

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status	Outcome/Lessons learned
<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. You may want to split this into multiple actions for each event/promotion</b>	Fairtrade Fortnight 2020 student/staff bake off	At least 7 entries (ie cakes)	Mandatory criteria for award - <b>MN004</b> in toolkit Engages students and staff Communicates Fairtrade	Communicate via Live Smart/Twitter/Facebook. Judged by Sustainability Team Resources are suitable for task	Communicated and judged during Fairtrade Fortnight 2020	Sustainability Team, no other support needed	Impacted by initial stages of pandemic. Event communicated and ran as expected but focus of many people was on pandemic	Event delivered even with initial impact of pandemic
	Fairtrade Fortnight 2021 virtual bakeoff	Discussed with Sustainability Team and agreed 5 entries would be a good result during lockdown	Mandatory criteria for award - <b>MN004</b> in toolkit Engages students and staff Communicates Fairtrade. Virtual event appropriate as limited in person events/attendance due to pandemic Criteria set for appearance of cake and number of FT ingredients	Communicate via Live Smart/Twitter/Facebook. Judged by Sustainability Team Resources are suitable for task Budget available for £50 prize voucher (Ethical superstore) Most students not on campus, virtual event enables simple entry process, judges to review photo and list of ingredients	Communicated and judged during Fairtrade Fortnight 2021	Sustainability Team, no other support needed	Event communciated via virtual means. Running event virutally enabled it to be successful. Five entries received and judged by Sustainability Team Prize awarded	Set target for 5 entries, achieved target. Reach was limited by impact of lockdown
	Fairtrade Fortnight 2022 communications, etc in Refectory	Aim is to increase sales in refectory of fairtrade products and increase awareness. Refectory has struggeld since reopening in Sept 21 due to changes in footfall	Mandatory criteria for award - <b>MN004</b> in toolkit Engages students and staff Aimed at encouraging people to purchase Fairtrade from refectory and also communciate fairtrade	Yes - Baxter Storey staff will deliver as part of day to day running	Display stands to be set up by Baxter Storey staff and be in place during Fairtrade Fortnight	Baxter Storey	Event discussed and planned during January Catering Meeting. Stands set up in Refectories by Baxter Storey staff displaying products and Fairtrade information	Sales volume of Fairtrade items higher for first 6 months of 21/22 than 19/20, even with reduced turnover in catering areas. Good outcome. May have been driven by reduced price for coffees etc due to self service system
Feeding a growing planet blog covering food security, Fairtrade, etc	Aim to increase reach of programme via social media to students, staff, etc	Mandatory criteria for award - <b>MN005</b> in toolkit Links food security, fairtrade and individual action	Social media systems in place, Live Smart UoG page available. Written by Student	Spring 21	Live Smart Co-ordinator to seek input from student, review output and publish Sustainability Engagement Manager to support and advise	Complete Number of reads = 25	Blog posts via live smart and social media effective as a communication route Linking student life to other themes is effective and understandable	

<b>Devise and deliver an innovative campaign</b> Deliver various campaigns on Fairtrade and ethical consumption via Live Smart. NOTE: Live Smart is student led and run by PTHP student	20 Resolutions for a smarter 22	Aim to increase reach of programme via social media to students, staff, etc and support students to live smart with purchasing, community and well being advise	Mandatory criteria for award - <b>MN005</b> in toolkit Links food, fairtrade, ethical banking etc with spending, community support and well being	Social media systems in place, Live Smart UoG page available. Written by Student PTHP responsible for Social Media	New Year 21	Student PTHP responsible for Social Media Sustainability Engagement Manager to support and advise	Complete Number of reads = 46	
	Switch to Vegan Blog	Aim to increase reach of programme via social media to students, staff, etc and support students to eat more ethically and sustainability by becoming vegan or increasing number vegan meals in their diet	Mandatory criteria for award - MN005 in toolkit. Informs students and staff where food comes from, land needed for different food types and benefits of veganism	Social media systems in place, Live Smart UoG page available. Written by Student PTHP responsible for Live Smart	Spring 22	Live Smart Co-ordinator to write piece Sustainability Engagement Manager to support and advise	Complete Number of reads = 46	
	What has Fairtrade got to do with Climate Justice Blog	Aim to increase reach of programme via social media to students, staff, etc and links Fairtrade to climate change which is a major focus for UoG	Mandatory criteria for award - MN005 in toolkit Links Fairtrade to climate change which is a major focus for UoG	Social media systems in place, Live Smart UoG page available. Written by Student PTHP responsible for Live Smart	Spring 22	Student PTHP responsible for Social Media Sustainability Engagement Manager to support and advise	Complete Number of reads = 22	
<b>Start stocking some Fairtrade cotton clothing lines in all retail outlets that sell clothing</b>	SU shop stocks fairtrade clothing - hoodie and sweatshirt	SU stock 2 lines of fairtrade clothes representing 8% of lines stocked. Aim since March 20 has been to maintain online shop and achieve similar sales to 18/19	Part of mandatory criteria <b>MN006</b> Engages students in a non-food aspect of fairtrade	SU shop had limited trade in last 2 years due to covid but items also available on line. SU has resource to deliver on line sales. Target to achieve previous sales levels will need to be assessed over a number of years as impact of pandemic lessens and stabilises	Before toolkit deadline	Students Union	Ongoing	Items stocked and available. Physical shops now reopened and stock displayed 11 hoodies and 10 sweatshirts sold 2021 calendar year, 1 of each sold YTD Most sold at start of academic year, most sold on line. Remainder of products are ethically sourced. All from NUS backed supplier. Sports kits also through ethical supply chain.
<b>Continually increase Fairtrade certified products in retail and catering outlets</b>	Tea	Tea supplied in Starbucks franchised venues is Rainforest Alliance	Item is Rainforest Alliance	Not Applicable as not Fairtrade	NA	NA	NA	

<p>Increase number of lines or quantity sold of Fairtrade products from categories in column B:</p> <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>	Coffee	Starbucks coffee is Fairtrade. Aim for 2022 is to exceed sales volume and revenue when compared to 19/20	Part of mandatory criteria MN006	Aim to exceed 2019/20 sales is appropriate but challenging given changes to footfall. Assumes no lock downs during 21/22	Exceed Sept 19 - March 20 sales for Sept 21 - Mar 22 period in time for audit	Baxter Storey - can promote, influence sales volume by price changes, etc	At end of March Baxter Storey confirmed that coffee sales were 73,053 which represents an increase of 26% (up from 57,961)	Self service coffee system during lockdown enabled cost reduction which may have increased sales. Now ceased Also reintroduced reusable cup offer (costs 30p more to use disposable cup) Some prices not changed but volume still increased agreed plan to include FT sales in future ASR
	Sugar	Is Fairtrade but isn't sold (option to self serve with drinks)	Not applicable - this is a help your self item with drinks and is not tracked	Is Fairtrade but not sold and therefore no target set	NA	NA	NA	
	Hot chocolate and cocoa	Hot Chocolate supplied in Starbucks franchised venues is Rainforest Alliance	Item is Rainforest Alliance	Not Applicable as not Fairtrade	NA	NA	NA	
	Chocolate, confectionary or snacks	One line (maltesers) stocked - aim to increase sales volume compared to 2019/20	Part of mandatory criteria MN006	Aim to exceed 2019/20 sales is appropriate but challenging given changes to footfall. Assumes no lock downs during 21/22	Exceed Sept 19 - March 20 sales for Sept 21 - Mar 22 period in time for audit	Baxter Storey - can promote, influence sales volume by price changes, etc	At end of March Baxter Storey confirmed that FT Chocolate sales were 1,256 which represents an decrease of 50% (down from 2,576)	Price increased for maltesers which may have reduced sales. Also venues currently selling more limited ranges and maltesers not always in stock. Action: work with Baxter Storey to increase range once service stabilised
	Cotton clothing	Two lines stocked, medium term aim is to return to 2019/20 sales volumes	Part of mandatory criteria MN006	Return to previous sales volumes in medium term is appropriate and could be increased in number of students increases	Match 2019/20 sales by 22/23 academic year	SU	8% of clothing lines sold via SU shop are FT	

<p><b>Engage with preferred supplier to increase their Fairtrade offering</b></p>	<p>Work with Baxter Storey to assess when it will be possible to start introducing more Fairtrade products following significant business impact from Pandemic</p>	<p>Aim is to work with Baxter Storey, examining sales volume and turnover to establish when the time is right to start work on a focused drive to increase Fairtrade offering</p>	<p>Criteria <b>PL007</b></p>	<p>Catering business has been significantly impacted by Pandemic (shut for much of year, and when open has been limited range of self service goods. Refectories opened with manned service from Sept 2021. Business currently making a loss and is therefore focusing on increasing sales of basic items and limiting range sold to reduce costs. Realistic target is to track sales and profit on a monthly basis and seek to increase Fairtrade once business returns to profit</p>	<p>Before toolkit deadline</p>	<p>Jon Furley and Baxter Storey Team</p>	<p>Situation reviewed monthly at Catering review meeting. At March 2022 turnover still below expected level and business not making a profit. Steps still in place to reduce range of stock and not hold slow selling items</p>	<p>Catering service revenue down when compared to 2018/19. Budget was set below previous operational levels but turnover has been lower than expected. Footfall still variable, many students spending more time off campus. Service offering continuously under review and also gaining a better understanding of new patterns of footfall</p>
<p><b>Include Fairtrade sales figures in Annual Sustainability report from 22</b></p>	<p>Include the total sales figures for Fairtrade sales in the ASR to show year on year increase and demonstrate commitment to Fairtrade. Add this as a graphic to the operations or supply chain pages</p>	<p>The sales figures are measured as part of the FT system. The total sales value will be included in the ASR. If value starts to drop appropriate action will be determined</p>	<p>Shows organisational commitment to Fairtrade and highlights that products are sold and aim is to increase value</p>	<p>Sustainability Team own the ASR and can include this</p>	<p>Spring 2023 (ASR for 21/22)</p>	<p>Jon Furley</p>	<p>Action agreed</p>	<p>NA</p>