

Royal Holloway University Fairtrade SMART Action Plan 2024-25

| Action | Specific | Measurable | Appropriate | Realistic | Time | Responsible | Status |
|---|--|--|---|---|--|----------------------------------|---|
| <i>Outline of the action we would like to achieve</i> | <i>Specific details of the action.</i> | <i>How will you measure this action?</i> | <i>How does it relate to the Fairtrade award?</i> | <i>Do we have the resources to complete it?</i> | <i>When will this action be completed?</i> | <i>Who is accountable?</i> | |
| Regular steering group meetings | Meet termly in person or via Teams | Completion of meetings | MN001 | Yes | Termly | Steering group Chair and members | Regular meetings scheduled |
| SMART action plan | Keep action plan up-to-date and published | Dated status up-dates | MN002 | Yes | Monthly | Steering group Chair | Published online |
| Fairtrade commitment of intent | Draft and obtain signatures | Completion and publication of commitment | MN003 | Yes | Annually | Steering group Chair | Published online |
| Fairtrade events | Events to support Fairtrade during Fairtrade Fortnight and at other times of the year. | Completion of events and publicity via multiple channels | MN004 | Yes | Several events planned during the year | Marketing Executive | Several Fairtrade promotional activities held throughout the academic year. |
| Innovative campaign event with students | Hold an event outside of Fairtrade Fortnight with students to promote Fairtrade, trade justice, ethical consumption. | Completion of the event and publicity | MN005 | Yes | Annually outside of Fairtrade Fortnight | Steering group chair | Fairtrade showcase held in March 2025. |

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|---|--|---|-------------|-------------|-----------------------------------|---------------------------------|---|
| Retail and catering | Stock core Fairtrade products | All products sold and working to increase lines or items sold | MN006 | Yes | Annual review of stocks and sales | Food Services Manager | Product lines increased in cafés on campus. |
| Retail and catering | Stock at least one non-core Fairtrade certified product in two categories. | At least one product sold in two categories | MN007 | Yes | Annual review | Food Services Manager / SU Shop | Cotton, wine and soft drinks all sold. |
| Retail and catering | Point of Sale material | Photographic evidence | MN008 | Yes | Regular refresh of POS material | Marketing Executive | Complete |
| Scoping with students and staff to inform Fairtrade work | Survey | Completion of survey with good response rate | MN009 | Yes | Annually | Marketing Executive | Complete and results published online. |
| Opportunities for students in research, curriculum and volunteering | Fairtrade, trade justice and ethical consumption within course work or dissertations | Evidence of lecturers and course content | MN010 | Challenging | Annually | Academics | Opportunities listed online |
| Annual progress report | Published report which refers to the tasks and progress made through the SMART action plan | Report published online | MN011 | Yes | Annually | Marketing Executive | Complete and published online. |

Signed by:



Gillian Almond, Director of Commercial Commercial Services