



# Fairtrade SMART Action Plan Template

Below is a template for your SMART action plan (within the **Mandatory** theme). It should be used to outline clear targets for the year (and beyond), with accountability for who is responsible for what. You should use this as a collaborative, living document with all those involved in your working group, including senior management. The SMART action plan should also be used to plan for **the Outcomes theme** regarding Outcomes of the award.

We have suggested some broad actions based on the themes of the toolkit, but it will be up to you to populate the document with the SMART actions specific to your partnership, based on what stage you are at currently, and where you would like to be at the end of the programme. You can use criteria from the toolkit to help identify your specific objectives, and there should be a clear link to monitoring and evaluation.

You may wish to copy the template into a larger document or Excel spreadsheet to populate it, or edit it to be more in line with other action plans you currently use – the below is just a template to assist you getting started. You can add as many extra rows as you feel you need. The plan should be published online, and regular updated with progress made.

**S** - Be **Specific** about what you want to achieve, do not be ambiguous, and communicate clearly.

**M** - Ensure your result is **Measurable**. Have a clearly defined outcome and ensure this is measurable (KPIs).

**A** - Make sure it is **Appropriate**. Is it an **Achievable** outcome?

**R** - Check that its **Realistic**, it must be possible taking account of time, ability and finances.

**T** - Make sure it is **Time** restricted. Set yourself an achievable time frame, set deadlines and milestones to check your progress.

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
<i>Outline the action you would like to achieve</i>	<i>Fill in with specific details on the action.</i>	<i>How will you measure this action?</i>	<i>Is this action appropriate? How does it relate to your organisational strategy or the Fairtrade award?</i>	<i>Have you got the human and/or financial resources to complete it?</i>	<i>When will this action be completed? Will it be in time to count towards this year's Fairtrade award?</i>	<i>Who holds accountability for this action? Do they require support from anyone else?</i>	<i>Note down progress towards this action here.</i>
<b>MN001 - Leadership and strategy - Mandatory</b> Meeting of Fairtrade coordinating group on a regular basis to oversee our progress and to make sure that it is in line with FT university status	Holding of regular meetings of key stakeholders on a regular basis PLUS ongoing emails and informal meetings between Partnership members to ensure progress in with agreed actions: for	Number of meetings, attendees and outcomes, ongoing email evidence	Meets mandatory criteria for award – <b>MN001</b> in toolkit	Yes, this is a realistic aim, and we have the resources to complete it.	Yes the meetings are ongoing as evidenced in our Teams site, which contains the relevant documents for the audit.	Joint accountability held by Supporters network listed here <a href="https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress">https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress</a> Namely Jack Priestley, Sustainability Officer, Lubyna Gardezi SU VP Community and Welfare, Rosa Mumford-Turner, Holly Windows, Toby Blewett, Jeff Davey, Alex Bourne, Paul Dingley, Helen Baker	Fixed term contracts for the SU staff and the loss of our Comms and Outreach officer from the Sustainability Team meant there being only one member from previous working groups has meant a break in the regular WG meetings but we came together to

	example, between SU and UWE. Effective sharing of information and data between stakeholders.						organise Fairtrade Fortnight with events across all three UWE campuses
<b>MN002 - Leadership and strategy - Mandatory</b> To develop and work to a SMART action plan which includes operational considerations such as procurement and catering, campaigning and influencing, engagement and communications and monitoring and evaluation	Updated action plan is developed by members of the stakeholder group and used as a guide to work in progress and our actions and activities	Completion of SMART plan and publication on the Fairtrade section of our external facing Sustainability section of UWE Bristol website	Meets mandatory criteria for award MN002	Yes this is a realistic aim and we have the resources to complete it.	This is completed and will count towards this year's Fairtrade award.	All members of the partnership listed in the 'Supporters' network' here <a href="https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress">https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress</a> Paul Dingley (SU Retail manager) Adam Rogers for UWE Hospitality, Vicki Harris UWE Engagement, Laura Thomas SU Engagement, Helen Baker UWE Procurement	Completed April 2026

<p><b>MN003 - Leadership and strategy - Mandatory</b> To ensure updated publication of Fairtrade Statement - our public commitment of intent to support and champion Fairtrade and its values within the last two years</p>	<p>Updated Fairtrade statement to be agreed for approval by Sustainability Executive committee at which senior representatives from the University and Student Union attend.</p>	<p>Publication of partnership Fairtrade statement of commitment on University web pages</p>	<p>Meets mandatory criteria for award MN003</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>The statement is updated and approved by the FT working group and will be uploaded to the</p>	<p>All members of the group are accountable for this action and are jointly responsible</p>	<p>Completed March 2026 for approval at the April 2026 USEC</p>
<p><b>MN004 - Campaigning and Influencing - Mandatory</b> To support Fairtrade fortnight on an annual basis with events/promotions and engagement activities and to measure the impact</p>	<p>Annual Fairtrade fortnights completed one in February 2025 and one in February 2026; involve a range of activities: sales promotions of 10% off FT products in SU outlets; FT company on campus to deliver talk to students and staff; display table in Onezone,</p>	<p>Number of promotions, uptake, product sales reports, numbers of events and attendees; social media and communications figures</p>	<p>Meets mandatory criteria for award MN004</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>2 Fairtrade fortnights completed one in February 2025 and one in February 2026 and will count to this award.</p>	<p>All members of the group are accountable for this action and are jointly responsible</p>	<p>2 Fairtrade fortnights completed one in February 2025 and one in February 2026</p>

	FT cake bakes; FT face to face survey; FT student study projects; active presence on social media, and channels such as SU blogs and staff weekly e news						
<p><b>MN005 - Campaigning and Influencing - Mandatory</b></p> <p>To devise and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, to be run in partnership with students in addition to Fairtrade Fortnight and which demonstrates</p>	<p>Advance our capabilities to facilitate the reduction, reuse and appropriately recycling of both single use and multi-use consumer goods.</p>	<p>Number of projects and events. Impact of schemes on reuse rates. Qualitative feedback.</p> <p>WRAP – plastics project, HTH networking day, Lendable scheme. Repair – Signed Right to Repair &amp; repair workshops, Makers projects in Bristol communities.</p>	<p>Meets mandatory criteria for award MN005. As signatories to the UK WRAP Packaging Pact (was Plastics Pact) this fits with our overall aims for circular economy improvements.</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>The contract with Lendable is signed and we believe and will count towards this year’s Fairtrade award</p>	<p>Laura Thomas SU sustainability engagement coordinator and Vicki Harris UWE sustainability engagement lead to coordinate, with support from key staff such as SU Buildings manager, UWE Head of Circular Economy, UWE Engagement coordinator, the UWE Makers team and Fashion Tech team.</p>	<p>Completed April March 2026 (and ongoing)</p>

some measures of impact.							
<p><b>MN006 Procurement, Retail &amp; Catering - Mandatory</b></p> <p>Any retail or catering outlets owned or operated by the partnership to stock Fairtrade certified products in all of the following categories, and working to increase number of items sold year on year:</p> <ul style="list-style-type: none"> <li>• Tea</li> <li>• Coffee</li> <li>• Sugar</li> <li>• Hot chocolate and cocoa</li> <li>• Chocolate, confectionary or</li> </ul>	<p>Review of current ranges and look to increase where possible. Items in stipulated categories already stocked by UWE and SU: tea, herbal teas, coffee, sugar, cocoa, chocolate confectionary and snacks. 'Neutral' company cotton items stocked by the Student Union shop with potential plan to promote more items online.</p>	<p>Number of lines stocked, sales tracking reports and order histories, value purchased and value sold, quantity purchased and quantity sold feedback from customers, photographic evidence of products on sale</p>	<p>Meets mandatory criteria for award MN006 which requires continual improvement in this area</p>	<p>Yes this is a realistic aim and we have the resources to do it.</p>	<p>Yes this action is completed and will count towards this year's award. It will be ongoing with a review in July/August with a view to new offer in September when campus open for the new academic year.</p>	<p>Jayne Seymour and her team in Hospitality and Paul Dingley and his team in Commercial Services at the SU including SU shop manager.</p>	<p>Completed April 2026 and ongoing</p>

snacks • Cotton clothing	UWE Hospitality purchasing Fairtrade aprons for staff. The Student Union will work with NUS to expand and improve their offer of FT items eg sugar.						
<b>MN007 - Procurement, Retail &amp; Catering - Mandatory</b>  Any retail, catering or other commercial outlets owned or operated by the partnership to 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	A minimum of two items in category MN007 to be stocked by both the Student Union and UWE. The Student Union to stock FT soft drinks, snacks and health& beauty products. UWE Hospitality to stock one alcoholic drink in the market place and on the wine list for ordered catering plus at least one FT soft drink, with a	Number of lines stocked, number of sales, feedback from customers, photographic evidence	Meets mandatory criteria for award MN007	Yes this is a realistic aim and we have the resources to do it.	This action in completed and will count towards this years award,. Work is ongoing with reviews annually in July/August with a view to new offers in September when campus open for the new academic year.	Jayne Seymour General Manager and her team in Hospitality and Paul Dingley and his team in Commercial Services at the SU including SU shop manager.	Completed and ongoing

<ul style="list-style-type: none"> <li>• Health &amp; beauty</li> <li>• Savoury snacks &amp; nuts</li> <li>• Cut flowers</li> <li>• Fruit</li> <li>• Cotton face masks</li> </ul> <p>Review current ranges of FT and look to increase items for sale where possible;</p>	<p>focus on apple and orange juices</p>						
<p><b>MN008 - Procurement, Retail &amp; Catering - Mandatory</b></p> <p>To provide 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. This POS should be clearly displayed</p>	<p>Photographic evidence of promotions will be provided. Due to difficulty in getting Fairtrade products it is anticipated that sales will not increase. Posters and barkers (shelf edge cards) in SU retail areas, as well as graphics on rolling digital screens.</p>	<p>Number of promotions and POS material</p>	<p>Meets mandatory criteria MN008</p>	<p>Yes this is a realistic aim and we have the resources to do it.</p>	<p>This action is completed and will count towards this year's award.</p>	<p>Alex Bourne in Hospitality and Paul Dingley and his team in Commercial Services at the SU with support when needed from Rosa Mumford-Turner SU and Jeff Davey UWE</p>	<p>April 2026</p>

next to the relevant products to avoid confusion, and refreshed periodically.							
<p><b>MN009 - Research and curriculum - Mandatory</b></p> <p>Within the last two years the partnership to successfully carry out relevant survey and 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 to make the findings publicly available.</p>	<p>Undergraduate and masters' students will be offered the opportunity to take part in Fairtrade on Work based learning placements with the Sustainability team which includes the drafting of Fairtrade survey and collection of attitudinal data from staff and students. Also quick poll of staff on Fairtrade in weekly e news to be done annually</p>	<p>Completion of annual Fairtrade student and staff surveys in 2023 and 2024 Plus results of staff poll</p>	<p>Meets mandatory criteria 009</p>	<p>Yes this is a realistic aim and we have the resources to complete it. In 2023 and 2024 students have come forward to help with the survey.</p>	<p>Yes completed and will contribute to the award.</p>	<p>Vicki Harris for academic contacts and Laura Thomas SU sustainability engagement coordinator for student volunteers</p>	<p>2025 survey completed</p>

<p><b>MN010 - Research and curriculum - Mandatory</b></p> <p>The partnership to provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.</p>	<p>Opportunities offered out to students through the Knowledge Exchange for Sustainable Education grouping which covers all departments, and also to specific undergraduate courses such as Geography students and Masters course students in Sustainable Business, Sustainable Development in Practice, Science and Communication and Environmental Management</p>	<p>Number of offers made. Numbers of students taking up offer. Results of student study: powerpoints, posters, blogs and social media posts for use by the partnership in its work</p>	<p>Meets mandatory criteria 10</p>	<p>Yes this is a realistic aim and we have the resources to complete it. In years 2023 and 2024 students have responded to our offer</p>	<p>Yes the actions will contribute to this years award. Note that not all student study activities will be completed by 18 April and the deadline for their assessment within their chosen courses is not til end May</p>	<p>Vicki Harris</p>	<p>2025 study projects completed.</p>
--	---	--	------------------------------------	--	---	---------------------	---------------------------------------

<p><b>MN001! Annual report</b></p> <p>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 publicly available.</p>	<p>Publication of the report on the University's website whihc refers to the tasks detailed and progress made thorough the SMART action plan</p>	<p>Publication of the report on the University's website</p>	<p>Illustrates commitment and accountability and meets Mandatory criterial MN0011</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>Yes the action is completed and will contribute to our application for the award.</p>	<p>Vicki Harris</p>	<p>Completed by April 2026</p>
---	--	--	---	--	--	---------------------	--------------------------------



**CHOOSE THE WORLD  
YOU WANT**



**FAIRTRADE**