

**UNIVERSITY OF BRADFORD
UNIVERSITY OF BRADFORD UNION**

Fair Trade University.

The University of Bradford and the University of Bradford's Students' Union are committed to the principles and practice of Fair Trade and to achieving the 'Fair Trade University' status.

To this end Fair Trade products are currently made available in all University and Union retail outlets shops, cafes, bars and restaurants and when the University and Union provide hospitality at meetings. From February 2006 Fair Trade products will be available in vending machines on campus.

In order to further develop a culture of Fair Trade the University and Union will:

- make a joint public commitment to the principles and practice of Fair Trade
- seek to increase demand for Fair Trade products through consumer promotions, events, internal external media coverage and by the promotion of Fair Trade as part of the culture of the University.
- use the Fair Trade logo as part of marketing activity for the University and Union.
- actively seek to increase the range of Fair Trade products available in outlets in line with customer demand.
- collect sales data in respect of Fair Trade products in order to monitor demand and measure the effectiveness of marketing activity.
- encourage suppliers, and where applicable purchasing consortiums, to include Fair Trade products in their ranges.
- where applicable participate in activities designed to promote Fair Trade in the City of Bradford and region.
- to maintain Fair Trade status the policy should be formally reviewed by the Steering Committee annually.

Responsibility for Fair Trade

The University of Bradford Catering Forum takes on the responsibility of 'Fair Trade Steering Group', and as such is responsible for the review, implementation and further development of this policy.

Within the Union, the Treasurer and Ethical and Environmental Issues Officer and General Manager are responsible for this policy and sit on Catering Forum.

