

# UNIVERSITY OF HUDDERSFIELD

## 2022 FAIRTRADE IMPACT



The University has held Fairtrade University status and continually championed Fairtrade across the organisation since 2009

### FAIRTRADE IS PROMOTED REGULARLY AS PART OF OUR WIDER SUSTAINABILITY PROGRAMME :

In 2021/22 we promoted Fairtrade at Welcome Week, through reading lists and book displays curated by the library, and in Fairtrade supermarket swaps and sustainable Easter and Christmas tips on our social media accounts.



# 500

Divine minis given away at the Welcome Festival 2021/22

Sold over  
**100,000**  
Fairtrade Coffees



We stock  
**20**  
Fairtrade products  
on Campus

### FAIRTRADE FORTNIGHT 2022

Fairtrade Fortnight 2022 was celebrated across campus through a variety of events including:

- SHROVE TUESDAY CELEBRATIONS,**
- FAIRTRADE PUDDING CLUB**
- FAIRTRADE COFFEE TASTING.**



2022

### FAIRTRADE FORTNIGHT QUESTIONNAIRE RESULTS

Fairtrade chocolate, tea, coffee were the most commonly bought items in the last year.

Environmental standards was the main reason for supporting Fairtrade.

**37%** of respondents purchase Fairtrade goods a few times a week.

**89%** Would like to see the university support wider ethical and sustainable food incentives and awards.

**53%** have seen or purchased Fairtrade Products at the University while 42% were unsure.

**50%** of respondents said that lack of understanding and the increased cost of Fairtrade products deterred them from buying Fairtrade.



Fairtrade at the University is overseen by a partnership consisting of staff and students from the University and Students' Union