



University
of Exeter

Fairtrade SMART Action Plan 2022 - 2024

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Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
The 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.	Form a working group for the accreditation with a core team, and others to dip in and out where appropriate FT Working Group, SSC Meetings, Business Review Meetings	Completion of meetings	Mandatory Criteria MN001 (5 points)	Yes – Meetings are scheduled	Fortnightly and Termly	FN	Complete – FT Working Group, SSC & Business Review Meetings all take place regularly
The partnership has a SMART action plan on Fairtrade.	Publish progress against the SMART Action Plan on the Eat and Shop web pages.	Creation of action plan and publish on web pages.	Mandatory Criteria MN002 (10 points)	Yes - Ongoing	Termly	FN	Complete - Action plan created and will be updated regularly
The partnership has published a public commitment of intent to support and champion Fairtrade	Formed within the last two years signed by senior management across the organisations and retail and catering outlets.	Signed copy of policy	Mandatory Criteria MN003 (10 points)	Yes - Complete	Annual	FN / SL	Complete – Review in March 24

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Put on a series of events and promotions for Fairtrade Fortnight 2023 & 2024	Promotions to run in retail outlets Fairtrade events and promotions to run in MP Forum across 2 weeks of Fairtrade Fortnight.	Completion of events with - Post-event feedback, Social media reach, Sales data	Mandatory criteria MN004 (10 points)	Yes	Annually – 2 weeks Feb/March	KD, RN, TOM's	2023 Complete 2024 Events will run in Feb 24
Devise and deliver a campaign on Fairtrade, Trade Justice or ethical consumption.	To run in partnership with students Veganuary – 2023/2024	Marketing Plan, Social Media Posts, Photo evidence, Campaign reach, Evaluation of impact	Mandatory criteria MN005 (15 points)	Yes	Annually - January	KD	2023 Complete 2024 In Progress
Stock Fairtrade certified products – Tea, Coffee, Hot Chocolate, Chocolate, Cotton Clothing	All products stocked and working to increase the number of lines or items sold	Number of lines stocked, Number of items sold, Feedback from customers	Mandatory criteria MN006 (10 points)	Yes	Annual Review	RN / TOM's	Complete

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Stock at least one Fairtrade certified line in at least two of these categories – Soft Drinks, Wine or Beer, Health & Beauty, Savoury Snacks & Nuts, Cut Flowers, Fruit, Cotton Face Masks.	Stock a Fairtrade Wine within the Retail shops and Stock Fairtrade Soft Drinks within both Cafes and retail shops	Sales reports, order histories, photo evidence	Mandatory criteria MN007 (10 points)	Yes	Annual Review	RN / TOM's	Complete
There is up to date POS material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade.	Fairtrade Foundation POS Material – Postcards and Posters to be displayed along side Fairtrade Products.	Photographic evidence.	Mandatory criteria MN008 (10 points)	Yes	Annually – Reviewed at the start of term	FN / RN / TOM's	Complete
Complete the survey from the NUS about Fairtrade – send to students across the Uni via web links and social media	Put survey on our website / send via social media channels	Completion of survey. We will make the results public by uploading them onto our website.	Mandatory criteria MN009 (5 points)	Yes	Annually – Survey live Nov 23 - Feb 24	FN / KD	In progress

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Provide and publicise opportunities for students to investigate Fairtrade, Trade Justice, or Ethical Consumption as part of their course work or dissertations.	Make opportunities available via website / online links / social media posts.	evidence of a well-publicised list of opportunities via different channels	Mandatory criteria MN010 (5 points)	Yes	Termly	KD / RN	In progress
Provide and publish an annual report on the findings and actions of our SMART plan	This could be a formal report, or a more informal display of outcomes, for example a page of outcomes on a website.	Published report	Mandatory criteria MN011 (10 points)	Yes	Annually – Term 1	FN / KD	In Progress
The Students Union / University has one or more active policies, which supports Fairtrade, passed within the last three years and has published them online.	University Environment & Climate Emergency Policy, Modern Slavery Act Statement, SSA Terms	Policy documents and web links	Leadership and Strategy criteria LD001 / LD002 (10 points each)	Yes	Annually	FN	Complete

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There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff.	Positive outcomes, Fairtrade and ethical trade considerations within job role.	Details of positive outcomes.	Leadership and Strategy criteria LD005 (15 points)	Yes	Annually	SL	In Progress
The partnership has included Fairtrade and ethical consumption in staff and/or student inductions.	Colleague Guiding Principles	Evidence of document	Campaigning & Influencing criteria CI001 (10 points)	Yes	Annually	DT / FN	Complete
Partnered with a local off-campus Fairtrade group, and work together on at least one project or campaign over the year.	Devon & SW Fairtrade Group – attend meetings and investigate the options of working together on a upcoming project.	Meeting minutes, e-mail correspondence	Campaigning & Influencing criteria CI004 (10 points)	Yes	Approx. 6 weekly meetings	BH / FN	In Progress

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Collaborate with another aspiring Fairtrade University or College in achieving Fairtrade status.	Make contact with colleagues from other Universities to ask if they would like to become a Fairtrade University.	Evidence of e-mails, correspondence with Uni's and SOS, joining the award programme.	Campaigning & Influencing criteria C1006 (15 points)	Yes	Sept / Oct 23	RN / FN	Complete
Our work and support of Fairtrade has an effective and up to date web presence.	Ensure there is easy to find, constantly updated content on our Eat and Shop web pages	Links to web pages	Campaigning & Influencing criteria C1007 (5 points)	Yes	Annually	KD / FN	Complete
The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully	Plan and deliver regular social medial posts to promote and communicate our commitment to Fairtrade.	Evidence of schedule, posts, post likes, shares, reach.	Campaigning & Influencing criteria C1008 (5 points)	Yes	Monthly	KD / FN	Complete

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Ensure there is a strong Fairtrade presence at Fresher's Fairs.	Eat and Shop stand with promotional material	Photo's evidence, e-mail correspondence relating to plans in place	Campaigning & Influencing criteria C1010 (10 points)	Yes	Annually - September	RN / TOM's	Complete
The partnership has proactively publicised Fairtrade widely as an option for communal tea, coffee, hot choc & sugar in staff offices.	Posters displaying Fairtrade options – can purchase FT products from the MP Forum shop	Evidence of posters	Procurement, Retail & Catering criteria PLO01 (5 points)	Yes	Annually	FN	In progress
Catering providers offer Fairtrade certified products as standard in the following categories – Fruit, Juice, Tea, Coffee, Sugar, Chocolate, Wine	Fresh Ideas menus Event Exeter Menus	Evidence of menus and photos	Procurement, Retail & Catering criteria PLO02 (10 points)	Yes	Annually	FN	In progress

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Capture Fairtrade sales data for the previous two academic years and report back to the Fairtrade Foundation.	Data reports from MCR to show sales	Evidence of reports and of sending to the foundation	Procurement, Retail & Catering criteria PL003 (15 points)	Yes	Annually – Term 1	FN	In progress
The partnership has included terms in tender documents that reference Fairtrade	Hot beverage and main catering produce supplier tender documents	Evidence of tender documents	Procurement, Retail & Catering criteria PL004 (15 points)	Yes	Annually	SL/RN	Complete
Fairtrade is served as standard in Hospitality across all products which have a Fairtrade option available	Show what Fairtrade products we offer within hospitality	Evidence of menus purchase orders	Procurement, Retail & Catering criteria PL006 (10 points)	Yes	Annual Review	FN	In progress

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Sales promotions – discounts, competitions, loyalty cards are run on Fairtrade products periodically throughout the year across relevant retail outlets.	Barisca loyalty cards Competitions	Evidence of loyalty cards	Procurement, Retail & Catering criteria PL010 (5 points)	Yes	Annually	RN/KD/FN	Complete
Within the last year, the partnership has peer-reviewed another Fairtrade University	Set up Teams call within another Uni to peer review and talk about the award	Evidence of meeting and peer review notes	Research & Curriculum criteria RC004 (5 points)	Yes	Plan meeting for Term 2	RN / FN	In progress
The partnership has identified positive outcomes for the wider community through its Fairtrade work	Work with local guiding unit to educate and promote Fairtrade	Evidence of meeting – greater awareness – learning -	Outcomes criteria OT004 (10 points)	Yes	Plan for Term 2	FN	In progress



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