

NTU Fairtrade, trade justice and ethical consumption Impacts



Updated April 2019

- Regular Fairtrade Steering Group meetings with representatives from a range of areas: Sustainable Development Team, NTSU, Green Academy, academics, sports, catering, student societies
- NTU and NTSU Fairtrade action plan to report on Fairtrade progress available online
- Fairtrade policies for NTU and NTSU refreshed and signed by senior management
- Celebrated Fairtrade Fortnight with a variety of activities and giveaways to raise awareness of Fairtrade amongst staff and students:
- Students and staff had the opportunity to learn more about Fairtrade during Fairtrade Fortnight, through engagement stalls on each campus, the interactive Elefair stall, and Traidcraft stall. Approximately 80 students engaged and learnt more about Fairtrade.
- Students had the opportunity to hear from a Fairtrade Foundation guest speaker.
- Eight teams representing different countries competed to win the Fairtrade World Cup, using Fairtrade futsals, and the winning team won a trophy and selection of Fairtrade chocolate – helping to raise the profile of Fairtrade in a different area of the university.
- NTU Catering outlets sold additional Fairtrade cakes, helping to raise awareness to staff and students who visited the outlets of Fairtrade products.
- Fairtrade survey – from students who filled in the Fairtrade survey:
- 82% had last made a buying decision that was specifically influenced by the ethical standards of a retailer/producer within 1 month.
- 94% strongly agree or agree that 'it's not enough for companies to say that they are ethical, they need to prove it to me'
- 88% think it important that NTU takes action to use and promote Fairtrade.
- Social media – during Fairtrade Fortnight – Twitter tweets reached over 12,700 people (cumulative)
- 'Wheat eater vs. Meat eater' debate with 80 attendees – raised awareness of environmental, ethical and economic issues relating to our choice of diet.
- Fashion Revolution Week 2018 – interactive stall taken around campuses, and participants asked to contact fashion retailers and designers via social media asking 'Who makes your clothes?'
- Increased number and variety of Fairtrade lines available in NTU and NTSU outlets, offering greater range of Fairtrade products to students and staff.
- Improved Fairtrade point of sale material in NTU and NTSU outlets, raising awareness of Fairtrade
- Over 1 in 2 students chose 'ethical investment e.g. Fairtrade' as the most important social topic for NTU to address in a recent materiality assessment.
- 1066 students participated in the Sustainability in Practice certificate and 349 students completed a final project in 2017/18 (Fairtrade is included in the Clothing theme).