

Fairtrade Action Plan 2024

This Action Plan is updated regularly, which details the specific targets, actions and progress of the Fairtrade endeavours at the University of St Andrews and therefore supplements our Fairtrade Policy.

Updated on:	Updated by:
11/03/24	Sustainability Coordinator 2023/24

1. Commitment: Leadership and Strategy				
Objective	Responsibility	Target Date	Progress	Status
(Yellow background = Mandatory. White background = optional)				
S: The Steering Group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status. M: Minutes from each meeting will be kept including a record of who attended. A: This is relevant to helping us achieve our Fairtrade policy and Mandatory criteria for award - MN004 in toolkit (5 Points) R: The Sustainability Intern will ensure that the meeting occurs and minutes are kept. T: The meeting will occur on a quarterly basis.	Steering Committee/Sustainability Coordinator	Every three months	Need to ensure that meetings keep occurring on a regular basis.	Completed

<p>S: The partnership has a SMART action plan on Fairtrade and has published it. It should include procurement and catering, campaigning and influencing, engagement and communications and a strong focus on the monitoring and evaluation of all activities M: Published online A: Mandatory criteria for award: MN002 on toolkit R: Already have an action plan (this document) just needs to be published T: By May 2025</p>	<p>Sustainability Coordinator</p>	<p>May 2025</p>	<p>Published on the University's Sustainability Website. Need to continue updating it regularly.</p>	<p>Ongoing</p>
<p>S: 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. M: Having this document A: Mandatory criteria for award - MN003 in toolkit (10 Points) R: There is already a document signed by Sally Mapstone which needs the additional signatures from the appropriate staff. T: Need to update by Summer 2025</p>		<p>May 2023</p>	<p>RBS and Procurement have signed the current document. Principal has signed.</p>	<p>Completed</p>
<p>S: The union has one or more active policy which supports Fairtrade passed within the last three years and has published them. M: If the document is completed and published A: Optional Criteria for award – LD001 in toolkit (10 points)</p>	<p>President of the Students Association</p>	<p>June 2023</p>	<p>Ensure that the document is updated and published in Summer 2023.</p>	<p>Review</p>

<p>R: The document is completed and signed in Summer 2018. T: Needs to be updated in Summer 2024</p>				
<p>S: Within the last two years the partnership has analysed the inclusion of Fairtrade, trade justice and ethical consumption within other cross-cutting institutional and union plans (e.g.: procurement plan, sustainability plan, marketing plan) and made suggestions to the relevant stakeholders of how it could be integrated. M: A document that maps the inclusion of Fairtrade, trade justice and ethical consumption in University policies and possible gaps; a list of stakeholders that have been engaged; any resulting changes to policy A: Optional Criteria for award – LD003 in toolkit (10 points) R: Could be a part of the Sustainability Intern’s workload but will need support from other members of the Steering Committee T: Before May 2025</p>	<p>Sustainability Coordinator/Steering Committee</p>	<p>Before September 2022</p>	<p>No progress has been made so far. Annual Sustainability Report address some of this criteria’s requirements.</p>	<p>Not Started</p>
<p>S: There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff or sabbatical officers in the union and institution. M: -Actively supporting a Fairtrade campaign or organising Fairtrade related events A: Optional Criteria for award – LD005 in toolkit (15 points) R: Can get support from other members of the Steering Committee T: On a quarterly basis</p>	<p>President of the Students Association</p>	<p>On a quarterly basis</p>	<p>2023 / 2024 President has supported Fairtrade through helping to support climate justice conference</p>	<p>Completed</p>

			during Fairtrade Fortnight	
2. Commitment: Campaigning, Influencing and Innovative Interventions				
Objective/Action	Responsibility	Target Date	Progress	Status
<p>S: The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight 2019 (Monday 25th February - Sunday 10th March 2019) and has measured impact across the events.</p> <p>M: Number of people engaged in person; Social media reach</p> <p>A: Mandatory criteria for award - MN004 in toolkit (10 Points)</p> <p>R:</p> <p>T: For the two weeks during Fairtrade Fortnight</p>	Sustainability Coordinator	During Fairtrade Fortnight (Late February/Early March)	2023 / 2024 A number of FT events took place including 90kg rice challenge, photo exhibition, & Valentines day craft event. Social media platform used to promote events.	Completed
<p>S: 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.</p> <p>M: Number of people engaged in person; Social media reach</p>	Sustainability Coordinator/President of the Students Association	Before May 2023	First semester Green Week took place in addition to Fairtrade Fortnight as a great way to highlight St	Completed

<p>A: Mandatory criteria for award - MN005 in toolkit (15 Points) R: Should try to intertwine into other events to increase engagement and interest. T: Before May 2025</p>			<p>Andrews/ wider sustainability initiatives. Ethical consumption was highlighted in our internal StandReuse swap shop and clothing sale, engaging students/ staff and community members.</p>	
<p>S: The partnership has included Fairtrade and ethical consumption in staff and/or student inductions. These inductions should state the organisation's commitment to Fairtrade, provide some information on why Fairtrade is important, and state some simple actions staff and students can take to fit in with the organisation's values. M: -Number of staff who attend the New Staff Essentials; Number of staff who mention Fairtrade in their feedback form from the event. A: Optional Criteria for award – C1001 in toolkit (10 points) R: The presentation is already given and includes Fairtrade. In the updated version of the</p>	<p>Environment Team</p>	<p>Whenever a New Staff Essentials occurs, around once every six weeks</p>	<p>The presentation is already given on a regular basis and includes Fairtrade. In the updated version of the presentation the Environment Team will ensure to</p>	<p>Completed</p>

<p>presentation the Environment Team will ensure to include Fairtrade. T: Whenever a New Staff Essentials occurs, around once every six weeks</p>			<p>include Fairtrade.</p>	
<p>S: The partnership has supported one or more student groups to campaign on Fairtrade, ethical consumption or trade justice. M: Number of students who engage with the Steering Committee; the amount of time the Steering Committee spends supporting the student campaign. A: Optional Criteria for award – C1002 in toolkit (5 points) R: This may be difficult as there is not strong indication from the student body that they care about Fairtrade. The President of the Students Association and the Sustainability Intern may have to push significantly in the beginning to get traction with the students T: Before May 2025</p>	<p>Sustainability Coordinator/ President of the Students Association</p>	<p>Before May 2023</p>	<p>Collaborated with the student cooperative The Tree, Environment subcommittee,</p>	<p>Ongoing</p>
<p>S: Within the last 2 years the partnership has partnered with a local school or college and worked together on at least one project or campaign over the year. M: Number of events that have occurred with schools; the number of hours that have gone into planning the event/completing the project. A: Optional Criteria for award – C1003 in toolkit (10 points) R: Should be possible. Would suggest working with the Fairtrade Town St Andrews Group T: Before May 2025</p>	<p>Sustainability Coordinator/Steering Committee/Fairtrade Town St Andrews Group</p>	<p>Before May 2022</p>	<p>Sustainability coordinator has worked with local Fife primary school, partnering with the school to share knowledge and</p>	<p>Ongoing</p>

			resources about sustainability.	
<p>S: The partnership's work and support of Fairtrade has an effective and up to date web presence, which is easily found and well-used.</p> <p>M: Number of times the website is updated in a year.</p> <p>A: Optional Criteria for award – CI007 in toolkit (5 points)</p> <p>R: It would be useful if the Steering Committee could help provide content to be shared on the website, ie. Updates, interesting information, ect</p> <p>T: On a quarterly basis or more as needed</p>	Sustainability Coordinator/Steering Committee	On a quarterly basis or more as needed	Website has been updated	Ongoing
<p>S: The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully</p> <p>M: Number of posts made in a month; Number of people who are reached or engage with the posts</p> <p>A:Optional Criteria for award – CI008 in toolkit (5 points)</p> <p>R: It would be useful if the Steering Committee could help provide content to be shared on social media, ie. Updates, interesting information, ect</p> <p>T: On a bi-monthly basis</p>	Sustainability Coordinator	On a bi-monthly basis	There is a Fairtrade St Andrews Facebook page on the Environment Team website. Facebook page has been posted on at least once per week in	Ongoing

			<p>February and March.</p> <p>University of St Andrews social media platforms e.g. Instagram, Twitter and Microsoft Teams Channel.</p>	
<p>S: The partnership ensures there is a strong Fairtrade presence at Fresher's Fairs (or equivalent) and/or recruitment days.</p> <p>M: - Number of students engaged at Fresher's Fairs (or equivalent); Number of events a representative of the Fairtrade Steering Committee attends</p> <p>A: Optional Criteria for award – CI010 in toolkit (10 points)</p> <p>R: Will hopefully engage people in Fairtrade</p> <p>T: At least three times a year at the Fresher's Fayre, Refresher's Fayre, and the Charities Fayre.</p>	<p>Sustainability Coordinator</p>	<p>At least three times a year at the Fresher's Fayre, Refresher's Fayre, and the Charities, and the Sustainability Fayre.</p>	<p>This is already a part of the Sustainability Coordinator's role.</p>	<p>Completed</p>

3. Commitment: Procurement, Retail, and Catering				
Objective/Action	Responsibility	Target Date	Progress	Status
<p>S: Any retail or catering outlets owned or operated by the partnership stock Fairtrade certified products in the follow 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</p> <p>M: Using purchasing and sales records</p> <p>A: Mandatory criteria for award - MN006 in toolkit (10 Points)</p> <p>R:</p> <p>T: To be achieved by January 2025</p>	RBS	January 2025	<p>Currently selling Fairtrade Food in all University cafes, restaurants and bars. Fairtrade clothing items being sold in university shop.</p> <p>To clarify RE Rectors/Union outlet</p>	Ongoing
<p>S: Any retail, catering or other commercial outlets owned or operated by the partnership stock at least one Fairtrade certified line in at least 2 of the following categories (where the category is stocked): soft drinks; wine or beer; health and beauty; savoury snacks and nuts; cut flowers; fruit</p> <p>M: Using purchasing records</p> <p>A: Mandatory criteria for award - MN007 in toolkit (10 Points)</p> <p>R:</p> <p>T: To be achieved by January 2025</p>	RBS	January 2025	<p>Currently selling Fairtrade bananas.</p> <p>Fairtrade juice sold in retail.</p> <p>Fairtrade tea/coffee sold in retail, commercial</p>	Ongoing

			catering and Students Association. Fairtrade wine sold in Students Association bar.	
<p>S: Have up to date and regularly changed POS material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities.</p> <p>M: Record the number of posters/table talkers that are visible in cafes and catering areas.</p> <p>A: Mandatory criteria for award - MN008 in toolkit (10 Points)</p> <p>R: Can ask the Fairtrade Foundation for more POS items or make our own.</p> <p>T: To be achieved by Summer 2024</p>	RBS/ Sustainability Coordinator	Summer 2024	For Fairtrade Fortnight POS information was sent to all catering outlets. Are they still out there? We can get some more from the Fairtrade website if we need them.	Ongoing
<p>S: The partnership has proactively engaged staff and publicised Fairtrade widely as an alternative to communal tea, coffee, hot chocolate and sugar in staff areas and offices.</p> <p>M: Using procurement records and email records</p> <p>A: Optional Criteria for award – PL001 in toolkit (5 points)</p>	Procurement/ RBS/ Sustainability Coordinator	March 2025	Focus on Walter Bower house at Eden Campus.	Ongoing

<p>R: Will be difficult to convince staff to change the type of coffee they buy. Could try to convince them by having a coffee taste test morning and an effective advertising campaign T: To be achieved by March 2020</p>				
<p>S:The partnership's catering providers and licenced premises (internal and/or contracted) offer Fairtrade certified products as standard in all the following categories (where stocked):</p> <ul style="list-style-type: none"> • Fruit • Juice • Tea • Coffee • Sugar • Chocolate • Wine <p>M: Using procurement records A: Optional Criteria for award – PL002 in toolkit (10 points) R: T:</p>	RBS	March 2025		Ongoing
<p>S: The partnership has captured Fairtrade sales data for the previous two academic years and reported back to the Fairtrade Foundation. Templates will be available on our Resource Bank and final data should be uploaded to the toolkit as evidence. M: A: Optional Criteria for award – PL003 in toolkit (15 points) R: T:</p>	Procurement/ RBS	March 2025		Ongoing

<p>S: The partnership has included terms in tender documentation that reference Fairtrade requirements for relevant categories, or states that Fairtrade suppliers will be preferred. M: A: Optional Criteria for award – PL005 in toolkit (5 points) R: T:</p>	<p>RBS/ Procurement</p>	<p>August 2025</p>	<p>To look into.</p>	<p>Ongoing</p>
<p>S: EITHER Fairtrade is served as standard in hospitality (e.g. conferences, vacation hotel rooms etc.) across all products which have a Fairtrade option available - tea, coffee, sugar etc., OR within the last two years demonstrable progress has been made to put this into practice M: A: Optional Criteria for award – PL006 in toolkit (10 points) R: T:</p>	<p>RBS</p>	<p>Continue doing</p>		<p>Completed</p>
<p>S: Sales promotions (such as discounts, competitions, loyalty cards etc.) are run on Fairtrade certified products periodically throughout the year, across relevant retail outlets. M: A: Optional Criteria for award – PL010 in toolkit (5 points) R: T:</p>	<p>RBS Environment Team to tie into Fairtrade fortnight</p>	<p>March 2022</p>	<p>Discount on fairtrade tea if fairtrade cake is bought during Fairtrade Fortnight and other occasions</p>	<p>Completed</p>

<p>S: The partnership can demonstrate an increase in the number of Fairtrade certified items and/or lines bought for sale in campus commercial outlets over the last two years.</p> <p>M:</p> <p>A: Optional Criteria for award – PL011 in toolkit (15 points)</p> <p>R:</p> <p>T:</p>	<p>RBS</p>		<p>Liaise with Uni shop and rectors.</p> <p>Fairtrade juice is now sold in retail – so an increase bought for sale.</p> <p>Actual Fairtrade tea/coffee sales increased from 2020/21 in retail and commercial catering</p>	<p>Ongoing</p>
<p>4. Commitment: Research and Curriculum</p>				
<p>Objective/Action</p>	<p>Responsibility</p>	<p>Target Date</p>	<p>Progress</p>	<p>Status</p>
<p>S: Within the last two years the partnership has successfully carried out a relevant follow-up research/scoping exercise amongst a broad range of its students and staff to inform its Fairtrade work, and has made the findings publicly available.</p> <p>M:</p> <p>A: Mandatory criteria for award - MN009 in toolkit (5 Points)</p>	<p>Sustainability Coordinator</p>	<p>March 2022</p>	<p>SC has produced, promoted and published short survey.</p>	<p>Completed</p>

<p>R: T:</p>				
<p>S: 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. M: A: Mandatory criteria for award - MN010 in toolkit (5 Points) R: T:</p>	<p>Steering Committee/Sustainability in the Curriculum Committee</p> <p>Mary from Town Group liaise with JTS</p>	<p>March 2022</p>	<p>Transition have added some ideas to living labs webpage</p> <p>SC shared transition living labs page to Facebook page</p>	<p>Completed/Ongoing</p>
<p>5. Commitment: Outcomes</p>				
<p>Objection/Action</p>	<p>Responsibility</p>	<p>Target Date</p>	<p>Progress</p>	<p>Status</p>
<p>S: The Steering Group 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</p>	<p>Steering Committee/ Sustainability Coordinator</p>	<p>July of every year</p>	<p>2021/22 academic year report written in August 2022.</p>	<p>Completed/Ongoing</p>

<p>made through the SMART action plan and should be publicly available. M: Through the published report A: Mandatory criteria for award - MN011 in toolkit (10 Points) R: T: Published in July</p>			<p>Reports to be written in August for each academic year following this.</p>	
<p>S: The partnership has identified positive outcomes for students through its Fairtrade work. Outcomes are things like greater awareness, a change in attitudes, new skills, learning, increased confidence, new friendships, being more employable, increased Fairtrade purchasing rates, higher meaningful attendance at Fairtrade events and campaigns, increased lines of Fairtrade products available to students. <small>(Don't confuse outcomes with outputs. Outputs are what generate the outcomes, such as surveys, toolkits, events, engagement, webpages and media coverage)</small> M: survey questions? – a mix of qualitative and quantitative examples A: Optional criteria for award – OT001 in toolkit (20 Points) R: T:</p>	<p>Steering Committee/ Sustainability Coordinator</p>	<p>March 2025</p>	<p>We have quantitative evidence of increased attendance and Fairtrade purchasing rates, and qualitative evidence of student quotes from events. Some of the survey answers showed meaningful engagement too.</p>	<p>Completed /Ongoing</p>
<p>S: As above, but identifying positive outcomes for student's association M: survey questions? – a mix of qualitative and quantitative examples A: Optional criteria for award – OT002 in toolkit (20 Points) R:</p>				<p>Ongoing</p>

<p>T:</p>				
<p>S: As above, but identifying positive outcomes for the institution M: survey questions? – a mix of qualitative and quantitative examples A: Optional criteria for award – OT003 in toolkit (20 Points) R: T:</p>				Not Started
<p>S: As above, but identifying positive outcomes for the wider community M: survey questions? – a mix of qualitative and quantitative examples A: Optional criteria for award – OT004 in toolkit (20 Points) R: T:</p>			<p>More students involved in town group.</p>	Ongoing