

Fairtrade SMART Action Plan

Members: MW, CR, NJ, PS and RD

Mandatory categories	Actions:	Responsible:	Date to action by:
No. 1 Partnership has a working or coordinating group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status.	Keep minutes of the meeting.	CR	(DONE) 7/8/26 (Constant)
No.2 Partnership has a SMART action plan on Fairtrade and has published it.	Decide which criteria we will aim for this year. This will allow us to filter down the spreadsheet into an SMART action plan.	MW (All)	7/8/26 (DONE)
No.3 Partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years. (signed by senior management across the organisations and their retail and catering outlets).	Speak to the Dean of FEPs about who signs it off. NJ to ask Bob. MW and CR can start a draft. CR- write a draft input from group MW – take to Executive Board	MW, CR + NJ	(7/8/26 DONE NJ) (CR 28/8/26)
No.4 Partnership has held a series of events/promotions/engagement activities during one of the key Fairtrade dates Or has scheduled its own dates to hold Fairtrade events/promotions/engagement activities and has measured impact across the events.	Generating ideas for fairtrade fortnight. Ideas on how to promoting national campaign days surrounding fairtrade products. Extract some information from Coop, ‘what do they already centrally do and how can we promote their actions? SU and societies can also help host, create and promote events.	DN + PS	September (1/9/26) DONE

	CR to email PS – chasing up about the last steering group meetings.		18/8/26 (DONE)
No.5 Partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students.	Look into other plant based Universities Focus on campaigns that foster a partnership with students (promote ethical consumption). CR – to look into 'plant based university' if they have anything at the university. Talk to societies if there are any existing student campaigns? If not would the SU or societies be interested in getting involved?	RD CR + MW	 (18/8/26) DONE September
No.6 Any retail or catering outlets owned or operated by the partnership stock Fairtrade certified products in all of the following categories, and are working to increase either the number of lines <i>OR</i> number of items sold year on year: • Tea • Coffee • Sugar • Hot chocolate and cocoa • Chocolate, confectionary or snacks • Cotton clothing	There are already few items fairtrade. However, some products are only B corp certified. CR to contact: SOS to asking what is admissible. What products are fairtrade and other sustainable marks? Make a product list fairtrade and other sustainable products.	MW + CR DN + PS	September
No.7 Any retail, catering or other commercial outlets owned or operated by the partnership stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked): • Soft drinks • Wine or beer • Health & beauty	There are some products that are fairtrade. Some products are rainforest alliance (come back with more information at a later date, product list).	DN + PS	September

• Savoury snacks & nuts • Cut flowers • Fruit			
No.8 There is up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. POS should be clearly displayed next to the relevant products to avoid confusion, and it should be refreshed periodically.	Look at fairtrade information, to see what to promote on a more permanent basis Coop. Then look into what we can put in the Cafe. Email PS and DN: what information do you have on fairtrade + sustainability in outlets (what are you missing and what do you need?) Make social media 'fairtrade did you know' posts. Make some posters, some have already been made and are still up to date (look into reusing premade designs).	MW/PS CR CR	Septmber Email: Sent Reply: TBC September
No.9 Within the last two years the partnership has successfully carried out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work and has made the findings publically available.	Potentially use a survey for scoping. Look into the Institute for Sustainability as a medium to monitoring the fellows' activities (scope what has been done within the university/from academics). Prepare & plan workshops, focus groups or pop ups. Surrounding attitude, priorities and concerns. Mostly look at pop ups, using student volunteers & chocolate incentives. Think about questions we should ask, that would give the most meaningful answers.	RD MW+CR	Look at in September
No.10 The partnership provides and publicises opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.	Look into using the students that are already investigating fairtrade, for the Pop up (above), to progress their work.	MW + CR + RD	Look at in September

No.11 The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publically available. This report can be part of a wider sustainability or similar report.	SMART action plan first. Then we can log and track the actions for the report	ALL	Report to be written on the otherside of christmas.
LEADERSHIP			
No. 1 The Student Union has one or more active policies which support Fairtrade passed within the last three years and has published them online.	Speak to the Student Union and ask for their support for Fairtrade this year.	MW	ASAP
No.2 The university or college has at least one or more active policy which supports Fairtrade passed within the last three years and has published them online.	Research what policies have supported fairtrade within the last 3 years.	MW	Immediate future
No. 5 There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff or sabbatical officers in the union and institution.	Bob to sign off on our Policy Document.	MW	Immediate future
Campaign			
No. 2 The partnership has supported one or more student groups to campaign on Fairtrade, ethical consumption or trade justice.	Talk to student societies. Sustainability team will be at freshers' fair but discuss with them further after.	CR + MW	First term (this side of Christmas)

No. 7 The partnership's work and support of Fairtrade have an effective and up to date web presence, which is easily found and well-used.	Keep website up to date. Post events and news updates and Our SMART action plan.	CR	Constant
No. 8 The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully.	Post Events, News, Posters, Updates (to find if they are successful or not, analyse engagement rates).	CR	Constant
No. 10 The partnership ensures there is a strong Fairtrade presence at Fresher's Fairs (or equivalent) and/or recruitment days.	Update on social media to have evidence fairtrade was included in those events!	CR	Constant
No. 11: Fairtrade, trade justice and ethical procurement considerations are considered in checklists or guidance for events. This should include the requirement of all exhibitors that any relevant giveaways (e.g. cotton tote bags, chocolates, biscuits) are Fairtrade-certified, and that any cotton uniforms are Fairtrade-certified.	Look into what the sustainability team's 'give-aways' make a list of ethical procurement.	CR	ASAP