

How can Scotland move beyond awareness raising and have the Fair Trade concept instilled in public consciousness as well as buying practices?

June 2021

Partner: Scottish Fair Trade Forum

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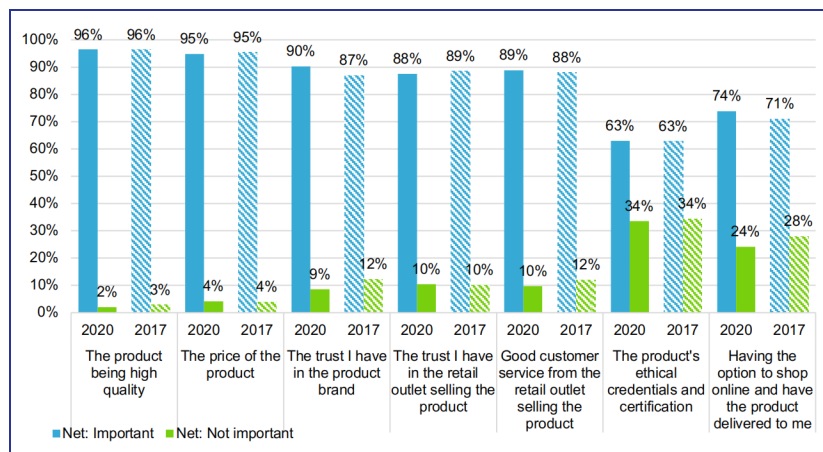
Introduction

Consumers play a vital role in Fairtrade as their decision to use Fairtrade products and support to Fairtrade campaigns will directly enable farmers and workers to have better lives and take more control of their future. However, consumer participation and engagement in Fairtrade are relatively low due to unawareness of Fairtrade products, underestimation of their impacts, and unwillingness to change the original consumer mindset.

Data Highlights

According to a 2015 GlobeScan study of consumers in 15 countries, more than 50 percent of consumers are familiar with the Fairtrade Mark and of those, 80 percent say they have a more positive perception of brands that carry it.¹

Compared to elements of product quality, price, and brand trust, the product certification was a less important consideration (63%) for consumers in choosing products.²



Even though the majority of people (96%) stated that they have heard about Fairtrade products, the highest percentage (37%) of respondents answered "Unsure" to the question of how often they buy Fair Trade products.²

The majority of people (53%) will buy with the same frequency and spend about the same amount of money even if they know it is a Fairtrade product.²

Idea: Fairtrade Map of Edinburgh

We believe that if we distribute a Fairtrade map, people will be able to access Fairtrade products more conveniently.

What?

A map of businesses in Edinburgh that are key supporters and stockists of Fairtrade products. The map would be highly visual with a cartoon-like design to engage people. Below the map itself would be a legend with a brief description and location information of the businesses identified on the map.

The map would carry a QR Code that links to a database of information about where Fairtrade products originate and stories of the producers. This allows interested consumers to engage deeper with the Fairtrade concept and find out more about how the Fairtrade premium helps farmers improve their lives, for example.



Where?



The Fairtrade Map may be distributed at events such as University Freshers' Week or the Edinburgh Fringe Festival. This would allow the scope of the map to reach beyond those with a pre-identified interest in Fairtrade and target the general market. The Fairtrade Map could also have a more permanent display on notice boards such as in schools, universities or community centres. The map can also be available digitally for accessibility purposes.

Why?

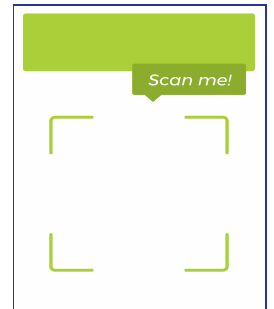
A Fairtrade Map would allow consumers to easily identify where they can purchase Fairtrade products. This allows consumers to have the information available to make an informed choice on purchasing Fairtrade goods. A Fairtrade Map would also provide an incentive for businesses to increase their support of Fairtrade products as it may lead to promotion of their business on the map. A map is also easy to gamify through fun events, for example, Instagram challenges of who can visit the most locations listed on the map. It encourages consumers to have a continued involvement in Fair Trade by trying out new stores that they have not visited before.

Idea: Fairtrade products equipped with QR codes

We believe that if we equip Fairtrade products with information accessible through a QR code, we can increase consumer mindfulness about the impact of their purchase and the people behind the product.

What?

All Fairtrade products included in the database linked by our Fairtrade map would also be equipped with leaflets and unique QR codes in the shop, highlighting the positive impact their purchase can have in terms of sustainability and social responsibility.



Where?

Starting with local businesses, the codes would be placed next to or onto products in aisles, along with leaflets explaining the initiative and encouraging consumers to participate by scanning. To improve the accessibility of the database, printed versions of this information should also be made available.



Why?

Having an accessible database of information on Fairtrade products means that consumers are better informed about the product's lifecycle and the people behind it, while farmers and workers get to showcase their work.

To instill the Fairtrade concept into public consciousness, more curiosity and engagement from consumers is needed, which can be sparked by adding other benefits to scanning the QR code, like receiving a discount. Adding a game like collecting product cards or Fairtrade points would also interest children to engage. Through scanning, consumers could also contribute to the digital Fairtrade map by adding new, previously unlisted products, receiving Fairtrade points which can translate into discounts in return.

Supporting strategies

Government support

The Scottish Government places great importance on Scotland being a good partner for supporting fair trade and playing a part in tackling global challenges including poverty, health, injustice and inequality. It delivers an annual £10 million International Development Fund (IDF), which is the major funding source for the SFTF.³ While the monetary support is advantageous, the need for more support is apparent. Companies need to be encouraged to support fair trade through the use and implementation of relevant government schemes / policies.

Product Placement

The physical positioning of a product in a supermarket is impactful. The tactical placement of fair trade products is to encourage consumers to make a better, more informed choice. For instance, the integration of fair products with mainstream products on shelves with messages or QR codes to highlight their benefits.

Awareness workshops

There are currently over 1000 fair trade schools in the UK,⁴ however the impact of these schools has not been sufficiently studied. If it is inferred that the results are positive, then there should be an active increase in the development of workshop programmes for older age groups.

Moving Forward

The following steps are needed to move forward with this idea:

- ❖ Graphic design of the map
- ❖ Identification of businesses that should be displayed on the map, and those that would introduce QR codes
- ❖ Printing and distribution of the map
- ❖ Identification of brands that would participate in the QR code and Fairtrade points initiative

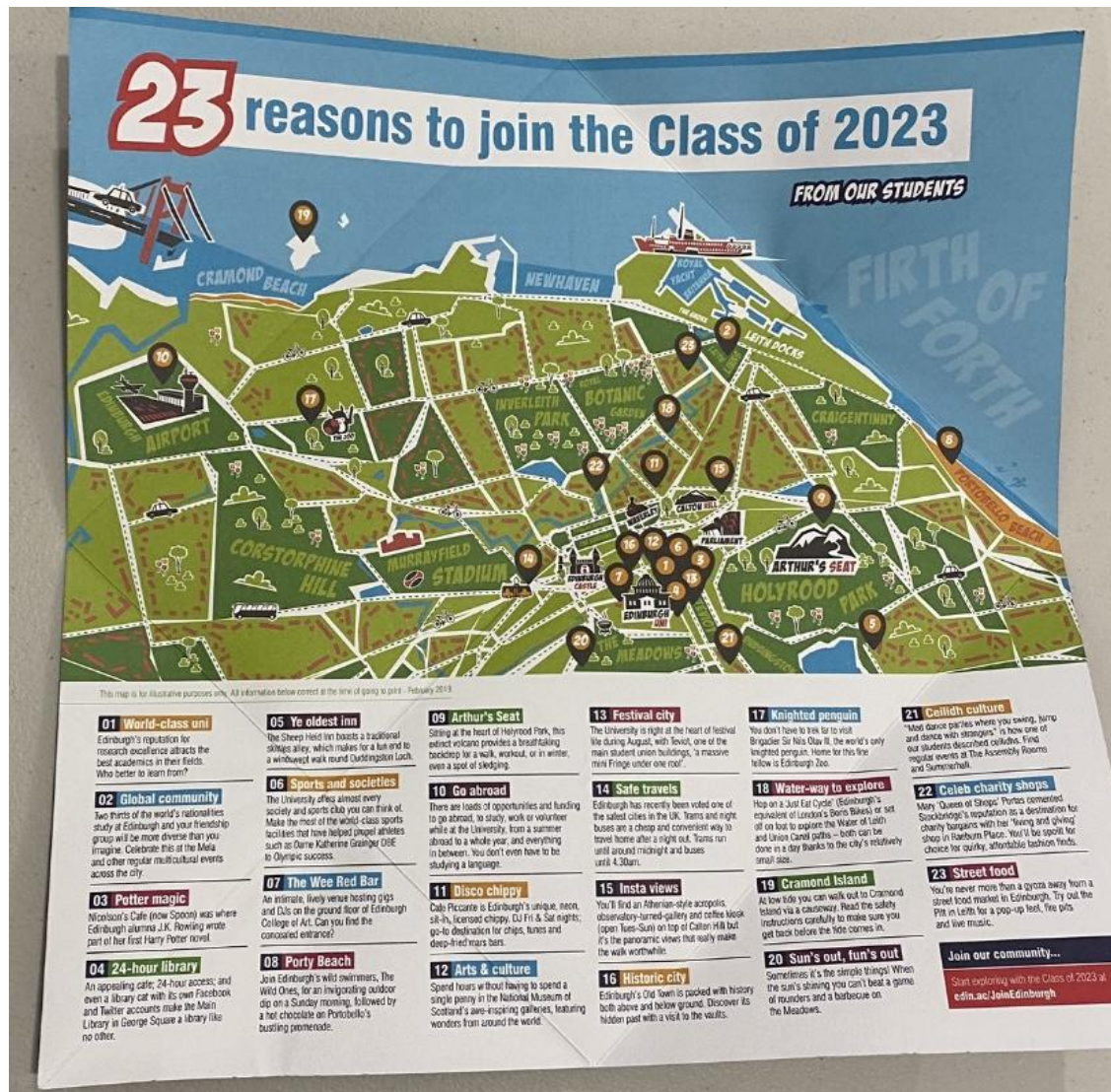
We can evidence the success of our ideas by monitoring product sales in relation to frequency of code scanning and map access, and conducting periodic public awareness surveys including different age groups.

The following team members would be willing to contribute further to this process if desired:

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Appendix 1: example of a visual map design produced by The University of Edinburgh



Endnotes

- 1 GlobeScan. (2016). Assessing Public Support for Regulation for Fairer Trading Practices
- 2 Scottish Fair Trade Forum. (2020). Fair Trade: Awareness & Purchasing.
- 3 Scottish Government. (2020). What future for fair trade in Scotland? An Independent review of Fair Trade Sales and Promotion in Scotland
- 4 Fairtrade School Directory. (unknown). Retrieved from <https://schools.fairtrade.org.uk/fairtrade-schools-awards/fairtrade-school-directory/#page-1>