

Eat, Drink, Shop




AT UNIVERSITY OF BRADFORD



Fairtrade Fortnight
22nd February - 7th March 2021

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Fairtrade Fortnight

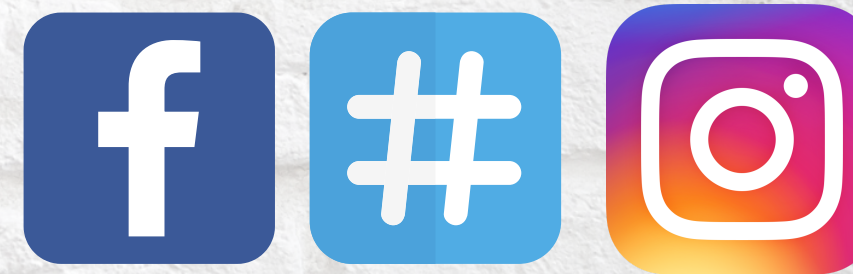
The University of Bradford is committed to promoting fair trade wherever possible, and works actively to combat human rights abuses in supply chains.

Our Aim

- Create and publicise our Fairtrade Policy
- Use and sell Fairtrade products in all University outlets
- Use Fairtrade products in our catering and hospitality sectors
- Run promotional campaigns and events throughout the year
- Support Fairtrade Fortnight each year.

During Fairtrade Fortnight, the Hospitality & Retail department will actively promote the fairtrade products available to customers.

This will be done via our commercial outlets based around our sustainable campus and through our social media pages such as Facebook, Twitter and Instagram



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The Focus

This year the Fairtrade campaign will focus on climate change.

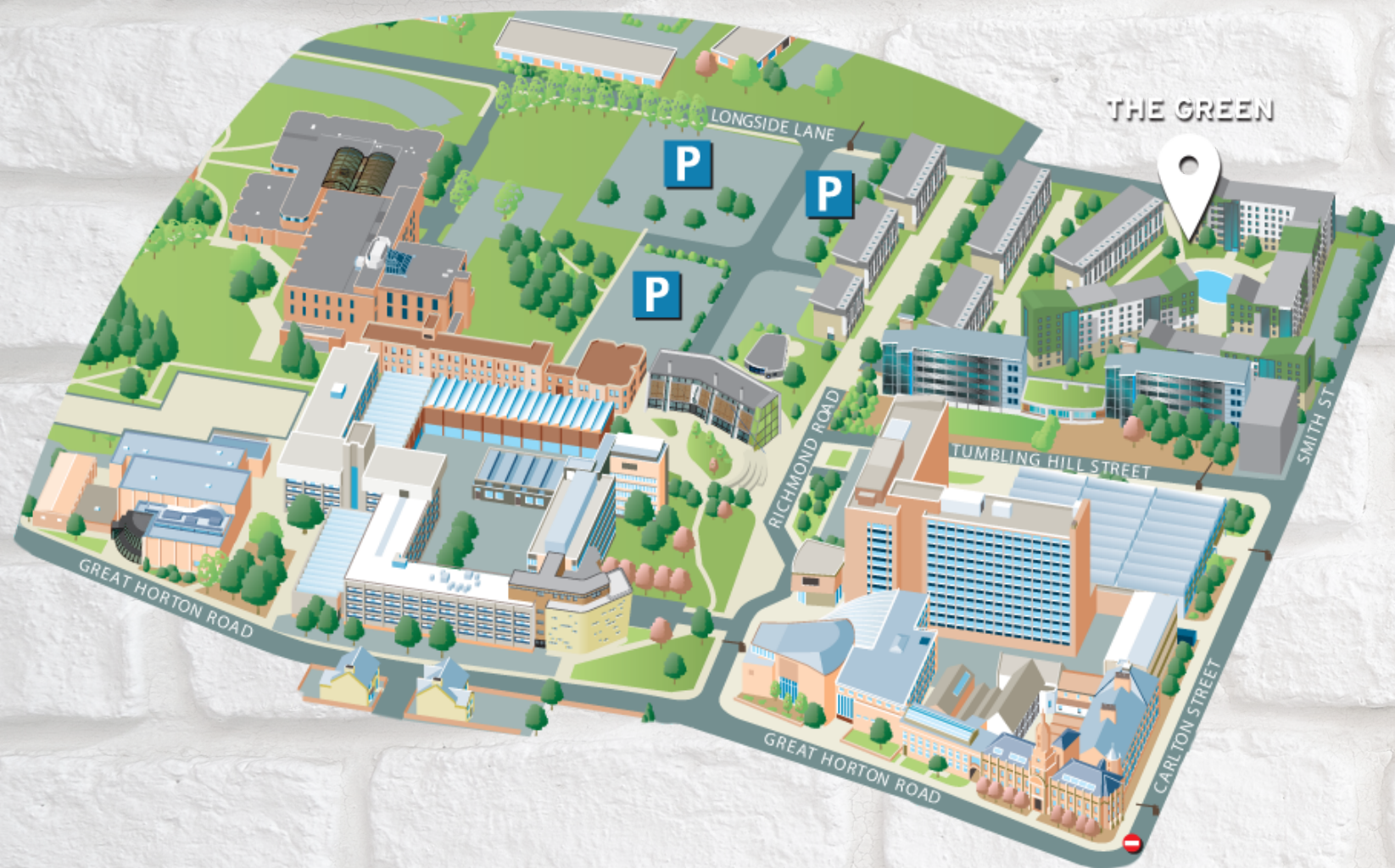
The climate change crisis is an immediate and ever increasing threat, and for those in more vulnerable countries are already experiencing the impacts posed.

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It's on campus!



Our commitment to fair trade means that whenever possible we aim to buy products that are produced fairly and ethically and support on-going academic research and development in this area.

Starbucks it is!

We proudly serve the famously known Arabica Coffee that has been responsibly grown and ethically sourced for over 40 years.

From Cappuccino to a Pumpkin Spiced Latte, you can guarantee on it being 100% Fairtrade certified!

Never too Sweet

We use fairtrade sugar in our coffee outlets, hospitality venues and is available on the shelf in both of our campus shops!

Want a piece?

Divine has been a strong advocate for independent third party verification such as, Fairtrade, B Corp and organic verification

This provides our customers and clients with the confidence in our fairtrade mission.

That's juicy

Holding an accreditation for its fruit, JUICE BURST is the refreshing, no nonsense drink that provides 1 of your 5 a day!

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It's what we do

Embedding sustainability and supporting fairtrade in all that we do. We believe that we should go beyond the basics of ethical business practices & embrace our responsibility to people and the planet.

We understand that our operations affect the environment. Our goal is to improve how we use resources to reduce our environmental impact while still meeting our business objectives.

Did you know?

Our retail outlets aim to use suppliers that provide biodegradable packaging
Our Catering Outlets recycle all cooking oils
Our bars only use environmentally friendly resources

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What's on the cards.

Fairtrade Hamper

Raffle tickets will be available from the Atrium Coffee Shop. With the opportunity to win a hamper filled with fantastic fairtrade goodies! Money raised will be donated to the Fairtrade Foundation.

1st Prize: Fairtrade Hamper

2nd Prize: Five coffee vouchers and Fairtrade Chocolates

3rd Prize: Five coffee vouchers

Supporting Community Events

We'll be teaming up with Bradford Cathedral, reposting events and activities based around the City of Bradford on our social media platforms. On the 7th March, Bradford Cathedral will be hosting a virtual 'Fairtrade Breakfast', we'll be advertising this to our online followers!

Social Media

We'll be posting regularly throughout the fortnight to promote information and facts about the campaign, this will include Fairtrade recipes direct from our chefs, helping customers to make some tasty treats at home.

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