

Fairtrade
Universities
Initiative

University / College Renewal Feedback

15 October 2009

Renewal Application for Fairtrade University / College Status

Please complete this form and email it with supporting evidence to us at the Fairtrade Foundation volunteer.university@fairtrade.org.uk. We will contact you once it has been processed.

Contact name: Peter Hinton

University / College: Liverpool John Moores University

Address:

Telephone:

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Number of Students: 22,950

Date of submission: 16/07/2009

Goal 1: The Student Union (SU) and the University/College authorities both create a Fairtrade policy incorporating these five goals.

How has the policy been maintained? Has anything been added to the policy? How is the Students' Union implementing the policy? How is the University/College Authority implementing the policy?

Actions taken:

This was achieved on 12 December 2005. The Policy is on LJMU's A to Z of policies <http://www.ljmu.ac.uk/atoz/65747.htm> and specifically referred to in the Purchasing Services intranet pages <http://www.ljmu.ac.uk/infrastructure/77924.htm>. As in the previous year, LJMU's Network of Buyers has been regularly reminded of the Policy at its meetings during the year.

Result: Goal Maintained

Comments and further appropriate actions:

Congratulations on maintaining a firm Fairtrade policy. It's important to review your policy every year and update it as necessary in order to ensure the development of your campaign, as you recognise in the policy. You could consider including a commitment to source other non food Fairtrade products such as cotton and beauty products, or to incorporate Fairtrade in to other events and occasions throughout the year for example.

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Goal 2: Fairtrade products are made available for sale in all campus shops. Fairtrade products are used in all cafes/restaurants/bars on campus. Where this is not possible, there is a commitment to begin to use Fairtrade products in these establishments as soon as it becomes possible to do so.

Is there a wider variety of products now on offer? Has the university/college looked into Fairtrade cotton products?
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Actions taken:

The commitment continues.

The list of products is very similar to that reported on last year. For the period from 1 April 2008 to 31 March 2009 details are:

Purchases made of Fairtrade teas and coffees	£32K
Purchases made of Fairtrade snack items	£45K

Sales of Fairtrade products are in excess of £1,600 per week.

During the year, LJMU opened a new coffee shop in the Student Learning Zone in Byrom Street, further promoting Fairtrade product through this additional outlet.

The café in the newly opened Art and Design Academy Building is being operated by Tate catering. Discussions are continuing with the provider to promote Fairtrade branded products in addition to those it regards as ethically sourced.

Fairtrade Products. Sold throughout all Catering Units

Fairtrade Apple 500ml
Orange 500ml

Fairtrade Choc Chip Shortbread
Chocolate Brownie Both New Products
All Butter Flapjacks
Fruit flapjacks

Traidcraft Cookies All Flavours
Choc Wafer
Ginger Cookies
Choc Chip Cookies

Divine Choc All varieties

Brakes Café Collection Eccles Cakes

Geo Bars All Flavours

Estimate of Annual Spend £22,500.00

LSU continues to supply Fairtrade products in its outlets and the list of products is also very similar to that reported last year.

For external hospitality, LJMU supplies Fairtrade products as standard for the conferences and events it arranges. In the year being reported, LJMU hosted 55 events at which Fairtrade products

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have been provided. Approximately 5000 delegates have attended these events. In addition to this LJMU hosted further events at which LJMU literature promoted the Fairtrade products, but no catering was provided.

LJMU has also hosted other conferences and events not on University premises. Conference and Event Services requested that Fairtrade products be used for delivery of the catering and service needs for these.

Result: Goal Maintained

Comments and further appropriate actions:

Congratulations on achieving some impressive sales figures, and exposing a large number of event delegates to Fairtrade products, and literature. This sort of exposure sends a clear message of Liverpool John Moores University's commitment to benefitting disadvantaged producers overseas and making world trade fairer as an institution. The range of Fairtrade products is expanding all the time, so do keep up pressure on suppliers to provide more and more Fairtrade products for your shops and restaurants. Some key areas for you to look in to are cotton products, including hoodies and staff uniforms, beauty products, rice, olive oil and Fairtrade wines and spirits. Have a look at the [product section of our website](#) for more ideas of products to use, and let us know if you have any problems sourcing them. We also have a [list of Fairtrade wholesale suppliers](#) on the website. Please include a full list of Fairtrade products used on campus with your next renewal, making clear which are new additions.

Goal 3: Fairtrade products (for example, coffee and tea) are served at all meetings hosted by the university/college and the Student Union, and are served in all university/college and Student Union management offices.

What further steps has the university/college taken to make Fairtrade products more widely available in meetings? Is Fairtrade served in conferences?

Actions taken:

Both the University and LSU have continued to provide Fairtrade foods as standard wherever possible for internal hospitality. As in previous years, major events, for instance the Graduation lunches and dinner, have featured Fairtrade products.

Hospitality

Fairtrade Lotus Caramelised Biscuits

Estimate of Annual Spend £6,200.00

Result: Goal Maintained

Comments and further appropriate actions:

Well done for continuing this commitment. Do the meeting refreshments include Fairtrade juices, fruits or biscuits? Where appropriate, you could also offer Fairtrade wine to attendees. To ensure everyone knows they're consuming Fairtrade products, [order resources from our website](#) including leaflets, posters and table talkers to let everyone see your commitment to Fairtrade and further grow awareness.

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

What additional campaigns and promotional activities/events have been organised over the past year? What press/media coverage has been achieved?

Actions taken:

This has again taken two forms. First, LJMU continues to promote Fairtrade through its website and publicity events. Fairtrade Fortnight events and activities in 2009 were published on the LJMU website http://www.ljmu.ac.uk/NewsUpdate/index_98339.htm.

During Fairtrade, LJMU's Chaplaincy held a Fairtrade Awareness display on Tuesday, February 24 at the Haigh Building, LSU's base. Chaplains distributed free Fairtrade coffee sachets, tea bags and literature and spoke with students and staff about Fairtrade.

LJMU staff hosted the visit of Bernard Ranaweera to LJMU and assisted in arranging events that he attended in Merseyside. As well as giving presentations to students, Bernard also participated in an interview with LSU students for Radio Merseyside. Further details are available from the LJMU news item http://www.ljmu.ac.uk/NewsUpdate/index_98418.htm.

Bernard's talk has been recorded for use both on LJMU's academic modules and for its WoW (World of Work) initiative to equip undergraduates with the skills that employers require <http://www.ljmu.ac.uk/WoW/students/index.htm>. An awareness of the importance of business ethics is a key component in this strategic development in LJMU.

Secondly, Fairtrade continues to be featured in undergraduate and postgraduate programmes and in research activities.

Teaching and Learning

At LJMU both Fairtrade case studies and associated theory (ethics, ethical consumerism etc.) are now featured permanently in undergraduate and postgraduate teaching modules across four Faculties in the University, including:

Faculty of Business and Law:

Strategy (200 students)

Purchasing (60 students)

Management (150 students)

Corporate Social Responsibility (this module is now a core module with 400 students)

International Business Ethics (120 students)

Social Economy taught on our MA Social Enterprise programme (40 students)

Social and Ethical Marketing taught on both undergraduate BA Marketing and our MA Marketing (120 students)

Globalisation module on both the MBA in the Faculty of Business and Law and masters programme in the Faculty of Health and Applied Social Sciences (70 students)

Consumer studies modules in Food and Consumer Studies programmes for the Faculty of Education, Community and Leisure (60 students)

Third World Sustainability module in the Faculty of Media, Arts and Social Science (30 students)

This means over 1100 students in LJMU have been taught about Fairtrade in 2007/2008.

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In addition we currently have four masters students who are currently researching aspects of Fairtrade.

Research

Fairtrade academic research at LJMU has continued with recent publications and work as follows:

Books

Doherty, B., Foster, G., Mason, C., Meehan, J., Meehan, K., Rotheroe, N. and Royce, M. (2009), *Management for Social Enterprise*, SAGE Publishers

This book features a number of case studies from LJMU's own research on Fairtrade.

Journal Articles

In addition Bob Doherty in Liverpool Business has also jointly written the following research article which has been accepted for publication.

Davies, I.A.; Doherty, B.; Knox, S. "The rise and stall of a fair trade pioneer: The story of Cafédirect" **Journal of Business Ethics (3* Ranking)** (Accepted on May 6th 2009)

Enterprise

LJMU's first **Knowledge Transfer Partnership** with a Fairtrade Company completed in December 2008. This KTP has been recommended for a distinction award and we are waiting to here the final outcome. We are now in discussion with a second Fairtrade company to set-up a further two-year Knowledge Transfer Partnership.

LJMU Staff and Students Citizenship Activity

LJMU staff played the lead role in organising a public event during Fairtrade Fortnight 2009. Working closely as a team, we organised a film night at FACT cinema in Liverpool with support from Christian Aid and the University of Liverpool to screen the film 'Black Gold'. Black Gold highlights the injustices behind the coffee trade. In addition to this, a highlight of the evening was the guest speaker from SOFA. Bernard came to provide the audience with an insight into a Fairtrade organisation. He works as the president of the small organic farmers association in Sri Lanka. He gave a fantastic and very informative presentation about the benefits of Fairtrade. FACT also provided free Fairtrade tea, coffee and chocolate for the evening.

The event was so successful that the tickets were sold out and people unfortunately had to be turned away due to the capacity of the venue room. There was an attendance of about 50 people. Bob Doherty received very positive feedback about the evening from the audience. He believes that the evening truly inspired people to take action and not only to buy Fairtrade products but also get involved in campaigning to challenge the systems in place that are keeping people poor. Ticket revenue from the event has since been donated to the Fairtrade Foundation.

In addition the Fairtrade Flag project led by LJMU staff featured at the African Oye Music festival in June 2008. About 300 people got involved in making new Fairtrade statement flags. In addition, over 800 new starters in the Liverpool Business School received information about Fairtrade as part of their induction.

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Result: Goal Maintained

Comments and further appropriate actions:

Well done for incorporating Fairtrade in to the curriculum significantly, as well as research and journal articles at the University. This is a shining example we would love to replicate in other institutions. The visit of Bernard Ranaweera also appears to have been a fantastic opportunity that you used very well to promote Fairtrade through talks as well as through the media. Well done. In addition to Fairtrade Fortnight, try and incorporate Fairtrade products and awareness raising in to other key moments in the year, such as Freshers welcome packs, a Fairtrade chocolate/rose exchange on St Valentines day, sampling stalls during sustainability/green weeks or one off events such as Fairtrade fashion shows and Fairtrade special menus in residences or cafes. You could recruit student volunteers to the steering group to help organise events to engage other students. Do keep an eye on upcoming newsletters for ideas of events for Fairtrade Fortnight 2010, and continue to work with the other Fairtrade campaigns in the area. We always like to see photos of campaign events, so please send these in with your next renewal application.

Goal 5: Set up a Fairtrade Steering Group.

Amend the members of the steering group if anyone has been replaces? How often has the group met over the past year? How have they maintained the work?

Actions taken:

The Joint LSU and LJMU Fairtrade Steering Group has met routinely through the year, on 26 June and 21 October 2008 and 22 January 2009. Meetings are held in one of LJMU's Boardrooms. Membership of the Group is as before and attendance at the meetings has remained good. The Group plans to meet three or four times a year. The President and Vice President of LSU and the Executive Director, who reports to the Pro Vice-Chancellor (Infrastructure), are responsible for following up the decisions and proposals from the Group.

LJMU staff and students continue to be active in the City of Liverpool Fairtrade Steering Group and its working groups. The Executive Director attends the Steering Group meetings and the Chair of the City's Steering Group is a member of the LJMU Joint Steering Group thereby ensuring close co-operation and good interchange of information.

Intentions for 2009/10

Intentions for 2009/10 include further promotion of Fairtrade during Welcome week and Fairtrade Fortnight and through LSU activities. LSU and LJMU will continue awareness building of ethical and environmental issues.

Result: Goal Maintained

Comments and further appropriate actions:

You've identified the possibilities for cross promotion of Fairtrade and environmental issues in your steering group, which are certainly complimentary topics that can easily be combined in to events and promotion. You may be interested to read our recently published policy discussion paper on the role of Fairtrade in sustainable consumption and the fight against climate change. This can be downloaded [here](#) on our website. To increase

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student representation on the steering group consider opening up meetings to interested students, who could help organise and promote more events and actions promoting Fairtrade. Are there any relevant student societies such as People and Planet who could get more involved in the campaign and steering group? The link with Liverpool Fairtrade Group is an excellent one for maximising the reach and effectiveness of your campaign, we look forward to seeing how you continue to link up over the coming year.

Please include a signature from a steering group member



Signed

Name: Peter Hinton

Position/role: Executive Director, Infrastructure Planning

Date: July 2009

CONGRATULATIONS: We congratulate Liverpool John Moores University for all their hard work. We are delighted to renew Liverpool John Moores' official Fairtrade University Status. We wish you every success in upholding these standards and encouraging future development to your campaign. Well done.

Signed		
Name	Sarah Jewell	Adam Gardner
Position	Campaigns Manager	Campaigns Intern
Date	15 th October 2009	