



**I'M STICKING WITH FONCHO TO MAKE BANANAS FAIR**

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**FAIRTRADE**

**FAIRTRADE  
UNIVERSITIES  
GUIDE 2014**



**THE POWER OF YOU**

# FAIRTRADE FORTNIGHT

## 24 FEBRUARY TO 9 MARCH 2014



**STICK WITH FONCHO TO HELP MAKE BANANAS FAIR THIS FAIRTRADE FORTNIGHT.**

**WE LOVE BANANAS:** We munch our way through over one billion bananas each year and spent over £550 million on them in 2012, buying most of them from major supermarkets.

But though business is booming, many banana farmers and workers around the world earn so little they can't always afford to put enough food on the table or send their children to school – never mind to university or college.

**WHY?** One major reason is the massive pressure in the banana business to keep prices low.

Big supermarkets battle each other to keep their customers by offering the cheapest prices for the things we put in the trolley whenever we shop, including loose bananas. They use their massive buying power to make sure the price they pay for bananas is as low as possible – and in some cases they even sell them to us for less than it costs to put them on the shelves!

This hits banana farmers and workers hard. Fairtrade provides a vital safety net for some by guaranteeing that a Fairtrade Minimum Price and Fairtrade Premium are paid, but too many still struggle to make ends meet. **Things have to change.**

**MEET FONCHO:** Albeiro Alfonso 'Foncho' Cantillo is a banana farmer from Colombia. Foncho, 43, works long hours on his farm to make his business work. And because he sells most of his bananas as Fairtrade, he gets a decent price for them and can pay for things like helping his daughter Brenda, 19, to study accountancy at a local college.

But Foncho knows many other banana farmers aren't so lucky. That's why he is coming to the UK this fortnight to back the campaign to get a fair deal for all banana farmers and workers.

**OUR CAMPAIGN:** Together we can campaign for changes that will transform the lives of banana farmers and workers and their families around the world. We need to persuade big supermarkets to change the way they do things. This is vital to help the people who grow the bananas to get a decent return for their hard work and a decent life for themselves and their families.

But the supermarkets won't act alone as they are caught in their own price battles to keep customers. So we need to convince the government to take action to help end unfair pricing and take a massive step towards making bananas fair.

On campus in 2014 we need you to make Foncho famous and get as many signatures as possible from staff and students to petition government. More details can be found in the **Campaign Action Guide** and on our website [stickwithfoncho.org.uk](http://stickwithfoncho.org.uk)



**MEET FONCHO**



# GETTING FAIRTRADE BANANAS ON YOUR CAMPUS IN 2014

MAKING BANANAS FAIR IN THE UK IS A HUGE TASK AND FAIRTRADE FORTNIGHT IS JUST THE BEGINNING. ANOTHER MAJOR STEP IS GETTING ALL THE BANANAS SOLD ON YOUR CAMPUS CERTIFIED FAIRTRADE.

Here are some ideas to get you started:

## MAKE A START:

- ▶ Decide which outlets you want to work with and find out who owns and who supplies them
- ▶ Establish why Fairtrade bananas aren't already sold there
- ▶ Talk to key decision makers and budget holders – university procurement, catering, contract caterers, outlet managers, the Students' Union
- ▶ Look at the suppliers' sustainability policies. Do they have a policy linked to sustainability that you can help them to meet with this campaign?
- ▶ Raise awareness and get support from students and staff through Fairtrade events like Fairtrade Fortnight 2014

## GET SUPPORT:

- ▶ Get support from students and staff to show outlets there is demand for Fairtrade bananas on campus
- ▶ Get help from staff on the Fairtrade steering group – they are likely to have links to key decision makers
- ▶ Team up with other societies or university departments – such as those focussing on environmental or global awareness – to strengthen the campaign
- ▶ Find out if other universities have already been successful and how they achieved their success
- ▶ Use social media and the Students' Union to communicate your campaign and gain support



Ask outlets on campus to support your event by supplying one of their other Fairtrade products. Collaborating with them may result in them strengthening their commitment to Fairtrade and switching to supplying Fairtrade bananas

**OTHER IDEAS:** If all the bananas sold on campus are already Fairtrade, look for other products that could also be switched.

If stocking Fairtrade bananas isn't possible for outlets all year round, ask them to commit to stocking Fairtrade bananas whenever possible.

Go that little bit further and campaign for Fairtrade bananas to be sold in your local shops and

supermarkets too. You could even get your local Fairtrade City group involved.

Working towards making bananas fair on campus is something you can do alongside your usual Fairtrade activities.

We would love to hear how you get on, the successes and the challenges, email [volunteer.university@fairtrade.org.uk](mailto:volunteer.university@fairtrade.org.uk)

# CAMPUS ACTIVITY IDEAS FROM FAIRTRADE UNIVERSITIES ACROSS THE UK

We want students to spread the Fairtrade message throughout their university year by helping people access Fairtrade products, campaigning across campus for change and instilling in others that by choosing Fairtrade, they will make a real difference to farmers and their communities in developing countries.

These activities also contribute towards achieving or renewing Fairtrade status. Here are some ideas to inspire your own campus events and campaigns:

**FRESHERS' WEEK:** Freshers' Week is a great way to tell students about the university's Fairtrade status and to get new recruits on to your Fairtrade steering group or society.

The **University of Chester** welcomes every new student with a 'What is Fairtrade?' leaflet and an accompanying tea bag. Nothing like starting your first day at university with a nice cup of Fairtrade tea!



**JOINING UP STUDENTS:** Organise a joint event with university societies or academic groups to reach more students. This will highlight how societies such as environment and ethics, Oxfam and People & Planet and courses including fashion, economics, environmental studies and international development all focus on issues at the heart of Fairtrade.

**Manchester Metropolitan University** organised an 'unfair' football match between staff and students. Players wore Fairtrade cotton kits and played with a Fairtrade football. To emphasise the injustice of world trade, the referee ensured the score was 16-1 to the staff team. What a fantastic way to raise awareness of Fairtrade.



The Fairtrade steering group at **Brunel University** lobbied management to go beyond only supplying Fairtrade food and drink in their outlets. Students have succeeded in convincing the university to switch to Fairtrade cotton uniforms for bar and event support staff and elected officers. Investing in Fairtrade cotton really counts for many smallholder farmers as cotton is a crucial cash crop and can transform the lives of many in these disadvantaged communities.

**JOINED UP CAMPAIGNING:** Many students find it rewarding to work with schools. Our Fairtrade School Award has shown us that children love to learn about Fairtrade. Why not contact a school near your university and offer to do a presentation about Fairtrade, run a workshop or even hold an interactive event?



**St Mary's University College Twickenham** has had a huge role in getting the Fairtrade message into local schools by actively involving their postgraduate and undergraduate trainee teachers in Fairtrade workshops.

**TRADE ISSUES IN YOUR STUDIES:** Many courses already focus on aspects of trade justice and include Fairtrade issues in modules. Doing this allows universities to go beyond promoting the FAIRTRADE Mark to engaging with the deeper issues that underpin Fairtrade.

**Harper Adams University** now runs a module called 'Supply Chain Management' which includes Fairtrade in its Agri-Business course. Students learn about responsible sourcing and sustainability.

**START A FAIRTRADE SOCIETY:** More and more students are setting up their own Fairtrade societies. Take a leaf out of their book and grab the opportunity to lead Fairtrade activities on campus and develop your event management and communication skills.

**Liverpool Students' Union and Liverpool John Moores University** recently co-hosted an event to recruit members to its new Fairtrade Society. A number of students said they wanted to join, which the Students' Union Vice President Dan Cole said: 'Will be a great asset to the union and university as students can get more involved in planning events such as Fairtrade Fortnight.'

**JOIN THE 'FAIRTRADE UNIVERSITIES ALLIANCE' FACEBOOK GROUP:**

Students set it up in 2012 for people who are interested or involved in campaigning for Fairtrade. It's a fantastic way to share ideas, meet other like-minded university students across the country and pick up campaigning tips. [www.facebook.com/groups/FairtradeUniAlliance/](http://www.facebook.com/groups/FairtradeUniAlliance/)



**SPECIAL 'FAIRTRADE' OCCASIONS**



Say 'I Love You' on Valentine's Day with a Fairtrade rose or buy Fairtrade chocolates for your mum on Mother's Day. Use these days as a focus for your Fairtrade campaign for more Fairtrade products on campus.

# FUNDRAISE FOR FAIRTRADE

Give more people a chance to work their way out of poverty by holding a campus fundraising event. Donations to us are spent 'in the field' on projects that expand Fairtrade and help us to reach more people. This brings them a stable livelihood and the chance to invest in a better future for their families and communities.

In 2013, People and Planet Society members at **Newman University**, Birmingham, held a raffle and tombola to raise money for Fairtrade. Chair Charlotte Clinton said: 'The benefits of Fairtrade should be brought to more people. We thought that a raffle is a simple but effective way of helping people to acknowledge the idea of buying in a more economically friendly and sustainable way.'

The society raised £95.68 and got the campus talking about Fairtrade. So why not speak to the Students' Union about arranging a fundraising event at your university?

See [www.fairtrade.org.uk/fundraise](http://www.fairtrade.org.uk/fundraise) for tips, resources and to find out more about the difference your fundraising can make.



**VISIT OUR BRAND NEW ONLINE SHOP TO ORDER MATERIALS FOR YOUR CAMPUS ACTIVITIES**

[shop.fairtrade.org.uk](http://shop.fairtrade.org.uk)

- Inflatable bananas
- Events packs
- Stick with Foncho stickers
- Brand new ethically-sourced banana suits
- Fairtrade merchandise
- Stick with Foncho T-shirts



# HOW TO APPLY FOR OR RENEW FAIRTRADE UNIVERSITY STATUS



## FAIRTRADE UNIVERSITIES WORK TOWARDS FIVE DIFFERENT GOALS TO ACHIEVE AND MAINTAIN THEIR FAIRTRADE STATUS:

- A personalised policy showing the university's and Students' Union's plans and aspirations for Fairtrade
- Work with all campus outlets to offer a range of Fairtrade products
- Fairtrade tea, coffee and sugar as a minimum in meetings, conferences and staff rooms
- Run events and campaigns to raise awareness among students and staff about Fairtrade and how they can make a difference on campus
- A well represented and proactive group, made up of students and university staff, which meets at least once a term



Becoming a Fairtrade University is an amazing achievement and is the start of your on-campus commitment to Fairtrade. Once you have achieved Fairtrade status, you will need to renew it after 12 months. After the first renewal you will only need to renew once every two years. For more information on how to apply and renew see [www.fairtrade.org.uk/unis](http://www.fairtrade.org.uk/unis)

# SPOTLIGHT ON SHARED INTEREST

**GETTING INVOLVED WITH ORGANISATIONS OUTSIDE OF UNIVERSITY IS AN EXCELLENT WAY TO LEARN MORE ABOUT FAIRTRADE AND CAN BRING NEW DIMENSIONS TO YOUR UNIVERSITY CAMPAIGNS. ONE SUCH ORGANISATION IS SHARED INTEREST.**



## SHARED INTEREST – INVESTING IN A FAIRER WORLD

Shared Interest provides fair financial services and business support to marginalised communities in some of the world's poorest countries. The Shared Interest Society offers finance and the Shared Interest Foundation provides business support.

The Shared Interest Society was formed over 20 years ago to help fair trade organisations that were struggling to raise finance from mainstream institutions. Operating as a co-operative 8,800 UK investors pool their funds together to provide low-cost loans to fair trade registered businesses in over 64 countries. By providing farmers and handcraft workers with this financial lifeline, these communities can trade their way out of poverty.

The Shared Interest Foundation is a charity which goes beyond providing finance. Through a combination of individual donations and funding from donors including Comic Relief and the Commonwealth Foundation, the charity runs long-term projects that benefit hundreds of fair trade businesses.

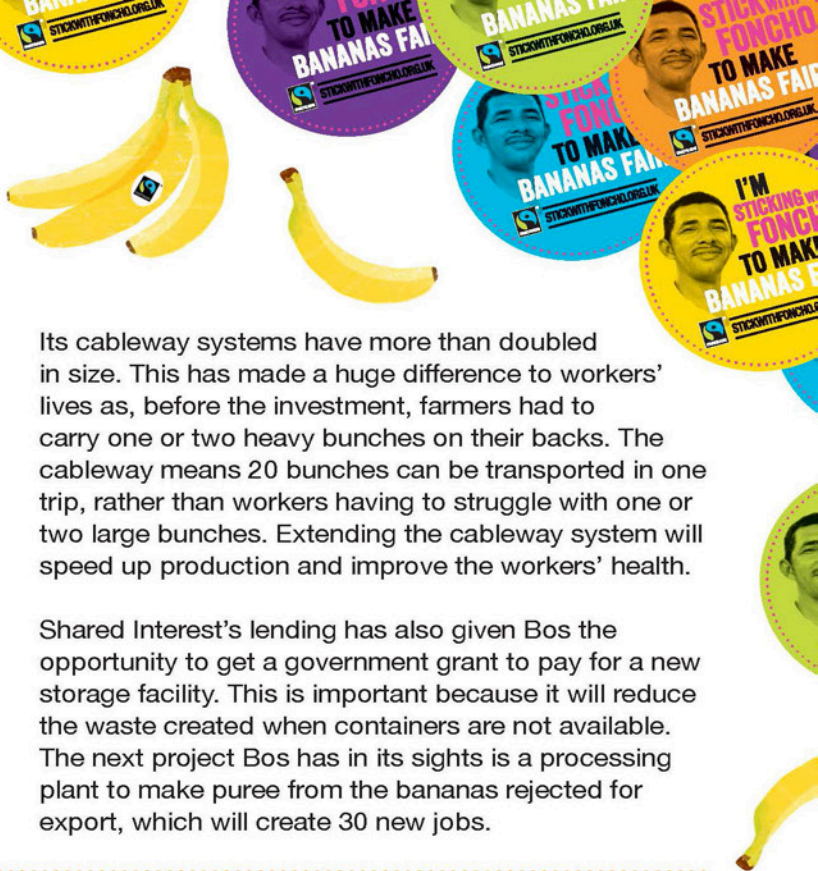
It works with businesses of all sizes – from individual artisans, by helping them to register a business and take on their first employee; to farming co-operatives that want to set up strong financial management procedures. Whatever the project, the goal is the same – to remove barriers in the way of fair trade businesses reaching their full potential.

## EMPOWERING BANANA PRODUCERS IN PERU

Bos is a banana co-operative in the Chira Valley, near the northern coast of Peru. Around 500 farmers own the co-operative. Before it was established, many of them were forced to sell their produce at a very low price in the local market.

The banana export trade differs from that of coffee, cocoa and most other commodities in two ways: bananas are harvested all year round and are also highly perishable. This means the main ways that co-operatives like Bos can increase their export sales are by improving harvesting, packing and transportation.

Bos has done just this with a loan from Shared Interest along with other financial sources. It has used the money to invest in new packing stations, cableways and cooling stations to increase production.



Its cableway systems have more than doubled in size. This has made a huge difference to workers' lives as, before the investment, farmers had to carry one or two heavy bunches on their backs. The cableway means 20 bunches can be transported in one trip, rather than workers having to struggle with one or two large bunches. Extending the cableway system will speed up production and improve the workers' health.

Shared Interest's lending has also given Bos the opportunity to get a government grant to pay for a new storage facility. This is important because it will reduce the waste created when containers are not available. The next project Bos has in its sights is a processing plant to make puree from the bananas rejected for export, which will create 30 new jobs.

## BOS IN THE COMMUNITY

Bos continues to have a big impact on the community. Each year it invites 750 local children to participate in learning activities. Many more children go to school now and two young people have just graduated from university. This would have been impossible without the existence of Bos and the help of investors from Shared Interest.



## HOW YOU CAN GET INVOLVED

As a student, you might not have money to invest in a Shared Interest share account or to donate to the Shared Interest Foundation but you can still help. We are looking for volunteers within universities to promote our work and help out at events.

Please drop Shared Interest an email to [foundation@shared-interest.com](mailto:foundation@shared-interest.com) if you want to find out more.

Groups can also open a Shared Interest share account. If your university group wants to invest in a fairer world, get an enquiry pack by dropping a line to:

**Shared Interest**  
2 Cathedral Square, Groat Market  
Newcastle upon Tyne NE1 1EH

Tel: 0191 233 9100  
@SharedIntFdn  
[www.sharedinterestfoundation.com](http://www.sharedinterestfoundation.com)





# WHETHER YOU'RE ALREADY A FAIRTRADE UNIVERSITY OR ASPIRE TO BE ONE, THIS GUIDE WILL GIVE YOU IDEAS FOR WAYS TO GET INVOLVED



## WHAT IS FAIRTRADE?

Fairtrade is about better prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers in the developing world. Fairtrade addresses the injustices of our global trade system, which discriminates against the poorest and weakest producers, so they can improve their position and have more control over their livelihoods.

## WHAT IS A FAIRTRADE UNIVERSITY?

Across the UK, universities are taking the lead to make their campuses more ethical by lobbying their outlet suppliers to offer ethically-sourced products. The Fairtrade Foundation recognises the amazing efforts that university staff and students are making and have created a platform to help them gain Fairtrade status. Fairtrade Universities form an active 'steering group' made up of students and staff who together work towards achieving five goals. These involve raising awareness of the benefits that Fairtrade brings to producers and increasing the availability of Fairtrade products on campus.

## WHY ARE FAIRTRADE UNIVERSITIES

### IMPORTANT?

There are already 132 Fairtrade Universities throughout the UK and they are making a massive impact by lobbying their outlet suppliers and activating students to become more aware of the injustice of trade and the difference they can make. Due to the size of many of the universities involved, their efforts go a long way to ensure that more people in the UK choose to buy ethically-produced food and clothing.

## SPREAD THE WORD:

Integrate your Fairtrade campaign with your university's social network. This is quick, effective and keeps students up-to-date with all your activities. Promote these on your Students' Union website and intranet or even set up a dedicated Facebook or Twitter page for your Fairtrade campaign.

**Incorporating this into Fairtrade Fortnight is a great way to get started. For example, the best tweet during Fairtrade Fortnight mentioning [@\(your\\_uni\)](#) and [#FairtradeFortnight](#) will win a Fairtrade hamper.**

## SOCIAL MEDIA



[www.facebook.com/FairtradeFoundation](http://www.facebook.com/FairtradeFoundation)



[twitter.com/FairtradeUK](http://twitter.com/FairtradeUK)



[youtube.com/fairtradefoundation](http://youtube.com/fairtradefoundation)



<http://fairtradeblog.tumblr.com/>

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

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