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FAIRTRADE
UNIVERSITY AND
COLLEGE AWARD

University of Leeds Fairtrade SMART Action Plan 2024 - 2026

Specific, measurable, appropriate, realistic, and time restricted actions for departments across the University of Leeds to work towards over the next 2 years.

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible
Support the annual Fairtrade Fortnight campaign 2024	Acknowledging the movement of Fairtrade Fortnight to September (and therefore falling outside of University term time), still engage with the campaign on social platforms.	Social media engagement statistics. The number of accounts and posts, stories, and more general content that our partnership can share over various channels.	Mandatory criteria for award - MN004 in toolkit	Yes	Monday 9 th September 2024 – Sunday 22 nd September 2024	All members of Fairtrade Steering Group to coordinate within their own departments.
Campaign for Fairtrade during University term time.	Hold a series of events, promotions, and engagement activities during university term time to engage students and staff. This could be during one of the key Fairtrade dates (World Fairtrade Day, International Coffee Day etc), or we could schedule our own date. Opportunities to collaborate with students and staff at University of Leeds, as well as local community groups, schools, churches, and organisations. Gather feedback via surveys on students reflections on Fairtrade to inform future Fairtrade work	Number of events across campus, and number of events facilitated outside of campus. Number of people engaged (through event attendance, social media reach, products bought). Number of survey responses.	Mandatory criteria for award - MN004 in toolkit. Opportunity to address CI002. Mandatory criteria – MN009	Yes.	Various opportunities within end of 23/24 academic year, throughout 24/25 academic year, and 25/26 academic year.	Fairtrade Steering Group to coordinate.

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible
Devise and deliver an innovative campaign	Create a campaign that engages with students and/or staff, with potential for collaborations with societies, community groups, and schools.	Record number of attendees, if fundraising - amount raised, feedback from attendees, social media engagement.	Mandatory criteria for award - MN005 in toolkit.	Yes	Various opportunities within end of 23/24 academic year, throughout 24/25 academic year and 25/26 academic year.	Fairtrade Steering Group to coordinate.
Continually increase Fairtrade certified products in retail and catering outlets, in both typical and more unusual product categories.	Increase number of lines or quantity sold of Fairtrade products in the following categories: - Tea - Coffee - Sugar - Hot chocolate and cocoa - Confectionery - Cotton clothing Also look for opportunities to increase number of lines or quantity sold of Fairtrade products in less usual categories such as: - Soft drinks - Wine or beer - Health & beauty - Savoury snacks & nuts - Cut flowers - Fruit Cotton face masks	- Number of lines stocked. - Value purchased (£) - Value sold (£) - Quantity purchased. - Quantity sold	Mandatory criteria MN006 requires continual improvement in this area. Mandatory criteria MN007.	Yes	Ongoing year on year.	Procurement, retail, catering.
Ensure Point of Sale material is updated regularly and increase number of outlets displaying this.	Having 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. Also using POS material to highlight the links between	Number of outlets with POS material, how many times this is changed per year, amount of staff/students this reaches through how many use the outlets.	Mandatory criteria MN008 .	Yes	Throughout the rest of 23/24 academic year, throughout 24/25 academic year, first part of 25/26 academic year.	Procurement, retail, catering.

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible
	Fairtrade, Climate Change, and Sustainability.					
Provide students with opportunities to investigate Fairtrade through their dissertations, coursework, and provide support with this.	Work with academics at the University to draft potential dissertation topics and publicise these. For any students who do choose to complete an independent research project about Fairtrade, support given in the form of dissertation supervisors or interviews with members of FSG where appropriate.	Number of topics offered to students, number of student dissertations on Fairtrade.	Mandatory criteria MN010. Research and Curriculum criteria RC003.	Yes	Throughout the rest of 23/24 academic year, throughout 24/25 academic year, first part of 25/26 academic year.	Sustainability Service, Academics in Fairtrade Steering Group.
Explore opportunities to partner with external groups to work together on Fairtrade.	Opportunity to partner with schools, colleges, other Universities, and off-campus Fairtrade groups, to improve best practice, share knowledge, and collaborate on campaigns.	Number of partnerships made, meetings between these partnerships.	Campaigning and Influencing criteria C1004, C1005, and C1006 .	Yes	Throughout the rest of 23/24 academic year, throughout 24/25 academic year, first part of 25/26 academic year.	Fairtrade Steering Group to coordinate.
Support the annual Fairtrade Fortnight campaign 2025	Acknowledging the movement of Fairtrade Fortnight to September (and therefore falling outside of University term time), still engage with the campaign on social platforms.	Social media engagement statistics. The number of accounts and posts, stories, and more general content that our partnership can share over various channels.	Mandatory criteria for award - MN004 in toolkit	Yes	Monday 22 nd September 2025 - Sunday 5 th October 2025	All members of Fairtrade Steering Group to coordinate within their own departments.

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible
Publish an impact report on action on Fairtrade, trade justice and ethical consumption	Create and publish an impact report on action on Fairtrade, trade justice and ethical consumption on the Sustainability webpage. This can be a part of a wider sustainability report.	Number of SMART actions completed.	Mandatory criteria – MN011	Yes	March 2026	Fairtrade Steering Group