



Fairtrade Fortnight engagement 2022

Students and student group

#FairtradeAtOxUni #FairtradeFortnight @OxfordEnvSust

2022 Fairtrade Fortnight will take place on 21 February – 6 March 2022

Oxford has been a proud Fairtrade University since June 2018, along with several of its constituent colleges. Fairtrade Fortnight is an opportunity to share the message of Fairtrade and conscious consumption.

We appreciate all students who want to get involved and join in or organise some fairtrade activities.

Why?

- Fairtrade is about social, economic, and environmental justice. These principles are built into the Fairtrade standards, which we support here at the University.
- Fairtrade Fortnight highlights the growing challenges that climate change brings to farmers and workers in the communities that produce our day-to-day products. By being paid a fair rate farmers, producers and communities are more equipped to deal with the challenges posed by climate change.

How to participate?

- Buy Fairtrade products from University outlets, college dining or shops, and high street shopping. Encourage your friends to do the same.
- Organise a local event in your college, study group, common room, society. See some suggestions in this document.
- Lobby your college to join the Fairtrade scheme.
- Pass a [motion to purchase Fairtrade products](#) in your college and/or common room.
- [Join the Oxford Carbon Challenge](#) (if you haven't done so yet) and pledge to buy Fairtrade.
- Take the [Fairtrade quiz](#) or test yourself to see [How much do you know about chocolate?](#) or [How much do you really know about Bananas](#).
 - [Contact us](#) if you wish to organise a quiz night to get suggested questions.
- Share your Fairtrade actions and commitments on social media and tag us: #FairtradeAtOxUni @OxfordEnvSust

* With each purchase from a University or college outlet you make (and by answering the survey), you will be entered into a raffle to win a hamper filled with Fairtrade goods. With every purchase, you increase your chances of winning.

To evaluate the impact of the Fairtrade campaign at Oxford University, we kindly ask you to dedicate a few minutes to complete [this survey](#). Responses to the survey will be entered into the raffle with a chance to win a hamper of Fairtrade goods.

At the end of the fortnight, we will draw a winner who will receive a hamper of Fairtrade products. The college with the greatest participation rate will receive a hamper of Fairtrade treats for the common room.

Common Fairtrade products:

- Coffee, tea, cocoa
- Sugar, herbs, and spices
- Olive oil and other types of oil and pastes
- Wine
- Fresh and dried fruit
- Cold drink and juice
- Chocolate, sweets, and snacks
- Cotton and apparel
- Flowers

We prepared [a map and a list of local shops](#) that support Fairtrade.

* Don't miss on Rainforest Trail at Oxford Botanic Garden to learn how buying Fairtrade-approved products can make a difference.

Event ideas and resources

Having a face-to-face conversation with friends is one of the most powerful tools for motivating positive change. Here are some ideas that can help you start the conversation.

Watch a movie and discuss it in a group:

- **Wake up and smell the coffee** - *Black Gold* exposes the injustices of the international coffee market. It follows coffee growers in Ethiopia and their struggle against multinational coffee companies. Running time: Approx. 78 mins. (<https://blackgoldmovie.com/>)
- **The Great African Scandal** - *The Great African Scandal* explores the effect of rice, chocolate, and gold trade on socio-economic conditions in Ghana. It asks why a country so rich in natural resources is one of the poorest in the world. Running time: Approx. 48 mins. (On YouTube)
- **On the Tea Trail** - A BBC documentary that explores the tea industry in East Africa and exposes its links with poverty, low wages, and child labour. Running time: Approx. 60 mins. (On BBC iPlayer)

Take the quiz

[Fairtrade quiz](#)

[How much do you know about chocolate?](#)

[How much do you really know about Bananas?](#)

We prepared an additional quiz for events (not to spoil the surprise). [Contact us](#) if you wish to organise a quiz night to get suggested questions.

You can do it in groups like a pub quiz, individuals, or any other format.

Fairtrade Bake-off event

A baking competition can be a great occasion to get together with your peers to share delicious treats, unhurried chat, and a cuppa. Setting a bake-off competition will encourage the participants to pay attention to the products (and brands) they use and introduce them to the Fairtrade options available.

How to organise a bake-off:

- 1) Set a date and basic rules. The rules can relate to the number of Fairtrade products they need to include in their baking.
- 2) Invite students to participate.
- 3) Organise for your bursar or E&E rep to be a judge on the panel
- 4) Organise for the competition to be held in a public place like the common room
- 5) On the day, enjoy getting together, having treats and nice friendly competition
- 6) Share your event on social media. Don't forget to tag us #FairtradeAtOxUni @OxfordEnvSust

Play charades

Set up groups and invite participants to act out items related to Fairtrade.

Here are some ideas for phrases relevant to the topic of Fairtrade:

- Not your cup of tea
- A storm in a tea
- Spill the tea
- Read the tea leaves
- Wake up and smell the coffee
- Cup of joe
- time and tide wait for no man
- Pretty please with sugar on top
- A spoonful of sugar makes the medicine go down
- Fair and square
- A trick of the trade
- Every man to his trade
- One banana problem
- Banana republic
- Have one foot on a banana peel
- Flower of the flock
- All is fair in love and war
- Fair-weather friend
- As useful as a chocolate teapot

Motion to purchase Fairtrade

Initiate a discussion and a [motion to purchase Fairtrade products](#) in your college and common room.

Social media ideas

See our [comms pack](#) for social media ideas, digital screens, and newsletter suggestions.

Please feel free to [contact us](#) if you need any support, and to tell us how your Fairtrade event was.

Oxford University, Environmental Sustainability team

<https://sustainability.admin.ox.ac.uk/>

