



FAIRTRADE ANNUAL PROGRESS REPORT 2022-23

August 2022 - July 2023

We have continued with our Fairtrade commitment and have signed up again to take part in the Fairtrade University and Colleges award for the 2022-2024 cohort. We were proud to achieve a 1 star accreditation in the 2020-2022 cohort and have been actively working on all things Fairtrade this year.

The management team have embraced our Fairtrade initiatives/activities and have each taken responsibility for sections within our SMART Action Plan working towards the goal of our re-accreditation in the spring of 2024.

We have set up a Fairtrade working group and have met on a termly basis. This has helped drive our Fairtrade activities and ensure that we are following the Fairtrade commitments that we have detailed within our SMART Action Plan.

In February 2023, we celebrated Fairtrade fortnight. Fairtrade displays were put together in all four of our retail shops showcasing all of the Fairtrade products being sold. We ran a promotion in the shops offering a 10% discount on all Fairtrade products during this time. Within our cafes we sold home-made Fairtrade banana and chocolate chip loaf cake selling 499 slices during the Fairtrade fortnight. A Fairtrade banana competition was set up in the Forum – Guess the number of Fairtrade bananas. We had 300 entries and one correct guess.

Also in February 2023 we set up one of our popular ‘pop ups’ for Pancake Day and offered some delicious filled pancakes to include a Fairtrade banana filling. The stand proved to be very busy selling over 500 pancakes on the day.

We have worked hard to increase our product lines on offer across campus. We have increased our soft drink offer, now offering Karma drinks within the MP Forum. We have sourced a new Fairtrade cotton University of Exeter logo t-shirt which is being sold within MP DH1. We have also started to stock a new Fairtrade wine within all of our shops which is proving to be very popular.

We have continued with our relationship with Southwest and Devon Fairtrade Group attending their monthly meetings on zoom and supporting them with their Fairtrade activities across the region. Moving forward into 2024 we hope to continue with these links and are planning to work alongside the group on a local schools Fairtrade project.

Working with the Fairtrade Foundation and SOS we have attending national webinars/networking groups with other University and College staff. These sessions have been great for support and offering us the opportunity to learn and network alongside our pillars.





University
of Exeter

Alongside our Fairtrade work, we have continued to promote and provide ethically sourced produce across campus. As part of our commitment to the University's climate change emergency declaration we are working hard to reduce our carbon footprint and become more sustainable in all of our actions. In January we ran a successful Veganuary campaign, encouraging our customers to eat less meat and try new meals through promotional offers and food pop ups.

We report monthly on our sustainability efforts, for example and not limited to tracking how many Vegan/Vegetarian meals have been sold/served, how many keep cups have been used, how much alternative milk has been used.

We use industry research intelligence through one of our procurement solutions TUCO who have recently published a new research paper titled 'What's eating Gen Z' which explores the eating and drinking habits of students on University campuses across the UK. Topping the list of the most influencing factors are concerns for the environment. 55% choosing to eat plant based dishes on campus and 31% identifying as flexitarian, Vegetarian or Vegan.

We have introduced our Food and Drink Insights group for students, enabling them to have an influence and be able to feedback on the Catering and Retail offer across both our campuses. During the summer we ran our first group focusing on dishes containing ethically regionally sourced meat. This was a great collaboration between ourselves and our student community.

We will continue to work towards and embed our Fairtrade commitments ready for our re-accreditation in 2024.



Eat & Shop
on campus!