



**FAIRTRADE  
UNIVERSITY AND  
COLLEGE AWARD**

# Fairtrade SMART Action Plan Template

Below is a template for your SMART action plan (within the **Mandatory** theme). It should be used to outline clear targets for the year (and beyond), with accountability for who is responsible for what. You should use this as a collaborative, living document with all those involved in your working group, including senior management. The SMART action plan should also be used to plan for **the Outcomes theme** regarding Outcomes of the award.

We have suggested some broad actions based on the themes of the toolkit, but it will be up to you to populate the document with the SMART actions specific to your partnership, based on what stage you are at currently, and where you would like to be at the end of the programme. You can use criteria from the toolkit to help identify your specific objectives, and there should be a clear link to monitoring and evaluation.

You may wish to copy the template into a larger document or Excel spreadsheet to populate it, or edit it to be more in line with other action plans you currently use – the below is just a template to assist you getting started. You can add as many extra rows as you feel you need. The plan should be published online, and regular updated with progress made.

**S** - Be **Specific** about what you want to achieve, do not be ambiguous, and communicate clearly.

**M** - Ensure your result is **Measurable**. Have a clearly defined outcome and ensure this is measurable (KPIs).

**A** - Make sure it is **Appropriate**. Is it an **Achievable** outcome?

**R** - Check that its **Realistic**, it must be possible taking account of time, ability and finances.

**T** - Make sure it is **Time** restricted. Set yourself an achievable time frame, set deadlines and milestones to check your progress.

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>
<b>Put on a series of events and promotions for Fairtrade Fortnight</b>	Pop up stand, online competitions, Fair Trade hampers, promotion of Fair Trade products at Catering halls and Retail Source cafes. Tasting sessions, coffee mornings, retail promotions on Fairtrade products,	- Number of staff/students attending events - Post-event feedback surveys -Social media reach -Increase in Fairtrade purchases if using promotions in outlets	Mandatory criteria for award - <b>MN004</b> in toolkit	Yes	February annually	Sustainability with key input from stakeholders such as catering	Fairtrade fortnight events are embedded into the University's annual sustainability communications Calendar.
<b>Devise and deliver an innovative campaign</b>	In partnership with students	- Number of students engaged - Feedback survey	Mandatory criteria for award - <b>MN005</b> in toolkit	Yes	Fair trade campaigns are carried out every year during fair trade fortnight. In 2021 Just Love Bristol have agreed to carry out a campaign which will be run in April 2021. In previous years we have run Fair Trade	Student Societies with Support from Sustainability	Ongoing

		- Insight into impact			promotions of easter eggs during Easter and have also promoted this in 2021	Procurement and the SU	
<b>Start stocking some Fairtrade cotton clothing lines in all retail outlets that sell clothing</b>	Investigate the feasibility of increasing the fairtrade range of clothing at the SU shop	- Number of lines stocked - Number of items sold - Feedback from customers	Part of mandatory criteria <b>MN006</b>	Yes	The SU shop retail a large amount of Fairtrade cotton products <a href="https://bristolsushop.com/collections/fairtrade">https://bristolsushop.com/collections/fairtrade</a> and regularly run discounts to promote fairtrade  All promotional bags are now fair trade	Students Union	Ongoing discussions to the range of products.
<b>Fair trade cotton promotional bags</b>	Move all promotional bags to Fairtrade and cotton	Review purchasing reports.				Print Services / Procurement	Continue to monitor this action to ensure it continues.

<b>Continually increase Fairtrade certified products in retail and catering outlets</b>	Increase number of lines or quantity sold of Fairtrade products in the following categories: <ul style="list-style-type: none"> <li>• Tea</li> <li>• Coffee</li> <li>• Sugar</li> <li>• Hot chocolate and cocoa</li> <li>• Chocolate, confectionary or snacks</li> <li>• Cotton clothing</li> </ul>	<ul style="list-style-type: none"> <li>- Number of lines stocked</li> <li>- Fairtrade gap analysis of categories</li> <li>- Value purchased (£)</li> <li>- Value sold (£)</li> <li>- Quantity purchased</li> <li>- Quantity sold</li> </ul>	Mandatory criteria <b>MN006</b> requires continual improvement in this area	To be determined	We have a large range of fair trade tea coffee chocolate, fruit, vegetables, sugar and wine available for sale at the University	Procurement / catering	Quarterly groups review this offering and give priority to fair trade products where available and permitted in public procurement regulations.
<b>Engage with preferred supplier to increase their Fairtrade offering</b>	Office depot tea and coffee	- Increase in suppliers' Fairtrade offering	Criteria <b>PL007</b> (5 points)	Achieved in 2020	Office depot only supply the University fairtrade tea and coffee for staff kitchens. All retail and catering tea and coffee is fair trade.	Procurement	Achieved.
<b>Support 2 or more students to complete an investigation of Fairtrade as part of their coursework</b>		- Completed coursework	Criteria <b>RC002</b> (5 points)	Achieved in 2020 and early 2021	Three research pieces have been carried out to date. One of which has been published on the Cabot Institute blog: <a href="https://cabot-institute.blogspot.com/2020/02/the-case-to-become-fairtrade-university.html">https://cabot-institute.blogspot.com/2020/02/the-case-to-become-fairtrade-university.html</a> . The other two have been uploaded to the tool kit as evidence.	Sustainability supporting Students	Achieved

<p><b>Tea and Coffee Supplier Procurement</b></p>	<p>Tea and Coffee are Fair Trade for staff purchasing for offices and in retail cafes on campus. Explore the development of a mandatory criteria of Fair-Trade tea and Coffee for any events on Campus by external suppliers via the Events Forum. Monitor the purchasing of tea and coffee via procurement to ensure that unapproved suppliers are not being utilised.</p>	<p>An external events notification form means all external events must be booked through a panel. The form is to be updated to include strong sustainability criteria and links to the sustainable events guide: <a href="https://www.bristol.ac.uk/media-library/sites/green/documents/Sustainable-Events-Guide.pdf">https://www.bristol.ac.uk/media-library/sites/green/documents/Sustainable-Events-Guide.pdf</a></p> <p>Explore the possibility of strengthening this communication further.</p> <p>Measure spend against commodity groups for suppliers of tea and coffee via procurement.</p>	<p><b>PL006 - Procurement, Retail &amp; Catering</b></p>	<p>yes</p>	<p>Initial target by the end of 2019 and further monitoring by the end of 2021</p>	<p>Sustainability and procurement with help from the events forum and committee.</p> <p>Procurement</p>	<p>new sustainable criteria has been embedded into the events form and the sustainable events guide has been developed. The plan has been updated with these. Further work on monitoring of Fairtrade tea and coffee will be completed by the end of 2021. The supplier Office Depot only supply Fair trade tea / coffee and sugar to the University when last audited in 2020.</p>
