



## Fairtrade action plan 2022-2023

Activity / Objective	Action Date	Measure of Success	Comments	Updates/if any	Partners/ person responsible
<b>Online Activity</b>					
<b>All user WordPress Blog</b> Regular updates included with weekly all user Blog.	All year	Number of occurrences	Regular emails sent out. Aim for something every 2 months and in daily emails for Go Green Week		Sally Jones, (Head of Press & External Affairs).
<b>Sustainability Fairtrade webpage</b>	All year	Review analytics reach.	Review and refresh Fairtrade webpage with activities and promotion of Fairtrade	Written to Comms for analytics	Sally Jones (Head of Press & External Affairs) & Penny Kitchener (EA to Director of Sustainability)
Promote Fairtrade and raise awareness through <b>www.susthingsout.com</b>	Concentrate in Feb/March after Go Green Week	Review Google analytics reach	Recruit 4 Digital creative students. Change website hosts. Complete refresh Feb 2023 for GGW	Complete, new strategy agreed.	Digital Creative Students/Katy Boom (Director of Sustainability)
Promote Fairtrade and raise awareness through <b>UW_sustainability Instagram and Twitter</b>	All year	Increase number of followers and likes and retweets			Katy Boom (Dir of Sus. & Sally Jones (Head of Press & External Affairs)



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Student Activity					
<b>Fairtrade Events Calendar</b>	February - June	Integrate with SU marketing team joint Fairtrade promotions commencing in GGW	Identify budget/extend competition for more on campus photos		Katy Boom (Director of Sustainability)/ /SU/Societies/volunteers
<b>Residential Life Team</b>	February – June 2023	Increased interaction with students	Agree with accommodation Fairtrade promotions and ask RLT's to help.		Katy Boom (Director of Sustainability)/ Residential Life Team
<b>Consider using Fairtrade flowers on open days and events</b>	March 2023	Use and promote FT flowers			Comms/Katy Boom Director of Sustainability)
<b>SU elections</b>	April		Use Fairtrade treats and messaging in SU elections campaign. Duck and Woo bikes		SU sabs
Academic					
Join the study happy campaign as a Fairtrade focused session with Fairtrade chocolate	27 Feb 2023	Impact measurement and attendance levels	To help students relax, have fun, take a break whilst learning about FT		Academic Liaison Librarians/ Gabi Svedaite (GIPA Supervisor)



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Recourse list with reading, films etc about Fairtrade that would have a QR code in the Hive	All year	Numbers on how many times it has been used			Gabija Svedaite (GIPA Supervisor)
<b>Local Community</b>					
Children's event at the Hive	By April 2023	Attendance numbers, impact	Weekend events		Gabija Svedaite (GIPA Supervisor) & Events Team at the Hive
Partnership with Oldbury Park School	-	Battery status for the school	Paused at the moment		Katy Boom (Director of Sustainability)
<b>Campus</b>					
<b>Fifteen minutes of Fairtrade Fun</b> Training sessions with the catering staff and SU staff to raise awareness about fairtrade	ongoing	Survey after training sessions to assess results			Gabija Svedaite (GIPA Supervisor) & Chartwells Catering Team/SU
<b>Staff Workshop on FT products</b>	TBA	No of attendees			Gill Slater (Head of OD)
<b>Run a Fairtrade Quiz in Hanger</b>	During academic year	Impact measurements , photo of winning team.	Consider running through FT fortnight. Prize for winning team (FT wine/chocolates)		SU



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<b>Publicity Display for Plasma Screens at St Johns and City Campuses</b>	During FT fortnight	Displays created and photo taken of displays	Use QR codes		Katy Boom (Director of Sustainability)/ Digital Creatives.
<b>Fairtrade Steps and Table</b>	February 2023	Steps & Tables covered	To cover a table in the SU and steps in Edward Elgar Building Reception to raise awareness of FT. To consider covering some tables in Chartwells areas on Campus.		Katy Boom (Director of Sustainability)/ Penny Kitchener (EA to Director of Sustainability)/ SU
<b>Fairtrade Banner</b> – to be displayed to promote FT	February 2023	Impact assessment in surveys	To be display in the SU area in FT fortnight each year and at significant events		Katy Boom (Director of Sustainability)/ SU
<b>Press coverage</b>					
Fairtrade on Andrew Easton's show  Discuss with Press Office is PR relevant for joint FT and GI awards ceremony	Feb 2023  July 2023	PR released and picked up by Worcester Observer and Worcester news			Press office/Katy Boom (Director of Sustainability)

*Reviewed – Sustainability Strategy Group – 2 March 2023*