



FAIRTRADE

# Innovative Interventions

Participant support for achieving your  
Fairtrade University & College Award





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# Welcome

Elena Fernandez-Lee, Education Campaign Manager

Sarah Hazlehurst, Campaign Manager



# Agenda

- What are 'Innovative Interventions'?
- The criteria wording and marks
- Case studies
- Group discussion/Q&A



# What are "Innovative Interventions"?

A guide to the criteria



# Innovative Interventions

Fairtrade is about more than just selling Fairtrade products; it's about transforming systems to support ethical trading, environmental sustainability, and social equity.

The **Innovative Interventions** criteria rewards creative and novel approaches to these complex challenges. These approaches may include anything from hosting joint events with other universities, interdisciplinary work between different University departments, keeping up to date with global trends and initiatives.

# Innovative Interventions

II1,2,3 – 15 marks

Use this section to tell us about innovative actions or initiatives that you have done within your Fairtrade, ethical consumption or trade justice work which you think are worthy of recognition.

II4 – 15 marks

Use this section to tell us about innovative actions or initiatives that you have taken or developed within your Fairtrade, ethical consumption or trade justice work which have a sector-wide impact, or potential to reach wider than just your institution and union.

# Innovative Interventions

## Marking

Half marks

- General ethical consumption

Full marks

- Fairtrade/ trade justice/ social justice

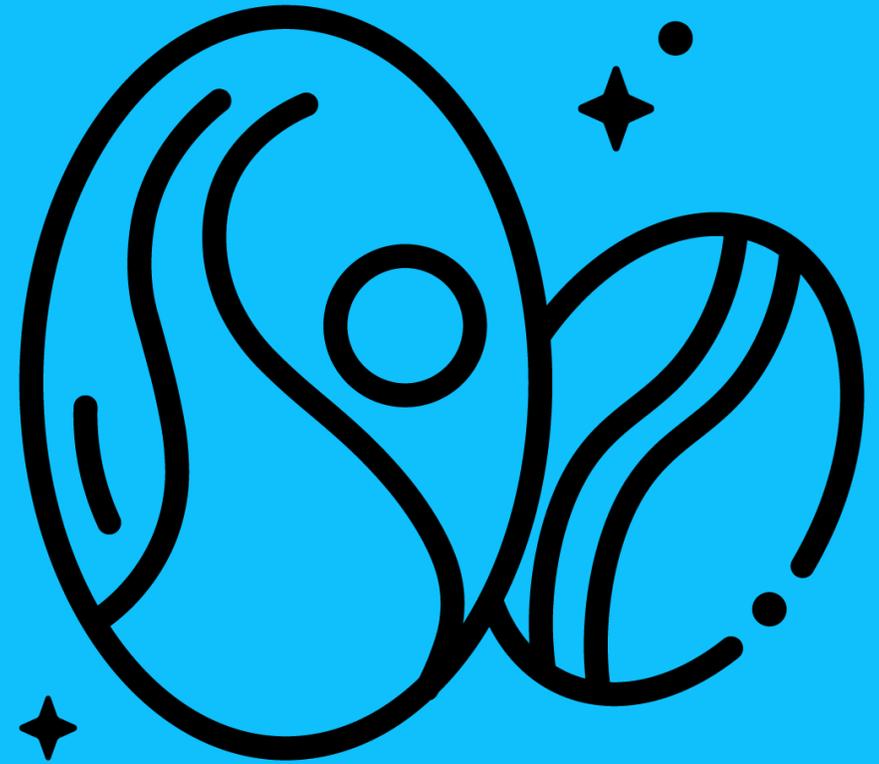
## Other considerations

- Building on previous criteria vs reusing evidence.
- The scale/ impact of your interventions.

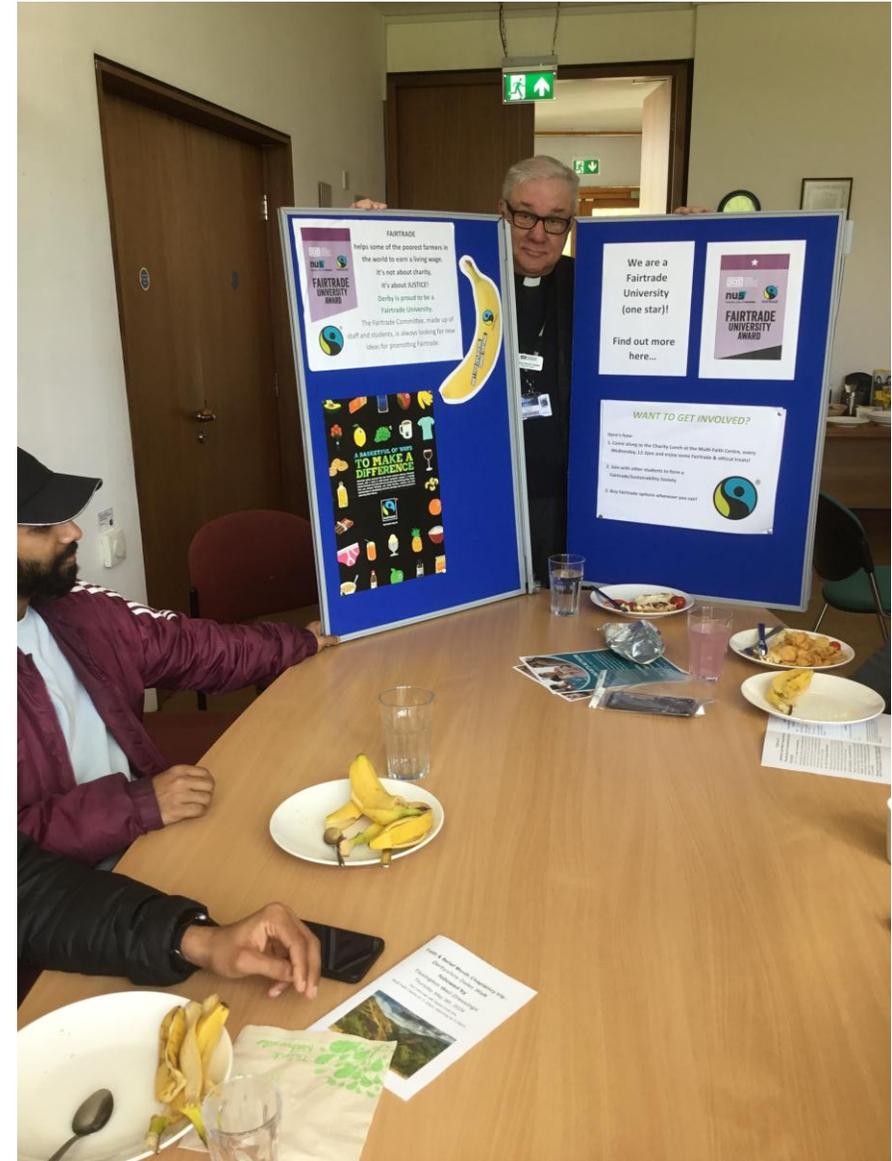


# Case studies

Examples of brilliantly innovative interventions



# Case study 1 – University of Derby Fairtrade Lunches



# Case Study 2: Bournemouth Arts University end of year art exhibition



[Fairtrade Fortnight at AUB on Vimeo](#)



# Case Study 3: University of Plymouth Nursery



# Case Study 4: Kingston University Roundtable discussion



# Case study 5: Middlesex & Bournemouth Universities "Climate Justice Now!" programme



SAVE THE DATE! IT'S THE...

## CLIMATE JUSTICE NOW STUDENT DEBATE

MIDDLESEX UNIVERSITY LONDON VS BOURNEMOUTH UNIVERSITY

- Introduction by industry experts
- Debate between trained student teams

Join us virtually  
10th November 7pm – 9pm

Register now

THE MOTION:  
"Fairtrade is a critical part of any plan for tackling climate change"

Logos: Fairtrade, Middlesex University London, BU

[eventbrite.co.uk](https://eventbrite.co.uk)

Climate Justice Now: Online Student Debate



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# Thanks!

Any questions?





**fairtrade.org.uk**

Fairtrade Foundation  
Unit 5.07, The Loom  
14 Gower's Walk  
London E1 5PY

Tel: +44 (0) 20 7 405 5942

Email: [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk)

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