

Fairtrade Plan

This Fairtrade Plan sets out a series of concrete interventions Glasgow Caledonian University (GCU/the University) and GCU Students' Association, as well as selected strategic partners, will make to raise awareness of promote Fairtrade to the University community in-line with the Fairtrade Policy. The Fairtrade Plan was approved by the Sustainability Forum – Fairtrade Working Group on 21 March 2022. It is working document and will be updated as and when required. A link to Fairtrade's contribution to the Sustainable Development Goals is provided below. Changes to this plan will documented in the Change Log below. The University's Sustainability Team (ST) has ownership of this document and all enquiries should be sent to sustainability@gcu.ac.uk.

Ref.:	Opportunity	Intervention	Metric	Baseline	Target	Timescales	Lead	Status
FTP_01	Increase range available and quantity of FT products sold from the on-campus catering outlets. 2024 FT Survey indicates a high level of support for FT/ethical trade amongst the University population.	Increase range of FT products available from the catering outlets	Range (# product lines);	2022/23 sales data	2 per year	April 2025	BxS	In-progress – however impact from Starbucks switching away from FT coffee is noted.
FTP_02	Same as for FTP_01 (above)	Increase the number of FT products sold from on-campus catering outlets	No units sold in each line.	2022/23 sales data	Annual 4% increase	April 2025	BxS	In progress – while the range of FT stock has declined due to Starbucks switching their coffee supplier, the overall quantities of FT items sold has grown by 96% from 2022 (19,508 items) to 2023 (55,667 items).
FTP_03	Understand barriers & opportunities for using FT garments in University/Association.	Review garments purchased by the University.	Document departmental garment needs.	Not available.	Document garment requirements across the University	July 2024	Sustainability	In progress – New tendering of SA merchandise ongoing. Potential for FT garments being considered.
FTP_04	Same as for FTP_03 (above)	Review supplier offering to ascertain potential to supply FT garments for the University.	Evaluation of potential to use FT garments in: Student Services; Conf. & Events; Arc; Domestic Services; Security; Maintenance; Travel Advisors; lab coats?	FT garments not used. Evaluation of previous supplier for Domestic Services; Security; Maintenance indicated limited garments available and quality/price was poor.	Documented evaluation for 7 opportunities	Feb 2023	Campus Services	Opportunity to introduce FT line to University merchandise being explored.
FTP_05	Raise awareness about FT (to the wider campus population). 2024 FT Survey indicates interest in Fairtrade and demand for additional activities/campaigns/advertisement on Fairtrade	FT information at POS is available where FT products are sold.	Presence of FT POS	In place	On going	On going	BxS	In place

Date: 21 March 2022

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FTP_06	Same as for FTP_05 (above)	Ensure that POS don't become 'wallpaper' by refreshing POS regularly	POS rotation schedule	Not in place	POS rotation schedule in place and implemented	May 2022	BxS	On going
FTP_07	Same as for FTP_05 (above)	Ensure that FT logo is displayed on all POS where FT certified products are available (Recognising FT22S findings around trust of independent accreditation [Q12] and recognition of FT logo [Q13]).	FT logo on relevant POS	Not all POS display FT logo in relevant POS.	Inclusion of FT logo on relevant POS	May 2022	BxS	FT logo on display in most POS but scope to increase has been identified.
FTP_08	Same as for FTP_05 (above)	Host FTF annually	Programme for FTF each year. Increase awareness as measures by FTS22-Q20.	In place	Event(s) every FTF	On going	Sustainability & BxS	FTF to be held in September/October 2024. Events planning in progress. FTF also hosted in 2019 and 2022. None in 2020 due to the pandemic.
FTP_09	Same as for FTP_05 (above)	Host one other FT event	Programme for additional FT events throughout the year.	Not in place.	Frequency revised to 3 per year in response to operational constraints.	On going	Sustainability & BxS	Sustainability Events calendar in progress. BxS organising Mood Food events which embed FT products.
FTP_10	Same as for FTP_05 (above)	Add 3 (annual) FT focus to sustainability newsletter.	FT content for newsletter	Not in place.	3 per year	From 2024	Sustainability	In progress – the new Sustainability Newsletter was launched in March 2024.
FTP_11	Same as for FTP_05 (above)	Increase subscribers to sustainability newsletter	No. subscribers	Mailchimp list with 37 subscribers - 2023	50 new subscribers per year.	March 2024 onwards	Sustainability	In progress – current status 126 subscribers (22/03/24).
FTP_12	Same as for FTP_05 (above)	Newsletter sign-up link from FT pages	FT newsletter sign-up link on FT webpages	Not available.	Sign-up link for sustainability newsletter	June 2022, refreshed January 2024.	Sustainability	Complete – Ref.: "Fairtrade Events" in the University's FT pages .
FTP_13	Same as for FTP_05 (above)	Volunteering opportunities (e.g. FT auditors)	Promoted on Sustainability opportunities page & in the Newsletter	Not in place	Newsletter in place and Sustainability page with volunteering opportunities available.	October 2023	Sustainability	Complete

Ref.:	Opportunity	Intervention	Metric	Baseline	Target	Timescales	Lead	Status
FTP_14	Same as for FTP_05 (above) 2024 FT Survey initiated interest in academic staff to further develop FT inclusion in modules	Supporting academics highlighting FT in their modules.	No. of academics collaborated with	Not in place	Working with 2-3 academics to explore opportunities including the University's FT efforts in student learning.	From summer 2024	Sustainability & Academic staff	In progress – Discussions on FT inclusion in modules with relevant academics will take place over summer 2024
FTP_15	Raise awareness of FT in corporate hospitality	Highlight FT products in hospitality menu	FT added to products listing on hospitality menu	FT products not identified as such.	All FT products on hospitality menu identified as such.	From April 2022	Sustainability & BxS	Complete – 19 FT products available through hospitality menu booking system.
FTP_16	Same as for FTP_14 (above)	FT stickers for hospitality flasks	Hospitality coffee flasks to have FT stickers.	Not in place	All hospitality flask to have FT stickers	From July 2022	Sustainability & BxS	In progress - Identification of heat-resistant stickers for flasks in progress.
FTP_17	Same as for FTP_14 (above)	FT leaflet for hospitality orders	FT leaflet for hospitality orders	Not in place.	Hospitality orders to be delivered with FT leaflet.	From April 2022	BxS	Complete
FTP_18	Gauge awareness of FT amongst the University population	FT survey – students	Representative biennial FTS	FTS22 had 29 responses.	FT survey representative of GCU population	March 2024	Sustainability	2024 FT Survey
FTP_19	Same as for FTP_17 (above)	FT survey – staff	Representative biennial FTS	Not in place	FT survey representative of GCU population	March 2024	Sustainability	2024 FT Survey

Contribution to the Sustainable Development Goals (SDG)

The Fairtrade Foundation highlights the link between Fairtrade and SDG in a [dedicated section of its website](#). GCU's and GCU Student Association's commitment to Fairtrade supports the Fairtrade Foundation's link to the SDG.

Change Log

Date	Changes & Updates
21/3/2022	Version 1 approved by Sustainability Forum – Fairtrade Working Group
18/04/2024	Changes to the document highlighted in grey

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