

# Fairtrade Survey

## 2024-2026 Accreditation

This short report covers the findings and analysis of our 2026 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 2026, 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 24 respondents participated, providing insights into perceptions, habits, and motivations concerning Fairtrade products.

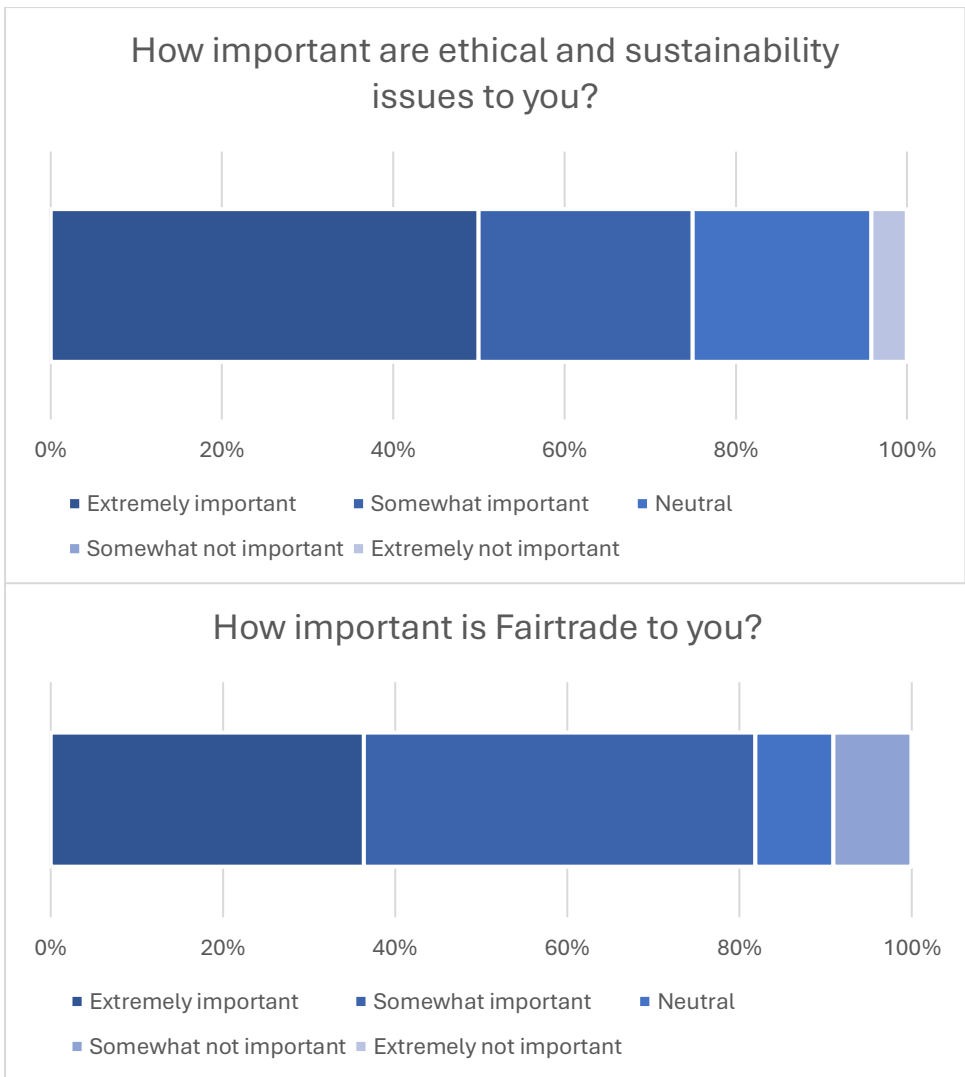
## Analysis

### Importance of sustainability and Fairtrade

**75% of respondents felt that ethical and sustainability issues was extremely or somewhat important to them.** Compared with last year (69%), the figure has slightly increased.

When being asked whether **Fairtrade was important to them, 82% of respondents said it was**, which echoed to the result of the question related to sustainability.

However, when we look at the figures closely, while 50% of respondents said sustainability issues were extremely important to them, **only 36% said Fairtrade was extremely important to them.** It shows that Fairtrade may not be the issue they are most concerned about.

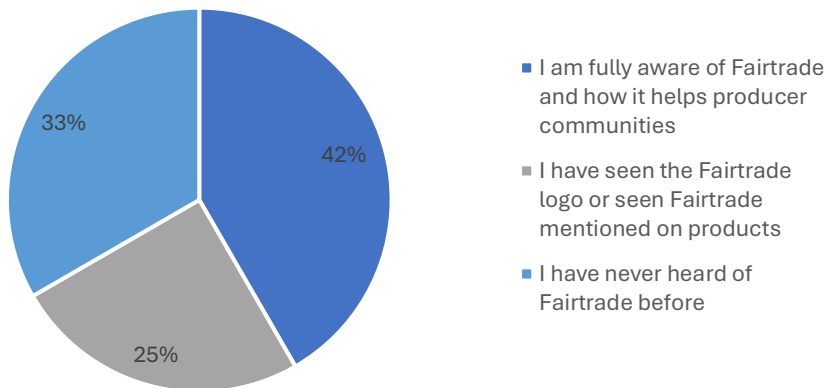


## Awareness of Fairtrade

Most respondents said they were aware of Fairtrade. **42% said they were fully aware of Fairtrade and 25% said they have seen the logo before.** This was similar to the results last year (47% and 22% respectively). This was also supported by the fact that respondents could give correct examples of Fairtrade products, such as **coffee, chocolate, banana, honey and tea.**

It should also be noted that one-third of respondents have never heard of Fairtrade before, suggesting the knowledge and awareness of Fairtrade is not sufficient.

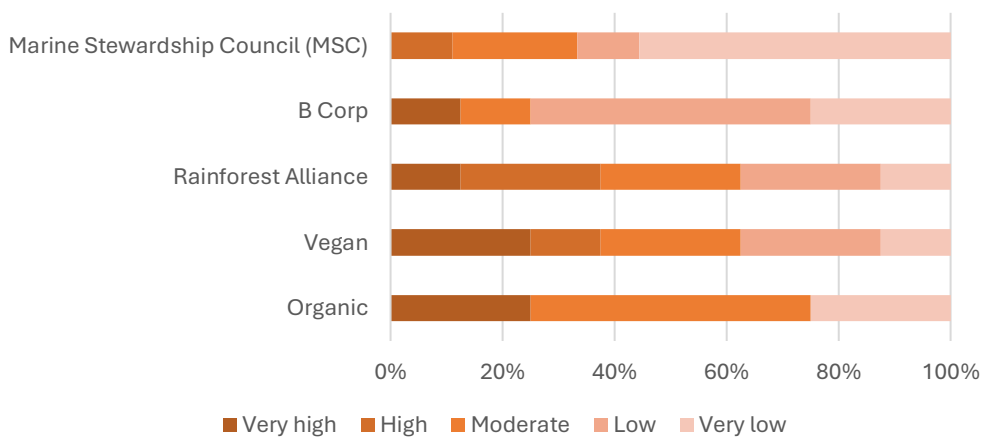
### How much are you aware of Fairtrade?



Apart from Fairtrade, we also asked respondents about their awareness of other consumer labels.

Among the five labels, Organic and Vegan were more commonly known among respondents, while B Corp and MSC were less well known, with half of respondents having low awareness. Comparing these with Fairtrade, Fairtrade has a relatively high awareness.

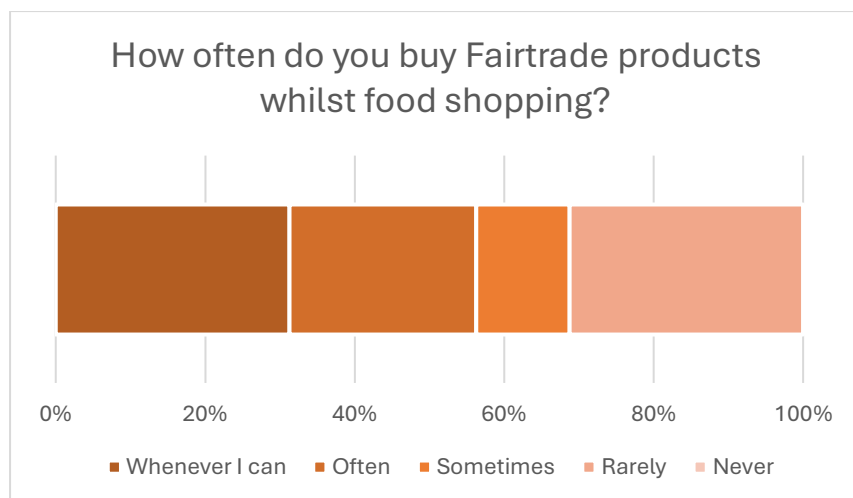
### Are you aware of other consumer labels? Please indicate your level of awareness of each.



## Fairtrade Consumption

Among respondents who were aware of Fairtrade (either fully aware or have seen the logo), when being asked how often they buy Fairtrade products whilst food shopping, **31% replied whenever they could, while 25% said often. 31% replied they rarely buy Fairtrade products.**

This shows a diverse consumption behaviour, even among those who knew about Fairtrade. Apart from being aware of the issue, there might be other factors that affect whether respondents buy Fairtrade products.



## Price as the Most Important Motivating Factor

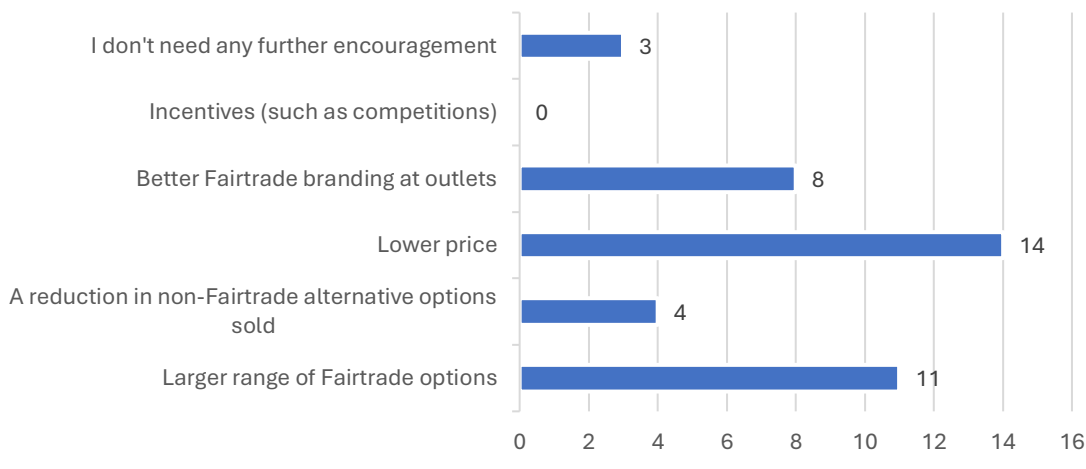
What encourages respondents to buy Fairtrade products? The majority replied that **lower price was the most important motivator**, followed by larger range of Fairtrade options and better Fairtrade branding.

This was also reflected in the question about whether they would pay a small premium to support Fairtrade, where only 23% replied “yes”. Most replied “maybe”, showing they were not fully positive and may have other concerns to pay extra.

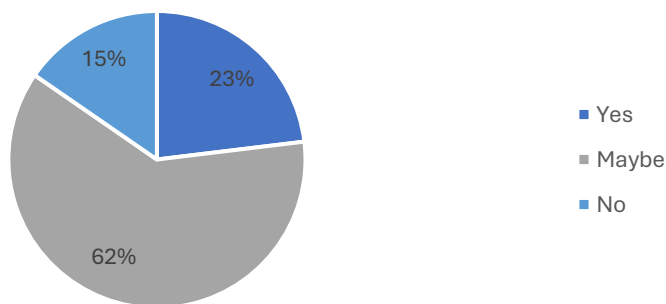
In an open-ended question about the challenges in buying Fairtrade products, respondents mentioned about the **lack of availability in stores and higher prices**.

The results show that while awareness and visibility is important, the cost of food is still the first priority among respondents when choosing what to buy. As Fairtrade items tends to be more expensive, the university needs to review whether they could subsidise staff and students to buy Fairtrade products, if they want to increase motivation.

### What would encourage you to buy more Fairtrade products? (please select up to 3)



### Would you pay a small premium (e.g. 10-15%) for food grown in such a way?

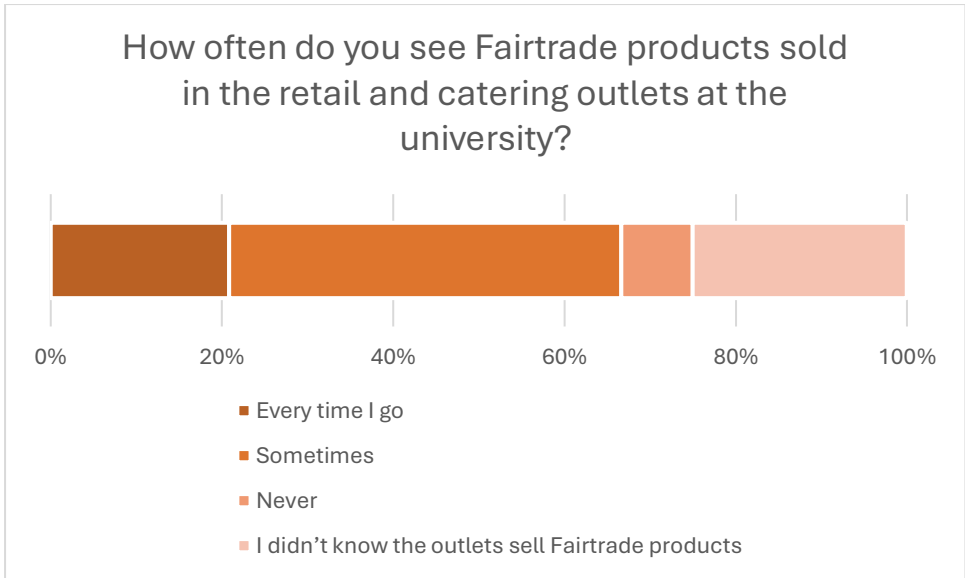


## Presence of Fairtrade in Catering Outlets

Fairtrade products are sold in our catering outlets, but whether they are visible to staff and students may affect the sales of them.

Results show that **67% of respondents have seen Fairtrade products being sold. However one-fourth of them didn't know about this.** This was slightly higher than survey results in 2025 (19%).

Apart from making Fairtrade products more visible, we may need to consider what strategies could encourage staff and students to buy the products, such as larger range of Fairtrade options and better branding.

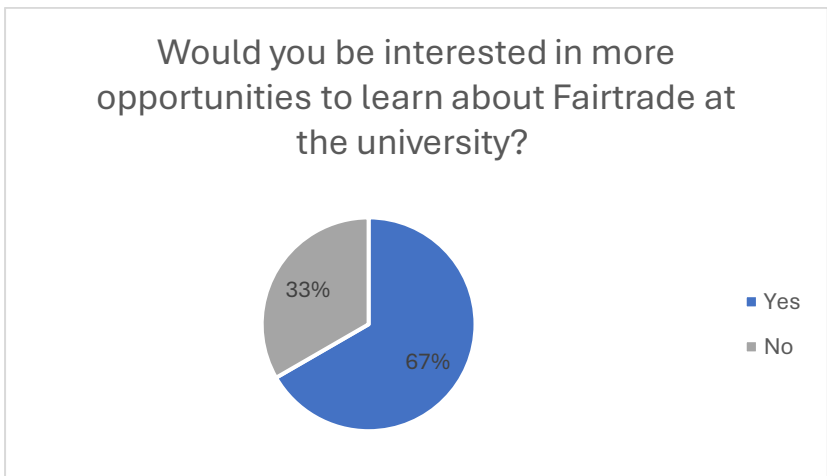


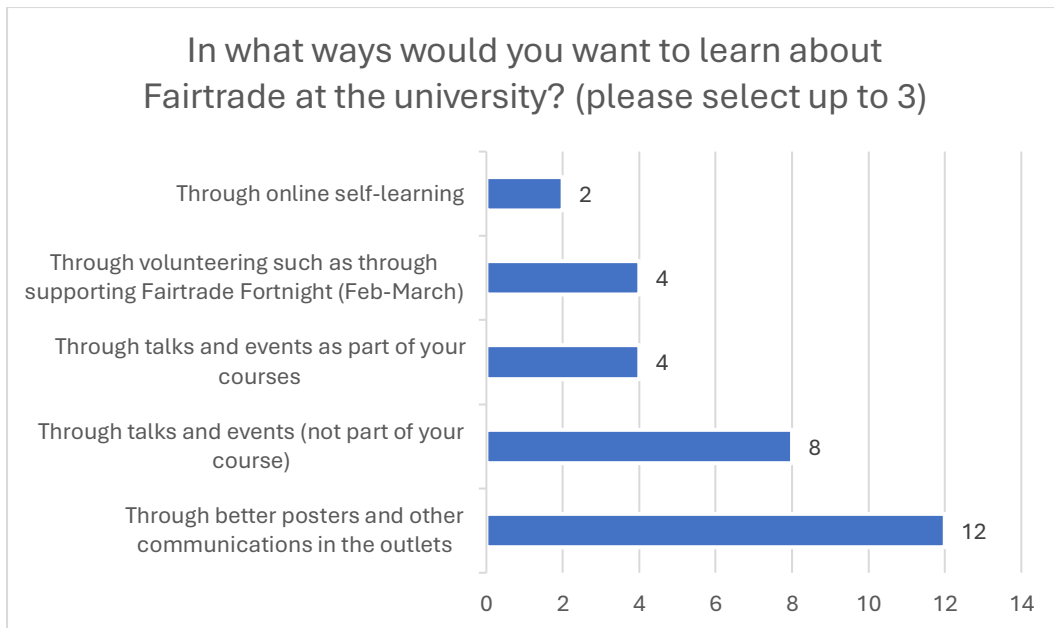
## Learning opportunities

If the university wants to further improve the knowledge and raise awareness of Fairtrade, what would be the best ways?

It is interesting to know that while **most respondents were interested to learn more about Fairtrade**, there was still **one-third of them that were not interested**. We should work on how to make Fairtrade an important topic for staff and students, as well as how to link Fairtrade with issues they are already interested in (e.g. cost of living, health).

Within those who were interested, most respondents **chose better posters and other communications in the outlets**, followed by talks and events (not part of the course). During Fairtrade Week, we organised events such as British Heart Foundation pop-up shop, Fairtrade pop-up stall and clothes swap events. Our catering outlets also provide sales promotion and tasting sessions on Fairtrade products.





## Conclusion

The data shows while most students thought sustainability issues and Fairtrade was important, and were aware of what Fairtrade is, the knowledge and awareness did not always convert into actions of buying Fairtrade products.

Challenges of buying Fairtrade was related to high prices and limited availability in stores. If the price was lower, more respondents were willing to buy Fairtrade products. Other motivating factors included a better branding and more choices of Fairtrade products. The university should investigate how to make Fairtrade products affordable, but at the same time maintaining the sales.

We also need to continue to improve visibility of Fairtrade and increase awareness of staff and students, such as better signages in outlets and more events during Fairtrade week.

The next survey will be conducted in 2027.