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# Fairtrade Tasks Overview



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Joe Edwards – BA (Hons) Business and Management (Marketing)  
Brad George – BA (Hons) Business and Management (Entrepreneurship)  
Lin Chee Soo – BA (Hons) Business and Management (Marketing)

# Thursday 24th March – Student Union’s Fairtrade Information Stall

On the 24th February, Lin and myself helped to promote awareness for fair trade to students and staff throughout the Cardiff Met University. Firstly, we put up posters all over campus to advertise Fairtrade Fortnight and the events that will take place over it. After this we returned to the information stall, where we had to get students to fill out a quick survey about Fairtrade and if completed they had the choice to pick a fair trade banana in return. The group also put together a video which was posted on the Cardiff Met SU Instagram account of the different ways you can eat a banana, which had many responses from students. In the 2 hours of the information stall, we managed to get 60 responses on the survey.

Zac Daniels



# Tuesday 1st March – Coffee and Quiz and Community Day

I started by attending and listened to a Fairtrade presentation in the commuter kitchen where coffees, teas and Welsh cakes were offered. I then participated in the Fairtrade quiz. Then, I went to the Community Day where the SU and Sustainability Team were promoting Fairtrade awareness to staff, students and the local community with free Fairtrade tea, chocolates, orange juice and bananas for students and staff stopping by. We had to engage with students and staff to get them to complete a survey for us about Fairtrade to join the raffles for a chance of winning a hamper full of Fairtrade products.

- Lin Chee Soo





# Tuesday 1st March – Coffee Morning and Quiz

On the first of March at nine o'clock we attended the fair-trade coffee morning. Numerous slides were shown that contained valuable information that was crucial in answering the quiz which shortly followed. The quiz was very informative which was a key strength in understanding how fair trade came to be and its importance globally. The slides suggested how fair-trade supports businesses, local people, provides jobs and produces products that are sustainable and environmentally friendly. My group won the quiz due to the knowledge we had gained from learning about fair trade and the support of the slides provided. The quiz was very useful as we gathered as a group that we understand much more the importance of fair trade today and why many countries need to understand the value of it and the need to implement more fair-trade schemes around the world. We also attended a fair-trade stand shortly after where we gained an insight into people's knowledge about fair trade as they completed surveys where they had to answer numerous questions. This suggested a lack of knowledge in most people about fair trade as many found it difficult answering questions, so this allowed my group to provide knowledge about fair trade and the situation therefore providing a positive impact.

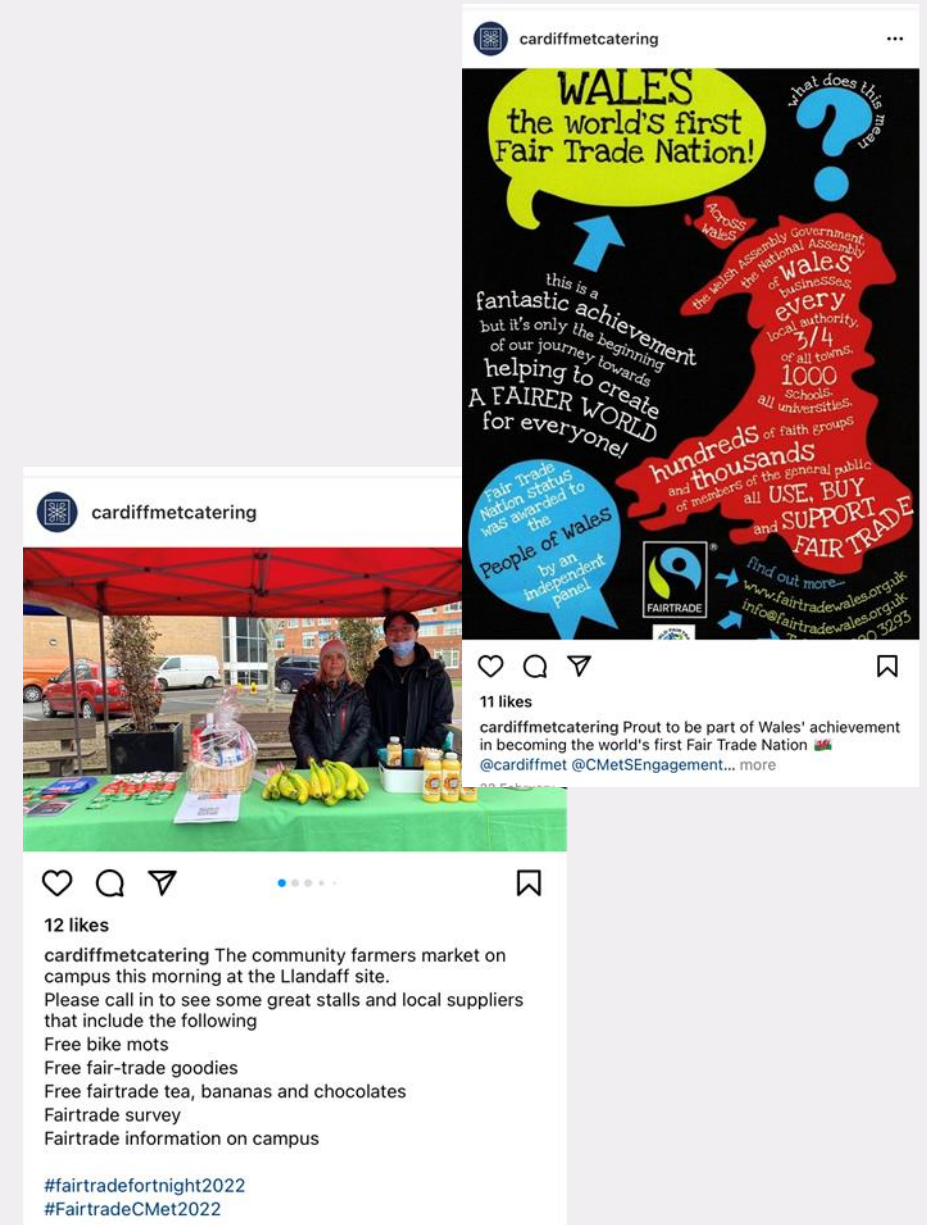
Brad George



# Social Media

- **Work experience**

- In this assessment I will be summarising all the content that has been uploaded to the various social media pages associated with Fairtrade. Fairtrade fortnight started on the 21<sup>st</sup> of February and ended 6<sup>th</sup> March, some of the page's uploaders had done various activities to fit within the theme. This was also published on their social media pages to raise awareness and to persuade people to come and participate in the various activities.
- To start, Cardiff Met caterings Instagram had made a post regarding Fairtrade fortnight almost every day during the time and were constantly promoting for people to come in. On the first day they posted a photo asking people to come in and fill out the Fairtrade survey, to tempt they were handing out free bananas, chocolate and juice as they were one of the first Fairtrade products ever. They continually posted and gave out free food for filling out the survey another 4 occasions during the fortnight. Fairtrade Cardiff also posted almost every day during the fortnight, showing viewers various information about Fairtrade and even showing that Fairtrade products were discounted in numerous supermarkets around Cardiff. Below are some posts some of these accounts made during the two weeks.



# @CardiffMetSU (Twitter)





# @CMetSEngagement (Twitter)

**Cardiff Met Sustainability Engagement** @CMetSEngage... · 24 f  
Fairtrade Hamper ready for our Raffle at the Community Day on Tue 1st March Llandaff Campus @CardiffMetSU @CMUCatering #FairtradeCMet2022



1 3 5

**Cardiff Met Sustainability Engagement** @CMetSEngage... ·  
Winner of the Fairtrade Hamper @GonavaramVenky !! Well done #FairtradeCMet2022



5

**Cardiff Met Sustainability Engagement**  
1,754 Tweets

**Cardiff Met Sustainability Engagement** @CMetSEngage... ·  
Feb 2020 #GoGreenweek



2 3

**Cardiff Met Sustainability Engagement** @CMetSEngage... · 3  
As we are near the end of Fairtrade Fortnight, we hope that you have enjoyed our events and initiatives on Campus @CMUCatering @CardiffMetSU @MetResLife #FairtradeCMet2022



1 1 8



# @CMUCatering (Twitter)

**Cardiff Met Catering @CMUCatering · 16 Feb**  
Looking forward to #FairtradeFortnight2022 next week @cardiffmet we have a great week of Fairtrade activity going on across campus - further details to follow  
[@CMetSEngagement](#) [@CardiffMetSU](#) #FairtradeCMet2022



**Cardiff Met Catering @CMUCatering · 18 Feb**  
Looking forward to #FairtradeFortnight2022 next week @cardiffmet. We have a great week of Fairtrade activity going on across campus that includes Tuesday's fairtrade community market at the Llandaff campus  
[@CMetSEngagement](#)  
[@CardiffMetSU](#)  
#FairtradeCMet2022



**Cardiff Met Catering @CMUCatering · 21 Feb**  
It's the start of the #FairtradeFortnight2022 on campus @cardiffmet We have a Fair-trade corner in the CSM Atrium, if you have 5 minutes to spare please complete the Fairtrade survey @FairTradeWales  
[@CMetSEngagement](#) [@FairtradeUK](#) #cmetfairtrade2022 #fairtrade



**Cardiff Met Catering @CMUCatering · 21 Feb**  
We are proud to be a #FairTrade University 🍌 @FairTradeWales @FairtradeUK @CMetSEngagement  
Fairtrade empowers farmers and workers to improve their living standards, the welfare of their community and our shared environment. Good for people, good for our planet 🌍  
#Fairtrade



**Cardiff Met Catering @CMUCatering · 23 Feb**  
Fairtrade Fortnight.  
Please think about the choices you make when you go shopping. Did you know that 1 in 3 bananas bought in the UK is Fairtrade.  
#FairtradeFortnight  
#FairtradeCMet2022



**Cardiff Met Catering @CMUCatering · 22 Feb**  
Free Fair-Trade Banana day 🍌  
Get a free Fair-trade banana with the purchase of a hot meal or breakfast through the Atrium food court this Friday 25th of Feb @cardiffmet  
#fairtradeFortnight #cmetfairtrade2022

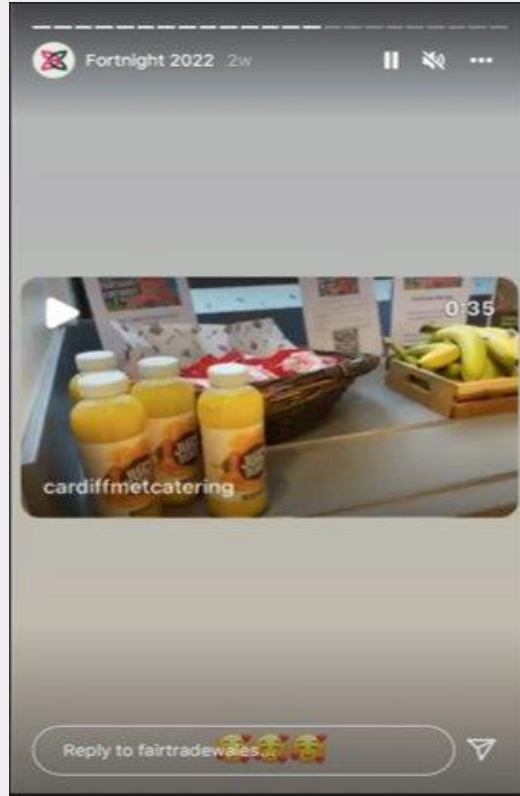


**Cardiff Met Catering @CMUCatering · 23 Feb**  
Proud to be part of Wales' achievement in becoming the world's first Fair Trade Nation 🍌  
[@cardiffmet](#) [@CMetSEngagement](#)  
Fairtrade helps farmers and workers to improve their living standards, their communities and the environment. @FairTradeWales  
#FairtradeCMet2022





# FairTradeWales (Instagram & Twitter)



# CardiffMetSU (Instagram)





# Survey Summary

We asked students and staffs about Fairtrade and issues affecting the world to gauge the awareness of Fairtrade and these issues. We had a total of 101 respondents for the survey. Within these 101 respondents, four did not answer any questions.

Question with the most non-response is question regarding interest in joining SU Fairtrade Society with 43 no response, with 27 staffs, 12 students and 4 unidentified.

Some results were expected – university food outlets is where most respondents recall seeing the Fairtrade products available.

Most importantly, there is something to learn from these results to improve on for the next Fairtrade Fortnight.

# Key Takeaways

- 61 respondent (60%) are not aware of the social media posts about Fairtrade Fortnight events happening on campus – Try out TikTok. TikTok is one of the more popular social media right now. Jump on the TikTok trend, try using trending sounds and music to boost views. TikTok can help you to get the word out about events on campus.
- 61 respondent (60%) do not recall seeing activities, campaigns or events that promote Fairtrade Fortnight at the university – Try pulsing advertising. The occasional posters/digital display advertisements can keep it fresh in people's mind.
- 66 respondent (65%) and 63 respondent (62%) are not aware of the SU and University Fairtrade webpage respectively – Try optimizing user experience such as ensuring clear navigation and keeping information to a minimum and simple.
- Coffee morning and quiz are the two most popular activities that respondent would like to see and participate in. Recommend to continue with these two activities in the future.





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# Summary of Ideas for Next Term

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WORKING TOWARDS

**nus**  
national union of students



**FAIRTRADE  
UNIVERSITY  
AWARD**

# Events That We Would Engage In

- Fairtrade Quiz – Really engaging and informative about the history of Fairtrade. Gives people an understanding of how important Fairtrade is to the producers of the products
- Fairtrade products tasting – Bring a variety of Fairtrade products into a meeting and let everyone try them out. Maybe compare them with non-Fairtrade products
- Infographics for simple Fairtrade recipes – Include on SU Fairtrade website
- Coffee mornings – One of the more popular activities according to survey results



# Points of Sale Information

- Importance of buying Fairtrade products – they can help less fortunate producers
- Impact of Fairtrade – how these will help impact the lives of the producers

# Volunteering to Join Fairtrade Steering Group

By doing this placement, we have learned a lot about Fairtrade and its importance to ensure those that produce the goods that we consume. Therefore, we would like to volunteer to be members of the Fairtrade Steering Group so that we will be able to help more people in the future.





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