

# Middlesex University Fairtrade Policy 2022/24

## Purpose

Middlesex University made a commitment to Fairtrade in 2017 by becoming a Fairtrade Awarded University. Committing to Fairtrade at Middlesex University strengthens the University's strategy and the UNSDGs.



**End hunger, achieve food security and improved nutrition and promote sustainable agriculture**

Small-scale farmers continue to provide a large percentage of the world's population with food. Building robust livelihoods is crucial for achieving this goal. In addition, farmers and workers earning a dignified income or wage will be able to better provide for their own families.



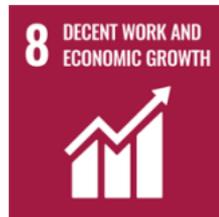
**Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**

Equitable access to training and informal education for adults and youth will increase future opportunities available to all. Fairtrade farmers and workers choose to spend a portion of their Fairtrade Premium funds on children's education, while the three Fairtrade producer networks invest significantly in training and learning opportunities for producers.



**Achieve gender equality and empower all women and girls**

The UN Food and Agriculture Organization (FAO) has identified that overcoming gender inequalities can reduce the number of hungry people in the world by 150 million. Fairtrade supports women to participate equally in their cooperatives and workplaces, earn better wages and diversify their incomes. A push for equity will result in increased opportunities and representation for women as well as young people.



**Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

In line with the UN International Labour Organization and national legislation, Fairtrade promotes better working conditions, supports workers to negotiate for better pay and is striving to achieve living wages for workers on Fairtrade plantations. Our standards prohibit child and forced labour and we work with young people, their communities, producer organizations and governments to enable them to tackle the root causes themselves.



**Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation**

Fairtrade Standards and resources like the Fairtrade Premium mean that farmers and workers are in control of investments in their businesses and communities. We are also aiming for supply chains to be fully traceable and transparent, so producers can make informed business decisions and deepen their relationships with their trade partners.



**Reduce inequality within and among countries**

We call for trade policies and collective action that will unlock greater benefits from trade for all farmers and workers. Fairtrade prices and Premium are a safety net, and our living income and living wage strategies provide a pathway towards decent livelihoods for more people. Inclusion efforts and economic interventions will lead to greater gender equality, increased opportunities for young people, and reductions in discrimination.



**Make cities and human settlements inclusive, safe, resilient and sustainable**

Producer organizations are pillars in their communities. They invest Fairtrade Premium funds to improve infrastructure and services and build resilience in the face of climate change.



**Ensure sustainable consumption and production patterns**

Fairtrade is the leading ethical label worldwide. Through our campaigns and advocacy work, we bring together thousands of communities and millions of citizens worldwide to campaign for fairer trade. Shoppers, producers and advocates are working together to push for social and climate justice.



**Take urgent action to combat climate change and its impacts**

Small-scale farmers are already bearing the brunt of a changing climate. Fairtrade works with producer organizations and climate experts to build farmers' resilience to climate shocks and stresses and apply environmentally sustainable practices.



**Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**

Fairtrade Standards requirements and climate resilient practices will reduce pressure on protected areas and forests and reduce loss of biodiversity.



**Strengthen the means of implementation and revitalize the global partnership for sustainable development**

Power imbalances in supply chains that favour companies over small-scale farmers in developing countries can be a barrier to implementing the SDGs. Fairtrade works with multiple partners – producer organizations, businesses, trade unions, civil society, governments and other multi-stakeholder bodies. Fairtrade is leveraging these relationships to co-create new pathways towards impact

# Middlesex University

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### Background

In partnership with the Student Union Merchandise and our Catering provider we promote and provide a wide range of Fairtrade food and cotton across campus.

Having a Fairtrade award status strengthens the University's Vision, Mission and Values, Fairtrade is a simple way of helping to change people's lives.

Our status demonstrates our passion for fairness and giving people the chance to better their future.

It helps us to understand how farmers are exploited, underpaid, and allows us the chance to inform and educate our next generation. As consumers they can make a difference to these people's lives and help pave the way to a better future.

Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system.

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### By supporting Fairtrade the University will work towards achieving, at the very least, the following 10 goals:

**1** – Have a working or coordinating group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status.

**2** – Have a SMART action plan on Fairtrade and has published it. To include operational considerations such as procurement and catering, campaigning, and influencing, engagement and communications and a strong focus on the monitoring and evaluation of all activities.

**3** – Publish a public commitment of intent to support and champion Fairtrade and its values within the last two years signed by senior management across the organisations and their retail and catering outlets.

**4** – Hold a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events.

**5** – Devised and successfully deliver one or more innovative campaigns on Fairtrade, trade justice or ethical consumption within the last year, which runs in partnership with students. Campaign/s must take place in addition to Fairtrade Fortnight and can demonstrate some measures of impact.

**6** – Catering outlets to stock Fairtrade certified products in all of the following categories, and are working to increase either the number of lines OR number of items sold year on year:

- Fairtrade Coffee
- Fairtrade Sugar
- Fairtrade hot Chocolate
- Fairtrade cocoa
- Fairtrade Chocolate Confectionary
- Fairtrade Cotton clothing
- Fairtrade Soft drinks
- Fairtrade Wine
- Fairtrade Beer
- Fairtrade Health and Beauty
- Fairtrade snacks
- Fairtrade cut flowers
- Fairtrade fruit

**7** – Have up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. This POS should be clearly displayed next to the relevant products to avoid confusion, and it should be refreshed periodically.

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**8** – Within the last two years the partnership has successfully carried out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and has made the findings publicly available.

**9** - Provide and publicises opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.

**10** - Publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This refers to the tasks and progress made through the SMART action plan and should be publicly available. This report can be part of a wider sustainability or similar report.



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