



## Fairtrade Action Plan 2025-27

| Activity / Objective                                                                                             | Action Date                                                                                                                                                     | Measure of Success                                    | Comments                                                                                               | Updates/if any                                                                                                                                                                      | Partners/ person responsible                                                  |
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| <b>Online Activity</b>                                                                                           |                                                                                                                                                                 |                                                       |                                                                                                        |                                                                                                                                                                                     |                                                                               |
| <b>Staff and Students Daily Update</b><br>Regular updates included with weekly all user daily update from Comms. | UW FT Fortnight Promote/link in with World Coffee Day 1st Oct, World Tea Day 21st May, World Cotton Day 7th October and World Chocolate Day 7th July each year. | Number of occurrences                                 | Regular updates sent out. Aim for something every 2 months and in daily emails for Go Green Week       | <ul style="list-style-type: none"> <li>Nov 2025 – EFT Advent Calendar Draw.</li> <li>Feb 2026 – FT Tea promotion</li> <li>March 2026 promoting UW FTF and FT Easter Eggs</li> </ul> | Sally Jones, (Head of Press & External Affairs) & Penny Kitchener (EA to DoS) |
| <b>UW Sustainability Fairtrade webpage</b>                                                                       | March 2027                                                                                                                                                      | Review analytics reach/Website includes more content. | Review and refresh Fairtrade webpage with activities and promotion of Fairtrade to increase the reach. |                                                                                                                                                                                     | GIPAs & Penny Kitchener (EA to DoS)                                           |



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| Promote Fairtrade and raise awareness through <b>www.susthingsout.com</b>             | All year             | Review Google analytics reach/No of posts –                                                         | GIPAs to write content and liaise with Digital Creative students to do the posts. | WPI Fairtrade Project research published May 2026<br><a href="https://susthingsout.com/why-dont-young-people-engage-with-fairtrade/">https://susthingsout.com/why-dont-young-people-engage-with-fairtrade/</a> | Digital Creative Students, GIPA's /Katy Boom (DoS)        |
| Promote Fairtrade and raise awareness through <b>UW_sustain Instagram and Tik Tok</b> | All year             | Increase no. of followers & likes & retweets. No of posts - one a mth & extra through FT Fortnight. | GIPAs to write content and liaise with Digital Creative students to do the posts. | Further work to be undertaken.                                                                                                                                                                                 | Katy Boom (DoS) Sally Jones (Head of Press & Ext Affairs) |
| <b>Student Activity</b>                                                               |                      |                                                                                                     |                                                                                   |                                                                                                                                                                                                                |                                                           |
| <b>Peer Fairtrade Audit of another Fairtrade accredited university</b>                | Late 2026/early 2027 | Peer audit completed                                                                                | Links to criteria RC004                                                           | Volunteered and registered interest with the Fairtrade Foundation March 2026 to                                                                                                                                | Katy Boom (DoS), GIPA's and Penny Kitchener (EA to DoS)   |



|                                                    |                                      |                                                                 |                                                                                                | take part in a Peer Audit. Awaiting suitable partner.                                                                                                                                                                    |                                            |
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| <b>Fairtrade Stalls at Go Green Week each year</b> | 9-13 February 2026 and February 2027 | Stall insitu and number of visitors to stalls and products sold | GIPA to run promotion and raising awareness stall.<br><br>Provider to sell Fair trade products | Fairtrade Stall held on 13 March 2026 at SJC Main Reception as part of our UW Fairtrade Fortnight (held 9-22 March 2026). Held an Easter Egg Competition Draw. Fair Trade seller had a stall at GGW and at Repair Cafes. | GGW students, GIPA/Sustainability Students |
| Activity / Objective                               | Action Date                          | Measure of Success                                              | Comments                                                                                       | Updates/if any                                                                                                                                                                                                           | Partners/ person responsible               |
| <b>Fairtrade Events Calendar</b>                   | February - June                      | Integrate with SU marketing team joint Fairtrade promotions     | Identify budget/extend competition for more on campus photos                                   | Easter promo in March 2026. More planned for Welcome Weeks                                                                                                                                                               | Katy Boom (DoS)/SU/ Societies/volunteers   |



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|                                                                                                                            |                    | commencing in GGW                                                                                                            |                                                                      |                                                                                                                                                         |                                       |
| <b>Residential Life Team</b>                                                                                               | February – June    | Increased interaction with students                                                                                          | Agree with accommodation Fairtrade promotions and ask RLT's to help. | Work in progress                                                                                                                                        | Katy Boom (DoS)/Residential Life Team |
| <b>Academic</b>                                                                                                            |                    |                                                                                                                              |                                                                      |                                                                                                                                                         |                                       |
| To promote and encourage at least one member of the teaching staff to join the Fairtrade Directory of Supporting Academics | January 2027       | Promotion conducted and one member of staff joined Directory                                                                 | Links into Criteria RC007.                                           |                                                                                                                                                         |                                       |
| <b>Activity / Objective</b>                                                                                                | <b>Action Date</b> | <b>Measure of Success</b>                                                                                                    | <b>Comments</b>                                                      | <b>Updates/if any</b>                                                                                                                                   | <b>Partners/ person responsible</b>   |
| A WPI project researching Fairtrade                                                                                        |                    | Research completed into Fairtrade, trade justice or ethical consumption issues and the findings made public and utilised for | Links into criteria RC006.                                           | The WPI Students worked with their sponsor Elena Fernandez-Lee, Education Campaigning Manager at the Fairtrade Foundation. The students presented their |                                       |



|                                                                                                    |                      | future activities                                                  |                                                                                                  | research on 1 May 2026. Details on their findings can be found <a href="#">here</a>                                                                  |                                    |
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| Join a study happy campaign to promote Fairtrade with Fairtrade chocolate & plant giveaways        | Date to be confirmed | Impact measurement and attendance levels                           | To help students relax, have fun, take a break whilst learning about FT                          |                                                                                                                                                      | Academic Liaison Librarians/GIPA's |
| Activity / Objective                                                                               | Action Date          | Measure of Success                                                 | Comments                                                                                         | Updates/if any                                                                                                                                       | Partners/ person responsible       |
| <b>Local Community</b>                                                                             |                      |                                                                    |                                                                                                  |                                                                                                                                                      |                                    |
| Discuss with Bellrock Catering at The Hive Library about stocking and promoting Fairtrade products | By April 2026        | Discussions take place and ideally they promote Fairtrade products | The Hive is a joint partnership with the County Council and UW so it will be harder to influence | Penny sent email to Bellrock, the facilities team for The Hive and they are hoping to stock & promote FT products once a renovation has taken place. |                                    |



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| Fairtrade stall in Repair Cafe event                                                                                   | 2 time per year each semester         | Sale of range of fairtrade goods          |                                                          | The Repair Café has taken place in The Hanger every second Saturday since Oct 2025 and there has been a Fairtrade stall at every other Café. It was present at GGW in Feb 2026 | Katy Boom (DoS)/Penny Kitchener (EA to DoS) |
| Run an online quiz – Fifteen Minutes of Fairtrade Fun during Go Green Weeks 2026 & 2027                                | Between 9-13 Feb 2026 & 8-12 Feb 2027 | No of attendees.                          | To be run by the GIPA's & feedback measure to be created | This was run by our Fairtrade project GIPA's on 11 <sup>th</sup> Feb 2026                                                                                                      | Katy Boom (DoS) and GIPA's                  |
| Investigate the possibility of creating a joint Worcester City FT community of practice with other local organisations | By December 2026                      | Progress towards setting up the community | Need to find a suitable medium to table this.            | Work in progress                                                                                                                                                               | Katy Boom (DoS)/Penny Kitchener (EA to DoS) |



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| <b>Campus</b>                                                                                                                  |                                      |                                                           |                                   |                                                                                                         |                                             |
| <b>Fifteen minutes of Fairtrade Fun</b><br>Training sessions with the Catering and SU staff to raise awareness about Fairtrade | ongoing                              | Survey after training sessions to assess results          |                                   | Plans to run a session with the catering staff – date to be arranged                                    | GIPA's/Penny Kitchener (EA to DoS) EA T/L's |
| <b>Discuss with UW Catering to increase the number of FT displays in the Campus Shop and the outlets</b>                       | Ongoing                              | No of FT products available for sale & promotion displays |                                   | Discussions taken place. Walkaround to take place after 22 June to consider displays and discount days. | Katy Boom DoS)/                             |
| <b>Report back to the Fairtrade Foundation on the Fairtrade sales data for the previous two academic years</b>                 | Dec 2025                             | Report completed                                          | Links to criteria PL003           | To be actioned – data to be collected and submitted.                                                    | Penny Kitchener (EA to DoS) /Chartwells     |
| <b>Publicity Display for Plasma Screens at St Johns and City Campuses &amp; The Hive</b>                                       | During the year but esp FT fortnight | Displays created & photo taken of displays                | Use QR codes<br><br>TOTEM at Hive | Work in progress.                                                                                       | Katy Boom (DoS)/Digital Creatives/GIPA. s.  |



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| <b>Display posters in Staff Kitchens to promote Fairtrade purchases.</b>                                                                                                                 | Dec 2026    | Posters created and displayed | Links to criteria PL001 | Poster created & sent to Caroline Hornigold 6 March ready for UW FTF March 2026.                                                                                                                                                                                                                | Penny Kitchener (EA to DoS)/GIPA's/ Cleaning Staff |
| <b>Include a term in tender documentation that reference FT requirements for relevant categories or states that FT suppliers, or fairly traded, ethically sourced, will be preferred</b> |             |                               | See criteria PL004      | <p>April 2026 - Updated one of the questions online in the Social Value Section.</p> <p>It now reads: -</p> <p>Please provide: -</p> <ul style="list-style-type: none"> <li>Details of how you will achieve/work towards achieving or maintain any Accreditations for Sustainability</li> </ul> |                                                    |



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|                                                                             |                      |                              |                                                                      | within the food service industry and improve the increased use and awareness of fair-trade as part of the University's fair-trade policy.                                                                                                          |                                              |
| <b>Fairtrade Banner &amp; Pop-Up Banner</b> – to be displayed to promote FT | February 2026 & 2027 | Impact assessment in surveys | To be displayed in FT fortnight each year and at significant events. | Fairtrade pull up banner displayed in our SJC Main Reception & the long Fairtrade Banner was displayed next to one of our sports pitches for UW FT fortnight – 9-22 March 2026. They were both displayed in The Hanger during GGW in February 2026 | Katy Boom (DoS)/ Penny Kitchener (EA to DoS) |



| Press coverage                                                                                       |                  |                                     |  |                      |                                                                       |
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| <b>To encourage publicity</b><br>through BBC H&W and Hits<br>Radio stations especially<br>during GGW | February<br>2026 | No of<br>articles/press<br>releases |  | Work in<br>progress. | Katy Boom<br>(DoS)/Sally<br>Jones (Head of<br>Press & Ext<br>Affairs) |

*Approved – Sustainable Development Committee (SDC) – Sept 2025. Reviewed by SDC 16 June 2026*