

# University of Leeds Fairtrade Progress Report 2024

Review of progress in 2022-2024, aligning to 2022 SMART Action Plan.

2022 SMART Action	Status	Detail of Progress	Ideas to progress in future
Put on a series of events and promotions for Fairtrade Fortnight	Complete	<p>For Fairtrade Fortnight 2023, the Sustainability Service, Great Food at Leeds, the Leeds University Union, and the student Sustainability Society collaborated to create a University-wide campaign.</p> <p>Events included: a screening of the first Big Fairtrade Get Together with free Fairtrade tea and coffee on offer, a special round for 2 weeks dedicated to Fairtrade at the regular pub quiz in LUU's Old Bar, promotion of Fairtrade products at Great Food at Leeds' main canteen The Refectory, a special Sticky Toffee Pudding with caramelised bananas made with Fairtrade Sugar and Bananas on sale each Thursday at the Refectory, a talk and cupping hosted by LUU's Student Coffee Society on the importance of fair trade coffee, various informational blog posts, social media posts, an online discussion board, central University Instagram takeovers, and the launch of a student Fairtrade survey and giveaway.</p>	<p>The campaign organised could incorporate parties that are external to the University. On one hand this could be inviting relevant companies, speakers, or campaigners into the University to form part of the University campaign and supporting the work of people in our wider community. This could also be collaborating with and supporting local third sector organisations, schools, religious groups, and community groups to have events or a campaign within their communities during this period.</p>
Continually increase Fairtrade certified products in retails and catering outlets	Complete	<p>Catering and Retail – we have maintained our current stock of Fairtrade items in our retail outlets, and we are also continuously looking to increase our variety and working with local and national partners, we will review this on annual basis.</p>	<p>As Procurement and Catering continue to renew catering contracts, we will endeavour to increase our pressure on suppliers to offer increased ethically sourced products. Looking to increase mandated weighting for sustainability on tenders where possible.</p>

		<p>LUU - Over the 2022-24 period, the sale of Fairtrade and sustainable products grossed £55,500 for the union-owned retail outlets, Gear and Union Shop. Some examples of established Fairtrade and ethical product lines (introduced before 2022): Fairtrade LUU/UoL-branded clothing (jumpers, t-shirts, hoodies), Certified organic cotton LUU/UoL-branded clothing (jumpers), Pukka Planet notebooks, recycled pads, cork notebooks and pencil cases. Since 2022, the outlets have expanded their sustainable/ethical product lines to include products such as:</p> <p>Expanded: Certified organic cotton LUU/UoL-branded clothing line (t-shirts, hoodies)</p> <p>Introduced: new Essentials clothing line (lower price point, 30% polyester/ 70% certified organic cotton)</p> <p>Expanded: bamboo Keep Cup line (2 new colours added to selection)</p> <p>Expanded: Pukka recycled line (recycled printer paper)</p> <p>Introduced: Eco-craft line (packing tape, ring-binders)</p> <p>Replaced: bamboo rulers replaced plastic</p> <p>Introduced: Plastic free pens, Recycled wood pencil, pencil crayons.</p>	
<p>Devise and deliver an innovative campaign</p>	<p>Complete</p>	<p>The University of Leeds hosted the Fair Trade International Symposium from 19th - 21st June 2023, bringing together leading global scholars, practitioners and campaigners. The event comprised of workshops, paper sessions, panel discussions, networking, and presentations, all of which took place in person, complemented by some online and hybrid sessions to enable the participation of people both locally and</p>	<p>Support other University's with hosting the Fair Trade International Symposium at their Institutions.</p> <p>Devise an innovative campaign based more at engaging those without extensive experience in fair trade, both staff and students.</p>

		<p>internationally. As part of this, several engaged students from the University of Leeds were provided with the opportunity to attend the Symposium, helping the event to run smoothly as well as participating in the sessions. 2 students helped to lead one of the workshop sessions, presenting their experiences from organising the Fairtrade Fortnight 2023 campaign at the University. This event created a huge amount of engagement, both within the University of Leeds and externally, provided a platform to share research and work on Fairtrade, and facilitated many positive conversations about how to enact positive change.</p>	
Increase sale of Fairtrade cotton on Campus	Complete	<p>Procurement are working with PCB to offer more Fairtrade Cotton within their range of products online.</p> <p>We encourage departments to buy fairtrade cotton polo tops and pique tops when buying staff uniform for Catering, Cleaning and DLO Estates staff. We have been working with Neutral and Arden Winch to off products to our stakeholders.</p>	<p>We will continue to include ethical cotton products within our uniform portfolio and we are in discussions with the Category Manager and the PCB to include more Fairtrade items in the promotional items tender which is due to be developed and published in 2024/2025.</p>
Marketing plan to increase point of sale material in Catering Outlets	Complete	<p>We will be looking to work more closely with the association and what support we can have on point of sale and marketing literature, we currently have a more strategic approach at certain points in the calendar, we are now looking to roll this out across the academic year.</p>	<p>A Key criteria for any new products brought into the portfolio as a non-negotiable will have to have proactive support on upselling Fairtrade products.</p> <p>Liase with current suppliers to provide sustainable POS information which can be used in our retail areas.</p>