

Fairtrade Working Partnership – SMART Action Plan 2024/2025

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 Fairtrade criteria?</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>
Create a schedule of Working Group Meetings every four weeks	Meetings to take place with members of the Working Group every 4 weeks to ensure progress is driven forward	Meeting minutes	MN001 – Leadership and Strategy	Yes	Ongoing	AP/MW	Done
Gain approval of Commitment of Intent via SLT	Commitment of Intent to be submitted with a paper to SLT	Approval via SLT	MN003 – Leadership and Strategy	Yes	By Dec 2024	AP/MW	Done – approval in Jan 2025
Create a webpage for Fairtrade on Sustainability Website	Include Statement of Intent and SMART Action Plan	Digital public webpage	MN002 / MN003 – Leadership and Strategy	Yes	By June 2024	AP – Sustainability Team	Done
Create a webpage (and / or link to the University) Fairtrade Statement of Intent and SMART Action Plan on Guild Website	Include Statement of Intent and SMART Action Plan	Digital public webpage	MN002 / MN003 – Leadership and Strategy	Yes	By March 2025	LL - Guild Team	Open
Post a news story with the announcement of Fairtrade commitment	University wide news story	Posting of news story	MN003 – Leadership and Strategy	Yes	By June 2024	AP – Sustainability Team in collaboration with Internal Comms Team	Open
Consolidate actions the University Sustainability Team and Guild Sustainability Team can do to achieve MN004 and 5	Meeting to discuss actions	Have an idea of the next steps going forward	MN004 / 5 – Campaigning and Influencing	Yes	By next Fairtrade Meeting (18.06.24)	AP and LL	Met 06.06.24 to discuss. Fed-back results at 18.06.24 meeting
Inform Sustainability Team of proposed actions related to MN004 and MN005 to ensure smooth delivery	Email notification and meeting to follow up	Factor actions into Comms and Engagement Plan	MN004 / 5 – Campaigning and Influencing	Yes	By 28 th July 2024	AP	Email sent informing team of anticipated activity. Meeting TBC
Develop campaign for National Chocolate Day 7 th July	Identify sales points of fairtrade chocolate on campus	Social media campaign	MN004 / 5 – Campaigning and Influencing	Yes	By 7 th July	AP, LL, Sustainability Team, Guild Team	Informed Sustainability Team of expected social media campaign. MJ has enquired with our catering outlets to see where sells fairtrade chocolate. Once we have this

							information we can develop a social media campaign.
Put on a promotional event for International Coffee Day (1 st Oct)	Put on a coffee tasting event at the Guild to highlight different Fairtrade coffees.	Ticket Sales Attendance at event	MN004 – Campaigning and Influencing	Yes	By October 2024 to tie in with International Coffee Day	LL and Guild Team	Done
Curate a highlight reel on livunisustainability Instagram to showcase Fairtrade content	Linked posts to highlight to create permeant Fairtrade content	Views on instagram	Campaigning and Influencing	Yes	Ongoing	GT	Done
Ensure Fairtrade is built into Sustainability Fair via Procurement, Grumpy Mule and Campus Food and Drink	Stalls at Fair showcasing Fairtrade products	Stand at Fair Staff and student engagement	Campaigning and Influencing Procurement, Retail and Catering	Yes	Last week of February 2025	KS, GT, MW	Done