





# FAIRTRADE UNIVERSITY ST COLLEGE AWARD

Image: Fairtrade campaigners from Cardiff Metropolitan University, 2024

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Oxford Brookes University holding a Fairtrade and sustainability stall, 2024

## UNIVERSITY OF LIVERPOOL

Congratulations on your achievements, and thank you for your hard work on the Fairtrade University and College Award programme, on behalf of the Fairtrade Foundation and SOS-UK.

This programme supports institutions to embed ethical and sustainable practices through their curriculums, procurement, research and campaigns. We are immensely proud of the impact that participating universities and colleges are having in these areas, and we hope you are too.

Fairtrade's vision, of a world in which all producers can enjoy secure and sustainable livelihoods, can only be achieved by creating widespread

understanding of the issues in global supply chains, and a sense of agency in every single coffee drinker, chocolate eater and banana fan in the UK.
Embedding this work with your student and staff communities is invaluable in helping us achieve the world we want, where producers can have secure futures. Your students are at a crucial stage in their lives.

The skills, habits and values they develop during their time at your institution may well last a lifetime and will contribute to a more just, sustainable global society.

This document outlines your achievements this year and lets you know about the combined impact of the award.



Fairtrade staff and volunteers at Middlesex University Quad stall, 2022.

## THE FAIRTRADE UNIVERSITY & COLLEGE AWARD

The Fairtrade University & College Award has been awarded to UK universities and colleges championing Fairtrade since 2003.

In recent years, feedback from the sector showed a clear demand for innovation in the award, so the Fairtrade Foundation partnered with the National Union of Students (NUS) to develop a new award structure, using the successful model of other sustainability programmes then delivered by NUS across the country. Since October 2019, <u>SOS-UK</u> has been delivering the programmes on behalf of NUS as a new, independent sustainability charity created in light of the climate and ecological crises.

Following a pilot in 2017-18 with twelve institutions, this 2023-2025 cohort is the seventh to participate in the award in its current format. The award has celebrated how even more people, including students, are helping to support farmers

and workers on Fairtrade farms across the world.

Growing awareness of Fairtrade will help build the market for the people who produce our products, ensuring they receive a fair wage and income in order to improve the futures of their families and communities.

The award structure encourages partnership between sustainability, catering and academic staff in the institution, plus the students' union and students, to cover procurement, awareness raising and campaigning activities. There are also opportunities to engage through teaching and the flexibility to receive points for trying out new and innovative ways to engage.

This award recognises the achievements of the institution and its partners from September 2023 to May 2025. The FE/HE sector during this time has been challenged by the new ways of working post- pandemic, existing in a world of multiple global crises and additional pressures such as the cost of living crisis effecting students and staff alike.

Completing the Fairtrade University and College Award during this period has shown great commitment and creativity from those involved in delivery.

In past years, many aspects of university life have been significantly impacted by the cost of living crisis and student and staff communities have had to adapt work practices to include the wider university community within its social and climate justice work. It is, therefore, particularly commendable that this institution has maintained its commitment to Fairtrade and ensured that activity to further the goals of this award has continued.

The potential reach of this award is significant. At a time that young people are forming their values and shaping their future careers, it is essential that

they are presented with a wide range of narratives and opportunities to think differently about the world.

We are part of one global community.
Our decisions have far-reaching
consequences, and only together can we
tackle the biggest challenges facing our
planet and its inhabitants. As students
prepare to develop their careers and
take on leadership roles of the future, a
commitment to reducing the impact of
our consumption, and a sense of what
each of us can do to create change, has
never been more crucial.



Image: Coventry University Fairtrade and Environment stall, 2024

## A MESSAGE FROM FAIRTRADE

#### Sarah Brazier, Head of Campaigns from the Fairtrade Foundation, said regarding this year's cohort.

After celebrating 30 years of Fairtrade in the UK last year, we have kicked off our 31st year with the launch of our tea-focused campaign 'Brew It Fair.' This campaign aims to shine a light on the systemic issues that drive the mounting challenges for the people behind our daily cup of tea and asks the UK government to play a role in ensuring responsible business, human rights and climate support for those most impacted. We know that this is something that future generations care deeply about.

Universities continue to play a vital role in the Fairtrade movement. The passion and energy of students are central to our vision for a fairer world. Sales of Fairtrade products on campuses, speaking up for farmers and workers across the globe, and student-led initiatives have all contributed to strengthening our impact.

This year we have also introduced a new approach to auditing this award, which has proved to be a major success. This innovation not only improves our processes but has set a new standard that we can build on in future years for our committed Fairtrade Universities.



As we approach the end of the 2025 academic year, I want to extend a heartfelt thank you and congratulations to all of you – the university staff and students who have gone above and beyond in their support of the Fairtrade movement through your award submissions. Your commitment and creativity continue to drive change.

Looking ahead, the Fairtrade Foundation is more committed than ever to putting young people at the heart of our movement. Together, we can continue to grow a fairer, more sustainable future for everyone.

## FAIRTRADE IN NUMBERS

- Fairtrade remains the most visible and trusted label in the UK.
- Fairtrade continues to be recognised for its strong social impact, especially on workers' rights, working conditions, and tackling poverty
- 78 percent of people questioned that recognised the Fairtrade Mark believe the Mark has a positive impact on brands
- 48 percent of people questioned have lots of trust in Fairtrade
- 62 percent of people questioned strongly agree/agree that they are willing to pay slightly more for a product to ensure producers are paid a fair price.

Fairtrade Consumer Insights 2025 UK Market Report GlobeScan

## FAIRTRADE IN NUMBERS

The Fairtrade and SOS-UK partnership currently supports over 40 further and higher education establishments participating in the Fairtrade University and College Award. The following institutions have taken part in the 2023-2025 cohort:

Bangor University De Montfort University Royal Holloway, University of London Swansea University University of Bristol University of Chichester University of Liverpool University of Manchester University of Reading University of Worcester Queens University Belfast Newman University King's College London University of Dundee London Metropolitan University University of Sussex

#### YOUR ACHIEVEMENTS



Following your audit and the moderation process, your auditors were delighted to award you Fairtrade University Award status. Congratulations!

Following your audit and the moderation process, your auditors were delighted to award you **Fairtrade University One Star** status.

Congratulations!



#### **AUDIT BREAK DOWN**

Your final score was set at 245 points from 27 criteria completed. Here's how you performed within each category:

Theme	Criteria Completed	Points Awarded
Mandatory	11/11	90
Leadership and Strategy	5/5	55
Campaigning and Influencing	6/12	55
Procurement, Retail and Catering	3/11	25
Research and Curriculum	2/9	20
Outcomes	0/4	0
Innovative Interventions	0/4	0
Total	27/56	245

REF	Action	Decision	Points	Auditor comments
MN001	The Partnership has a working or coordinating group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status.	Done	5	The evidence clearly shows the criteria are being met. The group includes representatives from both the students' union and the institution, and meetings are held every four weeks with documented agendas and minutes. This demonstrates strong coordination, effective leadership, and a clear commitment to advancing Fairtrade activities.
MN002	The partnership has a SMART action plan on Fairtrade and has published it. It should include operational considerations such as procurement and catering, campaigning and influencing, engagement and communications, and a strong focus on the monitoring and evaluation of all activities.	Done	10	A comprehensive and well-structured SMART Action Plan for 2024/2025 has been provided. The plan includes clearly defined actions, timelines, responsibilities, and status updates covering key operational and campaigning areas. The plan is published and publicly accessible on the relevant section of the institution's website. The evidence clearly shows that the criteria are being met.
MN003	The partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years, signed by senior management across the organisations and their retail and catering outlets.	Done	10	The commitment of intent is publicly available on the websites, including detailed statements outlining a shared vision for Fairtrade principles, values, and operational goals. The evidence clearly shows that the criteria are being met.

REF	Action	Decision	Points	Auditor comments
MN004	The partnership has held a series of events/promotions/eng agement activities during one of the key Fairtrade dates (e.g. during World Fairtrade Day, Fairtrade Fortnight, International Coffee Day or any other associated Fairtrade date), or has scheduled its own dates to hold Fairtrade events/promotions/eng agement activities (e.g. during welcome week or their own chosen Fairtrade week) and has measured impact across the events.	Done	10	Clear evidence of a well-executed Fairtrade coffee tasting session for International Coffee Day, with strong student engagement. The use of Instagram stories to promote the event is a good approach. An improvement to expand the reach of Fairtrade events and promotions would strengthen future activities. Also, including measurable impact data in future reports would help demonstrate the event's impact more clearly.
MN005	The partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students. The campaign/s must demonstrate some measures of impact.	Done	15	It is commendable that the University of Liverpool organized a Sustainability Fair showcasing Fairtrade products and highlighted its commitment to ethical consumption. The event effectively promoted sustainability and trade justice, while demonstrating significant student and staff involvement.

REF	Action	Decision	Points	Auditor comments
MN006	Any retail or catering outlets owned or operated by the partnership stock Fairtrade-certified products in all of the following categories, and are working to increase either the number of lines OR number of items sold year on year:  • Tea  • Coffee  • Sugar  • Hot chocolate and cocoa  • Chocolate, confectionary or snacks  • Cotton clothing	Done	10	Good and clear evidence of fairtrade products incorporated into shops and cafes, a good plan in place to broaden the products to include clothing. Also features eyecatching advertising to ensure fairtrade is displayed.
MN007	Any retail, catering or other commercial outlets owned or operated by the partnership stock at least one Fairtrade-certified line in at least two of the following categories (where the category is stocked):  • Soft drinks  • Wine or beer  • Health & beauty  • Savoury snacks & nuts  • Cut flowers  • Fruit  • Cotton face masks	Done	5	Clearly making conscientious decisions to incorporate a fair trade soft drink brand into their outlets. an improvement would be the inclusion of another category to achieve full points.

REF	Action	Decision	Points	Auditor comments
MN008	There is up-to-date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. This POS material should be clearly displayed next to the relevant products to avoid confusion, and it should be refreshed periodically.	Done	5	Has succeeded in up-to-date and effective Point of Sale (POS) material in some outlets that sell fairtrade products. to advance to full points, fairtrade material could feature within all outlets that offer products.
MN009	Within the last two years, the partnership has successfully carried out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and has made the findings publicly available.	Done	5	Great survey in assessing student opinion on relevant scoping activities as well as making the information public on the website. well done.
MN010	The partnership provides and publicises opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.	Done	5	Clearly seen to demonstrate an inclusion for students to investigate Fairtrade, trade justice or ethical consumption issues. The projects include active involvement for students and engage their critical thinking. Great incorporation of important world issues. more evidence needed as unclear as to whether it is publicised or mandatory for students and which students in particular.

REF	Action	Decision	Points	Auditor comments
MNo11	The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publicly available. This report can be part of a wider sustainability or similar report.	Done	10	Clearly shows fairtrade progress on a webpage accessible to all. a very good smart action plan is in place and is apart of a wider sustainability plan.
LD001	The students' union has one or more active policies which support Fairtrade passed within the last three years, and has published them online.	Done	10	Clear incorporation of sustainability policies within the student union, especially their work within ethical investments. great work.
LDoo2	The university or college has at least one or more active policy which supports Fairtrade passed within the last three years, and has published them online.	Done	10	Has great up to date examples of policies and statements that support fairtrade. amazing information of important issues.

REF	Action	Decision	Point s	Auditor comments
LD003	Within the last two years, the partnership has analysed the inclusion of Fairtrade, trade justice and ethical consumption within other cross-cutting institutional and union plans (e.g. procurement plan, sustainability plan, marketing plan) and made suggestions to the relevant stakeholders of how it could be integrated.	Done	10	Has a clear sustainability plan with their sustainability strategy 2031, has recent updates and is shown to be thorough and comprehensive by the team.
LD004	All internal student group/society purchasing policies, award and funding applications require a commitment to Fairtrade, trade justice and ethical procurement considerations where applicable. If there are preferred clothing suppliers listed for clubs & societies to purchase from, these should all stock Fairtrade-certified cotton as standard.	Done	10	The guild incorporates sustainability into their society training as seen by evidence presented. The guild pays close attention to whether the item requested is environmentally friendly, showing a conscious effort is made to ensure sustainability standards are maintained. This is great in showing their active commitment to fairtrade.
LD005	There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff or sabbatical officers in the union and institution	Done	15	a sustainability manager employed within the university ensures a high volume of ethical practices are maintained. great student voice involvement through elected student officers. has established a fairtrade working group which is clearly shown to have strong commitment and make great progress.

REF	Action	Decision	Points	Auditor comments
Cloo1	The partnership has included Fairtrade and ethical consumption in staff and student inductions. These inductions should state the organisation's commitment to Fairtrade, provide some information on why Fairtrade is important, and state some tangible actions staff and students can take to fit in with the organisation's values.	Done	10	It is great that Fairtrade and ethical consumption are incorporated into staff inductions through presentations every 3 months, and lessons are accessible to students through the "Sustainability in Action" Canvas module. This fulfils the criteria.
Cloo2	The partnership has supported one or more student groups to campaign on Fairtrade, ethical consumption or trade justice.	Not done	0	
Cloo3	Within the last two years, the partnership has partnered with a local school or college and worked together on at least one project or campaign over the year.	Not done	0	
Cloo4	Within the last two years, the partnership has partnered with a local off-campus Fairtrade group, and worked together on at least one project or campaign over the year.	Not done	0	

REF	Action	Decision	Points	Auditor comments
Cloo5	Within the last two years, the partnership has facilitated the creation of a local off-campus or school Fairtrade group, where one doesn't already exist.	Not done	0	
Cloo6	Within the last two years, the partnership has proactively collaborated with another aspiring Fairtrade University or College in achieving Fairtrade status and can demonstrate how their involvement has enabled the attainment of the award. This could include encouraging a previously uninvolved university or college to sign up for the next programme cohort.	Done	15	The criteria have been met as evidenced by a joint social media campaign on the DMU Sustainability Instagram account, which shows the institution's shared efforts in the 2023–2025 Fairtrade Universities Award cohort.
Cloo7	The partnership's work and support of Fairtrade has an effective and up-to-date web presence, which is easily found and well-used.	Done	5	The University of Liverpool's web presence for Fairtrade is up to standard and meets the criteria of an effective and up-to-date web presence, easy findability, and current content.
Cloo8	The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully.	Done	5	There is evidence of the University's use of social media channels like LinkedIn and Instagram to communicate Fairtrade campaigns. The University's Student Union, The Guild, also contributes by sharing University content and promoting Fairtrade volunteering opportunities.

REF	Action	Decision	Points	Auditor comments
Cloo9	In the last two years, the partnership has proactively shared one or more learning or best practice examples from their Fairtrade activities with the wider sector.	Not done	0	
Clo1o	The partnership ensures there is a strong Fairtrade presence at Freshers' Fairs (or equivalent) and/or recruitment days.	Done	5	The University did not have a Fairtrade presence at Freshers' Week; however, there was a significant Fairtrade presence at the Sustainability Fair during Sustainability Week. So, that will count as partially completed.
Clo11	Fairtrade, trade justice and ethical procurement considerations are taken into account in checklists or guidance for events. This should include the requirement of all exhibitors that any relevant giveaways (e.g. cotton tote bags, chocolates, biscuits) are Fairtrade-certified, and that any cotton uniforms are Fairtrade-certified.	Done	10	The University provides a thorough Sustainable Events Guidance document that covers Fairtrade, trade justice, and ethical procurement.
Clo12	The partnership has supported student groups or RAG groups to fundraise for the Fairtrade Foundation.	Not done	0	

REF	Action	Decision	Points	Auditor comments
PL001	The partnership has proactively engaged staff and publicised Fairtrade widely as an option for communal tea, coffee, hot chocolate and sugar in staff areas and offices.	Not done	0	
PL002	The partnership's catering providers and licensed premises (internal and/or contracted) offer Fairtradecertified products as standard in all the following categories (where stocked):  • Fruit  • Juice  • Tea  • Coffee  • Sugar  • Chocolate  • Wine	Done	10	The evidence demonstrates that all listed products, including Grumpy Mule House Blend Coffee and Tate & Lyle sugars, are Fairtrade-certified. This confirms the offering of Fairtrade-certified products across the specified categories.
PL003	The partnership has captured Fairtrade sales data for the previous two academic years and reported back to the Fairtrade Foundation.	Not done	0	
PL004	The partnership has included terms in tender documentation that reference Fairtrade requirements for relevant categories, or states that Fairtrade suppliers will be preferred.	Not done	0	

REF	Action	Decision	Points	Auditor comments
PL005	There is a procedure and support in place to ensure any new food service tenants or retail/catering outlets provide Fairtrade products wherever possible.	Not done	0	
PL006	Either Fairtrade is served as standard in hospitality (e.g. conferences, vacation hotel rooms etc.) across all products which have a Fairtrade option available (tea, coffee, sugar etc.), or within the last two years, demonstrable progress has been made to put this into practice.	Done	10	The University of Liverpool's Internal Delivered Catering Service uses Fairtrade- certified products, such as Grumpy Mule House Blend Coffee and Tate & Lyle white and brown sugars, for both internal events and external conferences. Other Fairtrade product options are also provided as standard, showing that the criteria are met.
PL007	In the last two years, the partnership has engaged with at least one of the following stakeholders to adopt or increase Fairtrade commitments:  • A relevant purchasing consortium  • An existing supplier  • An external brand or retailer	Done	5	The email evidence shows that the University of Liverpool has actively engaged with several existing suppliers, including Crosby Coffee, Cafeology, Stephensons, and Bidfood, to discuss increasing Fairtrade commitments. This demonstrates the university's ongoing efforts to increase its Fairtrade offerings.

REF	Action	Decision	Points	Auditor comments
PL008	In the last two years, the partnership has increased the proportion of staff uniforms made from Fairtrade-certified cotton or other materials (where available).	Not done	0	
PL009	The partnership ensures that all promotional T-shirts for events are made from Fairtradecertified cotton.	Not done	0	
PL010	Sales promotions (such as discounts, competitions, loyalty cards etc.) are run on Fairtrade-certified products periodically throughout the year, across relevant retail outlets.	Not done	0	
PL011	The partnership can demonstrate an increase in the number of Fairtrade-certified items and/or lines bought for sale in campus commercial outlets over the last two years.	Not done	0	

REF	Action	Decision	Points	Auditor comments
RC001	The partnership has successfully encouraged one or more teaching staff to take part in the SDG Teach-In, which takes place annually in March, by including Fairtrade issues within their teaching, learning or assessment.	Not done	0	
RC002	Within the last two years, the partnership has successfully carried out a relevant follow-up research/scoping exercise amongst a broad range of its students and staff to inform its Fairtrade work, and has made the findings publicly available. This should link back to the baseline research conducted as part of the mandatory criteria.	Not done	0	
RCoo3	Within the last two years, the partnership has supported two or more students to complete an investigation of Fairtrade, trade justice or ethical consumption issues on or off campus within their course work or dissertation, and has shared any key findings publicly.	Not done	0	

REF	Action	Decision	Points	Auditor comments
RC004	Within the last year, the partnership has peer-reviewed another Fairtrade University or College partnership.	Not done	0	
RC005	Within the last two years, the partnership has carried out a thorough baseline curriculum review or audit for Fairtrade, trade justice or ethical consumption themes and made the findings publicly available.	Done	7	It is great to see Liverpool Guild of Students partnering with SOS-UK on the Curriculum Mapping project and actively involving students in reviewing how their modules align with key sustainability themes and the UN SDGs. However, it would be better if the results of these assessments were made publicly available, so everyone can see how the university is progressing with these important goals.
RCoo6	Within the last two years, the partnership has commenced or completed its own piece of research into Fairtrade, trade justice or ethical consumption issues and plans to make the findings public and utilise them for future activities.	Not done	0	
RC007	Within the last two years, the partnership has encouraged at least one member of teaching staff to join the Fairtrade Directory of Supporting Academics.	Not done	0	

REF	Action	Decision	Points	Auditor comments
RC008	The partnership has connected its work on Fairtrade with decolonising its curriculum by providing students with more opportunities to learn through the lens of producers.	Done	2	
RC009	Within the last two years, the partnership has commenced or completed the process of validating a module specialising in the topic of Fairtrade, ethical consumption and trade justice.	Not done	0	
OT001	The partnership has identified positive outcomes for students through its Fairtrade work.	Not done	0	
ОТ002	The partnership has identified positive outcomes for the students' union through its Fairtrade work.	Not done	0	

REF	Action	Decision	Points	Auditor comments
ОТооз	The partnership has identified positive outcomes for the institution through its Fairtrade work.	Not done	0	
OT004	The partnership has identified positive outcomes for the wider community through its Fairtrade work.	Not done	0	
lloo1	Use this section to tell us about innovative actions or initiatives that you have done within your Fairtrade, ethical consumption or trade justice work which you think are worthy of recognition. You should only write about actions or initiatives that you feel are not adequately covered elsewhere in your submission.	Not done	0	
llooz	(Same as one above)	Not done	0	

REF	Action	Decision	Points	Auditor comments
lloo3	(Same as one above)	Not done	0	
lloo4	(Same as one above)	Not done	0	

#### YOUR STUDENT AUDITORS HAD THE FOLLOWING TO SAY ABOUT YOUR WORK:

"The team worked well together across different departments, which has made a real difference in promoting Fairtrade practices and raising awareness among staff and students."

"Thank you for the opportunity, it has been inspiring to see the positive impact of promoting Fairtrade initiatives on campus."

"This was a valuable experience that gave me insight into how ethical practices can be promoted on campus."

Hope Walker and Lauren Goadby, University of Liverpool.

#### **FEEDBACK**

We are continually looking at ways to improve the impact and experience of the programme. Thank you for providing your student auditors with feedback on the programme. If you have additional comments or suggestions regarding the Fairtrade University and College Award programme, please do let us know via email.

Feedback from student auditors of the award this year has been positive, and their input into the Award has been a fantastic opportunity for partnerships to increase student-staff collaboration on issues such as Fairtrade. We believe student auditors are a key part of the process, and we hope you enjoyed working with them throughout the audit. Copied below is a selection of quotes from this year's student auditors, demonstrating how this opportunity allowed them to develop key skills for life and work.

#### 2025 student auditor feedback

"The experience is very informative, fulfilling adding to an experience of 'a real world feel and involvement."

Rakesh, University of Worcester & SU

"It was interesting to see how an audit is carried out. We learned a lot and gained valuable experience in the auditing process."

Doyinmola, Queen's University Belfast & SU

"This was a valuable experience that gave me insight into how ethical practices can be promoted on campus."

Hope Walker, University of Liverpool

## NEXT STEPS

Once again, on behalf of the Fairtrade Foundation and SOS-UK, many thanks for taking part in the Fairtrade University & College Award.

We hope you look forward to taking part next year and continuing to engage with and promote Fairtrade on your campuses. Congratulations on all your achievements and before you get cracking on next year, make sure you take a good rest, reward your team, and reflect on everything you've achieved this year!

Your Award is valid for 2 years, but to prevent any gaps in your Award following expiry, we recommend you renew your membership of the programme as soon as possible, so you have the full 2 years to work through the criteria before being reaudited in Spring 2027.

To sign up to the next year's cohort, please visit:

https://www.sosuk.org/project/fairtrade-universitycollege

For more information, news, case studies and information about the award, please visit the website:

https://www.fairtrade.org.uk/getinvolved/get-involved-in-yourcommunity/universities-and-colleges/

To contact our team, please email:

<u>Universities@fairtrade.org.uk</u>

### THANKYOU

We're so grateful to the Fairtrade campaigners who keep the movement going and continue to advocate for a fairer trade system. We couldn't do it without you. You help to make sure that the future is fair.

#### Thank you from our Fairtrade and SOS-UK partnership team.



Sarah Hazlehurst, Campaigns Manager



Elena
Fernandez Lee,
Education
Campaigns
Manager



Swetha Guruprasad, Project Manager



Tilly Jarvis,
Senior Project
Manager (Food
& Farming)

#### fairtrade.org.uk

Fairtrade Foundation, Unit 5.07, The Loom, 14 Gower's Walk, London, E1 8PY

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