KEELE UNIVERSITY FAIRTRADE POLICY

Keele University achieved Fairtrade status in February 2008 and is a Fairtrade University and assigns great importance to our role within the wider world, and therefore commits to supporting, using and promoting Fairtrade products. It will therefore maintain the five goals as follows:

Goal 1: The Students’ Union (KUSU) and the University both commit to a Fairtrade policy

Jointly, the University and the Students Union (KUSU) have committed to the Fairtrade Policy. This will be communicated across the University electronically by its mailing list “Announce” and on ‘The Week@Keele’ as appropriate. They will actively support the principles of Fairtrade and encourage staff and students to purchase Fairtrade goods.

The Fairtrade policy will be reviewed by the Fairtrade Steering Group on an annual basis.

Goal 2: Fairtrade foods are made available for sale in all campus Students’ Union shops. Fairtrade foods are used in all cafes/restaurants on campus.

Fairtrade foods and goods are available for sale in the Student Union shop, and all catering and retail outlets on campus. University catering and retail outlets will stock a range of Fairtrade foods and beverages and will continue to seek new product lines. There is a commitment to introduce new appropriate Fairtrade foods as they become available to the market. All catering outlets across the University serve Fairtrade tea and coffee as standard.

Goal 3: Fairtrade foods and beverages (for example, coffee and tea) are served in all internal meetings hosted by the University and the Students’ Union and are available in all University and Union management offices.

Fairtrade beverages (tea, coffee, sugar) will be provided for all internal meetings, conferences and events hosted by the University. There is also the opportunity to choose Fairtrade fruit juice.

The University encourages the use of Fairtrade beverages in management offices by staff and endorses this commitment by the Student Union. It has recently introduced Fairtrade tea and coffee to its delivered catering option, for use in management offices.

Goal 4: There is a commitment to campaign for increased Fairtrade consumption on campus.

There has been active promotion of Fairtrade goods, foods and beverages during Fairtrade Fortnight since 2006. The University and Students’ Union will hold promotional events during Fresher’s Week in September each year and during Fairtrade Fortnight and at other times during the year as may be appropriate, with the aim of increasing availability and consumption of Fairtrade products and to ‘spread the word’.

Promotion of the Fairtrade Mark will be included in appropriate catering and Student Union publications and on the appropriate web pages. Students’ Union literature and corporate magazines.

Goal 5: A Fairtrade steering group is set up.

A Fairtrade Steering Group has been established, and the representation will be reviewed annually. The current membership is, but not limited to, representatives from Catering and Retail (2), Students’ Union (1), Commercial and Business Engagement Marketing and Communications (1) Environmental Manager (1) Procurement (1), Keele Post Graduate Association (1) Student Representative from the Think:Green group, (1), Representative from Newcastle-under-Lyme Fairtrade Group (1) Representative from an Academic School (1) and a representative from the Chaplaincy team. Other members will be co-opted as required.

The steering group will meet at least termly or more frequently in times of increased activity and minutes will be circulated to members.

Keele University Fairtrade Steering Group
March 2013

Approved by the University’s Finance and Resources Strategy - Sub Committee on 30th April 2013

Signed by the Chair

...