

## FAIRTRADE WORKING GROUP – ANNUAL ACTION PLAN

**2021-2022**

Item	KPI	Time	Responsibility	Status
<b>Termly meeting of the working group</b>				
Env Sust to coordinate and set the agenda in line with the action plan	Number of participants (>7)  Number of meetings (>3)	Termly and based on need	Ongoing	Ongoing Completed for 2021  TT meeting to be set
Invite participants to join the working group (see below) Extend Fairtrade intake at the University.				
<b>Promote Fairtrade across the University in an ongoing manner</b>				
Relate to Fairtrade in publications throughout the year	Number of publications (>4)  Numbers of impressions (>3000 annually)	MT for new students  + others during the year, preferably on each term	Env Sust + SU	Completed for 2021-22
Publish and share a Continuous consumption guide and campaign with Fairtrade	Numbers of impressions (>1000)	Fresher's Fair	Env Sust	Completed
Add Fairtrade links to NWW guide		Summer 2021	Env Sust	Completed

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<b>Fairtrade Fortnight</b>				
Fairtrade Fortnight – comms plan and delivery	Various resources for SM, newsletters, screens, posters	January onwards annually	Working group	2021 completed 2022 completed
Call for local events	Number of events initiated in the Uni (>10)	January onwards annually	Working group	2022 partially completed. We had less events than expected
caterers engagement	Number of outlets that promote Fairtrade (>75%)	Feb – March		2021 partly completed 2022 completed
Offer visibility to other events across the city	city events, Oxford Brooks, etc.	Feb – March		2021 completed 2022 completed
Botanic Garden – Fairtrade exhibition,	Creating educational display, and digital trail	Feb – March		2022 completed
Create a treasure hunt, shops, St. Michaels, Botanical Gardens	Downloads from the website (>30)	Feb – March		2022 completed
<b>Fairtrade survey</b>				
Survey students and staff regarding Fairtrade issues	Number of participations (>100)	Feb – March 2022	Env Sust	2022 completed

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Process and publicise results	Website and social Working group	March – April 2022	Working group	
<b>Extend Fairtrade intake at the University</b>				
Add Fairtrade partners and members to the working group	Colleges (+3 by 2023) Departments (+2 by 2023)	Ongoing	Working group	
Ask E&Es to pass a motion in colleges		Feb – March 2022	SU	completed
Approach relevant partners to remind and encourage		Ongoing	Working group	
Extend Fairtrade portfolio of products	Apparel Wine Flowers	Ongoing	Working group	
<b>Align with academic work</b>				
Identify academics and departments involved in research relating to Fairtrade and conscious consumption		Ongoing	Working group	
Share academic work on communication channels			Env Sust	
Encourage academic projects by students on Fairtrade and conscious consumption		TT 2022	Working group	
<b>Post Pandemic recap</b>				

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Reassess project goals and actions for continuous improvement.	1) Food outlets re-open, 2) Colleges return to full capacity, and 3) Produce availability is stable	TBD ? TT 2022	Working group	
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