

Green Impact Project Case Study

Trade Fairer

Background

Institution: University of Sheffield

Team Name: Information School

No. of years participating in Green Impact: 4

Highlights

Please include 2-3 bullet points (of approx. 10 words each) which summarises your case study:

- We supported Fairtrade Week
- We organised our own Fairtrade bake sale
- We promoted Fairtrade products at our staff meetings
- We have sent out Fairtrade surveys and intend to do some later in the year to see the impact our work has had on people's opinions and shopping habits
- We have updated our Green Impact website showing where it is possible to buy Fairtrade items.

Description

Please write less than 200 words about your case study; what you did, how you did it, where it happened, who was involved, the impact it had and any other relevant information.

We supported Fairtrade fortnight by sending out emails and having posters around the information school and making the staff and students aware of what items are Fairtrade. Alongside doing this we had a Fairtrade bake sale where everyone was encourage to bake using Fairtrade products, raising £66. This was so successful that some students even made cakes a couple of weeks afterwards. We have been sending emails out, updating our website and making the staff aware at meetings of what items are Fairtrade. We have been providing Fairtrade refreshments at our staff meetings which have been well received. We will hopefully get a measurable amount of the effects that this has had as we sent a survey out beforehand asking people about what they thought was Fairtrade and what products they currently buy and we shall send this survey out again towards the end of the semester and see the impact that this has had.

Photographs

Please include photographs/diagrams.

 **Information School**
@InfoSchoolSheff Follow

Continuing our support of @FairtradeUK we will be holding a bake-off event on the 7th March, 1-2pm, in the iSpace! Bake something, bring it along for all of us to try, and donate £1 to take part. We'll be providing Fairtrade coffees and teas. Sign up here: bit.ly/2tLrw9H



FAIRTRADE

7:30 AM - 1 Mar 2019

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 **uos_information_school** ...

uos_information_school Thanks to everyone who has baked for our @fairtradeuk event today, raising money for Fairtrade and also the S6 Foodbank. If you're around the department, come down before 2pm and have a tasty treat!

#Fairtrade #bakeoff #baking #cakes #charity #foodbank #s6foodbank

Liked by jacobgodfreyholmes and 19 others

MARCH 7

Add a comment... Post

University of Sheffield Information School
Published by Adam Yn [?] · 21 February · 🌐

As part of our Green Impact activities, we are promoting Fairtrade products that are available from major supermarkets, so you can inject some sustainability and fair trading into your weekly shop.

This week, why not try some Fairtrade bananas, available from Morrisons (pictured), Sainsburys, Tescos and others?

Find out more about why Fairtrade is so important to the lives of so many around the world here: <http://www.fairtrade.org.uk/What-is-Fairtrade>



195 People reached 3 Engagements [Boost Post](#)

👍 Ahmed Ramyar Tci

University of Sheffield Information School
Published by Adam Yn [?] · 26 February · 🌐

Continuing our support of Fairtrade with the University's sustainability initiatives, we bought some Fairtrade goodies from Tesco for today's staff meeting, including coffee, tea, bananas, sugar and chocolate (yes, 2- and 4-finger Kit-Kats are under the Fairtrade Cocoa Program!).



230 People reached 10 Engagements [Boost Post](#)

👍 Sheila Webber, Ahmed Ramyar Tci and 4 others

Self Assessment

Please include the points you think your project should be awarded and why. Use the high scoring project template available [here](#) to see how well your project meets the criteria.

Team Engagement - 5, all Information School team members were involved in meetings and emails for organising and putting together of information and distribution of this information.

Reach - 5, This project engaged 1 university GI teams. We feel that the reach of this project tried to engage all members of our department, staffs and students.

Creativity - 3, This project wasn't a new idea however it was adapted to try and measure how our work had impacted and influenced people into making better choices.

Impact & Measurability - 6, this project engaged the entire department and helped towards achieving our goals. We are hopefully going to be able to measure the impact of what our campaign has done, by sending a second survey and hopefully we see an improvement in everyone's knowledge of Fairtrade products and that they consciously purchase them.

Proportionality - 4, this project definitely engaged the entire department and helped towards achieving our goals. We had multiple things going off throughout the year to contribute to this project so therefore it hopefully never left peoples thoughts. This project is constantly ongoing with reminders to all staff in the Information school at staff meetings and we are still distributing Fairtrade information to all in the department through emails and social media.

Replication - 4, We feel that this project is easily repeatable or used as a basis by any team as we can use the same principles and information to distribute to their own departments.

Legacy - 4, We feel this project has definitely left a legacy as the staff meetings now only have Fairtrade products, and people will hopefully be purchasing more Fairtrade products due to our campaign.

Outcome - 3, the project mainly meets all our aims and objectives. However, unfortunately, we were unable to organise fairtrade monthly coffee mornings as the new financial regulations mean that we are no longer allowed to buy products.

Total Points (we think) - 34