



Fairtrade Action Plan 2024-26

Updated March 2025

Activity / Objective	Action Date	Measure of Success	Comments	Updates/if any	Partners/ person responsible
Online Activity					
Staff and Students Daily Update Regular updates included with weekly all user daily update from Comms	Nov FT Fortnight May Jul Sept	Number of occurrences	Regular updates sent out. Aim for something every 2 months and in daily emails for Go Green Week	FT advent calendar item Nov 2024. Article about buying FT products for Valentines Day 2025. FT Easter Egg Giveaway in March 2025.	Sally Jones, (Head of Press & External Affairs) & Penny Kitchener (EA to DoS)
UW Sustainability Fairtrade webpage	March 2025	Review analytics reach/Website includes more content.	Review and refresh Fairtrade webpage with activities and promotion of Fairtrade to increase the reach. Link the Food and Procurement pages to our Fairtrade Website.	GIPA's working on. New Action plan and policy updated Jan 2025	GIPAs & Penny Kitchener (EA to DoS)
Promote Fairtrade and raise awareness through www.susthingsout.com	All year	Review Google analytics reach/No of posts –	GIPAs to write content and liaise with Digital Creative students to do the posts.	Content added to webpage for Xmas 10.12.24 & Valentines 2025.	Digital Creative Students, GIPA's /Katy Boom (DoS)



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Promote Fairtrade and raise awareness through UW_sustain Instagram and Tik Tok	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.	Posts in Jan & Feb 2024, Feb 2025 and by @uwlibservices in Dec 2024	Katy Boom (DoS) Sally Jones (Head of Press & Ext Affairs)
Student Activity					
Fairtrade Stalls at Go Green Week each year	10-14 February 2025 and February 2026	Stall insitu and number of visitors to stalls and products sold	GIPA to run promotion and raising awareness stall. Provider to sell Fair trade products	We ran an online Fifteen Minutes of Fairtrade Fun session on 10 Feb 2025. There was a supplier selling Fairtrade products in Feb 2025. Students were dressed up as bananas and displaying Fairtrade logos.	GGW students, GIPA/Sustainability Students



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Fairtrade Events Calendar	February - June	Integrate with SU marketing team joint Fairtrade promotions commencing in GGW	Identify budget/extend competition for more on campus photos	We are running promotion during events/festival . More work to be done on this.	Katy Boom (DoS)/SU/ Societies/volunteers
Residential Life Team	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
Academic					
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	Study Happy Sessions were held in January 2025 with plant giveaways and FT promotion.	Academic Liaison Librarians/GIPA's



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Review Recourse list with reading, films etc about Fairtrade that would have a QR code in the Hive	Feb 2025	Numbers on how many times it has been used		Work in progress.	GIPA's
Local Community					
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.	
Fairtrade stall in Repair Cafe event	2 time per year each semester	Sale of range of fairtrade goods	Good range of gifts, food/drink and other items on sale. Need to work out cash free sales	Fair trade products sold in Go Green Week. Stall at Repair café in 2024.	Katy Boom (DoS)/Penny Kitchener (EA to DoS)



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Run an online quiz – Fifteen Minutes of Fairtrade Fun during GGW	10 February 2025	No of attendees.	To be run by the GIPA's	Completed on 10.2.25 – 6 attended and feedback showed it was effective.	Katy Boom (DoS) and GIPA's
Investigate the possibility of creating a joint Worcester City FT community 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)
Campus					
Fifteen minutes of Fairtrade Fun Training sessions with the EA's/PA's to raise awareness about Fairtrade	ongoing	Survey after training sessions to assess results	Sessions completed and surveys completed	GIPA's ran on 28 Jan 2025. Possible session for Library to be organised?	GIPA's/Penny Kitchener (EA to DoS) EA T/L's
Discuss with UW Catering to increase the number of FT displays in the Campus Shop and the outlets	Ongoing	No of FT products available for sale & promotion displays		Discussions ongoing.	Katy Boom DoS)/Nic Mander
Publicity Display for Plasma Screens at St Johns and City Campuses & The Hive	During the year but esp FT fortnight	Displays created & photo taken of displays	Use QR codes TOTEM at Hive	Work in progress.	Katy Boom (DoS)/Digital Creatives.



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Fairtrade Tables	Dec 2025	Tables covered	To propose covering a few tables in Chartwells restaurant areas at SJC	Currently being reviewed	Katy Boom (DoS)/Penny Kitchener (EA to DoS)/SU /Campus Experience Group
Pop Up Banner – to be created and ordered for events and displays	Feb 2025	Banner arrived		Pop up banner designed by GIPA, made by Universal Displays in Jan 2025.	GIPA's/Penny Kitchener
Fairtrade Banner – to be displayed to promote FT	February 2025 & 2026	Impact assessment in surveys	To be displayed in FT fortnight each year and at significant events.	Displayed during GGW in Feb 2025	Katy Boom (DoS)/SU
Press coverage					
To encourage publicity through BBC H&W and Hits Radio stations especially during GGW	February 2026	No of articles/press releases		Work in progress.	Katy Boom (DoS)/Sally Jones (Head of Press & Ext Affairs)

Reviewed – Sustainability Committee – January 2025