



Nottingham Trent
University

Sustainability

Fairtrade Impacts 2021/22

Date: March 2022

- 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
- Celebrated Fairtrade Fortnight with a variety of activities and giveaways to raise awareness of Fairtrade amongst staff and students:
- 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.
- Approximately 80 students engaged and learnt more about Fairtrade.
- Fairtrade Stalls arranged for NTU Global Week 25th-29th April 2022.
- Fairtrade survey February 2022 – 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 important that NTU takes action to use and promote Fairtrade.
- Social media – during Fairtrade Fortnight – Twitter tweets reached over 1333 people (cumulative)
- Fairtrade Bake Sale during Fairtrade fortnight held within Social Sciences raised £65 for Fairtrade Foundation.
- A recyclable clothes fair hosted by NTSU included a Global lounge stall on the importance of Fairtrade.
- Increased number and variety of Fairtrade lines available in NTU and NTSU outlets, offering greater range of Fairtrade products to students and staff.
- Improved Fairtrade point of sale material in NTU and NTSU outlets, raising awareness
- 408 students have so far completed a final project for the Sustainability in Practice certificate in 2021/22 (Fairtrade is included in the Clothing theme)