



**FAIRTRADE
FOUNDATION**

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FAIRTRADE UNIVERSITY / COLLEGE STATUS RENEWAL

Name of University/College:	Liverpool John Moores University (LJMU) with Liverpool Students' Union (LSU)
Contact name:	Peter Hinton
Position of contact:	Executive Director, Infrastructure Office
Address:	Egerton Court, 2 Rodney Street, Liverpool L3 5UX
Telephone:	0151 231 3363
E-mail address:	P.G.Hinton@ljmu.ac.uk
Total number of students enrolled:	Approx. 25,000 students in Liverpool and a further 5000 enrolled on accredited University courses overseas
Date of submission:	September 2010 – January 2011

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:

This policy was achieved on 12 December 2005 and is to be reviewed in 2010/11. 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 Procurement 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 during the year. Implementation of the policy is through the Pro Vice-Chancellor (Infrastructure) for LJMU and Vice-President (Community) for LSU.

Policy Reviewed 26/01/2011 and "reviewed implementation both through agenda items and discussion at formal meetings of the Steering Group and through other routes and groups in LJMU and LSU."

Result: Goal Maintained

Thank you for regularly reviewing your policy. It is great to see it promoted on your website and to know that Fairtrade is explicitly mentioned in Sustainable Procurement Policy. Given your longstanding campaigning for Fairtrade it would be excellent if some of your achievements could become firm policy commitments. A possible revision for 2011 could be making all in-house catering of tea, coffee and sugar exclusive Fairtrade, and/or to lobby external

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contractors (e.g. TATE). We also believe that the continuing expansion of competitively priced Fairtrade products makes the reference to price as a reason for not offering Fairtrade products outdated; if you are having difficulties finding a reasonably priced supplier please look at the [list of catering suppliers](#) on the [Fairtrade products](#) webpage.

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?

The commitment continues wherever LJMU and LSU directly manage outlets. Details of LJMU's outlets are given below.

For LJMU, there have been new products added to the list:

- Fruit Hit orange
- Fruit Hit tropical
- Fruit Hit Ethical Apple
- Geo bars
- Fairtrade wafer biscuits
- Traid craft Cookies Chocolate/Ginger
- Fairtrade 200ml carton orange juice
- Divine chocolate All flavours

Total spend on Fairtrade this year is nearly £32k

The café and hospitality services in LJMU's Art and Design Academy Building are being operated by Tate catering. Discussions still continue with the provider to promote Fairtrade branded products in addition to those it regards as ethically sourced.

LSU continues to supply Fairtrade products in its outlets. The list of products includes Ubuntu coke, Fairtrade wafers and Divine chocolate bars.

Outlet	Catered by	Suppliers
Student learning zone Coffee Shop LJMU Byrom Foyer Coffee Shop LJMU The Tower Café LJMU Gt Crosshall St Coffee Shop LJMU John Foster Coffee Shop LJMU Avril Robarts Coffee Shop LJMU ICDC Coffee Shop LJMU IM Marsh Coffee Shop LJMU Hospitality LJMU	In House	Greenfields Brakes Willow Foods Joe Black Coffee
The Café, Art and Design Academy	Tate Catering	
Liverpool Students' Union, Haigh Building Shop Liverpool Students' Union, Byrom Street Shop Liverpool Students' Union, IM Marsh Shop Liverpool Students' Union, Haigh Building Bar	In House	Prencrest P&H Café Bar, Brakes Brothers

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Outlet	Product	Brand	Supplier	Retail Price	Amount Sold	
					2008/09	2009/10
All sold at the following outlets: Tithebarn Street Coffee Shop Tower Coffee Shop Student Learning Zone ICDC Coffee Shop IM Marsh Coffee Shop Byrom Foyer Coffee Shop	Fruit Juice	Fruit Hit Ethical Apple	Green Fields	£ 1.20		2052
	Fruit Juice	Fruit Hit FT Orange	Green Fields	£ 1.20		2106
	Fruit Juice	FairTrade Orange	Green Fields	£ 1.50		2400
	Fruit Juice	FairTrade Apple	Green Fields	£ 1.50		2400
	Cookies all flavours	TraidCraft	Brakes	£ 1.00		720
	Chocolate Wafers	TraidCraft	Brakes	£ 0.50		288
	Ginger Cookies	TraidCraft	Brakes	£ 1.00		720
	Chocolate Chip Cookies	TraidCraft	Brakes	£ 1.00		540
	Geo Bars all flavours	Geo Bars	Brakes	£ 0.80		864
	Eccles Cakes	Café Collection	Brakes	£ 1.00		360
	Chocolate Chip Shortbread	Brakes	Brakes	£ 1.00		360
	Chocolate Brownie	Brakes	Brakes	£ 1.00		180
	All Butter Flapjacks	Brakes	Brakes	£ 1.00		396
	Fruit Flapjacks	Brakes	Brakes	£ 1.00		396
	Carton Fruit Juice	Brakes	Brakes	£ 0.60		9200
				TOTAL	£ 22,500.00	22982
Hospitality Unit	Caramelised Biscuits*	Lotus	Joe Black	n/a	6200	1550

Any other progress or achievements:

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

Conference and Events Services purchased 22 Fairtrade Pure Cotton Short Sleeve Crew Neck Tops from Marks and Spencer.

Fairtrade cotton products are being further investigated.

Result: Goal Maintained

We welcome the introduction of new snacks and beverages and are pleased to see you are maintaining your sales. Vending machines are a great opportunity to boost Fairtrade sales as well as helping raise awareness. If you have these then the ever expanding range of Fairtrade confectionary and snacks includes many excellent Fairtrade alternatives to conventional vending machine stocks.

If your Student Union shops offer groceries you might like to ask them to expand their range to include Fairtrade beer, wine, fruit, cosmetics, baked beans (they're organic too, and bound to be a

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favourite with students), honey, olive oil, and rice. The range of Fairtrade products available is increasing all the time – please visit the [Fairtrade products](#) webpage for up-to-date details. Given the focus on Fairtrade cotton for this year’s [Fairtrade Fortnight](#) we hope you are able to go ahead with stocking cotton products – a number of universities now use for their branded clothing, including hoodies and shopping bags. It is great to hear that you are already using Fairtrade cotton tops for your conference and events uniforms – we hope you are able to [show off your label!](#)

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?

“Fairtrade tea coffee and sugar are standard at internal meetings”

“We use only internal catering via Sandra’s team or TATE catering for all our events and both LJMU and TATE catering provide Fairtrade products. Sandra will no doubt give you LJMU details and TATE provide Origins coffee.

For external hospitality, LJMU supplies Fairtrade products as standard for the conferences and events it arranges in buildings other than the Art and Design Academy. In the year being reported, 1011 delegates attended events meetings directly hosted by LJMU. Delegates at meetings in the Art and Design Academy numbered 3162.

Result: Goal Maintained

Well done for maintaining Fairtrade tea, coffee and sugar the standard at all in-house catered meetings. We hope you are able to successfully lobby TATE to ensure that they offer Fairtrade tea alongside their coffee and sugar too. Given the size of the Art & Design Academy, we think it would be an excellent goal for the year ahead to get them on board also.

Please consider expanding your Fairtrade range, where appropriate i.e. if chocolate or snacks, juice or wine are part of your hospitality.

By the way, do meeting participants and conference guests know they are consuming Fairtrade products? If not, please consider using brochures or table placards to spread awareness – have a look at our [resources](#) page for more ideas and promotional materials¹.

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.

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?

LJMU has continued its activities during the year and details are set out below

LJMU continues to promote Fairtrade through its website and publicity events both in the context of

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corporate social responsibility and for the major event of the year, Fairtrade Fortnight. LJMU News items include references to the Big Swap http://www.ljmu.ac.uk/NewsUpdate/index_101528.htm and http://www.ljmu.ac.uk/NewsUpdate/index_101931.htm and to the Liverpool Strictly Fairtrade Tea Dance where LJMU staff and students played the major role in organising and supporting the event.

LJMU Chaplains hosted a Fairtrade Fortnight event on Monday, February 22, 2010 from 11 am to 2 pm at the Haigh Building, distributing a total of 600 free sachets of Cafedirect coffee and Fairtrade tea bags to students and staff. In addition, students and staff were treated to a chocolate fondue fountain which featured Divine chocolate. Fairtrade fruit was provided for participants to sample the chocolate fondue and this was very well received.

A number of visiting speaker sessions have been held as part of academic programmes featuring corporate social responsibility and social justice. Alison Ward, Global Head of CSR at Cadbury, came to Liverpool Business School on 5 November to talk about CSR work, particularly their move to certify Cadbury's Dairy Milk as a Fairtrade Brand, http://www.ljmu.ac.uk/NewsUpdate/index_101141.htm. On 18 November, Jason Mollring from UnLtd (Social Investor) delivered a session on the MSc Social Enterprise Management programme entitled "Community led Social Enterprises tackling Climate Change". During Fairtrade Fortnight, Mike Foster MP, Parliamentary Under-Secretary in DFID) presented a session on the UK's policy on fair trade, http://www.ljmu.ac.uk/NewsUpdate/index_102023.htm

Fairtrade case studies and associated theory continue to be featured permanently in undergraduate and postgraduate teaching modules across a number of programmes. Fair trade discussed in: Globalisation & Public Health (HEAPHM005); Globalisation and Health (PBHUC3005); Towards Third World Sustainability (SSGGE2090); World Development (SSCSS1005).

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 published.

Davies, I.A.; Doherty, B.; Knox, S. (2010) "The rise and stall of a fair trade pioneer: The story of Cafédirect" *Journal of Business Ethics*, 92, p: 127-147 (ABS - 3* Ranking) DOI number is :10.1007/s10551-009-0145-6. <http://www.springerlink.com/content/d3757423873488m1/>

The case study is being used for assessment at both Cranfield Management School and Bath University Management School as well as within LJMU.

Papers which have been submitted and are under review are listed in the table.

Doherty, B., Bryde, D., Meehan, J. and Letza, S. (2009), 'Resource Advantage Theory and Fairtrade Social Enterprises', November 5th 2009 (ISBE (Institute of Small Business Entrepreneurship) 2009 Conference Best Paper Award); paper now submitted for publication in *Journal of Business Ethics* on 12.02.2010 and now under review

Doherty, B and Spalding, J. (2010), 'The Role of Altruism in Fairtrade Purchasing'; Paper

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submitted on May 26th to *Journal of Strategic Marketing* (2 * journal).

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

Please see above.

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

For teaching, please see above. 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 has been a member of the LJMU Joint Steering Group thereby ensuring close co-operation and good interchange of information.

Result: Goal Maintained

Your inclusion of speakers as part of taught courses is excellent, Fairtrade is taught in a range of different topics and students clearly had the chance to read an interesting selection of articles on Fairtrade, well done, this is really good! It would be good to have explicit details of exactly how Fairtrade associated theory features in undergraduate and postgraduate teaching modules (if only so we can pass this on to other universities and colleges). The course summaries only refer to Fair Trade, so we hope that included in the units is a discussion of what makes Fairtrade unique, Although the Tea dance and promotional activity in Fairtrade Fortnight (including advertising them on the website) both sound really good, for such an established Fairtrade University such as LJMU we would expect to see a larger roster of meaningful events, to reach staff and students who are not exposed to the academic programmes mentioned above. Please keep a calendar of events (see the template in the renewal form) and ensure you have a full programme for this year's Fairtrade Fortnight – please have a look at our Universities and Colleges Fairtrade Action Guide for inspiration.

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.

Name	University position	Steering group role	Contact details	Key contact? (detail)	E-news
Peter Hinton	Executive Director, Infrastructure Planning	Chair	P.G.Hinton@ljmu.ac.uk	Yes	✓
Darren McCabe	Vice-President (Community) 2010/11	LSU rep	LSUVPC@ljmu.ac.uk	Yes – student rep	✓
Bob Doherty	Senior Lecturer, Liverpool Business School	Academic specialist, also, Chair of L'pool City Fairtrade Group	dohertb@hope.ac.uk	Yes – LJMU academic staff in 2009/10	

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Dawn Fantin	Head of Conference & Events	Conference services	D.Fantin@ljmu.ac.uk	Yes	
Ian Hu	LJMU Chaplaincy	Liverpool Universities Chaplaincy	'ianjkhu@alum.emory.edu'	Yes	
Janet Martin	Director of Corporate Communications	Media contacts	J.Martin@ljmu.ac.uk	Yes	
Shaun McDonald	Procurement Services Officer	Procurement policies	S.P.McDonald@ljmu.ac.uk	Yes	
Sandra Pickering	Head of Catering Services	Catering Services	S.Pickering@ljmu.ac.uk	Yes – LJMU catering	
Donna Gutteridge	Business Support Officer	Infrastructure Planning	D.Gutteridge@ljmu.ac.uk		
Kathy Houghton	Assistant Procurement Services Officer	Procurement policies	K.L.Houghton@ljmu.ac.uk		
Lily Rumsey	LSU President		LSUPRES@ljmu.ac.uk		
Sara Parker	Academic staff		S.L.Parker@ljmu.ac.uk		
Jane Whalen	LSU Chief Executive		J.Whalen@ljmu.ac.uk		
Students	Final year studying FT topics	Occasional members			

Any other progress or achievements:

The Joint LSU and LJMU Fairtrade Steering Group has met routinely through the year, on 15 July and 10 November 2009 and 19 January 2010. Meetings are held in one of LJMU's Boardrooms or in the office of the Pro Vice-Chancellor (Infrastructure). 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. LSU has achieved Silver Standard in the 2009/10 Sound* Environmental Impact awards and LJMU achieved a 2.1 grade in the People & Planet Green League 2010, thanks partly to the actions taken in respect of Fairtrade.

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

Intentions for 2010/11 include LJMU reassessing its procurement practice so that Fairtrade purchasing is even more strongly considered and within a more focussed approach to environmental and ethical concerns. The LSU intends to continue with the products already on sale, such as One Water, chocolate, Juices, Coffee and Tea, but is looking to bring in new products, including clothing, from September.

Result: Goal Maintained

You clearly have a large and committed steering group and we thank you for your efforts. We would like to suggest that you recruit more students as permanent members, expanding your

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recruitment base beyond those studying Fair Trade topics in their final year (although we appreciate that these are the obvious candidates): students are often key players in campaigning activities and in organising events that help raise awareness amongst other students and staff. It is good to know that you are working with suppliers and we look forward to seeing how your plans to expand your range² progress.

CONGRATULATIONS! We are delighted to renew Liverpool John Moores University's Fairtrade Status and thank you for your continuing support. The University and LSU are clearly committed to Fairtrade and we enjoy reading about all your achievements – so please ensure you document everything. We look forward to seeing how your campaign develops.

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 concentrate on campaigning opposed to renewal applications. Please make sure you continue holding events throughout the year and gathering evidence for your renewal in February 2013: the latest version of the renewal form can be found on our website. We would like to hear about all the events and campaigns from the past two years in your renewal, but with regard to sales etc. please use your standard reporting period if more convenient.



Signed

Name Celia Masse
Position Campaigns Officer
Date 11 February 2011



Name David Schley
Position University Campaigns Volunteer
Date 11 February 2011

² 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 initiative. We would obviously not discourage you from pursuing this but it cannot be submitted as part of your Fairtrade renewal.