



**FAIRTRADE
FOUNDATION**

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FAIRTRADE UNIVERSITY STATUS RENEWAL FEEDBACK FORM

Complete and return to renew your Fairtrade status!

Gaining Fairtrade University or College status is a fantastic achievement, but is just the start of a Fairtrade University or College's ongoing commitment.

A copy of this form should be completed and returned to us accompanied by supporting evidence one year after getting your first certificate from the Fairtrade Foundation and then every second year to show the continuing progress towards each goal, and enable us to best support your ongoing work raising awareness of Fairtrade.

Please email it with your supporting evidence to volunteer.university@Fairtrade.org.uk. You can also post hard copy supporting evidence to: Fairtrade Universities and Colleges, Fairtrade Foundation, 3rd Floor, Ibx House, 42-47 Minories, London EC3N 1DY.

NB: Please check the Fairtrade Foundation website to ensure you have the most up to date version of this form, goal information and supporting document expectations.

Name of University/College:	Staffordshire University
Contact name:	Adam van Winsum
Position of contact:	Environmental Manager
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Total number of students enrolled:	16,000
Date of submission:	18 June 2012

Goal 1: The Student Union (SU) and the University/College authorities sign a Fairtrade policy. Annual review of policy to deepen the university/college commitment.

How has the policy been maintained? Has anything been added to the policy following review? How is the Students' Union implementing the policy? How is the University/College Authority implementing the policy? Please include a copy of the latest policy.

Actions taken:

Having maintained the same Fairtrade policy since 2008, the Students' Union and University updated the policy in December 2011, resulting in a more collaborative policy and approach. Membership of the steering group has also been updated with the inclusion of an appointed chair (senior lecturer, Business School). These changes are already driving change and improvements and have given meetings a much more

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productive and consistent feel. We have also met a lot more regularly this year and meetings have been set for the remainder of the calendar year.

Other significant policy changes include investigating Fairtrade clothing including the potential for staff uniforms to include FT cotton. Steps taken to implement this so far include the Students' Union making a successful funding bid to set up a textile print shop which will start operating in September 2012. This will hopefully cut down the cost of purchasing Fairtrade cotton items as we will be able to keep the printing costs down and extend the range across both the Students' Union and University.

The policy also states that both the Union and the University will promote Fairtrade fortnight, where previously this had only been celebrated by the Union. Both ran a successful Fairtrade fortnight 2012, so we have already implemented this part of the policy.

In addition, other University policy changes include operating Venue Staffs (the university conferencing and events business) in such a way to help achieve the policy objectives and the direct reporting of these objectives as part of the catering services healthy and sustainable food policy.

Result: Goal Maintained

Comments and further appropriate actions:

TO BE COMPLETED by the FAIRTRADE FOUNDATION

Thank you for revising your policy and strengthening your commitment to Fairtrade.

You have a great policy that effectively meets all five goals necessary to achieve and maintain Fairtrade status.

This is a very comprehensive and impressive resolution and it is great to see your desire to expand your commitment to Fairtrade beyond consumable products; as seen by the SU successfully winning a funding bid to set up a textile print shop and where possible the aim for Fairtrade cotton to be sourced for uniforms. This policy will surely raise awareness and increase sales of the Fairtrade products on campus and in the student community.

Thank you for ensuring that catering is more fully integrated into the scheme and it is wonderful that the steering committee is becoming more diverse. Furthermore, the production of an annual report is very impressive and we look forward to seeing what you have discovered.

It is fantastic to see that you refer to specific aims for how you will meet each of the goals, and in addition that you have outlined your most recent achievements.

We look forward to seeing how your policy is developed and further integrated in the future.

Goal 2: Fairtrade products including food and cotton are made available for sale in all campus shops.

The availability and use of Fairtrade products throughout the university/college increases year on year. The university/college and Student Union commits to sourcing Fairtrade cotton products in their purchasing (for example staff uniforms, course wear and merchandise)

Is there a wider variety of products now on offer? What new products have you investigated bringing on to campus? What Fairtrade cotton products have been purchased by the university/college/SU? How are Fairtrade products promoted at the point of sale?

Date achieved: 2010/11 & 2011/12 data provided.

Details: please list all outlets on campus that sell directly to staff or students, including canteens and coffee shops; indicate who they are run/catered by and give details of all Fairtrade products on offer with brands and, where possible, sales figures (N.B. complimentary offerings such as conference catering should be listed in Goal 3).

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Listed below are the Fairtrade products offered by the University catering. A complete review within the last six months has resulted in a change of supplier and a greater variety of Fairtrade products being sold within the catering areas.

Some of the aforementioned initiatives have been undertaken over the last twelve months, following a change of management in January 2011:

- Complete review of impulse snacks to include Cookies, Flapjacks and Muffins in all areas in line with the “Oh So Good” brand
- Introduction of Fairtrade Bananas to all areas
- Coffee sales growth of 35% in the last 18 months especially prevalent within DolcheVita and Cafe Resource where Fairtrade coffee and tea is served
- Introduction of Fairtrade sugar for hospitality and for the production of “in house” made flapjacks & shortbreads with Fairtrade ingredients
- Introduction of Fairtrade Juices to retail and hospitality services.

The university catering areas constantly commit to the use of Fairtrade products and investigate the potential for the supply of product whenever reviews on retail or hospitality lines are undertaken.

Outlet	Caterer	Product	Brand	Supplier	Retail Price	Sales 10/11	Sales 11/12
The Pavilion	In - House	Bananas		3663	.50		
Bush House		Fairtrade Juice	Fruit Passion	3663	1.35		
		Sugar Sticks		3663	0		
		Coffee	DolcheVita	Nairobi	.95		
		Tea	Cafe Direct	Nairobi	1.05		
		Flapjack / Cookies / Muffins	Oh so scrummy	Handmade Speciality	1.00		
The Courtyard Cafe	In House	Bananas		3663	.50		
		Cookies	Traidcraft	3663	1.25		
		Chocolate	Divine	3663	.85		
		Cadbury's Chocolate	Cadbury's	3663	.65		
		Homebaked Cakes	Tate & Lyle Sugar	3663	1.15		
Cafe Resource		Coffee	DolcheVita	Nairobi	From 1.20		
DolcheVita Brindley		Tea	Cafe Direct	3663	1.05		
		Sugar Sticks	FT	Nairobi	0		

The data below is from the Students Union outlets and details *unit sales*

Retail Shops				
Product Group	Supplier	Product	Sales 10/11 1/8/10-16/5/11	Sales 11/12 1/8/11 – 14/5/12
Clothing	T-Print	Staffs Knot Hoody	0	74
Clothing	Epona	Staffs Knot Hoody	134	81
Clothing	Epona	Chunky Zip Hoody	0	66
Clothing	T-Print	Staffs Knot T-shirt	0	4
Clothing	Epona	Staffs Knot T-shirt	28	34
Clothing	Epona	Original Garment Hoody	32	16

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Clothing	Epona	Original Garment T-shirt	15	6
Clothing	Epona	Fairtrade clearance	0	23
Clothing	Epona	Tracksuit Bottoms	0	15
Clothing	Epona	Tracksuit Tops	0	8
Clothing	Epona	Crew neck Sweater	0	41
Clothing	Epona	Scoop neck sweater	0	29
Clothing	Epona	Book Bag	0	8
Totals			209	405
Confectionery	Premcrest	Eat Natural Brazil/Apricot 45g	No data	125
Confectionery	Premcrest	Eat Natural Almond/Apricot/Yog	No data	531
Confectionery	Premcrest	Eat Natural Peanut & Almond	No data	96
Confectionery	Premcrest	Eat Natural Brazil/Hazelnut	No data	57
Confectionery	Premcrest	Eat Natural Maca/Brazil/Apricot	No data	63
Confectionery	Premcrest	Eat Natural Date/Walnut/Apricot	No data	24
Confectionery	Premcrest	Eat Natural Cranb/Maca/Choc	No data	339
Confectionery	Premcrest	Eat Natural Pea/ash/cranb/choc	No data	96
Confectionery	Premcrest	Eat Natural Brazil/Sult/Almond	No data	199
Confectionery	Premcrest	Eat Natural Toasted museli m/Fla	No data	24
Confectionery	Premcrest	Eat Natural Toasted museli orange	No data	24
Confectionery	Premcrest	Eat Natural Cashew & Blueberry	No data	466
Confectionery	Premcrest	Eat Natural Hazel/Apricot/vanilla	No data	12
Confectionery	Premcrest	Eat Natural Org Almond/Haz/Sult	No data	24
Confectionery		Jelly Bean Factory: Gourmet	0	163
Confectionery		JBF: Berry Burst	0	181
Confectionery		JBF: Fruit Cocktail	0	124
Confectionery		JBF: Tropical Bonanza	0	137
Confectionery	Premcrest	Divine Milk choc 45g	219	208
Confectionery	Premcrest	Divine dark choc 100 g	0	10
Confectionery	Premcrest	Divine milk choc 100g	50	45
Confectionery	Premcrest	Divine Milk Choc & Orange 100g	64	53
Confectionery	Premcrest	Divine dark choc 100g	0	41
Confectionery	Premcrest	Divine dark choc 45g	0	153
Confectionery	Premcrest	Divine white choc 100g	67	40
Confectionery	Premcrest	Divine white choc 45g	237	222
Confectionery	Premcrest	Divine Milk choc & Orange 45g	125	139
Confectionery	Premcrest	Divine Buterscotch milk choc 45	130	124
Confectionery	Premcrest	Divine Mint dark choc 100g	0	19
Confectionery	Premcrest	Dubble choc bar 40g	141	121
Confectionery	Premcrest	Geobars asst flavours	213	260
Totals			1246	4120
Grocery	Premcrest	QI Organic FT Mint Grn Tea 25's	0	6
Grocery	Premcrest	QI Organic FT Vanilla Tea 25's	0	6
Grocery	Premcrest	QI Organic FT Green Tea 25's	0	3
Grocery	Fab Bakin boys	Dark choc brownie	132	114
Grocery	Premcrest	FT Choc Chunk Cookie	0	17
Grocery	Precrest	FT Ginger Cookie	0	1
Grocery	Premcrest	Cafe Direct instant Coffee 100g	78	63
Grocery	Premcrest	Tea Direct 80's	29	16
Grocery	Premcrest	Cafe Direct decaff coffee 100g	29	22
Grocery	Premcrest	Cafe D Machu Pich Coffee 227g	0	2
Grocery	Premcrest	Cocoa Direct drink choc	0	3
Grocery	Premcrest	Clipper Eng Tea 125g x40	0	3
Grocery	Premcrest	Clipper org Grn Tea 50gx25	0	5
Totals			268	261
Soft Drinks	Premcrest	Ubuntu Cola 500ml	372	359
Soft Drinks	Premcrest	Unbuntu Cola 300ml	165	137
Soft Drinks	P&H	One Water Sparkling 500ml	0	146

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Soft Drinks	P&H	One Water Still 500ml	1123	909
Soft Drinks	P&H	One Water Still 750ml	601	528
Soft Drinks	P&H	JP Juices	651	834
Totals			2912	2913
Wines	P&H	Fairhills FT Shiraz	0	4
Wines	P&H	Fairhills FT Merlot	0	5
Totals			0	9
GRAND TOTALS			4635	7699

Venues & Squeeze Box				
Product Group	Supplier	Product	Sales	Sales
			10/11 1/8/10-22/5/11	11/12 1/8/11 – 22/5/12
Hot Drinks	Wicked	Coffee	27990	35507
Hot Drinks	Wicked	Tea	11528	15808
Hot Drinks	Wicked	Hot Chocolate	12255	12674
Totals			51773	63989
Food	Wicked	Fairtrade Flapjacks	0	558
Food	Premcrest	Eat Natural bars	456	592
Food	Wicked	Fairtrade Cookies	0	313
Totals			456	1463
GRAND TOTALS			52229	65452

Any other progress or achievements:

Last year all officer uniforms for the incoming team were made from Fairtrade cotton. The Students' Union has made a commitment in its ethical procurement policy that *"The Union is committed to ensuring that only Fairtrade clothing is purchased as work clothing for Student Officers"*.

As detailed, the University and Students' Union provide a wide range of Fairtrade goods for purchase and have added new products since our last submission including Fairtrade wine. The shop promote Fairtrade products by supplying information to consumers such as "sound ethical choice". This year the Commercial Services Officer and Student officer representative on the Fairtrade steering group were elected to the NUS Services Ethical and Environmental committee and was therefore able to work directly with the purchasing consortium to ensure that Fairtrade stayed high on the agenda.

There have also been promotions on Fairtrade goods, such as hoodies, throughout the year, especially during Fairtrade fortnight.

The Students' Union has a policy to only provide Fairtrade tea, coffee and sugar in its staff rooms and to ensure that this happens staff can only purchase Fairtrade products from the Union shop by an internal stock transfer. If staff were to buy non Fairtrade products from the shop using the internal stock transfer code, then the transaction would not be processed.

A vending contactor also now provides Fairtrade snacks and juices in their vending machines including Cadbury's chocolate, JP Juices, flapjacks and tea & coffee

Actions taken e.g. new products trialled, change of staff uniform to Fairtrade cotton etc:

Result: Goal Maintained

Comments and further appropriate actions:

TO BE COMPLETED by the FAIRTRADE FOUNDATION

We are really pleased that a change in supplier increased the variety of Fairtrade products sold.

Congratulations on developing such a wide range of Fairtrade items – it is especially great to see that you stock Fairtrade confectionary, cotton items such as: hoodies, tracksuit

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bottoms, book bags, and speciality/herbal tea, cola and that Fairtrade flapjacks, cookies, muffins, homebaked cakes, tea, coffee and sugar are easily accessible. The increase in coffee sales also is promising and highlights that your campaigning efforts are beneficial to the advancement of Fairtrade on your campus. A comprehensive product list with sales figures is highly appreciated as it shows that you have a truly effective and successful campaign.

The Students' Union's ethical procurement policy is an amazing element to your achievement as a Fairtrade university and is it phenomenal to commit to *ensuring that only Fairtrade clothing is purchased as work clothing for Student Officers.*

It is commendable to see that your Fairtrade efforts have been taken to the NUS to ensure that Fairtrade is high on the agenda.

We recommend in Goal 3 that Fairtrade should be served in all meetings, it is great to see that you have taken this a step further to include basic Fairtrade items (tea, coffee, sugar) to be served in the Student Union staff rooms.

The range of Fairtrade products available is increasing all the time – please visit the [Fairtrade products](#) webpage for up-to-date details. It is brilliant to see you stocking hoodies made from Fairtrade cotton, as this is a crucial cash crop for many developing countries. Additionally, the inclusion of Fairtrade ingredients in your in-house flapjacks, shortbreads etc is great to see. Also, selling Fairtrade products in vending machines is a great achievement. There are some other key products that could be looked into such as Fairtrade rice which is now available, both in catering and retail packs. This could be used in your canteens as well as sold in your campus shops. Rice is one of the world's most important agricultural commodities and one of the most significant for farmers in developing countries. Fairtrade baked beans are now available - they're organic too and are bound to be a favourite with students!

Have you considered pushing for Fairtrade footballs and sports kits made from Fairtrade cotton? This is an excellent way of raising awareness and potentially incorporating Fairtrade in the curriculum.

Have you thought about producing a Fairtrade directory to let everyone know where Fairtrade goods and food are available on campus? This can be a great way of raising awareness about Fairtrade – please have a look at our [resources](#) page for more ideas and promotional material.

Please note that ONE water is not a Fairtrade certified product since there are no international Fairtrade standards for water. This product is a charity initiative as opposed to a Fair Trade.

Goal 3: Fairtrade products are served at all meetings and events hosted by the University /College and the Student Union (or equivalent), including internal management meetings. Tea, coffee and sugar to be served as standard with other Fairtrade products being introduced (e.g. biscuits and juice) where possible.

What further steps has the university/college taken to make Fairtrade products more widely available in meetings? Are Fairtrade products served in conferences? Are Fairtrade juices, wine, fresh fruit and snacks available? Are all departments using Fairtrade tea and coffee?

At the Students' Union, meetings are catered for by our smoothie bar "The Squeeze box". This only serves Fairtrade tea, coffee, hot chocolate and juices so all internal and external meetings and events feature Fairtrade drinks. These are served in "Wicked" disposable cups which mention that it is a Fairtrade product.

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When the University hosted its Green Impact award ceremony, to celebrate its hard work to improve its environmental performance, it presented the Students' Union officer team with a thank you gift for their contribution. This was a Divine Fairtrade chocolate hamper, demonstrating a commitment to purchase Fairtrade goods whenever possible.

Within the University, all tea and coffee served in hospitality meetings are of Fairtrade origin, Tate & Lyle sugar cubes are also used. Traidcraft cookies are also available on request. Orange Juice is supplied through Peros under the "Fruit Hit" brand and sold internally in one litre Fairtrade branded bottles. All bananas are Fairtrade and home baked cakes served as part of tea and coffee requests are made using Fairtrade sugar.

The conference brand, "Venue Staffs", also now use Fairtrade coffee, tea, sugar & orange juice as part of the day delegate packages. Fairtrade wines are available on request through internal bookings and the current wine of choice is Ochre Maintain.

Date achieved: 2011/12

Details: please list all regular meetings and major events with complimentary offerings, indicating who they are hosted and catered by; and give details of all Fairtrade products on offer with brands. (N.B. point of sale offerings such as canteen meal should be listed in Goal 2).

- All Students Union requests/meetings (Squeeze box café, internal)
- All internal catering requests/meetings (internal catering team)
- All external Venue Staffs conferencing requests (internal catering team)

Any other progress or achievements:

Result: Goal Maintained

Comments and further appropriate actions:

TO BE COMPLETED by the FAIRTRADE FOUNDATION

It is wonderful to see Fairtrade products served at all meetings, conferences, offices and hospitality services!

The use of promotional material and menu's so that people are aware that they are receiving Fairtrade, in conjunction with Fairtrade products being the default for meetings, is a great achievement.

Serving Fairtrade juices in "The squeeze box" is a great opportunity to promote Fairtrade products to a wider audience.

Well done and keep up the good work!

Goal 4: Campaigns are run on campus to increase the understanding of Fairtrade and consumption of Fairtrade products. This should include student events, actions and trade justice awareness raising as well as integrating Fairtrade in to subject teaching where appropriate and using a social media group for your campaign (i.e. facebook, twitter)

What additional events have been organised over the past year? What press/media coverage has been achieved? Please include as many photos and examples of coverage as possible. Has teaching on Fairtrade been incorporated in to any courses? Have you used a social media tool to promote your activities?

Date achieved: 2010/11 & 2011/12 data provided.

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Date	Event	Students/staff attended	Description/aims
Fairtrade fortnight 2010	Lecture and sampling session from Lush	Not Available (N.A)	The cosmetics store who uses Fairtrade products in their goods presented to staff/students.
24th February 2011	FREE! Fairtrade tasting sessions	(N.A)	Stafford student space (Beacon Foyer), 12 - 3pm
1st March 2011	FREE! Fairtrade tasting sessions	(N.A)	Stoke Ember Lounge, 11am - 2pm
23rd February 2011 25th February 2011	Fairtrade gift stalls from Stone-based gift shop, Wikijum on campus.	(N.A)	Stafford Student space (Beacon Foyer), 10am - 3pm Stoke Ember Lounge, 10am - 3pm
22 nd Feb 2011	Fairtrade quiz special	(N.A)	We had a Fairtrade round in our weekly quiz
Fairtrade fortnight 2012	Awareness raising	(N.A)	Fairtrade fortnight 2011: Fairtrade sampling events in the Student Union spaces
Fairtrade fortnight 2012	Awareness raising	(N.A)	Students hosted Fairtrade information points at a University library
27 / 02 / 12	Fairtrade Fortnight, University catering events	Staff & Students c 5000	Traidcraft cookie and FT coffee deal at £1.59 supplier sponsorship through 3663 & Traidcraft Handmade cakes made with FT sugar, deal at 25% off throughout FT Fortnight Bananas sold at 25p throughout all outlets with "Go Bananas" concept branding Cadbury's promotion & competition Display of FT promotional material and inflatable bananas in all participating areas.

During Fairtrade fortnight 2012, two student volunteers ran Fairtrade awareness stalls in the busy university libraries. They were given a large sample of products from the Student Union shop such as Ubuntu cola and divine chocolate to give out samples to staff and students. The Students Union also ran promotions such as offers on Fairtrade products in the shop and Fairtrade specials such as "Fair choc and banana smoothie" in the Squeeze box and running coffee and tea promotions. During the 2011 Fairtrade fortnight, the Students' Union also had a staff member dressed in a banana costume to create awareness on campus.

These events and offers were promoted via social media, the union website and last year in printed media. The student radio station was informed that it was Fairtrade fortnight and interviewed the Commercial Services Officer on what the Union was doing to promote it.

Further details (Please give details of special events or promotions and attach copies of any relevant articles and images):

Fairtrade article for 2011: <http://www.staffsunion.com/Fairtrade/>

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Any other progress or achievements (e.g. Fairtrade teaching in courses, collaboration with other Fairtrade campaign groups, other creative campaigning):

Result: Goal Maintained

Comments and further appropriate actions:

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Well done on a great number and range of events including two Fairtrade tasting sessions, a LUSH lecture, a quiz, and a range of activities during Fairtrade Fortnight! We especially liked the raising awareness located at the university library as the library is a good and busy location to attract students. Also, it is nice to hear that “The Squeeze box” got in on the actions!

Also, the range and variety of offers and competition is a good way to grab the attention of students on a budget.

You have excelled at reaching a wide range of campus groups by including University and Student Union staff in your campaigns and by targeting new students early on.

Your events are creative and we commend you on achieving superb media coverage and publicity! Using university social media such as the university website and Radio is excellent.

Thank you for sending in photos, it would be lovely to see more next time with the promotional material used in the event included.

In order to strengthen your campaign, you may want to consider getting in touch with other local Fairtrade initiatives in your area. You may find this useful for sharing knowledge and ideas, and also for organising larger joint events in the future. Our [Map of Local Campaigns](#) is a good starting point.

As a next step you might want to consider some other major events as a way to gain the interest of a wider network of students.

Have you considered expanding your efforts outside of Fortnight, such as:

a stunt during Fresher’s week;

Fairtrade welcome packs for newcomers in halls of residency or at Freshers’ Fair;

Easter or Valentine’s Day Fairtrade Chocolate exchange/promotion;

Fairtrade Roses for Valentine’s Day;

A Fairtrade fashion show to help promote Fairtrade cotton;

Film screenings;

Fairtrade Christmas market;

Fairtrade Mothers’ Day stall;

For next year, quite simply, keep up the good work organising events throughout the year to maintain the momentum behind the scheme and remind your community that “Fairtrade is not only for fortnight but for life”.

Goal 5: A Fairtrade Steering Group is established, with representatives from the student body, University/College staff and catering or procurement department.

How often has the group met over the past year? How have they maintained the work? Please include 2 sets of minutes and an up to date list of steering group members and contact details. Tick the e-news column to add group members to our mailing list.

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The reconvened group has so far met in November & December 2011 and May 2012. A further 3 bi monthly meetings have been set from June to October. A Fairtrade steering group email circulation list and shared drive have been established allowing all to access relevant documents etc.

The main representatives are listed below, although the membership circulation list is wider and includes an additional 4 staff including catering supervisors and Union representatives.

Name	University position	Steering group role	Contact details	Key contact? (detail)	E-news
Helen Wadham	Senior lecturer	Chair	http://www.staffs.ac.uk/directory/viewperson.php?staffid=4931	Yes - chair	Y
Adrian Lowe	Retail Hospitality Manager	Main lead for University catering	http://www.staffs.ac.uk/directory/viewperson.php?staffid=5010	Yes – University catering	Y
Hans Sprengel	Students' Union	Commercial development manager	http://www.staffs.ac.uk/directory/viewperson.php?staffid=4204		Y
Adam van Winsum	Environmental Manager	Coordinates/administers group	http://www.staffs.ac.uk/directory/viewperson.php?staffid=2457	Yes – University policy	Y
Emma Harris (2011/12)	Commercial Services Officer	Students' Union rep	01782 294629 e.harris@staffs.ac.uk	Yes – Union activities	Y
Gary Richardson (2012/13)	President (2012/13)		http://www.staffs.ac.uk/directory/viewperson.php?staffid=5199		
Amanda Ledwards	Retail manager	Students' Union retail rep	http://www.staffs.ac.uk/directory/viewperson.php?staffid=2009	Yes – point of sale info	Y
David Glover	Purchasing officer	Related purchasing policies	http://www.staffs.ac.uk/directory/viewperson.php?staffid=121		Y

Any other progress or achievements:

As well as the steering group meeting regularly on site, Emma Harris, the commercial services officer at the Students' Union has attended Fairtrade meetings at Stoke on Trent city council during 2011/12.

Future plans (Please identify any future plans and areas that you would like to focus on for the next year):

In 2012/2013 the Sabbatical Officer team will lead a campaign that will not only raise awareness of Fairtrade but educate students on the Fairtrade journey by producing information, a dedicated web page on the website and we will look at getting in a speaker to talk about Fairtrade. We will also look at running a series of events over a two week period including having a Fairtrade Fair by inviting local businesses that supply Fairtrade products to sell them to Students on campus, a cook off using Fairtrade ingredients and having our venues serve Fairtrade desert specials made by our students on the day.

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Result: Goal Maintained

Comments and further appropriate actions:

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Congratulations on all your work as a team over the past year.

Well done for forming what is clearly a proactive Steering Group, it is important to include representatives from all the appropriate groups and you have succeeded in doing so.

Do not forget to inform us of any changes to the steering group or changes in contact details of any steering group members.

From your minutes we would like to congratulate you on your action planning (setting deadlines and dates for follow up meetings) and your very organised and strategic approach to the application. The proposition to apply for status was not a brief generic mention but well thought out and planned including a detailed breakdown of each goal and how it would be implemented at the university.

CONGRATULATIONS! We are delighted to renew Staffordshire University's Fairtrade Status and thank you for your continuing hard work and support. Staffordshire University is clearly committed to Fairtrade, and this shows in your success in upholding and surpassing the 5 goals. Well done – we look forward to seeing how your campaign develops and what activities you have planned in the coming year.

Please note that we have updated the renewal process recently and from now on you only need to renew every 2 years. We aim to allow you to concentrate on campaigning opposed to renewal applications. Please make sure you continue holding events throughout the year and gathering evidence for your renewal in August 2014: the latest version of the renewal form can be found on our website.



Signed

Name Celia Masse

Faithful Conteh

Position Campaigns Officer

University Campaigns Volunteer

Date 06 August 2012

06 August 2012

* When referring to Fairtrade University / College status, Fairtrade products (i.e. products which carry the FAIRTRADE Mark) and Fairtrade in any context relating to the Fairtrade Foundation, Fairtrade should always be written as one word with a capital 'F'.

Remember the FAIRTRADE Mark is your only guarantee of independent certification. Please be wary of companies claiming to provide "Fairtrade" or "ethically traded" foods that do not carry the FAIRTRADE Mark. Contact us if you need further clarification. 020 7405 5942