

Fairtrade Survey

2024-2026 Accreditation

This short report covers the findings and analysis of our 2025 Fairtrade Survey.

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Introduction

Each year, the University of Greenwich releases a Fairtrade survey to assess the level of awareness and understanding of Fairtrade among students and staff. As a Fairtrade University, we are committed to promoting greater awareness of how Fairtrade supports the livelihoods of farmers and plantation workers. We also aim to support the work of the Fairtrade Foundation by increasing the range and availability of Fairtrade products sold on campus.

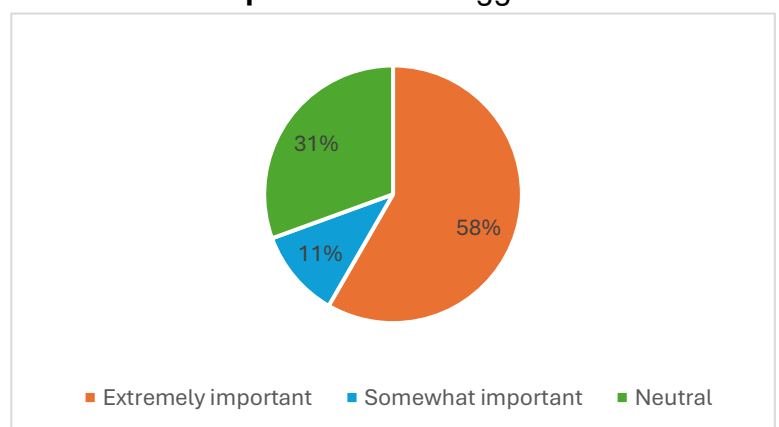
In March 2025, we conducted a survey to gather the views, attitudes, and concerns of students and staff regarding Fairtrade, and to explore their interest in participating in Fairtrade campaigns and activities throughout the year. The survey was promoted through the university's internal communication channels, our social media platforms, and through a stall hosted at the Students' Union. A total of 36 respondents participated, providing insights into perceptions, habits, and motivations concerning Fairtrade products.

During our Fairtrade Fortnight we also held accompanying workshops to understand student attitudes towards Fairtrade, using key markers to understand what is important to students. Markers included the cost-of-living crisis, mental health, faith, identity, job security, loneliness, equality and justice, deforestation and conflict which were guided by the Oxfam Global Citizenship Guide and the Big Fairtrade CPD.

Analysis of Findings

Importance of Sustainability

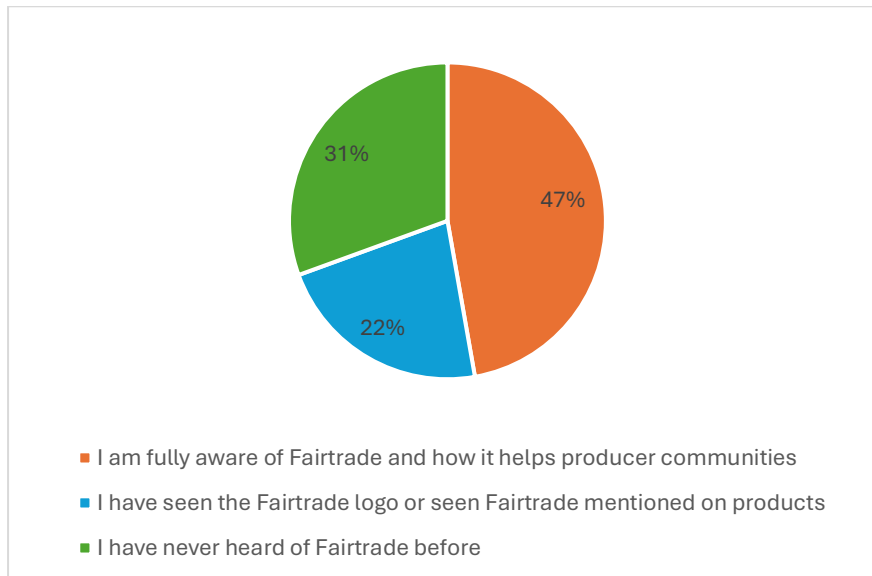
In terms of understanding moral grounds and how important sustainability is to our students and staff. **69% of respondents felt it was important.** This suggests that people consider both sustainability and ethical considerations to be important in their decision-making and personal values. There is a all-round awareness of what sustainability means and of its importance, particularly in areas that most closely relate to their everyday lifestyles.



Knowledge of Fairtrade

Like with the importance of sustainability and ethical issues, most respondents have also said they are aware of Fairtrade or have seen Fairtrade mentioned in products. **47% of respondents are fully aware of Fairtrade** whilst **22% have suggested that they've seen the logo or it's mention in products.**

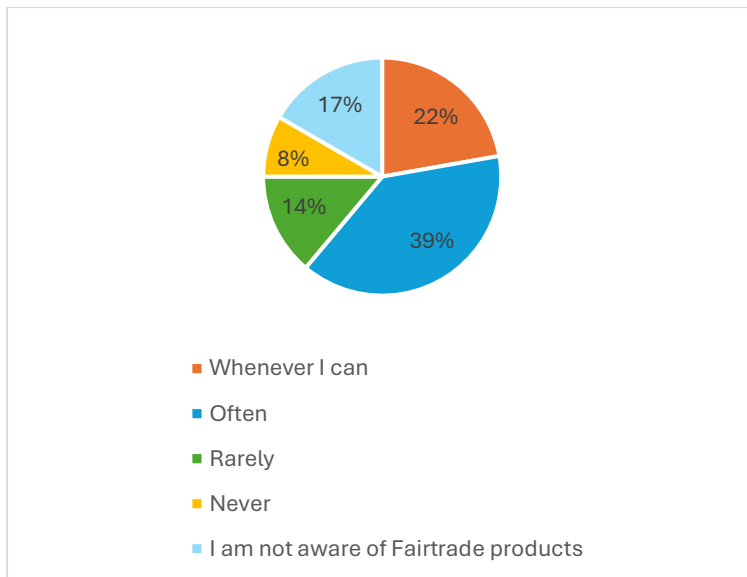
However, **31% of respondents have never heard of Fairtrade before.** This suggests that the awareness and visibility of Fairtrade may not be sufficient.



Fairtrade Consumption

Furthermore, another question was posed of how often respondents purchase Fairtrade products. **22% said they purchased Fairtrade wherever they could, 39% said often and 22% of respondents said they rarely or never purchased Fairtrade products.**

The reasons behind may be reflected by the findings in the workshop. Price was cited as a top barrier to purchasing Fairtrade. Limited range and visibility were also frequently mentioned. Some noted a lack of information or understanding about Fairtrade's purpose.

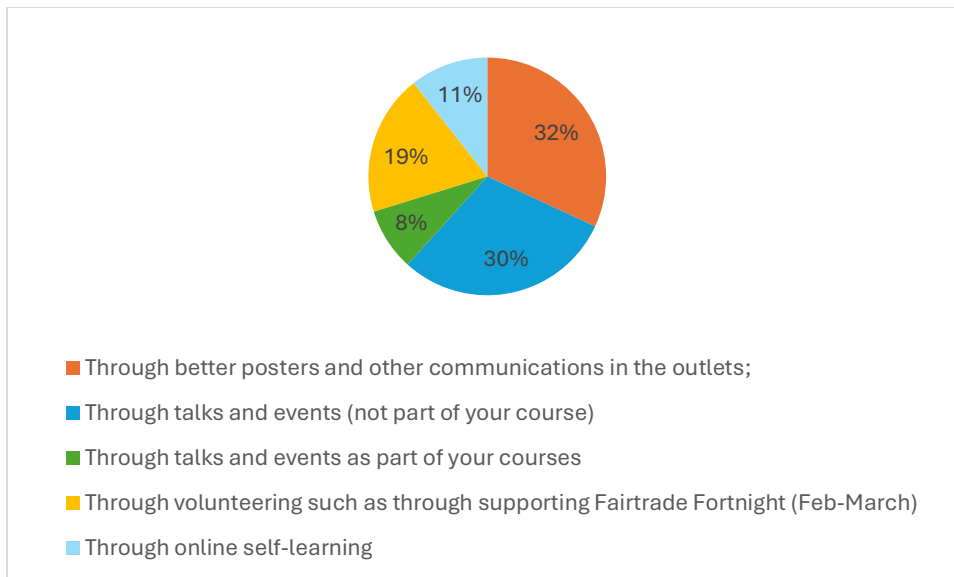


Learning Opportunities

Another question was posed to participants about whether they would be interested in more opportunities to learn about Fairtrade at the University of Greenwich.

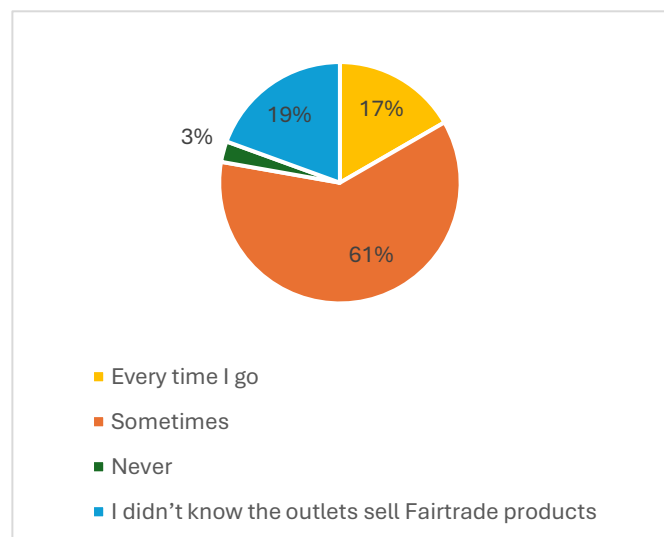
The majority of respondents said they would be interested in posters and other communication, and talks and events (not part of the course). During Fairtrade week, we organised different events such as pop-up stalls, exhibitions and clothes swap events. The results show a diverse need of learning. While some students wanted to learn through hands-on experiences, some wanted to learn through more traditional ways, such as physical posters in the outlets.

Students also shared that they were keen on volunteering. We have a Green Ambassador Programme where students can volunteer in different roles. The result suggests that providing more volunteering opportunities may be a good way to encourage students to learn more about Fairtrade.



Presence in Outlets

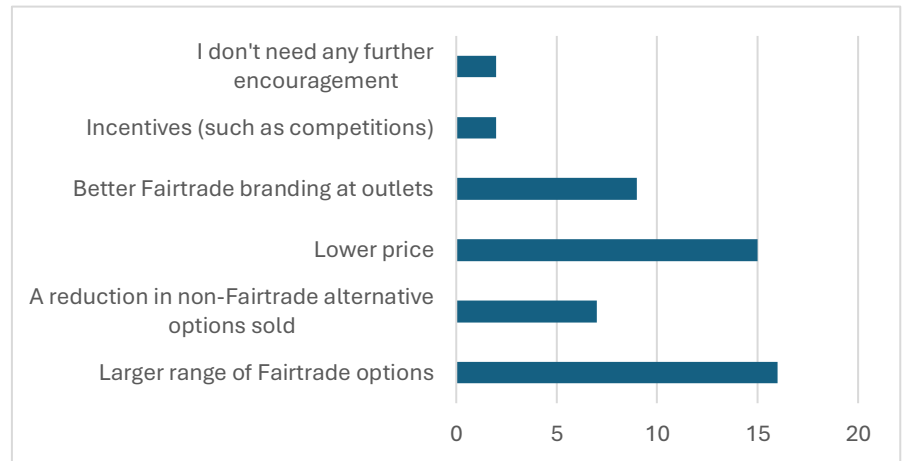
This question asks how often you see Fairtrade products sold in the retail and catering outlets at the university. Results show **78% of respondents have seen Fairtrade products being sold**. However it should also be noted that **nearly 1/5 of respondents didn't know we sell Fairtrade products**. This insight is valuable in helping us consider where to place our marketing materials around our outlets, such as in entrance areas, digital screens, as well as at the point of sale (POS).



Influences

Lastly, we've asked the following: What would encourage you to buy more Fairtrade products?

A majority have suggested **a larger range of options and lower price**. Although it's encouraging to know that more options are desired, sales significantly influence our choice and capacity to offer these in all our locations. Due to cost-of-living issues, price



is often a priority over ethical considerations, especially for students. We would need to take different factors into consideration when selling Fairtrade products.

Conclusion

The data reveals a clear awareness gap and opportunities for targeted action. Visibility is a recurring issue, suggesting the need for better labelling, signage, and promotional materials in campus shops and cafes. The results also point to a desire for storytelling and personal impact narratives, aligning with wider trends in ethical marketing. Price of items was also a major barrier to purchasing Fairtrade products. We should investigate the best ways to make Fairtrade products affordable, attractive but also profitable.

To increase visibility, we may launch a visibility campaign during Fairtrade Fortnight 2025, including pop-up stands and digital screens highlighting Fairtrade items. We may also collaborate with the catering team to increase the availability and signage of Fairtrade goods. To reach more students through the curriculum, we may consider integrating findings into Business School curriculum through case studies and marketing projects.

The next survey will be conducted in 2026.