



Fairtrade SMART Action Plan



Action Number	Action	Baseline Status	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
1	Renewal Meeting.	Reinstatement of group that last met 29/03/2019.	Reviewing criteria for Fairtrade University Award.	Actions and agenda agreed prior for upcoming steering group meeting.	MN001	SU and University co-ordinators.	08/01/2020	Students' Union and Cardiff Met University	Complete
2	Arrange New Portal Sign In.	No access currently.	Logins to be allocated to join team.	All steering group members to input into the portal.	Record keeping to review progress and store evidence.	Members of steering group able to complete.	Before second steering group meeting.	Fairtrade Steering Group.	Relevant members have created a login.
3	Review of University's Fairtrade Policy.	Previous policy dated February 2019	Review and update policy in line with new criteria.	Policy will be updated and published publically on Sustainability and Students' Union external webpage.	MN003	Members of steering group able to complete. Managers and catering outlets input and approval available.	Presentation to management board for policy approval TBC.	Sustainability Committee	Policy update drafted and agreed by Steering Group. Waiting to go to Sustainability Committee.
4	SMART Action Plan.	Previous action plans in different formats.	Design action plan to meet specific criteria for Fairtrade award.	Creation of action plan and publish on external webpage.	MN002	Steering group allocated resources to agreed Action Plan.	By spring 2021.	Fairtrade Steering Group	Action plan created. To be updated continually and published on websites.
5	Fairtrade Steering Group.	Fairtrade group meets termly. Last met 29/03/ 2019.	Fairtrade group to re-convene and meet termly starting in January 2020.	Agenda, minutes and attendees.	MN001	Led by President of the Students' Union. Attended by staff and students of Cardiff Met and SU.	16/01/2020	Students' Union and Cardiff Met University	Meetings taking place on termly basis. With extra meeting for Fairtrade Fortnight.
6	Terms of Reference	Previous attendees for committee structure.	Decide who is going to be attending the committee and the targets and objectives of Environmental Management System for the Students' Union.	Implementing the actions of the SMART Action Plan.	MN001 and MN003	TBC at the first meeting.	Before first meeting on 16/01/2020.	Fairtrade Steering Group	Terms of reference agreed.
7	Publish Updated Fairtrade Policy.	Last published policy dated February 2019, to coincide with previous Fairtrade Accreditation.	Publish policy to external webpages.	Policy will be updated and published publically on Sustainability and Student's Union external webpage.	MN003	Sustainability Engagement Manager to add policy to webpage and update Fairtrade text.	Once policy is agreed and approved by management board.	Sustainability Committee	Policy created, waiting for approval before publishing.
8	Request Fairtrade Media Templates and Promotion Materials.	No promotional materials.	Order promotional material from Fairtrade Foundation.	Promotional materials received.	MN008	Products available on Fairtrade Foundation website.	Order by end 17/01/2020.	Executive Assistant Students' Union.	Reviewing products needed to place order.
9	Fairtrade Hospitality.	Fairtrade available in hospitality brochure.	Review brochure to show POS information. Ensure that hospitality deliveries provide information on the Fairtrade products delivered.	Statistics for number or orders of Fairtrade products. Reviewing any feedback received on products from staff. Screenshots of updated brochure.	MN008	Catering and hospitality manager can obtain information from suppliers.	By Fairtrade Fortnight.	Catering and hospitality manager and Students' Union Commercial Operations.	Contacting relevant managers.
10	Review Hospitality Booking System Confirmation.	No indication in booking confirmations that hospitality provides Fairtrade products.	Review booking confirmation statement for hospitality to include an indication of the University's Fairtrade status. Review the possibility of each Fairtrade product declaring that they are Fairtrade.	Fairtrade information available when booking hospitality. Photos of information provided.	MN008	Catering and hospitality manager can obtain information from suppliers. Promotional material can be obtained from Fairtrade Foundation website.	By Fairtrade Fortnight.	Catering and hospitality manager.	Update agreed and will progress accordingly.
11	Meeting of Steering Group to Plan Fairtrade Fortnight.	Meeting planned.	Meeting will review last years activities and to devise a survey of Fairtrade awareness on campus. Will also review ideas and budget for events for Fairtrade Fortnight.	Agenda, minutes and attendees.	MN004	Led by President of the Students' Union. Attended by staff and students of Cardiff Met and SU.	Before Fairtrade Fortnight.	Fairtrade Steering group.	Meeting took place on 16/01/2020

12	Co-ordinate Comms and Marketing for Fairtrade Fortnight.	Plans for Comms and Marketing have been discussed.	Stickers on Coffee cups. POS information. Social media campaign.	Review Twitter and Facebook activity. Number of attendees. Measured impact of events.	MN004	Sustainability staff and relevant staff from SU have time set aside to plan and carry out the marketing.	Before and during Fairtrade Fortnight.	Relevant Sustainability and SU staff.	CM and SU carried out social media marketing.
13	Review Fairtrade products sold in all the Cardiff Met and Students' Union catering and retail outlets.	Currently Fairtrade products are sold and promoted at both Cardiff Met and Students' Union catering and retail facilities.	Review what products from each product lines are stocked in each outlet. Determine how to increase either the number of product lines or the amount of stock sold in each outlet.	Monthly summary of stocklists from each outlet. Photos of products stocked, periodically updated.	MN006 and MN007	Each outlet will have to be audited separately to decide what products are appropriate and how their stock can be increased in line with the University and Students' Union Guidelines.	Ongoing year on year.	Catering and hospitality manager and the Students' Union Commercial Operations.	Audit planned
14	Review cotton products.	No Fairtrade cotton products currently sold in any University outlets.	Review whether the cotton products sold by the University and Students' Union retailers are Fairtrade.	Sales numbers from each outlet. Stock order and delivery forms.	MN006	Cotton products are available to stock. The Fairtrade Steering Group must work with University and Students' Union outlets to decide what products would be appropriate to sell.	Before end of toolkit.	Fairtrade Steering group and retail outlets.	Meeting to discuss cotton products with Students' Union and Cardiff met shops TBC.
15	Review POS materials in all the Cardiff Met and Students' Union catering and retail outlets.	There is some POS information in outlets.	Review with catering and retail outlets what POS material is appropriate and coordinate with the relevant staff to ensure POS material is maintained and updated periodically. Order POS materials from Fairtrade Foundation.	Orders of POS material from Fairtrade Foundation. Measure any impact on sales or awareness. Photographs evidencing POS material.	MN008	Each outlet will have to be audited separately to decide what POS materials are appropriate.	Ongoing year on year.	Catering and hospitality manager and the Students' Union.	Audit planned
16	Student led innovative campaigns.	No previous similar work.	Determine with students network and timetable of planned events. One per term minimum and stall at community days.	Impacts from events will be measured in sales numbers, interactions with campaigns both in person and on social media.	MN005	Will use a student survey to actively search for participants.	Before end of toolkit.	Students' Union societies, SU Environment Rep and SU Reps.	SU part time officer created Fairtrade Instagram Blog. Climate Justice society has events planned.
17	Review Fairtrade Products on Sale and the POS Signage for Fairtrade Fortnight.	Currently Fairtrade products are sold and promoted at both Cardiff Met and Students' Union catering and retail facilities. In past more products have been promoted during Fairtrade Fortnight.	Review any improvement in Fairtrade products sold since the 2019 Fairtrade Fortnight event, at catering and retail facilities belonging to both Cardiff Met and the Student's Union. Create specific Fairtrade section in each catering and retail outlet.	Range of products available, volume sold. Review any increase from previous two week period of sales.	MN004, MN006, MN007 and MN008.	Relevant staff and/or students have the time to audit the products sold at the University before Fairtrade Fortnight.	Before Fairtrade Fortnight.	Relevant Sustainability and SU staff.	Complete
18	Fairtrade Fortnight Football Event.	Previous annual Fairtrade Fortnight Football events held.	Planning of the event with Students' Union, International Office, external partners and University.	Attendees and players numbers from matches. Interaction with online promotional material for event. Measuring how many people we engage with, how many promotional materials are given out.	MN004	Event has been held in pervious years. Football pitches are owned by the University. Teams have agreed to participate.	05/03/2020	Executive Assistant Students' Union and International Office.	Complete
19	Fairtrade Fortnight Bake-off Event.	No previous similar events.	A baking event where Fairtrade ingredients will be used to make the baked goods.	Attendees and interaction with the baking event is measureable. Interaction with social media post also measurable. Measuring how many people we engage with, how many promotional materials are given out.	MN004	Staff and students can participate. Event can be held on campus with the Fairtrade Steering group able to plan.	TBC	Fairtrade Steering group.	Did not happen due to event clashes.
20	Fairtrade Fortnight Product Tasting.	Similar events previously held by Students' Union.	Students' Union stall in Fairtrade Fortnight will hold a tasting session for staff and students to try Fairtrade food products. To try and increase awareness and interest in the products.	Interaction with stall and promotional social media posts measurable. Measuring how many people we engage with, how many promotional materials are given out.	MN004	Students' Union hold a stall annually at Fairtrade Fortnight. This event will be integrated into their planning for the week.	25/02/2020	Executive Assistant Students' Union.	Chocolate and cookie tasting at Community Day stall.

21	Fairtrade Survey.	Current staff and students understanding of Fairtrade and the amount they rate it's significance is unknown.	To gain an understanding of staff and students knowledge of Fairtrade the National Student Fairtrade Survey will be used. During Fairtrade Fortnight the survey will be conducted across the University.	Interaction with the survey and participant numbers. Number of completed surveys. Carried out at community days in February/March.	MN004 and MN009	Survey attainable from Fairtrade Foundation. Members of steering group can use the University Insite and email systems, or face to face surveying to access participants.	Next Steering Group meeting.	Fairtrade Steering group.	In progress.
22	Post Fairtrade Fortnight Meeting.	Fairtrade Fortnight for current year not yet held.	A meeting will be held with the Steering Group to discuss the successes of Fairtrade Fortnight and the impact of the events. Improvements for next year will also be discussed.	Agenda, minutes and attendees.	MN002 and MN004	Led by President of the Students' Union. Attended by staff and students of Cardiff Met and SU.	After Fairtrade Fortnight. Exact date TBC.	Fairtrade Steering group.	Meeting took place on 12/03/2020
23	Steering Group to Arrange a Focus Group.	No student focus group currently.	Steering Group to arrange a focus group, e.g. Climate Justice society to organise one or more Fairtrade campaigns. Also to find volunteers for steering committee.	Agenda, minutes and attendees from first focus group meeting.	MN009	The Fairtrade Steering Group can find volunteers to participate in a focus group in part through the survey. Findings will be made public.	Before end of toolkit.	Fairtrade Steering group.	Focus group included in mass consultations.
24	Opportunities for Students with real world projects.	There are opportunities for students to engage with real projects but these do not currently include Fairtrade topics.	Ensure that the real world projects offered to students include Fairtrade topics.	Students projects outcomes.	MN010	Routes to engage students with sustainability topics already exist. These routes can be used to offer them opportunities to engage with Fairtrade.	Before end of toolkit.	Fairtrade Steering Group and University academics.	Business in action project on Fairtrade in Progress.
25	Include Fairtrade performance in annual sustainability report.	An Sustainability Report is produced annually covering all aspects of Sustainability and the Environment at the University.	The University's report on Fairtrade will be included in the Annual Sustainability Report, which will be published online for anyone to access.	Report will be published online and in print.	MN011	Report is created annually. Fairtrade can have it's own section within the report.	Annual recurrence.	Sustainability Engagement Manager.	Current years report in progress.
26	Publish public commitment of intent.	University and SU statements out of date.	The University and SU must draft a public commitment of intent that states we will support and champion Fairtrade and it's values. Signed by senior management and retail and catering outlets.	The signed commitment will be published publically on the University and SU websites.	MN003	Can draft statement for approval by steering group, catering and retail outlets and senior management.	Every two years.	Fairtrade Steering Group	In progress.
27	Update Fairtrade Information on University and SU Webpages.	Information on webpages is outdated.	Need to maintain the Fairtrade information on both websites and ensure it describes the work done by the steering group.	It will be publically published.	MN003	Will need to draft the information required, translate it into welsh and publish both versions at the same time on the websites.	Continually	Sustainability Projects Officer and Executive Assistant Students' Union	Update planned
28	Create Fairtrade Instagram Blog	Part time Environmental Officer has an instagram account.	Every Friday a blog post on Fairtrade will be posted on the Part time officers instagram account.	Publically available to follow on Instagram. Can see the reach and engagement with post.	MN005	Information on Fairtrade easily accessible for part time officer to create weekly posts.	Continually while part time officer is in office.	SU Part Time Environmental Officer	In progress.
29	Fairtrade Bingo Event for Climate Justice Society.	There is a climate justice society.	Climate Justice Society will be supported to hold a Fairtrade Bingo event for	Social Media from the event.	MN005	The leaders of the Climate Justice Society are members of the steering group and have planned a Fairtrade Bingo event.	By next meeting.	Climate Justice Society	Event planned.

30	Coffee Cup Stickers	Nothing currently.	To advertise Fairtrade to a wider range of people, we will place Fairtrade stickers on coffee cups given out at outlets in the University and SU.	Reach of number of stickers given out.	MN008	Have some stickers and can order more to have a wider reach.	By next meeting.	Catering managers.	Planned
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