

Fairtrade SMART Action Plan

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>
MN001 - Leadership and strategy - Mandatory Meeting of Fairtrade coordinating group on a regular basis to oversee our progress in general and in particular to achieve FT university status	Holding of regular meetings of all key stakeholders on a quarterly basis, and more often if required	Number of meetings, attendees and outcomes as per the minutes	Meets mandatory criteria for award – MN001 in toolkit	Yes this is a realistic aim and we have the resources to complete it.	Yes the meetings are ongoing on a regular basis as evidenced in our Teams site, which contains all relevant documents for the audit.	Joint: SU President Vicki Harris, Adam Rogers and Paul Dingley	Excellent and ongoing – 3 meetings held in first 6 months of 2021

<p>MN002 - Leadership and strategy - Mandatory 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</p>	<p>The action plan completed by key members of the stakeholder group and published on the Fairtrade section of the University's website and Fairtrade section of the SU website</p>	<p>Completion of SMART plan and publication of websites</p>	<p>Meets mandatory criteria for award MN002</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>Yes: note that the SMART plan was not completed until end June 2021 due to difficulties caused by Covid 19, but many of the actions contained therein were worked on and delivered in 2020/21</p>	<p>All members of the stakeholder group are accountable for this action and are jointly responsible</p>	<p>Completed July 2021</p>
<p>MN003 - Leadership and strategy - Mandatory To replace previous policy, an updated publication of our public commitment of intent to support and champion Fairtrade and its values within the last two years</p>	<p>The preparation of policy statement and consideration for approval by the governing body the Sustainability board on 20 July 2021 at which partnership and stakeholder members attend</p>	<p>Publication of Fairtrade statement of commitment on the Student Union and University web pages Add links</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>This action – policy approved at Sustainability board meet 20 July 2021 and uploaded to websites</p>	<p>All members of the stakeholder group are accountable for this action and are jointly responsible</p>	<p>ongoing</p>

<p>MN004 - Campaigning and Influencing - Mandatory To support Fairtrade fortnight on an annual basis with events/ promotions and engagement activities and to measure the impact</p>	<p>Deliver promotions of 10% off FT products in 2 SU outlets and all UWE outlets; UWE Hospitality to run FT competition; have joint partnership event on campus, invite FT producer on campus to open event and to deliver at least 2 lectures to specific courses with invitation to all students and staff to attend; have pop up stall in high footfall area on campus and more to be dependent on Green team and student input. Active presence on social media and other communication channels such as SU screens and staff weekly e news</p>	<p>Number of promotions, uptake, product sales reports, numbers of events and lectures and attendees; social media and internal/ external comms stats</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>Fairtrade fortnight activity limited to virtual activity and social media in 2021 due to Covid 19 restrictions. Full programme planned for 2021/22</p>	<p>All members of the stakeholder group are accountable for this action and are jointly responsible</p>	<p>Planning ongoing</p>
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<p>MN005 - Campaigning and Influencing - Mandatory 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 some measures of impact.</p>	<p>Campaign on 'Changing consumerism' run but truncated by Covid Regulations in 2019/20, initiated and delivered by student volunteers in the Green Team, supported by the SU and UWE. New campaign to be devised and delivered in Spring 2022, led by students through the Green team.</p>	<ul style="list-style-type: none"> - Number and type of campaign activities - numbers attending - social media engagement, - Feedback surveys with insight into impact 	<p>Meets mandatory criteria for award MN005</p>	<p>Yes this is a realistic aim and we have the resources to complete it.</p>	<p>This will take place in March 2022 – the audit will be planned thereafter if this fits in with the timetable for volunteers.</p>	<p>SU Green team coordinator and Vicki Harris to coordinate, with support from stakeholder group</p>	<p>December 2021 and thereafter</p>
<p>MN006 Procurement, Retail & Catering - Mandatory Any retail or catering outlets owned or operated by the partnership to stock Fairtrade certified products in</p>	<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</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,</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>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.</p>	<p>Ongoing</p>

<p>all of the following categories, and working to increase number of items sold year on year:</p> <ul style="list-style-type: none"> • Tea • Coffee • Sugar • Hot chocolate and cocoa • Chocolate, confectionary or snacks • Cotton clothing 	<p>confectionary and snacks. Cotton items stocked by the Student Union shop with plan to promote more items online. (Note although not sales, UWE Hospitality exploring possibility of item/s of staff uniform eg aprons). The Student Union will work with NUS to expand and improve their offer of FT items eg sugar.</p>	<p>photographic evidence of products on sale</p>					
<p>MN007 - Procurement, Retail & Catering - Mandatory</p> <p>Any retail, catering or other commercial outlets owned or operated by the</p>	<p>A minimum of two items in category MN007 to be stocked by both the Student Union and UWE .The Student Union to stock FT wine/ beer and soft drinks in all relevant outlets. UWE Hospitality to stock one alcoholic</p>	<p>Number of lines stocked, number of sales, feedback from customers, photographic evidence</p>	<p>Meets mandatory criteria for award MN007</p>	<p>Yes this is a realistic aim and we have the resources to do it.</p>	<p>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.</p>	<p>Ongoing</p>

<p>partnership to stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked):</p> <ul style="list-style-type: none"> • Soft drinks • Wine or beer • Health & beauty • Savoury snacks & nuts • Cut flowers • Fruit • Cotton face masks <p>Review current ranges of FT and look to increase items for sale where possible;</p>	<p>drink in the market place and on the wine list for ordered catering plus at least one FT soft drink, with a focus on apple and orange juices</p>						
<p>MN008 - Procurement, Retail & Catering - Mandatory To provide up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products</p>	<p>Posters, booklets and leaflets at point of sale in UWE Hospitality outlets and the SU coffee cart at Frenchay plus virtual promotion on screens in SU bars and shops where possible; UWE Hospitality will</p>	<p>Photographic evidence of promotions will be provided. Increase in awareness – to be provided by survey data and hopefully increase in sales figures.</p>	<p>Meets mandatory criteria MN008</p>	<p>Yes this is a realistic aim and we have the resources to do it.</p>	<p>Throughout the year</p>	<p>Adam Rogers in Hospitality and Paul Dingley and his team in Commercial Services at the SU.</p>	<p>Ongoing</p>

and providing information on the benefits of Fairtrade to growing communities. This POS should be clearly displayed next to the relevant products to avoid confusion, and refreshed periodically.	have a dedicated FT area in our main outlet at our biggest campus – OneZone, as well as products spread about the outlets. Promotional material to be reviewed and updated termly						
<p>MN009 - Research and curriculum - Mandatory</p> <p>Within the last two years the partnership to successfully carry out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to</p>	Groups of students will carry out scoping activities either as volunteers recruited through the Green team and/or as part of their coursework	Surveys and results	Meets mandatory criteria 009	Yes this is a realistic aim and we have the resources to complete it.	Planning to take place in summer 2021 – course leaders contacted. Review in Autumn with a view to recruiting volunteers and finalising coursework options.	Vicki Harris for academic contacts and SU Green team coordinator for student volunteers	Summer 2021 and ongoing

inform its Fairtrade work, and to make the findings publically available.							
<p>MN010 - Research and curriculum - Mandatory</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 will be offered out to students within a variety of courses – ranging from 1st year to Masters within subject areas such as Social and Political Sciences and Sustainable Business courses, Sustainable Development in Practice, Science and Communication and Environmental Resources masters courses and more</p>	<p>Number and content of offers made. Any take up by students</p>	<p>Meets mandatory criteria 10</p>	<p>Yes this is a realistic aim and we have the resources to complete it. We cannot guarantee that a student/s will respond to our offers</p>	<p>Planning and formulation of offers to take place in Summer 2021 and to be distributed in the Autumn term 2021</p>	<p>Vicki Harris</p>	<p>Summer 2021 and ongoing</p>



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