

Fairtrade and the SDG's



Image: Cocoa farmer Rosine Bekoin from CAYAT
co-operative, Côte d'Ivoire



FAIRTRADE
FOUNDATION



Welcome



Sarah Hazlehurst, Campaign Manager, Fairtrade Foundation

Elena Fernandez-Lee, Education Campaign Manager, Fairtrade Foundation

Kate Cathie, Environment and Sustainable Development Coordinator, University of Chichester

Sonya Peres, Senior Project Manager - Education Programmes, SOS-UK

Agenda

- What are the SDGs?
- Fairtrade and the SDGs
- The Fairtrade premium and the SDG's
- What Fairtrade practices at University support the SDGs.
- Quiz!
- Case study
- The SDG Teach-In
- SDG curriculum mapping
- Q&A

The Sustainable Development Goals (SDGs)
– adopted by the United Nations General
Assembly in September 2015 – are an
ambitious set of 17 overarching global goals
to combat poverty and achieve sustainable
development by 2030.

Fairtrade & the SDGs

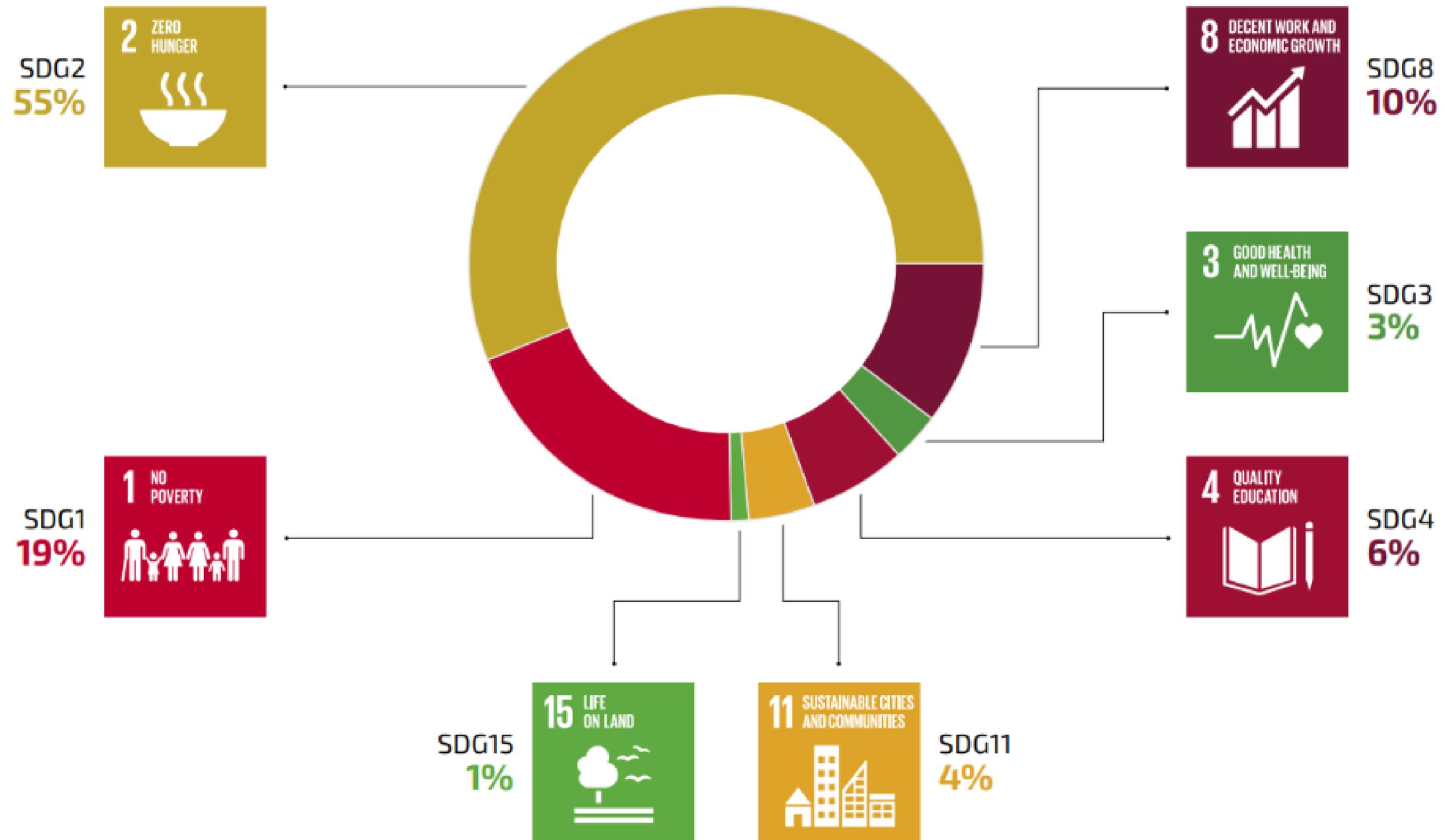
The Sustainable Development Goals aim to end poverty “in all its forms, everywhere”, while leaving no one behind. This ambition is central to Fairtrade’s mission.



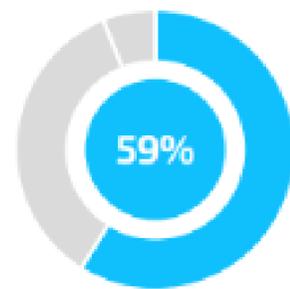
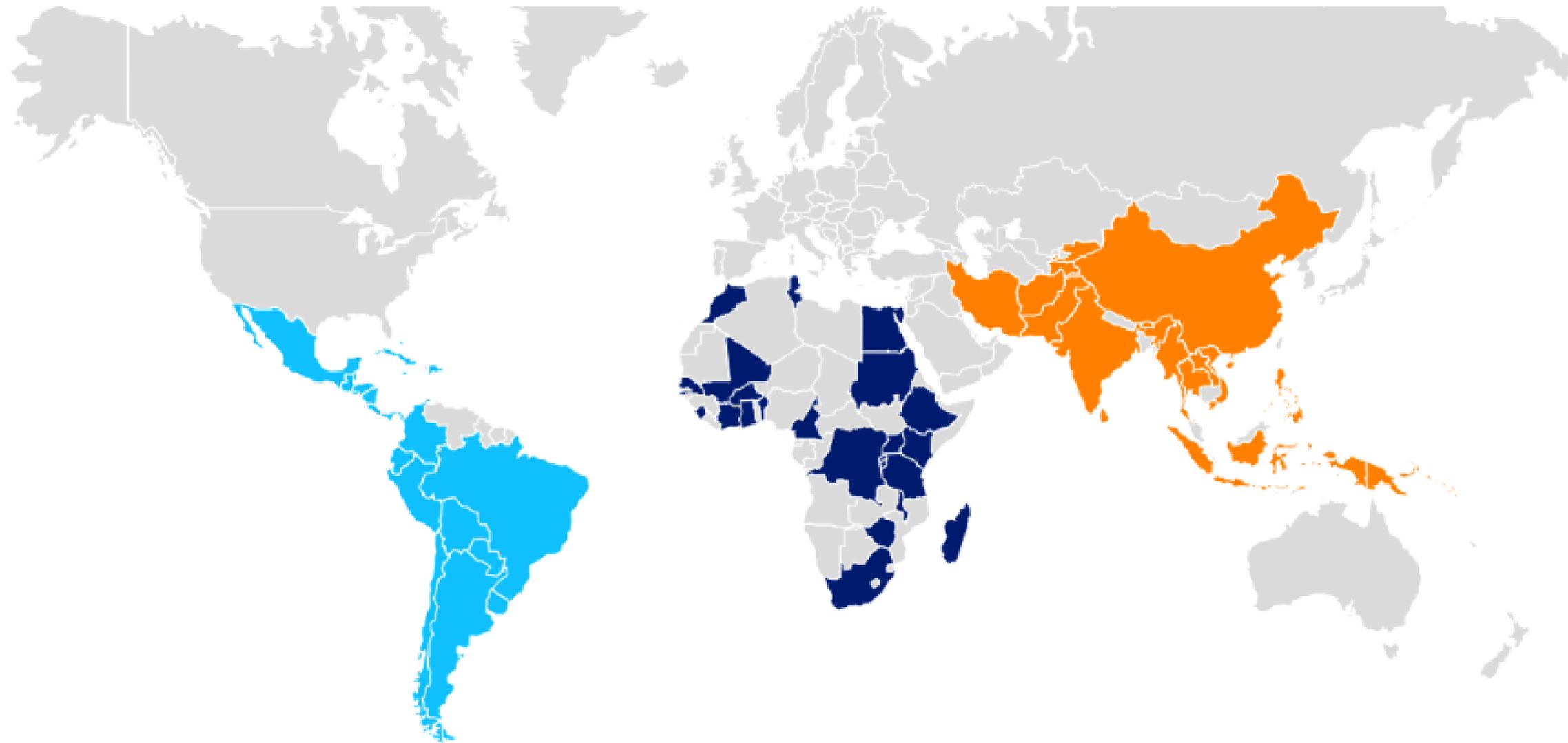
Fairtrade Premium

Over and above the Fairtrade price, the Fairtrade Premium is an additional sum of money which goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions.

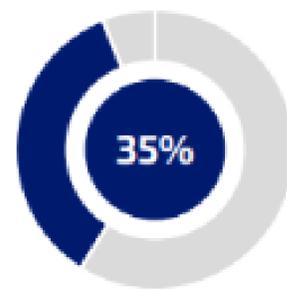
FAIRTRADE PREMIUM EXPENDITURE CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGS)



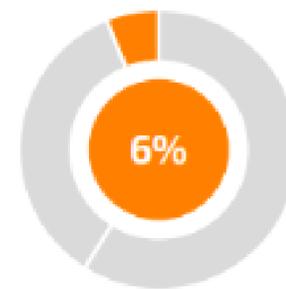
FAIRTRADE PREMIUM GENERATED BY TYPE OF PRODUCER ORGANISATION AND REGION 2023



Latin American & the Caribbean
€124.6 million



Africa & the Middle East
€73.6 million



Asia & the Pacific
€13.4 million

Total Premium
€211.5 million

Examples of Fairtrade practices at University and how they link to SDG's



Fairtrade practice at University	Description	SDG(s)
Selling Fairtrade products	Offering Fairtrade-certified coffee, tea, chocolate, bananas, etc. in cafés, canteens, and vending machines.	SDG 12 (Responsible Consumption & Production), SDG 8 (Decent Work & Economic Growth)
Fairtrade procurement policies	Embedding ethical sourcing into university procurement strategies (e.g. clothing, food services).	SDG 12 (Responsible Consumption & Production) SDG 16 (accountable and inclusive institutions at all levels)
Fairtrade University status	Committing to the five goals of becoming a certified Fairtrade University (staff and student engagement, product availability, etc.).	SDG 17 (Partnerships for the Goals) SDG 4 (Quality Education)
Student campaigns & events	Running Fairtrade Fortnight activities, workshops, and stalls to raise awareness.	SDG 4 (Quality Education) SDG 8 (Decent Work & Economic Growth)

Examples of Fairtrade practices at University and how they link to SDG's



Fairtrade practice at University	Description	SDG(s)
Embedding Fairtrade in curriculum	Including Fairtrade and ethical trade themes in teaching and research.	SDG 4 (Quality Education) SDG 10 (Reduced Inequalities)
Collaboration with Fairtrade producers	Hosting talks or research partnerships with producers and co-ops abroad.	SDG 17 (Partnerships for the Goals) SDG 1 (No Poverty)
Sustainable catering policies	Including Fairtrade and other ethical standards in sustainability targets for food services.	SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption & Production)
Fairtrade merchandise	Selling university-branded Fairtrade clothing (e.g. hoodies, T-shirts).	SDG 8 (Decent Work & Economic Growth) SDG 12 (Responsible Consumption & Production)

Fairtrade and SDG's quiz



Case study

Linking the United Nations Sustainable Development Goals to Fairtrade in University of Chichester

Kate Cathie, Environment and Sustainable Development Coordinator, University of Chichester

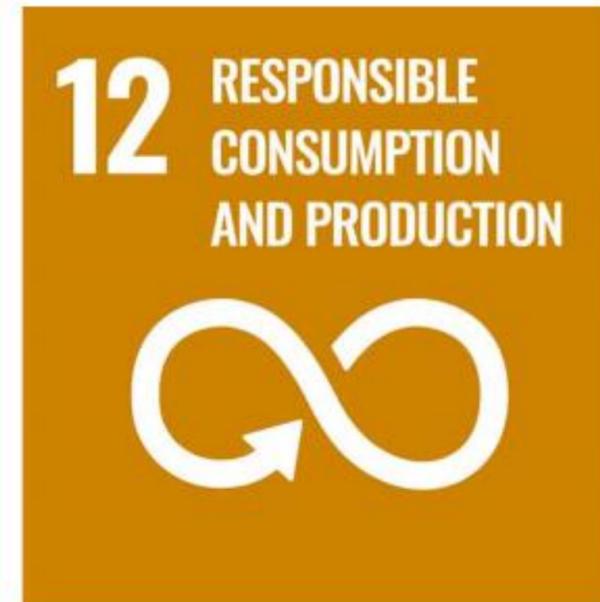
Linking the United Nations Sustainable Development Goals to Fairtrade

SUSTAINABLE DEVELOPMENT GOALS



Sustainability Strategy 2023 to 2028

- Built on 17 SDGs with objectives and actions for each.
- Five focus areas.



Sustainability Strategy 2023 to 2028



Objective	Action (s)	Timescale
Reduce the amount of operational waste generated	Operational waste reduced by 5% from baseline year 2021/22. Operational waste reduced by 2% year-on-year until September 2028.	
Increase the amount of operational waste recycled	Operational waste recycled increased by 5% from baseline year 2021/22. Operational waste recycled increased by 2% year on year until Sept 2028	September 2024 September 2025 to 2028
Waste disposal practices have least effect on land	Reduce waste to landfill by 5%.	2023 to 2028
Reduce plastic waste on campus	Stop the sale of drinks in plastic bottles on campus unless they are 100% recycled. Remove 50% of plastic products from campus.	September 2024 September 2028
Minimise waste from construction	All new builds have waste minimisation and recycling standards	2023 to 2028
Continue the single use product project	Remove at least one single use product from the campuses each year.	2023 to 2028
Ensure ethical sourcing of food and other products	Maintain Fairtrade status and Food for Life.	Audits 2025 and 2027

Sustainability Strategy 2023 to 2028



Objective	Action (s)	Timescale
Introduce food bank on both campuses	To build on the existing work of the Students' Union, who already operate a food collection point, to investigate options for the introduction of a food bank to operate at both campuses for both students and staff referred by student support.	End of 2023
Food production	Investigate re-introduction of allotments on campus for student and staff usage.	End of 2023
Reduce food waste (university catering operations)	Working with BaxterStorey, catering partner, to ensure all unused or short-dated food is donated to the food bank/Too Good To Go. Investigate cost share in a food Biodigester to ensure all food waste can be quickly and efficiently turned into compost to use across our grounds.	End of 2023
Reduce food waste (student accommodation operations)	Increase the amount of highly energy efficient fridge and freezer space available in our halls of residence to prevent food waste.	All kitchens to be furnished with A-rated appliances by 2027.
Affordable and nutritious food availability	Ensure that affordable food options are available within both the catering and SU outlets. Work with SU and BaxterStorey to increase range of Fairtrade products for sale within restaurants and SU.	End of 2023 Ongoing for duration of this strategy
Continue actively to research food nutrition	Ensure research papers are published in appropriate journals on the issue of nutrition within each year of this strategy.	Ongoing for duration of this strategy

Sustainability Strategy 2023 to 2028



Objective	Action (s)	Timescale
Biodiversity Action Plan 2023 to 2028 implemented by the University	BAP approved by VCG and in the public domain (see SDG 14).	1 st May 2023
Biodiversity net gain for all new developments	All new developments require 10% biodiversity net gain (see SDG 14).	Ongoing
Reduce plastic waste on campus	Stop the sale of drinks in plastic bottles on campus (see SDG 12 and 14).	1 st September 2024
Implement plastic free campuses	Remove 50% of plastic products from campus (see SDG 11, 12 and 14).	September 2028
Waste disposal practices have least effect on land.	Reduce waste to landfill to below 5%.	September 2028
Continue to work with the local community to maintain shared ecosystems	Carry out at least two wildlife tracking/observation exercises and education events in the local community each year.	2023 to 2028
Identify, monitor and protect any IUCN red listed species and national conservation list species with habits in areas affected by the operation of the university	Carry out at least two wildlife tracking/observation exercises and education events on campus each year. Use the results from these exercises to inform future habitat generation and protection on the campuses.	2023 to 2028
Ensure food provided on campus is sustainably farmed	Keep university Fairtrade status. University catering contractor to achieve Food for Life or similar accreditation.	Audits May/June 2023, 2025 and 2027. September 2024

Sustainability Strategy 2023 to 2028



Objective	Action (s)	Timescale
Responsible Futures	To embed education for sustainable development across all programmes. To achieve Responsible Futures certification.	By academic year 27/28
Green Campus	To encourage students and staff to consistently engage with green projects on campus.	Ongoing
Sustainability Forum	To expand subgroup of academic staff within SEEM tasked with spreading good practice among academic departments.	Ongoing
Engage all students and staff in climate issues.	To offer carbon literacy training to all staff and students with a goal of a minimum of 30% of staff and students completed carbon literacy training.	By September 2028

Sustainability Strategy 2023 to 2028



Objective	Action (s)	Timescale
Establish best-practice sustainability networks with other universities	Establish a network of universities to share best-practice and approaches to issues of sustainability, environmental and energy management.	Ongoing for duration of this strategy
Establish best-practice network with SU	Establish links with SU sustainability officers at other local and national universities to share best practice.	Ongoing for duration of this strategy
Ensure contractors working for the University build to environmentally recognisable standards (ie BREEAM)	Ensure sustainability aims are form a key part of tender process for new or refurbished construction projects. Sustainability strategy shared with contractors working for the university.	Ongoing for duration of this strategy
Establish project with Southern Water	See Appendix 6 – ensure viability of water nitrate offset are investigated.	End 2023
Investigate community energy generation schemes	Investigate viability of sourcing electricity from local community Solar PV generation schemes based in West Sussex .	Paper proposed by 2024 on costings and viability of schemes

Sustainability Strategy 2023 to 2028

7 AFFORDABLE AND CLEAN ENERGY



Objective	Action (s)	Timescale
Reduce the university's heating and electricity bills to reduce CO ₂ emissions	Produce energy saving initiatives which will reduce electricity and gas usage per sq. m2 of space.	Reduce electricity and gas consumption by 10% by 2024, 15% by 2026 and 20% by 2028
Ensure bills are affordable to our resident students	Continue to ensure that university managed accommodation include electricity, heating and water as standard within the weekly rent payable.	Ongoing for the duration of this strategy
Investigate on-site and off-site electricity generation	Identify suitable locations for installation of solar photovoltaic (PV) panels to our viable existing building stock. Seek opportunities to join a community partnership to extend an existing off-site solar farm.	Increase of 20% of Solar PV's across both campuses by 2027 By September 2025
Reduce reliance on fossil fuelled energy sources	Produce costed plans for the replacement programme of existing gas boilers across all university buildings with air and ground source heat pumps.	Ongoing
Improve sub-metering and BMS	Seek to expand the number of sub meters to 100% of buildings.	2024 onwards

Action plans and working groups

- Food Charter and Fairtrade and Sustainable food steering group
- Waste action plan and waste and recycling working group
- Sustainability Forum and Responsible Futures
- Biodiversity Action Plan and Green Campus Group
- Decarbonisation Planning group
- Travel Plan and Sustainable travel group

- All groups report to Sustainability, Environment and Energy Management Group



Any Questions or comments?

SUSTAINABLE DEVELOPMENT GOALS



SDG Teach in and mapping SDG's

**Sonya Peres, Senior Project Manager - Education
Programmes, SOS-UK**



SOS-UK work on Sustainable Development Goals

Fairtrade and the SDGs webinar
24th April, 2025



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM

Introduction to SOS-UK

We are working to...

- Move sustainability from being a niche subject that relatively few study to something all students learn about - **all students should be “sustainability students”**.
- Create cohort after cohort of **positive, solutions-driven students** who go on to make the world a more sustainable place.
- **Shift society** from an obsession with short-term profit to long-term benefit.

By...

- Getting more students **leading on, and learning about**, sustainability.
- Embedding sustainability in formal education, **from early years to adult learning**.
- Making sustainability **more inclusive**, for everyone.



CONTACT: hello@sos-uk.org



SDG TEACH IN 2025:

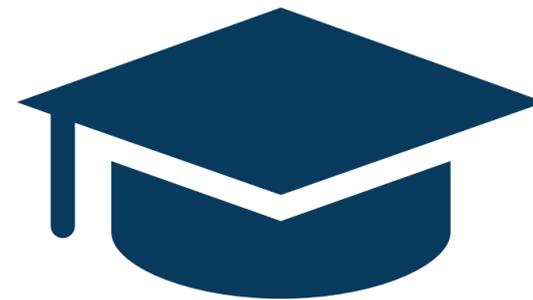
Statistics and Achievements

The campaign had an incredible reach!

The 2024 campaign saw an excellent and diverse number of educators take part.



1059 educators pledging to incorporate the SDG's into their teaching and learning



105,412 students & learners reached through lessons, workshops and tutorials



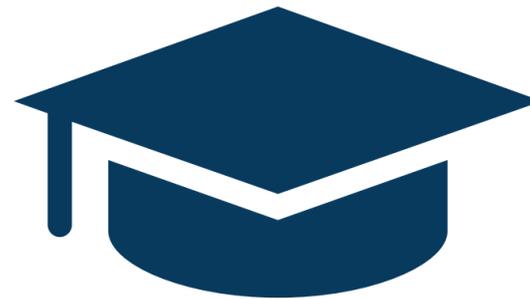
85 educational institutions taking part, including schools, colleges, universities, students' unions and training providers

Momentum continues to build

The last three years of the campaign saw an excellent and diverse number of educators take part, the highest number of students reached and the highest number of institutions taking part since the campaign's inception in 2018.



3400 educators pledging to incorporate the SDG's into their teaching and learning



335,324 students & learners reached through lessons, workshops and tutorials



300 educational institutions taking part, including schools, colleges, universities, students' unions and training providers

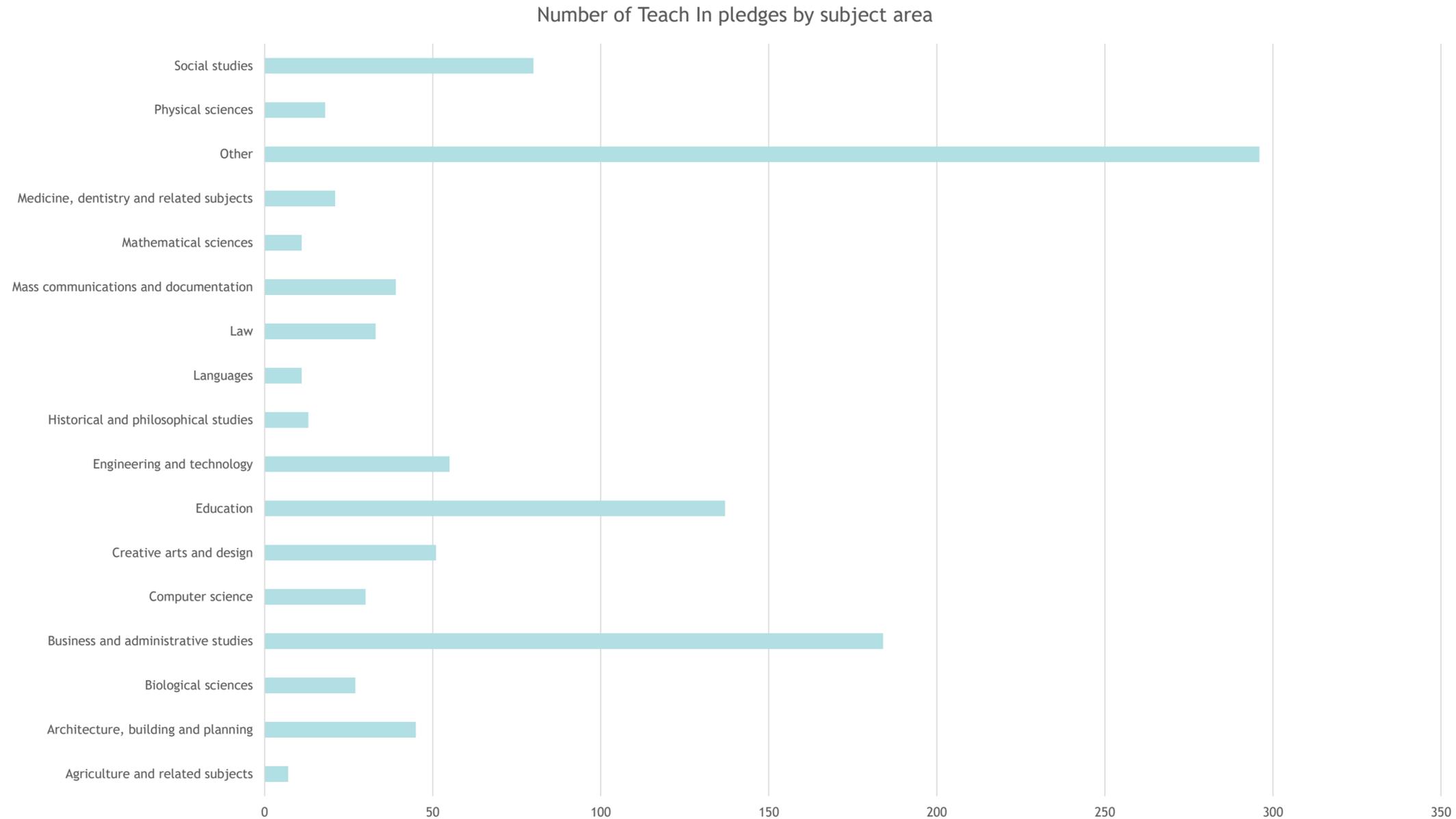
Global reach for the Teach In

Although majority of educators (97.8%) were from the UK, the Teach In took place across 10 more countries than last year, meaning the Teach In has engaged educators across 33 countries globally!



Business courses led the way

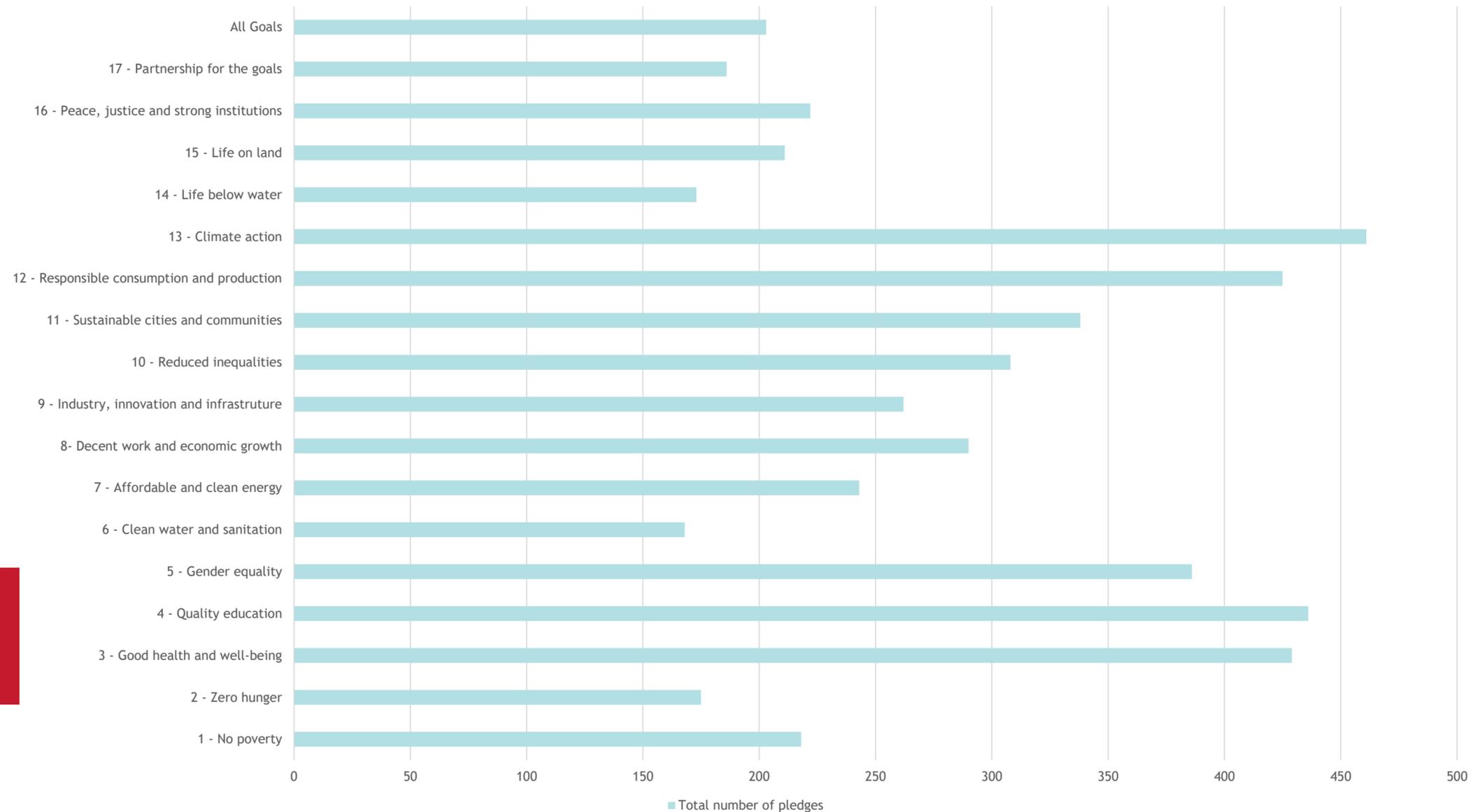
The most popular subject area was Business and administrative studies (184 pledges - 17%). 28% (296) of educators felt their courses did not fall into any categories mentioned.



The most popular Goals in the campaign

Each educator shared which of the 17 Goals they incorporated as part of the Teach In. The most popular Goal in 2024 was **Goal 13 (Climate Action)**

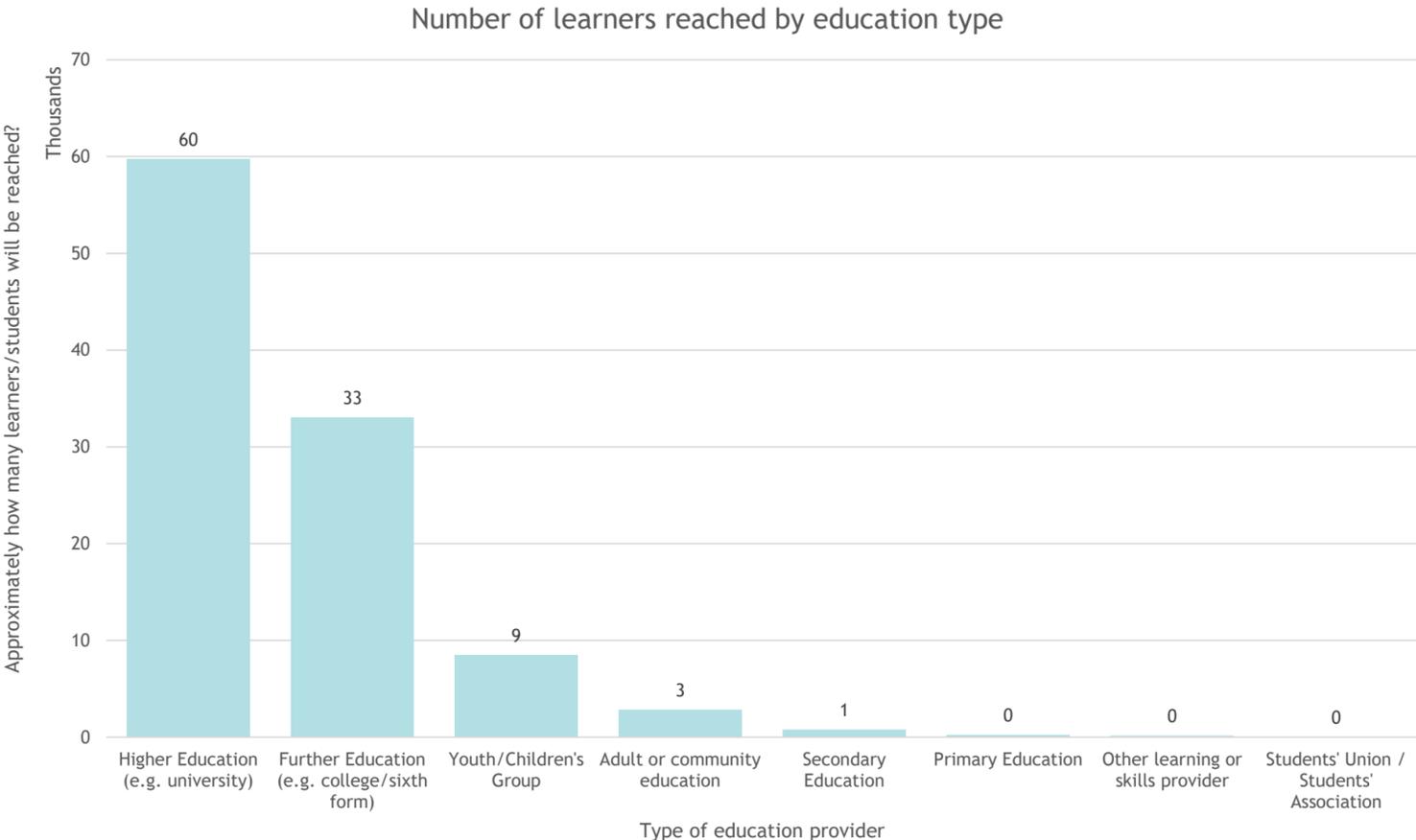
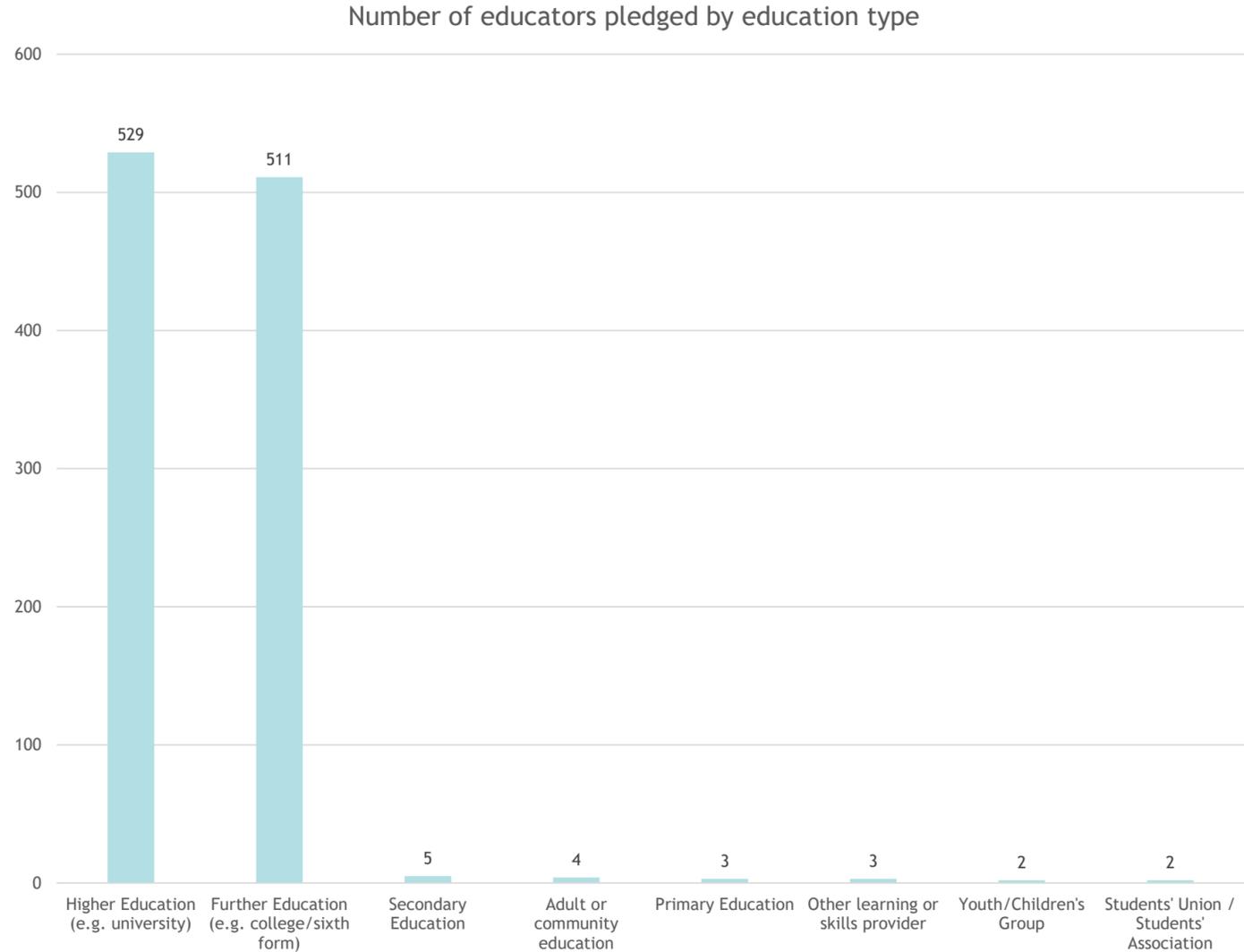
Total number of pledges incorporating each SDG



The number of instances each Goal was incorporated into teaching and learning as part of the Teach In

Reaching all stages of education

49.9% of pledges were made by educators within higher education, 48.2% within further education and just under 1% within primary and secondary education.



2024 REPORT LAUNCH + SDG TEACH IN 2025

SDG Teach In 2024 report: will launch on 20th June- keep an eye out on the website!

SDG TEACH IN 2025 - Monday 3rd March - Monday 31st March



Student-led sustainability curriculum mapping

- Worked with 20 institutions and nearly 500 of their students
- Supporting students to map sustainability criteria, including the SDGs, against teaching and learning.
- Across institutions, student-led curriculum mapping has led to:
 - Student knowledge, understanding and transferable skills development - sustainability, auditing, team work, data analysis, critical thinking, global citizenship
 - Linking the SDGs to other initiatives within the institution and/or students' union
 - Engaging teaching staff and senior leadership
 - Reporting on the SDGs and sustainability
 - Identifying areas of good practice, and areas for improvement

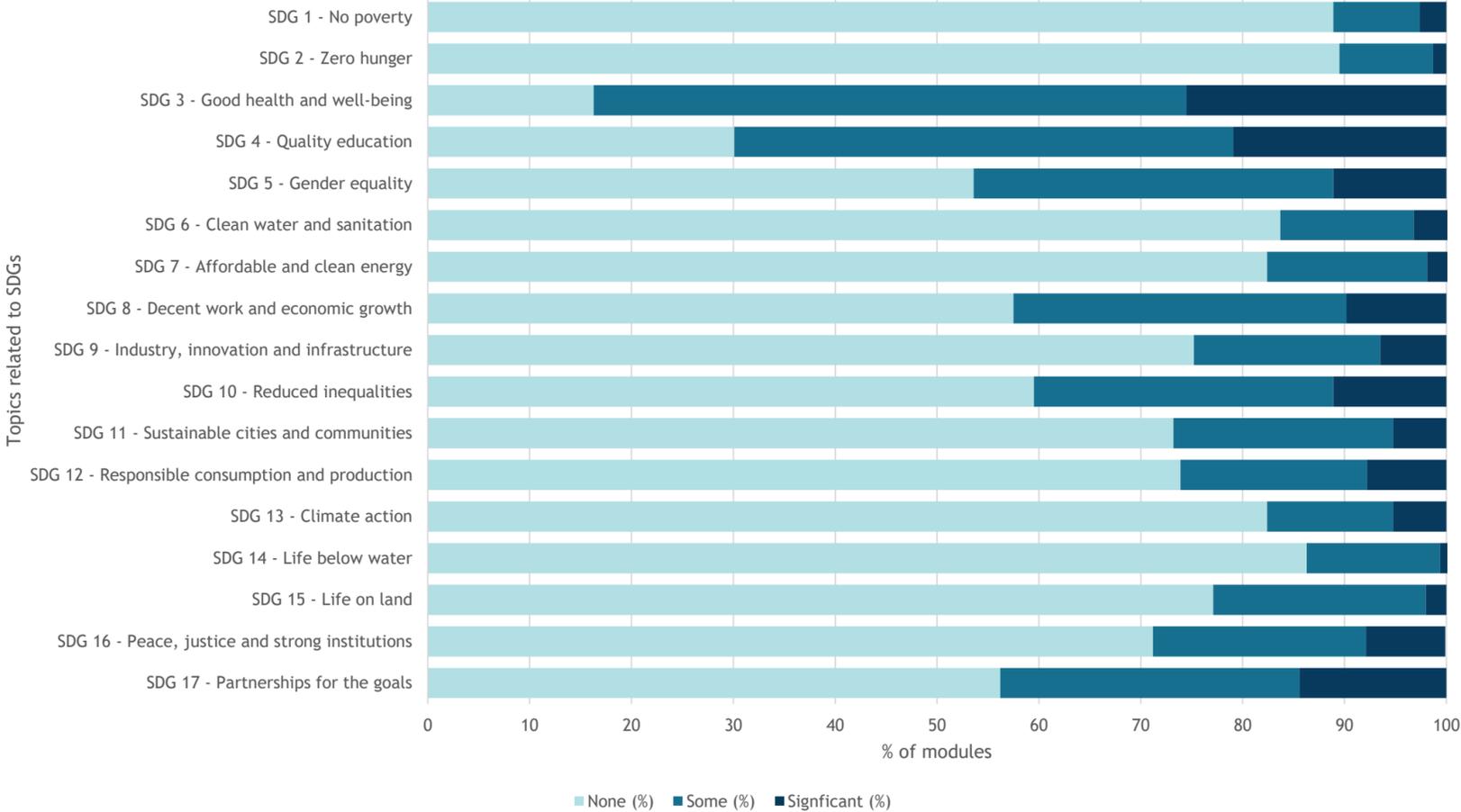


Student-led curriculum mapping - how it works

This is a student-led audit, for which students are trained and supported by SOS-UK staff. SOS-UK staff bring expertise on student engagement and training, sustainability and education to equip participating students with the necessary knowledge, skills and attributes to be empowered as auditors of formal curricula at your institution. **Training will be tailored to the institutional context and student experience, depending on the methodology being used.**



Example SDG output:

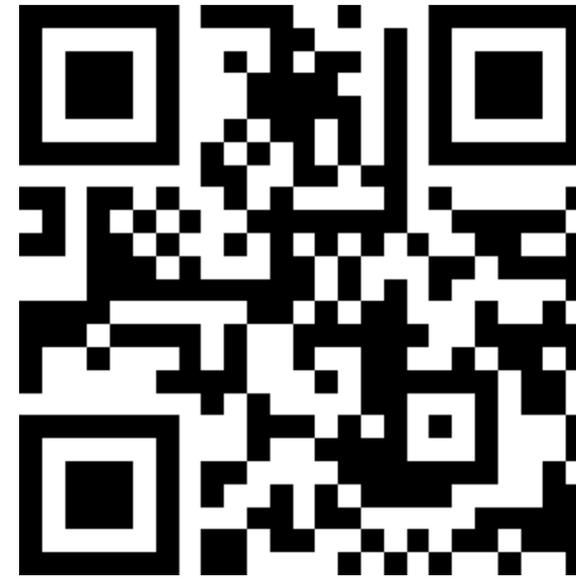


“Thinking about my modules in a different has been the best part of being involved in this project.” - Student auditor



Keep in touch

- Join the 2025 SDG Teach In webinar on 30th April, 12:30-1:30pm BST
- <https://actionnetwork.org/events/sdg-teach-in-2025-reflection-webinar>
- Learn more about student-led curriculum mapping and how it can work at your institution
- <https://www.sos-uk.org/project/sdg-global-goals-curriculum-mapping>



Scan to register for SDG Teach In reflective webinar



Scan to learn more about Student-led sustainability Curriculum mapping



Thanks

Any questions?

[fairtrade.org.uk](https://www.fairtrade.org.uk)

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