



KINGSTON UNIVERSITY FAIRTRADE SMART ACTION PLAN 2024-2026

Version 7

Action: MN001

Action Criteria

Regular meetings as a group. The Partnership has a working or coordinating group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status.

Further Information

Each Partnership should have a cross-institutional group that identifies which criteria are already being met, which criteria they want to implement, and coordinates who is going to do what. The group should have access to a broad network across the institution and students' union, and its members should have wide-reaching influence across different areas. The frequency of meetings and/or sub-meetings will vary according to each organisation but should be at least termly. This can form part of a wider network/group, but the aims and outcomes of the group must demonstrate tangible commitments to Fairtrade activity.

How will you be Audited

Auditors will ask to see evidence of an active group or forum (new or pre-existing), comprising of representatives of both the students' union and the institution. Ideally, it will be student-led and it will formally report into leadership and/or governance structures. Auditors will ask to see evidence of meeting agendas and minutes.

Auditors will award 2 of this criterion's available points for partial completion.

Who

Victoria Pontifex

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

5

Comments Look to recruit further student representation at the start of the next academic year through Freshers Fair and Course Reps. Tania to email her student contacts and ask. Victoria to ask Green Impact Auditors. Representation from the Kingston Students Union, KUSCO, Procurement, Academic, Estate and Sustainability, Aramark currently make up the membership.

Action: MN002

Action Criteria

SMART action plan. The partnership has a SMART action plan on Fairtrade and has published it. It should include operational considerations such as procurement and catering, campaigning and influencing, engagement and communications, and a strong focus on the monitoring and evaluation of all activities.

Further Information

All partnerships should have an agreed plan for how they will progress their Fairtrade agenda. It should include operational considerations as well as campaigning and influencing. There should be a detailed operational plan for the forum/partnership group, but this may also sit within a wider sustainability or procurement plan/strategy.

A template can be found on our Resource Bank.

How will you be Audited

Auditors will be looking for a specific, measurable, achievable, resourced and time bound (SMART) plan, ideally endorsed by senior managers and/or the governing bodies.

Evidence should be the plan itself, including key performance indicators that allow the partnership to measure success, and demonstration that it is being actively used by the partnership to progress their work. The plan should be dated and published, ideally on the relevant pages of the partnership's websites.

Auditors will award half of this criterion's available points for partial completion.

Who

Rachel Walls

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Published on the website



Action: MN003

Action Criteria

Fairtrade statement. The partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years, signed by senior management across the organisations and their retail and catering outlets.

Further Information

One of the fundamental pillars of becoming a Fairtrade-accredited partnership is utilising your role in the academic, educational and wider community as a figurehead for Fairtrade, trade justice and ethical consumption. One way this can be achieved is by integrating a statement of your intent and values into a publicly stated vision or mission statement and goals. If the students' union and institution use the same public statements, then one that supports both their work is applicable here, but if they work under independent public statements, then separate commitments or a joint commitment will need to be demonstrated.

How will you be Audited

Auditors will ask to see publicly available commitments to Fairtrade. This could include but is not limited to: statements, goals, visions publicly available on websites or in printed materials.

Auditors will award half of this criterion's available points for partial completion.

Who

Stephanie Todd

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Current policies are available online on the external website

Action: MN004

Action Criteria

Fairtrade event/activities. The partnership has held a series of events/promotions/engagement activities during one of the key Fairtrade dates (e.g. during World Fairtrade Day, Fairtrade Fortnight, International Coffee Day or any other associated Fairtrade date), or has scheduled its own dates to hold Fairtrade events/promotions/engagement activities (e.g. during welcome week or their own chosen Fairtrade week) and has measured impact across the events.

For partnerships in the 2022-24 cohort only, this criterion could be completed for the following instead: The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events.

Further Information

Fairtrade Fortnight is the official event of the Fairtrade Foundation and happens in September each year. (Historically, Fairtrade Fortnight took place in February or March). You can find out more, including applying for supporters' packs and resources, [here](#). But Fairtrade Fortnight is not the only time of year when we should be engaging the public in Fairtrade's mission! Partnerships are welcome to organise their own Fairtrade weeks, promote Fairtrade during other existing activities, or recognise other Fairtrade-related dates, e.g.:

National Tea Day - 21st of April

Fashion Revolution Week - week of the 24th of April (Fashion Revolution Day)

How will you be Audited

Auditors will view evidence of the event. This could include invitations or publicity about an event, planning notes, a press release or a write-up or photographs of the event.

Auditors will award half of this criterion's available points for partial completion.

Who

All

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Aramark work for fairtrade fortnight 2024 & 2025, Freshers fair, Fairtrade forum, 3.4.25 Banana game on tour. World chocolate week, Freshers Fairs and January student intake welcome event, enrichment fair.

Action: MN005

Action Criteria

Fairtrade campaign. The partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students. The campaign/s must demonstrate some measures of impact.

Further Information

Fairtrade, trade justice and ethical consumption issues should be publicised beyond the bounds of Fairtrade-specific dates. By creating a series of engagement events or campaigns, partnerships will be able to educate staff and students on the role they can play in making change happen and potentially enact change in the process. Engaged students, staff and/or the local community on or off campus can help to widen the reach and impact of your campaigns. Lots of national and international campaigning bodies now exist to try impact trade justice and ethical consumption issues. Fashion Revolution, Labour behind the Label and the Trade Justice Movement are some great examples of campaign movements your partnership could look to support or work with to create change, but you are more than welcome to develop your own campaign!

How will you be Audited

Auditors will view evidence of the campaigns - this could be campaign plans, photos of events or activities etc. Evidence must include evidence of the campaign reach and evaluation of impact.

Auditors will award 7 of this criterion's available points for partial completion.

Who

All

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

15

Comments

Poster competition FT part of the FT forum. Academics and students participated in opening table event. Student Union hosted a table at the Fairtrade Forum promoting societies. Members of the FT award team collected data from a feedback survey which measures students Fairtrade awareness levels post attending the Fairtrade forum event. Looked into RBK repair cafe but risk too high. Agreed to promote Repair Cafe.



Action: MN006

Action Criteria

Fairtrade campaign. The partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students. The campaign/s must demonstrate some measures of impact.

Further Information

This criterion ensures that you have some Fairtrade items to gain accreditation. It needs to be demonstrated that every year the partnership has a strong plan in place to increase this amount to continually develop its leadership in the sector.

Fairtrade-certified products should also be placed in prominent positions within the store, where possible, to maximise the exposure to customers.

You can find more information about buying Fairtrade on this page.

How will you be Audited

Auditors ask to see evidence of certified Fairtrade lines for: Chocolate, Tea, Coffee, Sugar, Hot chocolate and cocoa, cotton clothing across every retail/catering outlet and evidence of how this will be increased year on year.

Evidence documents submitted for this criterion should make it very clear to auditors which product lines stocked are Fairtrade-certified. This could be done via photos of products with the Fairtrade logo clearly visible, or, if the evidence is an order/stock spreadsheet, Fairtrade certified products should be clearly highlighted within the file. Auditors should not need to search for every single product in it online to find the Fairtrade-certified products.

Auditors will award half of this criterion's available points for partial completion.

Who

Aramark

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Fairtrade and rainforest alliance products are stocked at catering outlets. The list of products include: Chocolate, Tea, Coffee, Sugar, Hot chocolate

Cotton clothing for uniforms are used by KUSCO and fairtrade cotton tote bags are also available from the KSU

Action: MN007

Action Criteria

Catering outlet offers range of Fairtrade goods. Any retail, catering or other commercial outlets owned or operated by the partnership stock at least one Fairtrade-certified line in at least two of the following categories (where the category is stocked):

- Soft drinks
- Wine or beer
- Health & beauty
- Savoury snacks & nuts
- Cut flowers
- Fruit
- Cotton face masks

Further Information

It's important to position POS material so there is no confusion as to which product it is referring to.

Contact the Fairtrade Foundation for POS kits.

POS material should be dated and regularly refreshed to ensure it remains impactful and appealing.

How will you be Audited

Auditors will view the POS materials, and ensure they are no more than 24 months old.

Auditors will award half of this criterion's available points for partial completion.

Who

Aramark

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Products available in catering outlets include soft drinks, wine, beer, savoury snacks and nuts, fruit. Information is readily available in outlets relating to Fairtrade products.

Action: MN008

Action Criteria

Catering Outlets Point of sale highlights fairtrade. There is up-to-date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to growing communities. This POS material should be clearly displayed next to the relevant products to avoid confusion, and it should be refreshed periodically.

Further Information

It's important to position POS material so there is no confusion as to which product it is referring to.

Contact the Fairtrade Foundation for POS kits.

POS material should be dated and regularly refreshed to ensure it remains impactful and appealing.

How will you be Audited

It's important to position POS material so there is no confusion as to which product it is referring to.

Contact the Fairtrade Foundation for POS kits.

POS material should be dated and regularly refreshed to ensure it remains impactful and appealing.

Who

Aramark

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

Several outlets around campus have varying Fairtrade products. Posters and leaflets provide fairtrade information. Wobblers are used for specific shelf products. These are updated/refreshed regularly to ensure engagement with paper wastage also considered at time of update.

Action: MN009

Action Criteria

Survey to find out students/staff awareness of fairtrade. Within the last two years, the partnership has successfully carried out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work and has made the findings publicly available.

Further Information

Understanding to what extent students and staff understand Fairtrade and rate its significance may help legitimise the agenda, as well as helping the partnership to target its action. You can use our national student Fairtrade survey [here](#).

This could cover things like student attitudes, priorities, concerns, expectations, needs, behaviours, or their suggestions. This can be research that the partnership has led, or could be integrated within a wider organisation-wide survey or scoping exercise. Ideally, the outcomes will have been used to inform a campaign or initiative.

The survey should be well-planned and well-timed - organising it diligently will take time. To increase participation, the partnership team could e.g. ensure promotion of the survey is included in the university's communications calendar.

If you have a restriction on the number of online surveys going out to students, you could try some face-to-face surveys inside or outside retail/catering outlets, run focus groups, or find other innovative ways to gain an understanding of your student body's knowledge and attitudes.

How will you be Audited

Auditors will be looking for a robust, relevant, and useful survey or outline of student attitudes, priorities, concerns, expectations, needs, behaviours, and/or their suggestions. This could be a bespoke survey/exercise, or a set of questions as part of a wider survey/activity. The auditors will be ensuring this has reached a broad range of staff and students, not just those already engaged in the campaigns. The local findings should have been written up and shared in the public domain so that interested students and staff can make use of the data/evidence.

Evidence should include a copy of the survey, an analysis and summary of local findings, and a link to the publicly accessible information.

Auditors will award 2 of this criterion's available points for partial completion. Full marks will only be awarded if the partnership achieves a statistically significant number of responses.

Who

Katie Cheverton

Status

Complete

Time Frame

Complete

**Evidence**

Yes

Points

5

Comments

Carry out a survey? Have Aramark asked any questions about FT in their student surveys/focus groups? Can this be included? FT Forum survey (evidence part uploaded. 6/9/25 Discussed idea of a carrying out a survey during chocolate week commencing Mon 20th October.

Opportunity for surveys to be conducted: During the universities Earth week April 2026 and Fairtrade fortnight 2025 & 2026.

Action: MN010

Action Criteria

Students opportunities & Fairtrade. The partnership provides and publicises opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.

Further Information

Making opportunities visible and available to students from any discipline to integrate issues of Fairtrade, trade justice or ethical consumption into their coursework gives real-life research experience to students whilst providing the partnership with an opportunity to benefit from their research outcomes. This could fit into any Living Lab work you might already be developing/undertaking or could be a list of topics or research questions on your website, or examples of how you have worked with specific tutors to embed these ideas into their promotion of project work ideas for students to undertake. It is important that the opportunities have been well publicised through a variety of channels.

You may wish to explore Education for Good principles.

How will you be Audited

Auditors will ask to see evidence of a well-publicised list of opportunities. These should be able to be easily accessed by students and have been publicised by a variety of channels - partnership webpages, Living Lab webpages, course-specific mail outs or contact with tutors, twitter or other social media channels etc.

Auditors will award 2 of this criterion's available points for partial completion.

Who

Caroline Cochrane

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

5

Comments

ST held lecture - geographical students rated catering outlets re FT. INCLUDE more info on external website. 6.5.25 Tania to add FT question in academic survey- are you explicitly relating FT in your course, for example. and to contact course leaders to find out who is leading on FT within their faculty.



Action: MN011

Action Criteria

The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publicly available. This report can be part of a wider sustainability or similar report.

Further Information

Reporting on progress and impacts made is a vital part of demonstrating advancement of your Fairtrade work. It is important that this is publicly available and covers all aspects of your work - campaigning, leadership and strategy, research and curriculum, innovation, as well as the impact you have had on your student and staff body through the interventions you have made. This could be a formal report, or a more informal display of outcomes, for example a page of outcomes on a website.

How will you be Audited

Auditors will ask to see a copy of your impact report and where it is stored publicly. If this forms part of a wider organisational impact report, then they will ask to see this.

Auditors will award half of this criterion's available points for partial completion.

Who

Caroline Cochrane / Victoria Pontifex

Status

Complete

Time Frame

Complete

Evidence

Yes

Points

10

Comments

The progress report is currently in draft form and expected to be published to the website in April/May 2026

Version History

- **01 – 24.03.2025 – R.A.Walls**
- **02 – 31.02.2025 – R.A.Walls**
- **03 – 06.05.2025 – R.A.Walls**
- **04 – 09.09.2025 – V. Pontifex**
- **05 – 03.12.2025 – V. Pontifex**
- **06 – 03.02.2026 – V. Pontifex**
- **07 – 17.03.2026 – V. Pontifex**