The University of Manchester

Fairtrade SMART Action Plan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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.** | Continue regular meetings of Fairtrade and Sustainable Food Steering Group | Track group attendance | Mandatory criteria for award - **MN001**in toolkit |  | Group to meet every 3 months | Alison Shedlock |  |
| **The partnership has a SMART action plan on Fairtrade and has published it. It should include operational considerations such as procurement and catering, campaigning and influencing, engagement and communications and a strong focus on the monitoring and evaluation of all activities.** | Make SMART Action Plan publicly available and update actions every term | Update action plan and measure actions/deliverables. | Mandatory criteria for award - **MN002** in toolkit | Yes | Meet termly to review | Laura Blandy |  |
| **The partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years signed by senior management across the organisations and their retail and catering outlets.**  **The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events.** | New Fairtrade policy developed | Fairtrade policy to be approved by registrar and SU | Part of mandatory criteria **MN003** | Yes | Upload new policy online | Laura Blandy |  |
| **The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events.** | Fairtrade fortnight event with 11 suppliers, talking about their sustainable policies including Cafeology Coffee and Tony's Chocolonely. | Attendees and social media engagement | Mandatory criteria **MN004** |  | Ongoing year on year | Laura Blandy |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **The partnership has devised and successfully 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. The campaign/s must have taken place in addition to Fairtrade Fortnight and can demonstrate some measures of impact.** | Promotion of Fairtrade across campus, Fairtrade signage on menu boards, Fairtrade label on Fairtrade items, ie chocolate, bananas.  Fairtrade Easter push including Easter Egg hunt and Festive giveaway. | - Increase in engagement, both in person and online | Mandatory criteria **MN005** |  | Develop and increase year on year, involve wider teams. | Laura Blandy |  |
| **Any retail or catering outlets owned or operated by the partnership stock Fairtrade certified products in all of the following categories, and are working to increase either the number of lines OR number of items sold year on year:**  **• Tea**  **• Coffee**  **• Sugar**  **• Hot chocolate and cocoa**  **• Chocolate, confectionary or snacks**  **• Cotton clothing** | All tea, coffee, hot chocolate, sugar is Fairtrade, we also stock Fairtrade chocolate bars (Divine and Tony's)  Fair-trade clothing in the Shop at University Place. A selection of Hoody's, T - Shirts, sweatshirts and cotton bags are now available. | - Increase Fairtrade sales year on year | Mandatory criteria **MN006** |  | In place already – range extended | Laura Blandy |  |
| **Any retail, catering or other commercial outlets owned or operated by the partnership stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked): • Soft drinks • Wine or beer • Health & beauty  • Savoury snacks & nuts • Cut flowers • Fruit • Cotton face masks** | Fairtrade fruit juice and fruit stocked in retail outlets. | Monitor sales of Fairtrade lines. | Mandatory criteria **MN007** |  | Look to introduce new lines where possible  Increase percentage of Fairtrade sales. | Jonathan Minshull / Laura Blandy |  |
| **There is up to date and effective Point of Sale (POS) material in all relevant outlets, 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.** | Fairtrade sliders on menu boards, Fairtrade labelling on price tickets. Fairtrade logo on hot drinks menu. Fairtrade posters. |  | Mandatory criteria **MN008** |  | Develop a Fairtrade programme for POS. | Laura Blandy |  |
| **Within the last two years the partnership has successfully carried out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and has made the findings publically available.** | Living lab work is posing questions On Fairtrade which will inform our decisions going forward;• What motivates students to buy Fairtrade? And/or should there be more incentives to choose Fairtrade? |  | Mandatory criteria **MN009** |  |  |  |  |
| **The partnership provides and publicises opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations** |  |  | Mandatory criteria **MN010** |  |  |  |  |
| **The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publically available. This report can be part of a wider sustainability or similar report.** | Sustainable resources plan developed which incorporates responsible purchasing : https://documents.manchester.ac.uk/display.aspx?DocID=33195 |  | Mandatory criteria **MN011** |  | Plan to be evolved and incorporate Fairtrade where possible | Sustainability, purchasing and retail teams. |  |