



Fairtrade Fortnight engagement pack 2024

#FairtradeAtOxUni #Fairtradefortnight @OxfordEnvSust

Fairtrade Fortnight 2024 will take place during Week 7 and Week 8, Hilary Term (26 February–10 March).

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 in general.

We appreciate the support of the community in the University and colleges by sharing the message and preferring Fairtrade products when applicable.

Please contact sustainability@admin.ox.ac.uk if you have any questions or remarks.

Key messages:

- 1) Fairtrade is about people.
- 2) Follow #FairtradeAtOxUni to learn why we care about Fairtrade, and how you can join in. Fairtrade empowers farmers and workers to improve their living standards, the welfare of their communities and our shared environment.
- 3) Fairtrade supports climate justice by working with those at the forefront of the climate crisis.
- 4) Fairtrade rallies a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, governments – to pay fair prices and uphold fair production standards and practices.

- 5) Fair standards and practices promote sustainable farming to protect biodiversity and the environment. They also deliver training for women to participate and lead, secure worker rights, and help tackle climate change.

How to take part?

- 1) Join or host a Fairtrade Fortnight event in your college, department, Green Impact team, common room or anywhere else.
- 2) Look for the Fairtrade logo and buy Fairtrade products at University outlets, college dining and your local shop.

- Treat yourself to a special Fairtrade banana and chocolate loaf in Oxford Beyond Ordinary Cafe outlets.
- Get double point on Fairtrade products on the Teya app (replacing the Yoyo app).

- 3) Encourage your college or department to purchase Fairtrade products for your kitchen, meetings and events*.
- 4) Share your Fairtrade actions and commitment on social media and tag us: #FairtradeAtOxUni@OxfordEnvSust

*Fairtrade products that are available to purchase from the University's preferred suppliers on the Oracle system: Clipper Tea Bags; Granulated Sugar; Clipper Fairtrade Coffee; Kenco Really Smooth Decaff Coffee and more.

- 5) Share these [Fairtrade farmer stories](#) to show the real impact that buying Fairtrade has.

If you wish to receive more support on communicating the message, please contact sustainability@admin.ox.ac.uk and we will refer you to our most updated communication pack.