**Fairtrade University SMART Targets 2019-2020**

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| **SMART Target** | **Specific**  **(Specific details on the action)** | **Measurable**  **(How will this action be measured?)** | **Appropriate** | **Time** | **Who is Responsible** | **Status update every 6 weeks** |
| **Leadership and Strategy** | | | | | | |
| Publish a public commitment of intent to support and champion Fairtrade and its values within the last two years. | Fairtrade Policy published on Student Union webpage as well as on Sustainability webpage. | -Able to see published documents. | LD001 - Leadership and Strategy | By 9 April 2020 | Students’ Union and Sustainability Team | Partly achieved – Sustainability team publicised policy, awaiting on SU. |
| Analysed the inclusion of Fairtrade, trade justice and ethical consumption within other cross-cutting institutional and union plans (e.g.: procurement plan, sustainability plan, marketing plan) and made suggestions to the relevant stakeholders of how it could be integrated. | Fairtrade inclusion in Student Union strategic plan. | -Able to see published documents with relevant inclusions. | LD003 - Leadership and Strategy | By March 2020 | Students’ Union | Achieved - Fairtrade included in SU Action Plan for new Strategy.  References to Universities Strategy for Fairtrade can be found on page 3 ‘’Our Vision and ‘’Our Values’’ section as well as Environmental Sustainability Strategy 2017-20 |
| Internal student group/society purchasing policies, award and funding applications require a commitment to Fairtrade, trade justice and ethical procurement considerations where applicable. | Purchasing policy for Student Union societies -  this purchasing policy can be part of a wider club/society constitutional requirement. | Purchasing policy or a statement for societies implemented within wider Student Union purchasing document. | LD004 - Leadership and Strategy | By 27 March 2020 | Student Union | Achieved  New SU strategy action plan draft includes consideration to purchase Fairtrade cotton uniforms. |
| Show active leadership on Fairtrade, trade justice and ethical consumption issues. | Active leadership is seen from one or more senior members of staff or sabbatical officers in the union and institution. | Leadership is seen by running Fairtrade events, supporting Fairtrade University certification and actively support purchasing Fairtrade products. | LD005 - Leadership and Strategy | By 27 March 2020 | Student Union and Sustainability Team | Achieved  Active leadership currently is seen with Sustainability Team, Catering Team and Student Union |
| **Procurement, Retail & Catering** | | | | | | |
| 10% increase in sales of Fairtrade certified and Fairtrade goods. | Increase Fairtrade certified goods by special promotions, include meal deals, free sampling,  increased advertisement, upselling at the tills.  Capture Fairtrade sales data for the previous two academic years and report to the Fairtrade Foundation. | -Number of Fairtrade product sales versus last year (2018)  -Maintained Fairtrade University status.  -Up to date tracker to monitor the Fairtrade sales. | One of the requirements for maintaining Fairtrade Status – MN006 mandatory criteria and PL003 | By end of February 2020 | Catering Team | Achieved |
| Catering outlets offer Fairtrade certified products as standard in all the following categories  • Juice • Tea • Coffee • Sugar • Chocolate  • Fruit | Fairtrade certified products are available as per categories. | -Maintained Fairtrade University status. | One of the requirements for maintaining Fairtrade Status –PL002 | By 27 March 2020.  See Appendix 5 in Sustainable and Ethical Food Policy for further information for each unit. | Catering Manager  Sustainability Team to ensure Fairtrade evidence is submitted. | Achieved where possible -Fairtrade coffee currently not available in Costa outlets and The Junction.  Fairtrade sugar not available in Costa. |
| All outlets have up to date and effective Point of Sale (POS) material highlighting Fairtrade products 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 it should be refreshed periodically.  Contact the Fairtrade Foundation for POS kits. - http://shop.fairtrade.org.uk/  POS should be dated and regularly refreshed to ensure it remains impactful and appealing. | -Visible POS material  -Maintained Fairtrade University status. | One of the requirements for maintaining Fairtrade Status –MN008 mandatory Criteria | By March 2020 | Catering Manager  Sustainability Team to ensure Fairtrade evidence is submitted. | Achieved  Table talkers and posters available in all outlets. |
| **Campaigning and Influencing** | | | | | | |
| Run at least 3 activities during Fairtrade Fortnight 2019 and Fairtrade Fortnight 2020 | Develop Fairtrade Fortnight agenda in conjunction with Student Union and Catering Tea. | -Measured by engagement with students and staff, can be compared with 2019 events.  -Maintained Fairtrade University status. | To create awareness about Fairtrade products, Fair Trade and farmers.  Fairtrade certification criteria MN004. | By end of January 2019 and by end of January 2020 for both FF events. | Sustainability Tea, Catering Team, Student Union | Achieved – see events evidence. |
| 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. | Campaigns could include:  Charity clothes swap store on both campuses.  [Fashion Revolution Week](http://fashionrevolution.org/), [Labour behind the Label](http://labourbehindthelabel.org/) and the [Trade Justice Movement](http://tjm.org.uk/)  MetCard app – earn green points when purchasing Fairtrade products in all outlets.  Movie screening at the SU on Fairtrade/ethical consumption. | -Maintained Fairtrade University status.  -Measured attendance to events and general understanding about Fairtrade.  -Measured use of MetCard. | To create awareness about Fairtrade consumption. MN005 - Campaigning and Influencing - Mandatory | By end of 27 March 2020. | Student Union and Sustainability Team | Achieved  Charity clothes store is run annually on both campuses. Students fashion event ‘’Should fashion go vegan’’ |
| Create page on SU website for Sustainability and Fairtrade. | Create webpage on Student Union website for specific sustainability and Fairtrade updates such as Green Impact, Fairtrade University, sustainability related campaigns and surveys. | -Webpage available and up to date on Student Union website | Action first within various criteria through the toolkit for advertising purposes. | By March 2020 | Student Union | In Progress – currently unable to update website to include this. |
| Staff inductions/ student rep (societies) trainings include Fairtrade purchasing, reduction in printing flyers. | Raise awareness within inductions and training sessions to reduce university’s environmental impact and support Fairtrade. | Training evidence | CI001 - Campaigning and Influencing | By March 2020 | Student Union | Achieved –  Election training, environmental awareness, FT survey promoted. Fairtrade purchasing not applicable. |
| **Research and curriculum** | | | | | | |
| Promote national student Fairtrade survey. | Understand to what extent students and staff understand Fairtrade and should be part of building up for Fairtrade Fortnight.  Additionally Fairtrade survey during Fairtrade Fortnight week as support to sustainability if possible.  Advertisement on Verve magazine if possible. | -Survey promoted  -Data collected, analysed and publicised on website | MN009 - Research and curriculum – Mandatory | By March 2020 | Student Union and Sustainability Team | Achieved -  Data analysed in Fairtrade Report and publicised online. |
| Provide opportunities for students to investigate Fairtrade and other ethical issues within their course work or dissertations. | 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. | Opportunities advertised on Student Union Website and on Sustainability website. | MN010 - Research and curriculum – Mandatory | By March 2020 | Student Union and Sustainability Team | Partly Achieved – Section created on sustainability student zone however SU unable to update website. |