

# Strathclyde SMART Fairtrade Action Plan



Action	Specific	Measurable	Appropriate	Realistic	Time	Person Responsible	Status
<b>MN001</b> Regular Working Group Meetings	Add a "Fairtrade" section to the agenda of meetings of all relevant Sustainability task groups at the University (e.g. Community and Engagement).	<ul style="list-style-type: none"> <li>Meeting Minutes,</li> <li>Number of attendees,</li> <li>Action points completed relating to Fairtrade.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN001 of Fairtrade.	These meetings are already taking place and are open to new projects so there will be no extra resource required to add a Fairtrade element.	There is no end point to this action and it will be rolled out across the task groups throughout May – August 2022, in time for the Autumn term.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.
<b>MN002</b> Publish SMART Action Plan	Work with all relevant University departments to continually update this document to align with most recent plans to reach our Fairtrade goals	<ul style="list-style-type: none"> <li>Commitments in this action plan document,</li> <li>People associated with Actions (in "Person Responsible").</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN002 of Fairtrade.	There is capacity in the Sustainable Strathclyde team to manage this with support from other relevant departments.	A first draft of this document has been created in April 2022 and will be continuously updated throughout the year.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.
<b>MN003</b> Publish Fairtrade Commitment Document	Publish a document committing the University to action on Fairtrade	<ul style="list-style-type: none"> <li>A published document with two University signatories.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN003 of Fairtrade.	This has already been completed.	This has already been completed.	Strath Union (action completed)	A document signed by Strath Union President and University Compliance Officer was signed and published on 04/09/2019.
<b>MN004</b> Fairtrade Fortnight Engagement	For Fairtrade Fortnight each year, run a two-week long engagement campaign that aims to raise awareness of the importance of stocking and buying Fairtrade.	<ul style="list-style-type: none"> <li>Number of events organised,</li> <li>Social media engagement statistics,</li> <li>Mindset change surveys.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN004 of Fairtrade.	This work has been completed several times before. Due to COVID, team capacity and communications priorities, this has not run for two years but there is now capacity to run it again.	Preparations will be made in the lead up to Feb/Mar 2023 when the next round of engagement will be conducted.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.
<b>MN005</b> Ethical Consumption Campaigns	Deliver a campaign (outwith Fairtrade Fortnight) that relates to ethical consumption.	<ul style="list-style-type: none"> <li>Number of events organised,</li> <li>Social media engagement statistics,</li> <li>Mindset change surveys.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN005 of Fairtrade.	The Sustainable Strathclyde team has capacity to deliver regular campaigns, with support from other departments, throughout the year.	When a campaign is identified, staff will be assigned to manage and support it for ~1 month.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.
<b>MN006 and 7</b> Stock Fairtrade Goods	Ensure that all catering outlets in the University stock as many Fairtrade (or equivalent ethical practice not connected to Fairtrade) as possible.	<ul style="list-style-type: none"> <li>Number of Fairtrade (or equivalent) items stocked by retailers.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN006/7 of Fairtrade.	There is capacity for Catering teams to procure new products on an ongoing bases. Between Catering managers, Procurement and the Sustainability team, there is capacity to advise on Fairtrade alternatives.	This happens on an ongoing bases.	Catering Team [via Cameron Mackay (Sustainability Engagement Officer)]  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.
<b>MN008</b> Point of Sale Information	Ensure that there is point of sale information in all catering outlets relating to Fairtrade.	<ul style="list-style-type: none"> <li>Number of catering outlets with Fairtrade information at sales points.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN008 of Fairtrade.	The Sustainability team has capacity to roll this out and then monitor the signage on an ongoing basis.	A survey of current Fairtrade point of sale information will be conducted in May 2022 and all signage will be updated by the beginning of the Autumn term.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.

<b>MN009</b> Student and Staff Fairtrade Awareness Consultation	Carry out a scoping exercise to determine the extent to which Strathclyde staff and students are aware of what Fairtrade is.	<ul style="list-style-type: none"> <li>• Actions carried out in scoping exercise,</li> <li>• Publication of results.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN009 of Fairtrade.	The capacity of the Sustainable Strathclyde team to carry out research projects is increased through collaborative working with other departments.	This exercise will be best delivered in connection with the Widening Access team at the University which means it will be conducted over the 2022/23 academic year.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Currently setting up the scoping exercise, to begin in September 2022.
<b>MN011</b> Annual Reporting	Publish report on Fairtrade progress each year.	<ul style="list-style-type: none"> <li>• Published report.</li> </ul>	This relates to collaborative work at the University to implement our Sustainability and Social Impact Policy as well as MN011 of Fairtrade.	There is limited time to create a Fairtrade-specific report. However, Fairtrade activities are included in monthly, quarterly and annual reports sent through University bodies such as Estates Committee, Sustainability and Social Impact Task Groups, and Executive Committee.	Reporting on Fairtrade is ongoing and has featured in reports including Estates committee in the past year.	Cameron Mackay (Sustainability Engagement Officer)  <a href="mailto:Cameron.mackay.100@strath.ac.uk">Cameron.mackay.100@strath.ac.uk</a>	Ongoing.