

UNIVERSITY OF BRADFORD FAIRTRADE IMPACT 2021/22



Eat, Drink, Shop
IT'S YOUR CAMPUS

A NEW FAIRTRADE STEERING GROUP

Leading the way to create a Fairtrade culture on campus, including members from the Sustainability Team, Hospitality and Retail, Financial Services, Academic Staff, Student Union and Students

LET'S GET TOGETHER!

The university now has two new societies championing Sustainability and the Environment. These societies are strongly supported by the Student Union in partnership with Eat, Drink, Shop.



IN THE LAST
12 MONTHS
We have added...



AND WE'RE STILL GROWING

the range of Fairtrade Items

YOU SAID IT. WE HEARD IT.

Fairtrade Questionnaire Results showed:

- Over 100 students and staff completed the survey
- Bananas and Chocolate are the most commonly bought FT items
- 85% think it is important that the University takes action to use and promote FT products
- Purchases directly influenced by ethical standards of the product
 - 43% bought in the last month
 - 16% never buy

UNIVERSITY of BRADFORD



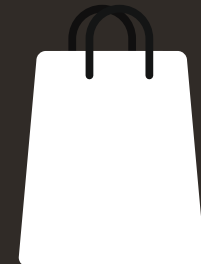
"YOU'RE ON MUTE"

Covid-19 didn't stop us celebrating Fairtrade Fortnight 2021. Our team interacted online for the event with our students and staff.

OVER **2500**
DIVINE CHOCOLATE BARS
GIVEN OUT TO POTENTIAL
NEW STUDENTS



Our Catering Team uses
6 FAIRTRADE
PRODUCTS IN
THEIR DAILY
OPERATIONS



Our Retail Team stocks
14 FAIRTRADE
LINES IN
THEIR DAILY
OPERATIONS

These include, teas, coffee, sugar, chocolate, snacks, bananas and clothing

25 FAIRTRADE BANANA PANCAKES
WERE PRODUCED AND SOLD ON
PANCAKE DAY



COFFEE SOCIETY

In September 2021, our new Coffee Society outlet opened in the Student Central Building, serving Fairtrade teas and coffee's

#FRESHERS

Fairtrade is promoted at Freshers/re-freshers fairs with stands to raise awareness, competitions and giveaways

1500 FAIRTRADE COFFEES
SOLD IN RETAIL OUTLET
IN THE LAST 12 MONTHS

70 NEW PRODUCTS
INTRODUCED IN OUR
SHOPS IN THE LAST 12
MONTHS

VS
20 NEW PRODUCTS
INTRODUCED THE 12
MONTHS BEFORE

showing our commitment!



BACK TO BUSINESS

Fairtrade Fortnight 2022 was celebrated back on campus with a variety of events including, stands, seminars, competitions, giveaways including pancake day!