



Fairtrade Impact Report

Bucks Students' Union completes the NUS Fairtrade accreditation every two years. Being sustainable and incorporating Fairtrade to the heart of everything we do as an organisation is paramount for us as union. This report will outline what we have worked towards over the 2022 - 23 academic year.

Mandatory

The union has in place a working group that is dedicated to steering Fairtrade and Sustainability. The committee meet termly to discuss the upcoming plans, address the accreditation status, and implement ways to improve upon being a sustainable organisation. These meetings are attended by a variety of people from the Union and University, students, and local community members. Having a wide range of people in attendance helps to ensure we are creating the best possible outcome for all.

For Fairtrade Fortnight we run a series of events that are not to be missed by students or staff. Annually the union holds several events with the aim to educate and encourage members of the student body to think about Fairtrade more whilst at University and after. The 2022 -23 Fairtrade Fortnight was well received with 55 students taking part in Fairtrade breakfast and 35 students getting up early for our SMILE campaign where we gave out Fairtrade Bananas and flapjacks with facts on

them to commuters heading to work in the town centre. Mike King the Chairperson of the Wycombe for Fairtrade group discussed the importance of Fairtrade, at the Fairtrade breakfast; Mike spoke to various students on how High Wycombe is an accredited Fairtrade town. The feedback received from this event shows the impact it had on students and staff in attendance. "It was good chatting to someone who could direct me, on where to buy Fairtrade goods in town, because it's not always easy". "I knew the term Fairtrade but didn't understand everything about it, Mike was really helpful in giving me more information around it".

Leadership and Strategy

In March 2022 our Fairtrade policy was reviewed to keep it as up to date as possible and make sure it was still applicable.

Clubs and Societies are a huge part of what we offer as a union, having 14 sports clubs and 30 active societies it is paramount that sustainability and Fairtrade is at the forefront of our committee's mind. We as a union have put in place that it is now mandatory for both sports clubs and societies stash to be sourced ethically. In addition to this, it has been stated in the handbooks that any items purchased through the clubs and societies fundraising account must be sourced as ethically as possible and incorporate Fairtrade where applicable. Additionally, for any society that applies for funds from the Union, they now must buy ethically sourced materials, and Fairtrade where possible.

Campaigning and Influencing

At the start of the year we held a short poll at Freshers Fair, on one of our stalls asking:

1. Do you know anything about Fairtrade?
 - 1- I know nothing
 - 2- I know a little bit
 - 3- I buy Fairtrade when possible
 - 4- I only buy Fairtrade or ethically sourced
2. As a student at BNU and a member of Bucks Students Union is there any Fairtrade campaigns you would like us to run?
Yes.....

No.

We had 750 students attending freshers fair and 158 students answered, as you can see the results are below:



Thanks to this research we decided to run a basic awareness campaign about what Fairtrade is. In discussion with the Fairtrade Ambassador, we ran this campaign across Fairtrade Fortnight, where facts about food and farmers were placed onto our social media channels. These “Fairtrade Facts” were posted every three days on one of our three main social media channels, the idea behind this campaign being to educate people about Fairtrade, encourage them to make the right ethical choice and to help direct them to these choices.

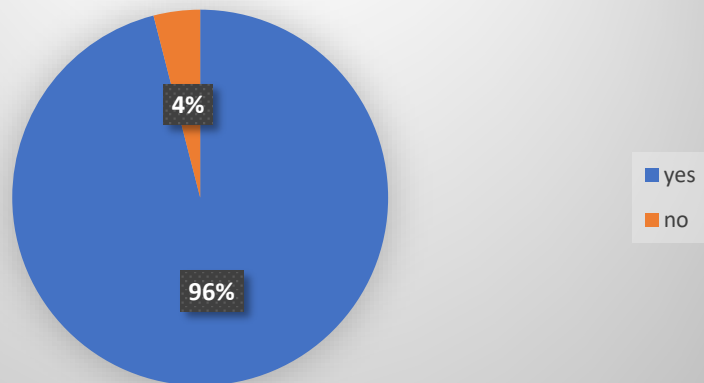
Our Smile campaign kicked off Fairtrade Fortnight with numerous students getting up at 7:00am to hand out Fairtrade bananas and flapjacks. This is always a popular event with our students, and they didn’t disappoint with 35 students bracing the cold and receiving 1664 smiles in return.

We continued to run our Fairtrade breakfast, the union has a great working relationship with the High Wycombe Fairtrade steering group and particularly with Mike King. Together we collaborated on the idea of the Fairtrade Breakfast. The idea behind the event is to encourage people to try Fairtrade and to show what they can buy that is Fairtrade. The event is held every year and is open to all students and staff and held in the Foyer of the SU.

New this year our VPSI organised a Fairtrade Prosecco and Strawberry night to close Fairtrade fortnight, where facts were placed on tables. A quiz was then held on this evening, in which there was a round on the Fairtrade Facts that had been posted out across these 2 weeks to see if students had retained any of the knowledge. We also refreshed our posters in the cafes at the point of sale and put flyers in the cafes and bar to show what Fairtrade products we sell and to remind them to buy Fairtrade where possible.

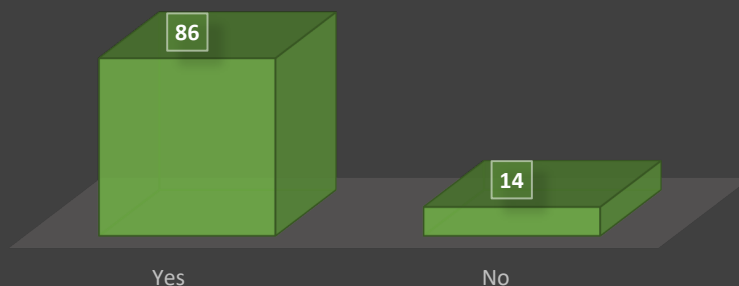
To measure impact, we put out a poll before Fairtrade Fortnight which you can see the questions and answers for below, 51 students took part in this.

Are you aware of what Fairtrade items are available in our cafes?

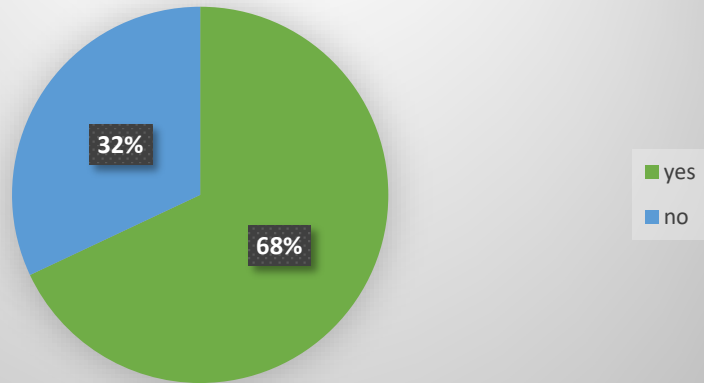


Outside of Fairtrade fortnight we organised with the Fairtrade Ambassador a Fairtrade Day, which involved taking over the Bucks Students Union social media posting facts regarding all things Fairtrade outside of food produce. We also asked a local stall to come in who sells Fairtrade clothes and gifts. As this was the last event, we used the stall to ask students a few questions regarding their involvement with the campaigns, would they now consider buying Fairtrade and for a direct comparison to our previous question, do you know what Fairtrade items are available in our cafes. 101 students took part in this survey. The results are below

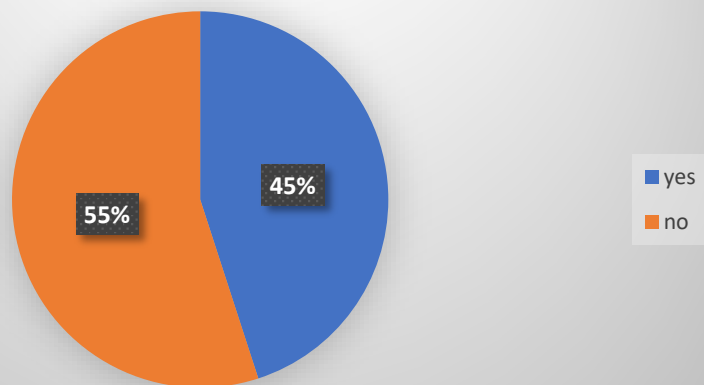
ARE YOU AWARE OF WHAT FAIRTRADE PRODUCTS ARE AVAILIABLE IN OUR CAFES?



Did you learn anything about Fairtrade?

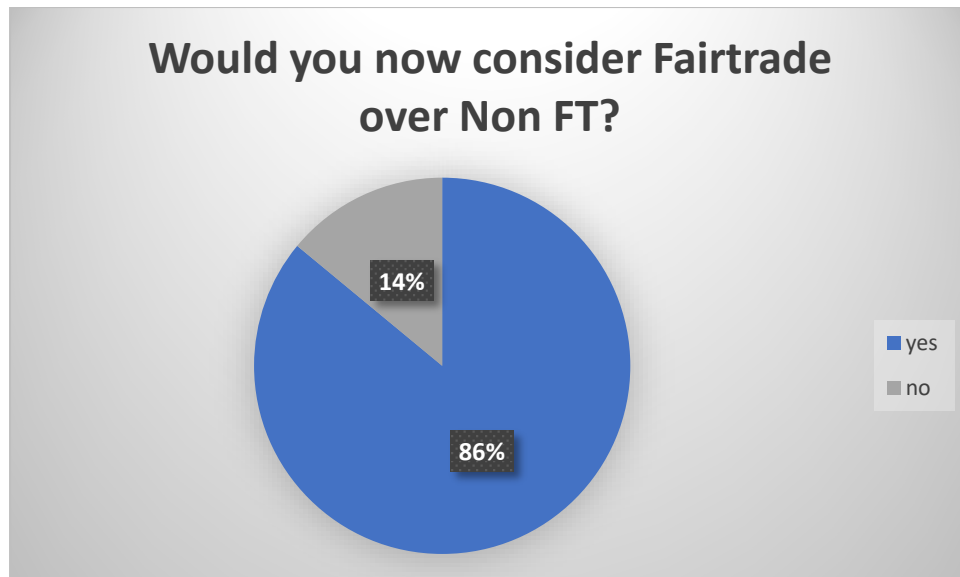


Did you get involved in any campaigns?



These results are largely positive with quite a shift in students' awareness of what Fairtrade items our cafés sell. Positively there was also an increase about general awareness of Fairtrade with 68 students feeling they had learnt something about Fairtrade.

Finally, we wanted to see if there would be lasting impact so asked, would you now consider Fairtrade over Non-Fairtrade products? These are the results.



Procurement, Retail and Catering

There has been discussion about trying to buy Fairtrade clothing for staff however trying to find a cost-effective supplier has proved difficult. All efforts are made to buy as ethically as possible and when replenishing some of the merchandise that is sold, we used Ecologie an ethical range.

During the 2022/23 academic year discussions have started to be had about procurement and the University updating their procurement policy. The Estates department currently use upcycled furniture where possible and recently refurbished the Marketing and Student Recruitment offices all with upcycled furniture.

The University have recently gone out to tender for a new catering contract, the University specifically made sure that the catering and cleaning tenders asked bidders what they were doing and how they will help us to achieve the UN Sustainable Development Goals. An example being one of the scoring criteria for catering contract was 'Sustainability, CSR, EDI and Modern Slavery'.