



FAIRTRADE

# **DRIVING CAMPUS IMPACT: HOW THE FAIRTRADE UNIVERSITY AWARD STRENGTHENS SUSTAINABILITY SCHEMES**

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# Fairtrade University Award Criteria



## Leadership & Strategy

Policies supporting Fairtrade (union and institution).

Integration of Fairtrade into broader institutional plans.

Leadership from senior staff or officers.



## Campaigning & Influencing

Inductions for staff/students.

Support for student groups and partnerships with schools, colleges, and local Fairtrade groups.

Collaboration with other institutions.

Web and social media presence.

Sharing best practices and presence at recruitment events.

Ethical procurement in event planning.



## Procurement, Retail & Catering

Staff engagement and promotion of Fairtrade.

Catering, retail and hospitality.

Sales data tracking and reporting.

Fairtrade requirements in tenders.

Engagement with suppliers and consortia.

Fairtrade uniforms and promotional items.

Sales promotions and increasing Fairtrade lines



## Research & Curriculum

Inclusion of Fairtrade in teaching (e.g., Global Goals Teach-In).

Research and scoping exercises

Student investigations and sharing findings.

Peer review of other partnerships.

Curriculum audits and module validation.

Connecting Fairtrade work with decolonising curriculum



## Outcomes and Innovative Interventions

Identification of positive outcomes for students, unions, institutions, and the wider community.

Space to highlight unique or sector-wide Fairtrade or ethical consumption initiatives not covered elsewhere.

# People & Planet University League



Is the only comprehensive and independent league table of UK universities ranked by environmental and ethical performance.

The People and Planet league table scores on:

Environmental Policy and Strategy	4%
Environmental Auditing & Management Systems	9%
Managing Carbon	7%
<b>Sustainable Food</b>	4%
Ethical Investment and Banking	7%
Ethical Careers and Recruitment	4%
Staff and HR	6%
<b>Workers' Rights</b>	7%
<b>Staff &amp; Student Engagement</b>	5%
<b>Education for Sustainable Development</b>	9%
Energy Sources	7%
Waste and Recycling	8%
Carbon Reduction	15%
Water Reduction	8%





# Sustainable Food

## Ethical and sustainable procurement

### People & Planet looks for:

Responsible sourcing policies

Consideration of social and environmental impacts in food supply chain

### How Fairtrade meets this:

Fairtrade guarantees minimum prices, living wages, and safe working conditions.

## Environmental impact of food production

### People & Planet looks for:

Reduced environmental harm

Sustainable agricultural practices

Protection of ecosystems

### How Fairtrade meets this:

Restrictions on hazardous agrochemicals and GM crops

Requirements for soil and water protection

Support for biodiversity and climate-resilient farming

## Availability of sustainable food

### People & Planet looks for:

Sustainable food and drink available across campus

Catering commitments rather than one-off initiatives

### How Fairtrade meets this:

Accreditation requires widespread availability of Fairtrade products

## Social justice in food systems

### People & Planet looks for:

Fair treatment of workers and producers

Global food justice and equity

### How Fairtrade meets this:

Fairtrade Premium reinvested into education, healthcare, clean water, and sustainable farming.

Democratic decision-making by producers and workers.

## Engagement and awareness

### People & Planet looks for:

Student and staff engagement with sustainable food choices

Education and awareness-raising

### How Fairtrade meets this:

Fairtrade campaigns, events, and steering groups

Promotion of ethical food consumption

## Fairtrade University Status

### People & Planet looks for:

Is the university formally recognised as a Fairtrade University?

Evidence of ethical procurement embedded in policy and practice

### How Fairtrade meets this:

Demonstrates fair pay, safe working conditions, and freedom of association for global producers

Independent verification of compliance with international labour standards

## Monitoring and Reforming the Supply Chain

### People & Planet looks for:

Evidence of monitoring and addressing labour rights issues in global supply chains

Action on reforms for ethical procurement

### How Fairtrade meets this:

Fairtrade-certified supply chains require independent third-party audit

Standards ensure fair pay, safe working conditions, and freedom of association

Supports the ethos of supply chain accountability, though it is not formally scored as Electronics Watch membership



# Staff & Student Engagement

## Engagement Strategy

### People & Planet looks for:

Public strategy/plan for staff and student sustainability engagement

### How Fairtrade meets this:

Action plans + steering groups show structured, institution-wide commitment

## Induction & Awareness

### People & Planet looks for:

Sustainability included in student and staff inductions

### How Fairtrade meets this:

Ethical sourcing & Fairtrade content embedded into staff/student onboarding

## Active Engagement & Events

### People & Planet looks for:

Regular promotion of sustainability events and activities

### How Fairtrade meets this:

Fairtrade Weeks, campaigns, talks, and stalls provide visible, ongoing engagement  
Encourages staff and student participation

## Representation & Participation

### People & Planet looks for:

Student and staff (including union reps) representation on sustainability committees

### How Fairtrade meets this:

Fairtrade committee members contribute to decision-making and leadership

## Tracking & Evaluation

### People & Planet looks for:

Annual student/staff-led tracking or audits of sustainability actions

### How Fairtrade meets this:

Surveys, reporting, and campaign audits demonstrate progress and accountability

# Education for Sustainable Development



## Engagement Strategy

## ESD Framework or Strategy

## Monitoring & Reporting on ESD

## Support & Development for Academic Staff

## Educational Activities & Student Learning

**People & Planet looks for:**  
Evidence that ESD is part of senior strategy

**How Fairtrade meets this:**  
The Award reflects a strategic institutional commitment to ethical sustainability principles,

**People & Planet looks for:**  
A framework or strategy for ESD used or developed by the institution, mapped university-wide, and publicly available

**How Fairtrade meets this:**  
Fairtrade action plans or steering group frameworks can be incorporated into wider curriculum and sustainability strategies

**People & Planet looks for:**  
A mechanism for reviewing and reporting on progress integrating ESD across the curriculum

**How Fairtrade meets this:**  
Steering groups report progress and provide formal monitoring

**People & Planet looks for:**  
Support and training for academic staff to help integrate ESD into teaching, learning and curriculum

**How Fairtrade meets this:**  
Fairtrade activities encourage integration of ethical global issues into courses

**People & Planet looks for:**  
Real-world learning opportunities

**How Fairtrade meets this:**  
Fairtrade initiatives provide real-world context, including ethical supply chains, global citizenship, and social justice

# Times Higher Education (THE) Impact



The Times Higher Education Impact Rankings assess universities' contributions to the UN Sustainable Development Goals, measuring research, teaching, outreach, and sustainability performance worldwide.

The key SDGs most commonly highlighted for assessment are:

**SDG 1 – No Poverty**

SDG 3 – Good Health & Wellbeing

**SDG 4 – Quality Education**

SDG 5 – Gender Equality

**SDG 8 – Decent Work & Economic Growth**

**SDG 10 – Reduced Inequalities**

SDG 11 – Sustainable Cities & Communities

**SDG 12 – Responsible Consumption & Production**

SDG 13 – Climate Action

**SDG 17 – Partnerships for the Goals**



Fairtrade practice at University	Description	SDG(s)
<b>Selling Fairtrade products</b>	Offering Fairtrade-certified coffee, tea, chocolate, bananas, etc in cafés, canteens, and vending machines.	<b>SDG 12</b> (Responsible Consumption & Production), <b>SDG 8</b> (Decent Work & Economic Growth)
<b>Fairtrade procurement policies</b>	Embedding ethical sourcing into university procurement strategies (e.g. clothing, food services).	<b>SDG 12</b> (Responsible Consumption & Production) <b>SDG 16</b> (accountable and inclusive institutions at all levels)
<b>Fairtrade University status</b>	Committing to the five goals of becoming a certified Fairtrade University (staff and student engagement, product availability, etc.).	<b>SDG 17</b> (Partnerships for the Goals) <b>SDG 4</b> (Quality Education)
<b>Student campaigns &amp; events</b>	Running Fairtrade Fortnight activities, workshops, and stalls to raise awareness.	<b>SDG 4</b> (Quality Education) <b>SDG 8</b> (Decent Work & Economic Growth)



Fairtrade practice at University	Description	SDG(s)
<b>Embedding Fairtrade in curriculum</b>	Including Fairtrade and ethical trade themes in teaching and research.	<b>SDG 4</b> (Quality Education) <b>SDG 10</b> (Reduced Inequalities)
<b>Collaboration with Fairtrade producers</b>	Hosting talks or research partnerships with producers and co-ops abroad.	<b>SDG 17</b> (Partnerships for the Goals) <b>SDG 1</b> (No Poverty)
<b>Sustainable catering policies</b>	Including Fairtrade and other ethical standards in sustainability targets for food services.	<b>SDG 2</b> (Zero Hunger), <b>SDG 12</b> (Responsible Consumption & Production)
<b>Fairtrade merchandise</b>	Selling university-branded Fairtrade clothing (e.g. hoodies, T-shirts).	<b>SDG 8</b> (Decent Work & Economic Growth) <b>SDG 12</b> (Responsible Consumption & Production)



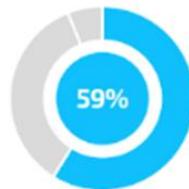
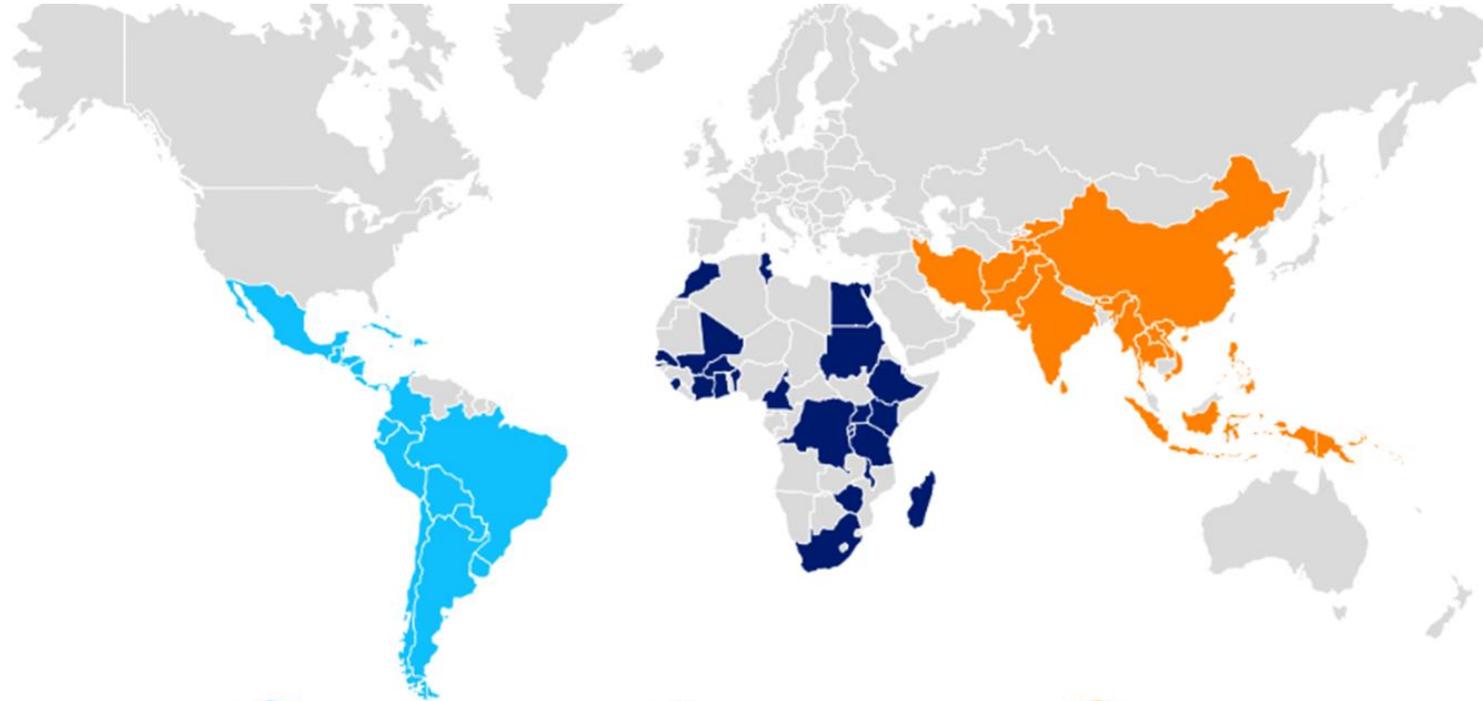
# Fairtrade Premium

Over and above the Fairtrade price, the Fairtrade Premium is an additional sum of money which goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions



Yudid Gomez Melo, banana worker at AGROSIEETE, Colombia

# Fairtrade Premium generated by region in 2023



Latin American & the Caribbean  
**€124.6** million

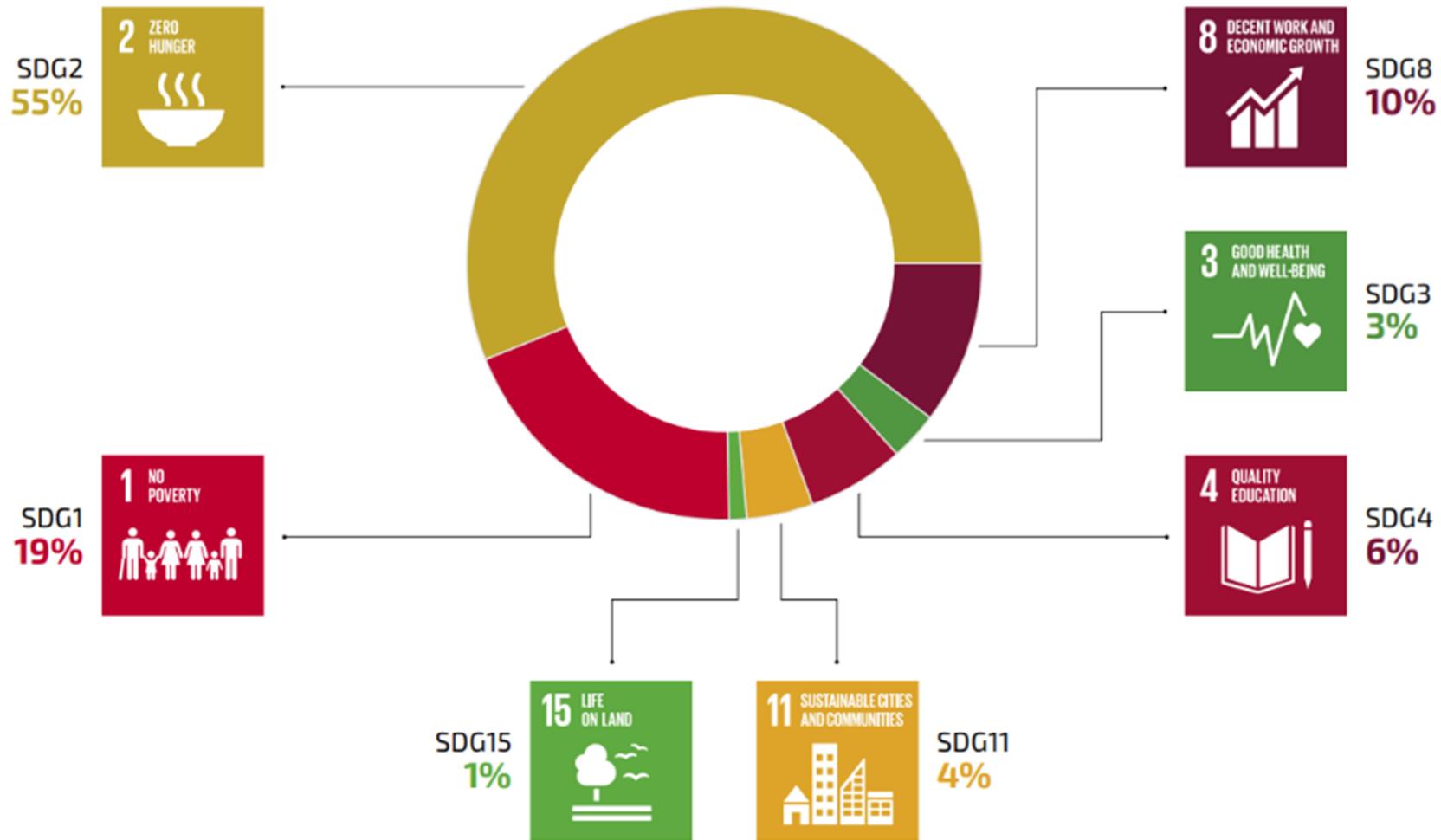


Africa & the Middle East  
**€73.6** million



Asia & the Pacific  
**€13.4** million

# Fairtrade Premium expenditure contributing to the SDGs



# The Green Gown Awards



The Green Gown Awards recognise exceptional sustainability initiatives within universities and colleges. The awards celebrate institutions that are leading the way in environmental and social sustainability, showcasing projects that contribute to SDGs.

Categories include:

- 2030 Climate Action
- Benefitting Society
- **Campus Health, Food & Drink**
- Creating Impact
- Digital Futures
- Diversity, Equity & Inclusion in Sustainability
- **Money for Good**
- Nature Positive
- **Next Generation Learning & Skills**
- Research with Impact
- **Student Engagement**
- Sustainability Institution of the Year
- Tomorrow's Employees
- Reporting with Influence



## Campus Health, Food & Drink

### What the Green Gown Award looks for

- Improved sustainability of campus food
- Ethical, responsible sourcing
- Reduced environmental & social impact
- Visible behaviour-change and measurable cultural shift

### How the Fairtrade University Award meets this

- Fairtrade products required across catering & hospitality
- Expanded ethical retail ranges (food & merchandise)
- Fairtrade clauses embedded in tenders and supplier criteria
- Tracks year-on-year Fairtrade sales growth
- POS, menus & campaigns driving ethical choices



Fairtrade campaigners from  
Cardiff Metropolitan University

# Student Engagement

## What the Green Gown Award looks for

- Strong student-led sustainability initiatives
- High engagement through campaigns, events, volunteering
- Evidence of behaviour change and measurable participation
- Partnerships with communities, schools, and external groups

## How the Fairtrade University Award meets this

- Trains and supports student auditors leading assessments
- Runs Fairtrade Fortnight events, stalls, talks, creative campaigns
- Promotes peer-to-peer learning via clubs, societies, and SUs
- Builds outreach with local schools and Fairtrade groups
- Captures metrics: attendance, reach, pledges, sales, social media impact



Fairtrade campaigners from University of Reading

# Money for Good- Sustainable Procurement

## What the Green Gown Award looks for

- Clear ethical, sustainable supply-chain commitments
- Procurement policies prioritising environmental & social responsibility
- Strong due diligence, supplier engagement, transparent criteria
- Evidence of improvement and Scope 3 contribution

## How the Fairtrade University Award meets this

- Embeds Fairtrade and ethical sourcing in procurement policies
- Adds Fairtrade tender requirements for key product categories
- Drives supplier engagement and responsible purchasing audits
- Tracks Fairtrade use with year-on-year improvements
- Supports Scope 3 goals through sustainable, traceable supply chains



University of Liverpool

# Next Generation Learning & Skills

## What the Green Gown Award looks for

- Sustainability embedded in teaching, learning & assessment
- Real-world sustainability skill development
- Curriculum innovation linked to global challenges & SDGs
- Use of lived examples, place-based & international learning

## How the Fairtrade University Award meets this

- Promotes teaching on Fairtrade, trade justice & sustainability
- Enables student research, dissertations & placements on supply chains
- Aligns curriculum to key SDGs (4, 5, 8, 10, 12, 13, 17)
- Uses producer stories, speakers & campaigns for real-world learning
- Builds ethical, experiential & systems-thinking skills



Swansea University



# CASE STUDIES

# University of Reading – Top Fairtrade Performer & High People & Planet Alignment

**Achieved the highest Fairtrade University Award (3-Star) as part of the 2023025 cohort**

Strong alignment with the People & Planet University League through ethical procurement, fair labour practices, and sustainability governance.

Whole-institution approach: curriculum integration, student-led auditing, campus-wide Fairtrade product use, and active sustainability steering group.

Demonstrates how Fairtrade commitments strengthen broader sustainability rankings and reputation

# University of Exeter - THE Impact Rankings

**The University of Exeter performs exceptionally well in the Times Higher Education (THE) Impact Rankings, placing 10th in the world and 2nd in the UK for its contribution to the UN Sustainable Development Goals (SDGs) in 2024.**

Exeter was ranked 7th in the world for SDG12 Consumption and Production, and had high performance across SDG 10 (Reduced Inequalities) and SDG 2 (Zero Hunger).

This performance strongly overlaps with the values, criteria, and institutional behaviours celebrated in the Fairtrade University Award.

# University of the West of England & Students' Union UWE – Finalist Green Gown Awards 2017

## Food & Drink Category

### Overview

UWE Bristol & The Students' Union embedded Fairtrade across campus to support farmers and workers globally.

Five-year strategic approach boosted visibility, education, and ethical purchasing.

### Impact

Fairtrade sales skyrocketed from £78k → £820k (almost 800% increase).

Strengthened awareness of global justice, ethical trade, and active citizenship.

Recognised through South West Fairtrade Business Awards.

Enhanced sustainability objectives, curriculum opportunities, and volunteering.

Fostered cross-department collaboration and whole-institution engagement.

### Top Learnings

Dedicated Fairtrade outlet drives sales + awareness.

Curriculum integration maximises student engagement and understanding.

External recognition motivates staff/students and builds momentum.

# University of Manchester celebrates highest sustainability rating ,20th Jan 2026

**The University of Manchester has achieved a three star rating (the highest possible accreditation) in the 2025 Food Made Good Standard, awarded by the Sustainable Restaurant Association (SRA).**

The three star rating is for the universities catering service, including Unicafe outlets, food in residence and hospitality on campus. The Food Made Good assessment scores were:

**79% for Sourcing** – due to the Fairtrade leadership, responsible and local procurement as well as prioritisation of plant-forward menus with higher welfare animal products.

**88% for Society** – for treating colleagues fairly, promoting healthy menus, and operation of community fridges on campus.

**84% for Environment** – reflecting the strong action of waste reduction, Net Zero commitments, and student engagement.

The Food Made Good Standard certification recognises outstanding leadership in sustainable and ethical sourcing, community impact, and environmental responsibility across our food services, and is valid until December 2027.



# SUMMARY

# Why Universities benefit ?

Completing the Fairtrade University Award helps universities to:

- **Improve sustainability rankings (People & Planet, THE Impact, Green Gown)**
- **Strengthen ethical procurement and reduce risk in supply chains**
- **Demonstrate SDG impact**
- **Enhance reputation, recruitment and public credibility**
- **Build a more engaged and sustainability-literate student body**
- **Support cross-department collaboration and whole-institution culture change**
- **Position themselves as sector leaders in social justice and global citizenship**





FAIRTRADE

**ANY  
QUESTIONS?**

**fairtrade.org.uk**

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