

## Fairtrade action plan 2020-2021 approved 26.11.20

Activity / Objective	Action Date	Measure of Success	Comments	Partners/ person responsible
<b>Online Activity</b>				
<b>All user WordPress Blog</b> Regular updates included with weekly all user Blog.	Ongoing	Number of occurrences	Regular emails sent out. Aim for something every 2 months and in daily emails for Go Green Week	KB/ C&P
<b>Sustainability webpages</b> Site under continuous development	December 2020	Review analytics from monthly stats supplied by Comms	Website continuously updated. Add change after audit in July 2021	Web team/KB
<b>www.susthingsout.com</b>	February 2021	Review Google analytics reach	Recruit 4 Digital creative students. Change website hosts. Complete refresh Feb 2021 for GGW	WC/HH/student s
UW_sustainability Instagram and Twitter	ongoing	Increase number of followers and likes and retweets	Twitter tweet Impressions, Profile visits, mentions followers 222 increase to 500 Instagram 385 increase to 500	KB
<b>Student Activity</b>				
<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	KB/ /SU/Societies/volunteers
<b>Residential Life Team</b>	February - June	Increased interaction with students	Agree with accommodation Fairtrade promotions and ask RLT's to help	KB/RLT
<b>SU elections</b>	April		Use Fairtrade treats and messaging in SU elections campaign. Duck and Woo bikes	SU sabs

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<b>Academic</b>				
<b>Fifteen minutes of Fairtrade Fun</b> Hold numerous occurrences of 'bite size' info on Fairtrade and make available to all students and Staff	March	At least 200 students and 50 staff take part	advertised	KB/JT
Offer 15 minutes of Fairtrade Fun to courses	March- May	Aim for 2 courses		JT/KB
Orange Trading Game or lectures on ethical procurement integrated into teaching	All year	Aim for at least 5 examples		KB
<b>Local Community</b>				
Fairtrade Bake Off opened to Community Forum members	March-		Cancelled due to change in lockdown rules	KB
Offer Fifteen minutes of Fairtrade Fun to the local community	March		Sent out to Community forum members	JT
<b>Campus</b>				
Include Fairtrade in new catering contract	ongoing	As soon as is possible agree KPI's based on previous contract KPI's	Due to previous catering contractor walking away in August required to set up new contract very short timeframe under extremely difficult circumstances.	Lucy Blunt/Ian Bufton/Kathy Preece
<b>Press coverage</b>				
Discuss with Press Office is PR relevant for joint FT and GI awards ceremony	July 2021	PR released and pick up by Worcester Observer and Worcester news		Press office/PK