
1 Preamble

- 1.1 The SU Bath is committed to ensuring all activity is undertaken in a responsible and ethical manner. This policy aims to ensure that The SU meets appropriate regulatory or legal requirements and that its activities reflect and underpin its core values. It recognises that it has responsibilities to all of its key stakeholders and its impact on its operations, members and on the wider community. The SU, therefore, aims to ensure that the wider social consequences of its activities and operations are evaluated and reflected on.
- 1.2 Ethical and Environmental concerns and a concern for equality of access and treatment, are at the core of The SU's Values. As a result, The SU will not undertake any marketing and promotional activity which it considers to be offensive or demeaning to particular student groups, including but not limited to gender, race, religion, culture, ethnicity, sexual orientation, trans-status or disability.
- 1.3 All SU ran events will ensure that its impact on the student body, the University and local community are acted and reflected upon, with the aim of being pre-emptive. This could include, but not limited to, stakeholder consultation, risk management and planning, and alerting local residents around campus.
- 1.4 This policy applies to all SU events and activities, including any student groups' events and activities.

2 Smoking and Drinking

- 2.1 The SU will ensure a strict no smoking policy is enforced within any of its premises and events except for at any designated smoking areas that will be clearly signposted. This will include e-cigarettes.
- 2.2 For any events or activity that have a promotional deal, being free or otherwise, that include alcoholic drinks then a non-alcoholic alternative must also be provided.
- 2.3 The SU will endeavour to ensure all events and activities, in particular within SU premises that serve alcohol, will encourage responsible drinking and will not support activities, initiatives or promotions that encourage or force excessive alcohol consumption. To encourage responsible drinking the SU will undertake activities such as posters, leaflets, signage, campaigns, training, and operational guidance and policies.
- 2.4 All marketing activities will be in keeping with both the spirit and letter of all applicable laws and regulations and comply with the Portman Group policy on commercial communication and should therefore avoid; association with anti-social behaviour, purchase, sale or appeal to under 18's, suggestion to sexual success or prowess, association to illicit drugs, and encouragement of illegal, irresponsible or immoderate consumption.

3 Ethical Sourcing

- 3.1 The SU has a responsibility to respond to the concerns of its members around ethical sourcing and the role of the union in supporting ethical companies.
- 3.2 The SU believes in consumer choice. Rather than boycotting products based, the SU will promote ethical alternatives and educate consumers to make an informed decision, with the aim of products being removed due to low demand. Should a student group wish to campaign against a particular product or item being sold, The SU Bath will support this campaign in line with existing policies to support student-led campaigns, and allow for the removal of products in SU controlled environments if passed by SU wide policy or referendum.
- 3.3 The SU will endeavour to not actively promote or to partner with unethical companies, and to only provide fair trade products, whenever possible. The SU will also provide opportunity for students to campaign on ethical issues and promote ethical sourcing initiatives.