



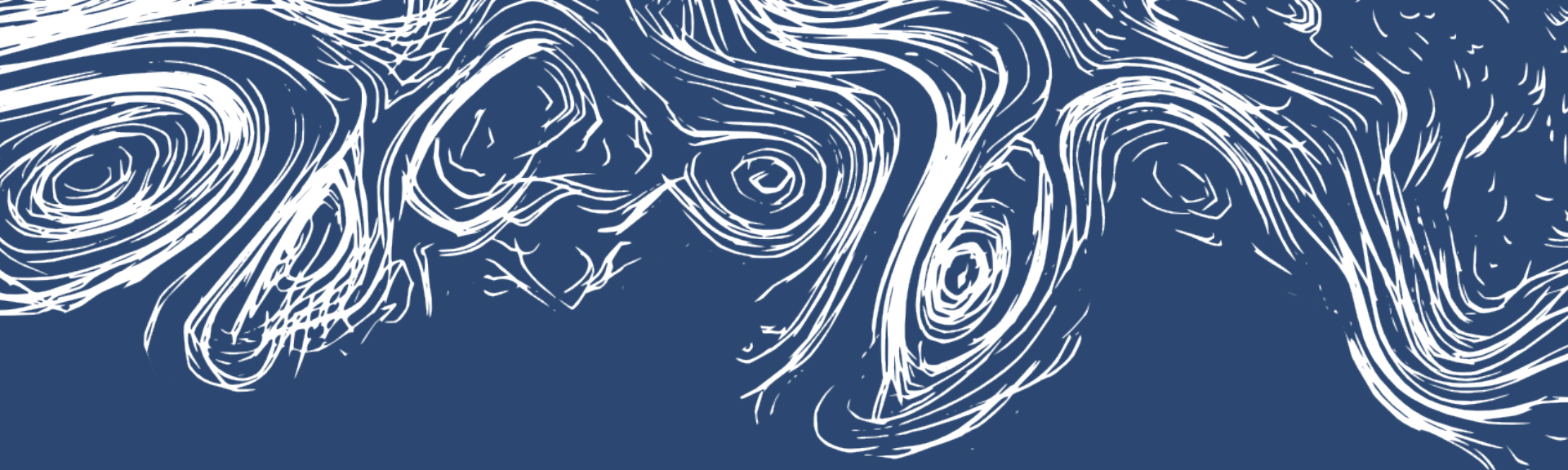
Taking fair trade further: the case of the University of Edinburgh

Wednesday 9 April 2014, 12:00-13:00

Speaker:

Liz Cooper, Research and Policy Manager – fair trade, University of Edinburgh and EAUC Fair Trade Community of Practice Convenor

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Taking fair trade further: *the case of the University of Edinburgh*

EAUC webinar, April 2014

Liz Cooper, Research and Policy Manager – Fair trade

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THE UNIVERSITY *of* EDINBURGH



Social Responsibility
and Sustainability

Our fair trade video



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Social Responsibility
and Sustainability

This presentation

- Why fair trade
- Our experience of being a Fairtrade University
- Why take fair trade further
- ‘What next’ consultation results
- How we are taking fair trade further
- Discussion



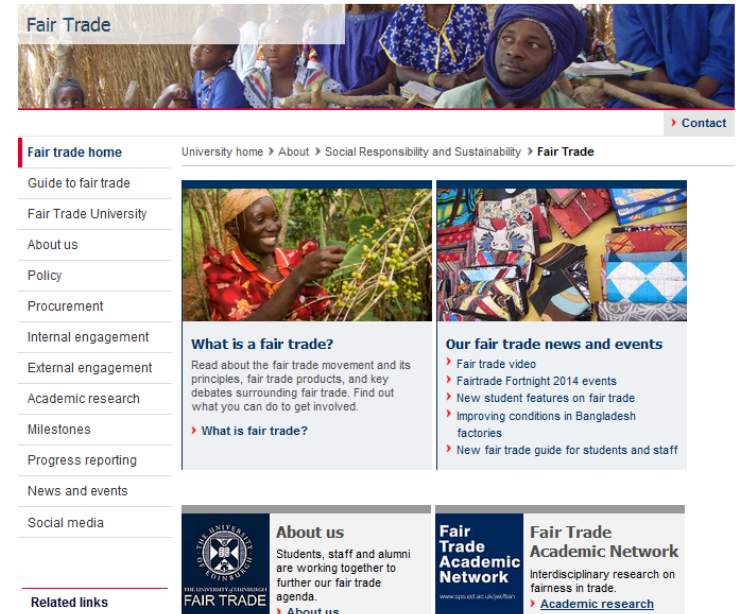
Why fair trade?

- Fair trade is about improving working and trading conditions for disadvantaged producers in developing countries.
- Criteria for fair trade labels include:
 - Fair price/pay
 - Decent working conditions
 - Long-term trading relationships
 - Capacity building



Edinburgh as a Fairtrade University

- Became a Fairtrade University (Fairtrade Foundation scheme) in 2004, following a student vote
- Status jointly held by university and student association EUSA
- Report submitted to Fairtrade Foundation every two years on our progress, with commitments to doing more each time
- Website – Fair Trade Guide, our approach, news and events...



Fair Trade

University home > About > Social Responsibility and Sustainability > Fair Trade

Fair trade home

- Guide to fair trade
- Fair Trade University
- About us
- Policy
- Procurement
- Internal engagement
- External engagement
- Academic research
- Milestones
- Progress reporting
- News and events
- Social media

What is a fair trade?

Read about the fair trade movement and its principles, fair trade products, and key debates surrounding fair trade. Find out what you can do to get involved.

[What is fair trade?](#)

Our fair trade news and events

- [Fair trade video](#)
- [Fairtrade Fortnight 2014 events](#)
- [New student features on fair trade](#)
- [Improving conditions in Bangladesh factories](#)
- [New fair trade guide for students and staff](#)

About us

Students, staff and alumni are working together to further our fair trade agenda.

[About us](#)

Fair Trade Academic Network

Interdisciplinary research on fairness in trade.

[Academic research](#)



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Social Responsibility
and Sustainability

Edinburgh as a Fairtrade University

Being a Fairtrade University has meant:

- Procurement and sale of Fairtrade and other fair trade products (tea, coffee, hot chocolate, rice, juice, snacks, some cotton...)
- Fairtrade Policy, then Fair Trade Policy
- Fairtrade Steering Group, then Fair Trade Steering Group, bringing together staff and students
- Awareness raising events/activities (by staff, students association and student volunteers)

Fair trade strategy and implementation plan devised within Fair Trade Steering Group (all available online, with minutes from all meetings)



Fairtrade Fortnight 2014 – 10 years as a Fairtrade University

- Student volunteers' fair trade exhibition
- Public lecture 'Does fair trade make a difference?' by Paul Chandler with Humza Yousaf MSP
- From Conflict Minerals to Fair Phones? Seminar by Politics and International Relations
- Student volunteers' bike-powered film screening
- Fair trade wine producers talk and wine tasting
- Ethics Forum seminar on fair trade and food security
- Student volunteers writing features for website



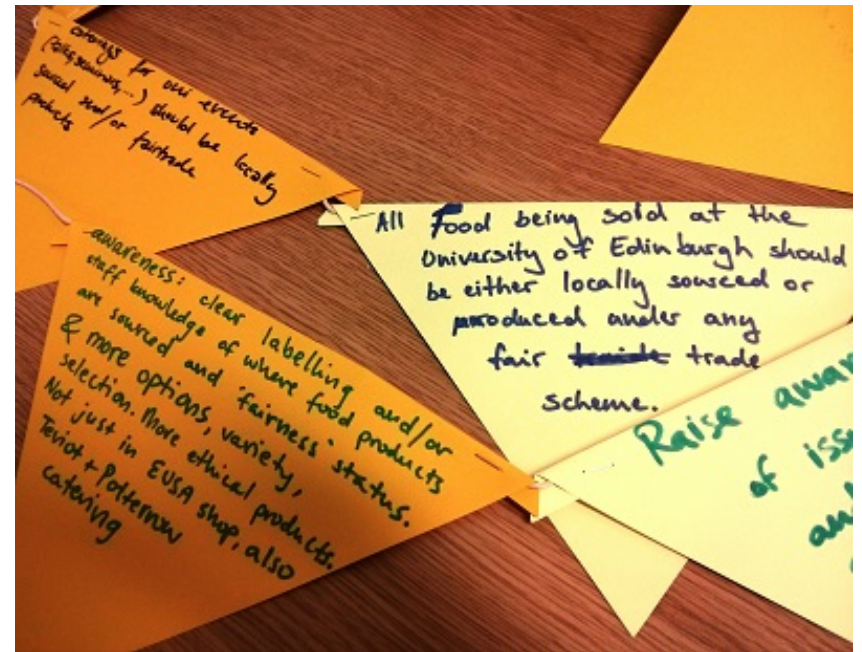
Why take fair trade further?

- Being a Fairtrade University has brought about positive change – for supply chain workers, and in terms of awareness raised
- But still so much to do to consider impacts of our purchasing choices (as institutions and individuals) on people/workers around the world
- Want to go beyond Fairtrade University ‘criteria’ for greater impact
- Ongoing debates among fair trade practitioners on what works - we want to be part of these discussions, and be at forefront of social responsibility



So we asked people what next...

- 'What next for fair trade?' asked to attendees at fair trade events this year
- Responses on bunting triangles
- 134 responses (students, staff and external)
- Not scientific/ representative, but useful to gather thoughts



‘What next?’ consultation

Key findings (a lot of things already doing):

1. Need to raise awareness more on fair trade benefits, and activities at the university (29 responses)

Guidance on where to buy fair trade products (6)

Need fair trade student societies (3)

Produce a video on fair trade (3)

EUSA and student societies should communicate more on fair trade, from student perspective (3)

Need for better labelling/signage where fair trade products sold on campus (2)

Expand fair trade activities to other campuses (1)



‘What next?’ consultation

2. Wider range of fair trade products need to be made available (17)

Requests for more locally sourced products alongside fair trade (7)

Requests for further fair trade clothing (4)

Fair trade in IT sector (2)

3. Doubts about whether fair trade/Fairtrade can really tackle global poverty (13)...

Views that efforts should be focused more on governments and business and their potential roles in making trade fairer (4)

Calls for pressure to be put on companies by exposing their unfair trade practices (4)

4. Concerns about the Fairtrade approach diluting original fair trade principles (8)

Suggestion of having different Fairtrade standards – gold, silver and bronze, for different levels of achievement/commitment (3).



‘What next?’ consultation

- 5. Incorporate fair trade into courses, including online (8)**
- 6. Need better connections between ethical trade initiatives (4)**
- 7. Link with fair trade projects in developing countries (3)**
- 8. Develop research on making trade fairer (3)**
- 9. Link with other universities and colleges on fair trade (1)**

Results have been discussed at Fair trade Steering Group, gaps in current approach identified, and action plan made.



What we are currently doing to take fair trade further

1. Academic input
2. Student research
3. Other codes and standards
4. Strengthening wider linkages
5. Embedding fair trade in new Social Responsibility and Sustainability Department



1. Academic input

- Fair Trade Academic Network established in 2012 – seminar series, web content, blogging on relevant issues, proposals for research grants. Interdisciplinary (political theory, political economy, international development, law, geography, business...).
- Exploring other ways to consult academic community on arising ethical issues to help inform university policy and practice.
- Linking with academics interested in fair trade issues beyond Edinburgh – in UK institutions, with civil society organisations and policy makers
- Highlighting relevant issues, academic and student input, e.g. prison labour (prison visit). Can fair trade and prison labour as rehabilitation go together?



2. Student research

- MSc student placements to help us investigate these issues, including potentially overseas – to visit and carry out research on supply chains/networks
- Fair trade dissertation prize by Fair Trade Academic Network launched this year



Fair Trade Academic Network • **Dissertation Prize (UG & PG)**

Prizewinning dissertations that examine questions of fairness in trade (from any discipline) eligible for inclusion in **Just World Institute Working Papers** series
www.sps.ed.ac.uk/jwi/ftan

FAIR TRADE



3. Strengthening wider linkages

- Scottish Fair Trade Forum, Cross-Party Group on Fair Trade at Scottish Parliament – Scotland is a Fair Trade Nation
- Edinburgh Fair Trade City Group
- EU level linkages developing
- Sharing/collaborating with other FEHE institutions e.g. through EAUC
- Building external academic networks



4. Other codes and standards

- Worker Rights Consortium for university branded garments in 2012
- Electronics Watch in 2014
- APUC code of conduct ongoing input – looking into commodities wider than garments and electronics too from 2013
- See EAUC webinar 2nd April on Socially Responsible Public Procurement for more details (and on how procurement works and what can be done)
<http://www.sustainabilityexchange.ac.uk/exchanges/1643-socially-responsible-public-procurement-how-to-move-forwards-as-a-sector-2414>

= developing linkages with public procurement consortia, NGOs/CSOs, researchers, policy advisors/makers... being part of the conversation



5. New Social Responsibility and Sustainability (SRS) Department

- Fair trade as a key theme within new SRS department
- Fortunate to have buy-in from university on these issues and some resources to take further
- SRS department also working on: socially responsible investment, energy, waste and recycling, travel, wellbeing... (www.ed.ac.uk/sustainability)
- Working through face to face engagement, practice networks, communication campaigns, awards schemes, events programmes, volunteer and placement opportunities for students, internal consultancy/advice to other parts of university



What next for EAUC Fair Trade Community of Practice?

- How can institutions work together better?
 - Sharing experiences of fair trade procurement e.g. in-depth case studies?
 - Jointly defining next steps for fair trade institutions – common goals? (beyond or adding to Fairtrade Universities etc.)
 - Developing researcher linkages? Including student researchers
 - Develop linkages with institutions beyond the UK?



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Contact details

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- EAUC Fair Trade Community of Practice http://www.eauc.org.uk/fair_trade