



## 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 2019-2021 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 peoples from colleagues of the Union and University, students and local community members. Having a wide range of people in attendances helps to ensure we are creating the best possible outcome for all.

Fairtrade Fortnight is a series of events that are not to be missed by students. 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 [their life going forward](#). The 2021 Fairtrade Fortnight was slightly different due to its virtual format however this did not stop it from gaining the same impact it has done in previous years. This year our main Fairtrade event was a Fairtrade Breakfast. 15 students and Mike King, the chairman of the High Wycombe Fairtrade steering group, joined a zoom call with a free box of breakfast goodies in hand. Mike discussed the importance of Fairtrade, where to purchase the products found in the box and educated us all on how High Wycombe is an accredited Fairtrade town. The feedback received from this event speaks volumes for the impact it had on the student in attendance. *"I learnt a lot from this event. The guest speaker was very*

*knowledgeable and helped answer all my questions. I now know where I can purchase Fairtrade food so I can try to make these swaps.” With another student saying “I learnt a lot that I didn’t know! Mike explained the difference between fairtrade, and Fair trade and it was great to understand that there was a difference and not just people spelling it different.”*

## **Leadership and Strategy**

In 2019, our Fairtrade policy was rewritten in order to strengthen our standards. While this was being rewritten the University held a love the planet day event. This event was to pledge one change to becoming a more sustainable individual. At this event both Nick Braisby, the Deputy Vice Chancellor and Tao Warburton, the President of the Students’ Union signed the Fairtrade policy to signify their commitment to Fairtrade within both organisations. Additionally, in 2021 [an amendment was made to the Waste, Recycling, and Environmental Policy](#) to again strengthen our Fairtrade standards and now stress the importance of purchasing either Fairtrade or as ethically as possible whether that be giveaway prizes, equipment or merchandise.

Clubs and Societies are a huge part of what we offer as a Union, having 12 sports clubs and over 23 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 and societies stash to be sourced ethically. [In addition to this, it has been stated in the Society Handbook that any items purchased through grant funding must be sourced as ethically as possible and incorporate Fairtrade where applicable.](#)

## **Campaigning and Influencing**

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 a coffee tasting session with a guest speaker talk. The idea behind the event was to encourage people to try Fairtrade. This event was open to all students, staff and the local community. This was one of many events that were affected due to the pandemic, however it is now something we can continue to work on to ensure its fullest potential when it is possible to happen.

Social media is one the Unions main forms of communication. To educate and influence students and staff on Fairtrade we used multiple social media platforms to push our campaigns, to reach a wider audience. During Fairtrade Fortnight, Fairtrade TikToks were created to show how simple Fairtrade swaps were. The price difference was minimal but the positive impact it would have for the workers under the Fairtrade Foundation was huge and that is something we wanted to [make](#)

students aware of. This TikTok linked in with a social media campaign that has been running for two academic years. "Fairtrade Facts" weekly a fact about Fairtrade goes live on our three main social media channels, the idea behind this campaign is to remind people about Fairtrade, encourage them to make the right ethical choice and to help direct them to these choices.

### Procurement, Retail and Catering

During the 2021 academic year, discussions have started to be had about purchasing all our staff uniforms from a Fairtrade supplier. These uniforms are for our bar staff and catering staff. At this present time, it has been discussed and the Union is currently sourcing a supplier that will use Fairtrade cotton. The aim is by September 2021 the Union will have made this ethical change.