governance](#)
- [Fashion Retail Environment and Sustainable Supply Chain Management](#)
- [Climate Justice Theory and Practice](#)
- [Sustainable Fashion Supply Chain Management](#)

## Non-Catering Operations

The Partnership has also sought to increase use of FT products beyond catering operations, with an evaluation of FT apparel for the Student's Association, mobile phones and other products such as bedding.

Fairphone is being used by the Sustainability Team members as work-phones (Figure 4), with new team members having the opportunity to select a Fairphone as their work-issued phone. Three other University staff have University-issued Fairphones (making it 5 in total).



*Figure 4. The Sustainability Team with their Fairphones.*

The Partnership is currently in the process of identifying the potential for purchasing FT bedding for the University's summer guests (in its student residencies) and for inclusion in welcome packs for students taking up residency in the University accommodation.

### Other Fairtrade Activity

The Student's Association is in the progress of exploring the potential of including FT apparel within the merchandise being sold. The tendering process will take place in early summer 2024.

Furthermore, decolonisation is now part of the [Equality and Diversity Strategy](#) which is committed to taking active steps and supporting staff members to decolonise the curriculum.

To further promote Fairtrade activities and opportunities at the University, the Sustainability Team has refreshed its' [Sustainability Newsletter](#) to monthly and in March 2024 launched a [sustainability blog](#) (which will be also used to promote FT). The Newsletter has currently more than 120 subscribers (March 2024) with the aim of acquiring 50 new subscribers annually.

### In Fairtrade Fortnight in 2023

Fairtrade Fortnight in 2023 was celebrated on the 27<sup>th</sup> of February and was hosted by the University's Catering operator. During that day, the staff and students had a chance to purchase meals cooked

with Fairtrade ingredients from the Fairtrade specific counter, located in a prominent area at the main Refectory to maximise engagement with Fairtrade (Figure 5).



Figure 5. Fairtrade Fortnight 2023 promotional poster.

### 2024 Fairtrade Survey overview

In March 2024, the Partnership carried out a survey among the University's students and staff to measure their experience with the presence of FT at campus. [The survey](#) recorded 171 responses, including 126 students, 45 staff during a three-week time period from 04/03/2024 – 24/03/2024. 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, the 2024 Survey was the first time the Partnership specifically sought the views of staff on FT.

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) (Figure 6) and found promoting of Fairtrade and ethical consumption to be particularly important for the University (71% students, 82% staff) as it aligns with the University's Common Good mission.



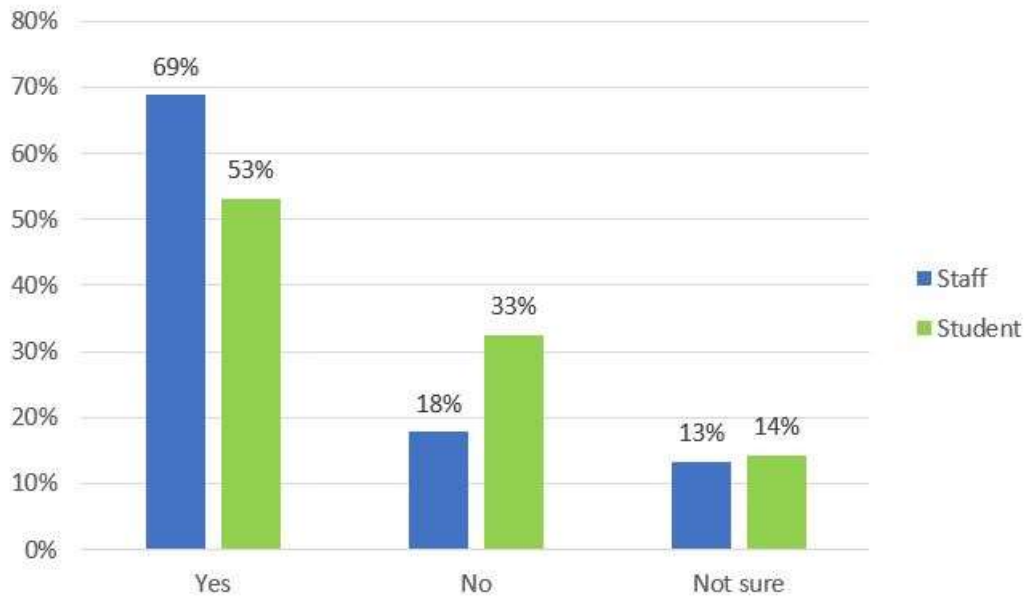


Figure 6. Respondents reflections - seeing Fairtrade logo across the University campus.

However, the respondents exhibited a lack of overall awareness of Fairtrade activities, 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 (Figure 7). This highlights the challenges of competing for student/staff attention in an information rich environment like a University campus.

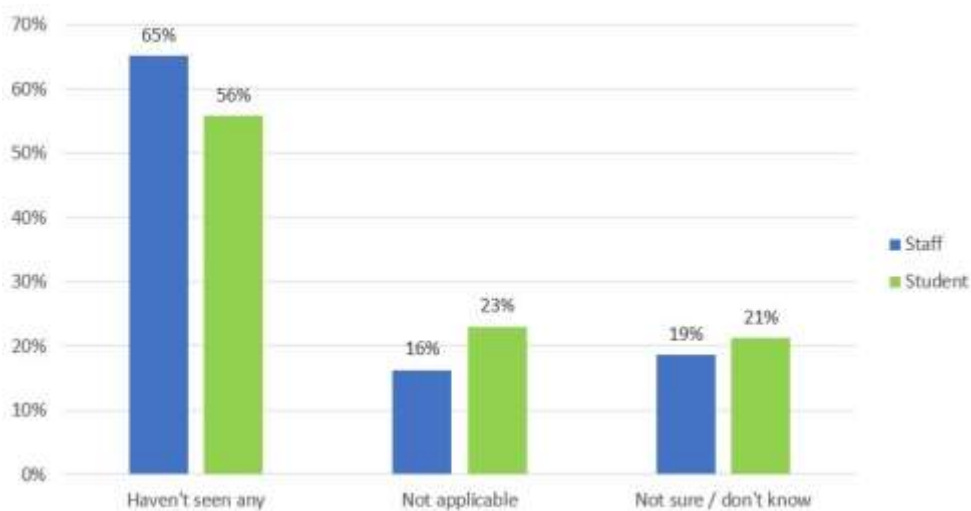


Figure 7. Respondents reflections – top 3 responses to seeing Fairtrade activities, events or campaigns taking place at the University (in addition to the Fairtrade Fortnight).



## Next Steps

Whilst FT products are widely available (and featured) in GCU catering outlets and there are plenty of opportunities to learn about FT through the University's curriculum, potential remains to develop FT at the Glasgow Caledonian University. The FT Survey outcomes will be used to refresh the [Fairtrade Working Plan](#) to ensure an increase in FT events and develop the efficiency of communication about FT to the wider University population.