



University
of Exeter

**Fairtrade SMART
Action Plan 2024 - 2026**

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Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
The Partnership has a cross institutional 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 (to include direct student representation), FT Working Group, Business Review Meetings	Completion of meetings Agenda and Meeting Minutes.	Mandatory Criteria MN001 (5 points)	Yes – Meetings are scheduled	Termly and Fortnightly	RN	Completed
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	Annual	FN	Completed
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 University. Need to evidence Guild Support.	Signed copy of policy	Mandatory Criteria MN003 (10 points)	Yes	Annual	FN / SL	Completed

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Put on a series of events and promotions for Fairtrade Fortnight in September/October 2025	Promotions to run in retail outlets / shops Fairtrade events and promotions to run in Forum across 2 weeks of Fairtrade Fortnight.	Completion of events with - photos, social media reach, survey, impact	Mandatory criteria MN004 (10 points)	Yes	Annually – 2 weeks Sept/Oct	FN / RN / CTB	Completed
Devise and deliver a campaign on Fairtrade, Trade Justice or Ethical Consumption.	To run in partnership with students. Veganuary campaign – Ethical Consumption.	Marketing Plan, Social Media Posts, Photo evidence, Campaign reach, Evaluation of impact	Mandatory criteria MN005 (15 points)	Yes	Annually	ALL	Completed
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, photo evidence to include FT logo	Mandatory criteria MN006 (10 points)	Yes	Annual Review	BH / FN	Completed

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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 Hospitality 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	FN	Completed
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. Fairtrade info on digital screens.	Photographic evidence.	Mandatory criteria MN008 (10 points)	Yes	Annually – Reviewed at the start of term	CTB / FN	Completed
Complete relevant scoping activities amongst a broad range of students/staff about Fairtrade and make the findings publicly available.	Fairtrade Fortnight survey to be conducted on FF stand in Forum Street.	Completion of survey. We will make the results public by uploading them onto our website.	Mandatory criteria MN009 (5 points)	Yes	Annually	CTB / FN	Completed

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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.	evidence of a well-publicised list of opportunities via different channels – Web, course specific content via tutors.	Mandatory criteria MN010 (5 points)	Yes	Annually	FN	Completed
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. Annual report to be published on website.	Published report	Mandatory criteria MN011 (10 points)	Yes	Annually	FN	Completed
The University has at least one or more active policy which supports Fairtrade passes within the last three years and has them published online.	University's Fairtrade Policy	Published Policy	Leadership and Strategy criteria LD002 (10 points)	Yes	Annually	SL / FN	Completed

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Within the last two years, the partnership has analysed the inclusion of Fairtrade, trade justice & ethical consumption within other cross-cutting plans e.g. sustainability plan	Sustainable Food Policy	Published plan	Leadership and Strategy criteria LD003 (10 points)	Yes	Annually	RN/SL	Completed
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 Institutional strategies/policies.	Details of positive outcomes.	Leadership and Strategy criteria LD005 (15 points)	Yes	Annually	SL/RN	Completed
The partnership has included Fairtrade and ethical consumption in staff and/or student inductions.	Colleague Guiding Principles Staff/Student Inductions web pages. University staff onboarding webpages and links, updated induction information on webpages.	Evidence of document and web pages with links	Campaigning & Influencing criteria CI001 (10 points)	Yes	Annually	DT / FN	Completed

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The partnership has partnered with a local school and worked together on at least one project or campaign over the year.	Working with Chudleigh Primary School	Photo evidence of campaign/project, e-mail correspondence	Campaigning & Influencing criteria C1003 (10 points)	Yes	Annually	MD	Completed
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 worked together on a project – Chudleigh Primary School Fairtrade Conference.	Meeting minutes, e-mail correspondence	Campaigning & Influencing criteria C1004 (10 points)	Yes	Approx. 6 weekly meetings	BH	Completed
The partnership has facilitated the creation of a local off-campus or school Fairtrade group, where one doesn't already exist.	Newton St Cyres Primary School, introductory session for the school to become FairAware.	Meeting minutes, e-mail correspondence, photo evidence of the session.	Campaigning & Influencing criteria C1005 (15 points)	Yes	Ad hoc	MD / FN	Completed

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Collaborate with another aspiring Fairtrade University or College in achieving Fairtrade status.	Work with a local University – University of Plymouth, termly meetings, sharing best practice and giving and receiving guidance to help improve possible Fairtrade award score.	Evidence of e-mail correspondence, termly meetings minutes, outcomes of relationship.	Campaigning & Influencing criteria CI006 (15 points)	Yes	Annually	FN / RN	Completed
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. Student Guild to have links on their webpages to our pages.	Links to web pages	Campaigning & Influencing criteria CI007 (5 points)	Yes	Annually	CTB / FN	Completed
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 CI008 (5 points)	Yes	Monthly	CTB	Completed

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The partnership has proactively shared one or more learning or best practice examples from their Fairtrade activities with the wider sector	Sharing with wider sector such as TUCO, Fairtrade Networking Meetings, Devon and SW Fairtrade Group Meetings.	Evidence of examples	Campaigning & Influencing criteria CI009 (10 points)	Yes	Annually	FN/RN	Completed
Ensure there is a strong Fairtrade presence at Fresher's Fairs / Welcome Week	Welcome Week - Eat and Shop stand with promotional material	Photo's evidence, e-mail correspondence relating to plans in place	Campaigning & Influencing criteria CI010 (10 points)	Yes	Annually - September	DT / CTB / MD / RN	Completed
Fairtrade, trade justice and ethical procurement considerations are taken into account in checklists or guidance for events.	Fairtrade Information on Event Exeter web pages	Web page links and evidence of content	Campaigning & Influencing criteria CI011 (10 points)	Yes	Annual review	FN	Completed

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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 MP Shops / Delivered Hospitality.	Evidence of posters	Procurement, Retail & Catering criteria PL001 (5 points)	Yes	Annually	MD	Completed
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 Licensed premises	Evidence of menus and photos	Procurement, Retail & Catering criteria PL002 (10 points)	Yes	Annually	FN	Completed
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	BH / FN	Completed

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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	RN	Completed
There is a procedure and support in place to ensure any new food service tenants or retail/catering outlets provide Fairtrade products where possible.		SOP for Independent Traders	Procurement, Retail & Catering criteria PL005 (5 points)	Yes	Annually	RN	Completed
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, photo evidence of products	Procurement, Retail & Catering criteria PL006 (10 points)	Yes	Annual Review	MD	Completed

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In the last two years, the partnership has engaged with at least one of the following stakeholders to adopt or increase Fairtrade commitments – A relevant purchasing consortium, An existing supplier, An external brand or retailer.	Work with suppliers to look at Fairtrade offering and ways we can increase our offer.	Evidence of meetings and correspondence, evidence of new product offer as a result	Procurement, Retail & Catering criteria PL007 (5 points)	Yes	Annually	RN	Completed
Sales promotions – discounts, competitions, loyalty cards are run on Fairtrade products periodically throughout the year across relevant retail outlets.	Barisca loyalty cards / Eat and Shop App – Hot Drinks Offers.	Evidence of loyalty cards / App	Procurement, Retail & Catering criteria PL010 (5 points)	Yes	Annually	FN	Completed
The partnership can demonstrate an increase in the number of Fairtrade certified items and/or lines bought for sale in campus commercial outlets over the last two years.	Increase in the number of Fairtrade certified lines stocked or increase in financial sum of Fairtrade products bought for sale.	Reports to show increase of Fairtrade lines sold and photo evidence of new products	Procurement, Retail & Catering criteria PL011 (15 points)	Yes	Annually	BH / FN	Completed

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The partnership has successfully encouraged one or more teaching staff to take part in the SDG Teach-In.		Evidence of encouraging staff to take part – web page evidence, staff newsletter. Evidence from Teach-In rankings.	Research & Curriculum criteria RC001 (10 points)	Yes	Annually	FN	Completed
Within the last year, the partnership has peer-reviewed another Fairtrade University	Work with University of Plymouth to peer review their Fairtrade activities Visit to University of Reading	Evidence of meeting and peer review notes	Research & Curriculum criteria RC004 (5 points)	Yes	Annual meeting	RN / FN	Completed



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