



Nottingham Trent
University

Sustainability

Fairtrade Impacts 2022/23

Date: January 2024

- Regular Fairtrade Steering Group meetings with representatives from a range of areas: Sustainable Development Team, NTSU, Green Academy, academics, Sports, Catering, and Procurement
- NTU Fairtrade Action Plan to report on Fairtrade progress available online
- Fairtrade policies for NTU refreshed and signed by senior management in 2023.
- Celebrated Fairtrade Fortnight with a variety of activities and giveaways to raise awareness of Fairtrade amongst staff and students: Over 150 students engaged.
- Students and staff had the opportunity to learn more about Fairtrade during Fairtrade Fortnight, through online workshops, Fairtrade lunches and an interactive game on Fairtrade negotiation.
- Fairtrade Stalls took place throughout NTU Global Week 25th-29th April 2023 across all campuses.
- Fairtrade survey February 2023 – from staff and students who filled in the Fairtrade survey: 70% had last made a buying decision that was specifically influenced by the ethical standards of a retailer/producer within 1 month. 80% strongly agree or agree that ‘it’s not enough for companies to say that they are ethical, they need to prove it to me’ 100% think it is important that NTU takes action to use and promote Fairtrade.
- Social media – during Fairtrade Fortnight – Twitter tweets reached over 1333 people (cumulative)
- Increased number and variety of Fairtrade lines available in NTU and NTSU outlets, offering a greater range of Fairtrade products to students and staff.
- Improved Fairtrade point of sale material in NTU and NTSU outlets, raising awareness
- 1897 completions of Sustainability in Practice Module. For clothing there were 624 completions and for food 795. Fairtrade is included in both the food and clothing themes.