

## The University of Greenwich Fairtrade Action Plan

**Produced on behalf of the Chair of the Sustainable Food Steering Group (Barry Palmer) and for ratification by the UoG Sustainability Management Board on 7<sup>th</sup> December 2021,**

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### Introduction

This report provides the context and ambition for the University of Greenwich's plans to deliver and celebrate Fairtrade and the opportunities and benefits it creates within the university and beyond. It sets out our KPIs and approach to delivering against these and the objectives set out in the Fairtrade Foundation's Fairtrade University accreditation process. Over the next few years the university has set itself the goal of reaching at least level 2 of this accreditation and it looks forwards to ensuring we engage our student, staff and wider communities in our programme. We aim to ensure Fairtrade is an issue the university and its partners support throughout the year and with all stakeholders. This action plan helps us achieve this.

### History of Greenwich and Fairtrade accreditation.

The University of Greenwich (UoG) and Greenwich Students' Union (GSU) are proud to have been Fairtrade accredited since 2011. The last accreditation was renewed on the 25/07/2018. Due to COVID19 the university is now working on the reaccreditation for 2021.

Certificate of Fairtrade University status 2018:



The university has published the Fairtrade Policy 2020 ([link](#)) signed by the Vice Chancellor showing the commitment to sustainable purchasing and the promotion of Fairtrade products:

The university is proud to sell Fairtrade products amongst the outlets and is working on constantly improving lines of stock to be Fairtrade where possible. It is also proud to ensure we promote and support Fairtrade through comms, teaching and engagement throughout the year. The UoG Sustainable Food Steering Group reports on Fairtrade delivery and meets once a quarter and is now supplemented by a monthly Fairtrade Working Group made up of representatives of the university contracted catering providers. These include:

- Grayson's (from August 2021) providing catering provision at university outlets at Greenwich and Medway and including hospitality provision on behalf of the university
- Greenwich Students' Union, providing catering at the Lower Deck and Change Coffee at Greenwich and the Deep End in Medway (since summer 2021)
- Sodexo, providing catering at Avery Hill and including hospitality provision on behalf the university.

The university is also committed to serving Fairtrade tea and coffee in hospitality with a commitment to increase use of Fairtrade foods year on year. It is also committed to holding promotional campaigns and engagement events on Fairtrade for staff and students every year including during Fairtrade fortnight.

### **The Fairtrade Working Group members 2021.**

- UoG Sustainability Team: Simon Goldsmith (Head of Sustainability), David Jackson (Sustainability Projects Officer) and Sophie Elliott (Student Sustainability projects assistant).
- UoG Head of Catering and Conferencing: Barry Palmer
- Grayson's Catering: Marina Dos Santos (Head of Operations) and Florent Buci (Operations Manager).
- Sodexo Catering: James Thatcher (Soft Services Manager – Catering and Cleaning).
- GSU Catering: Trish Tomczynska (Deputy Head of Commercial Services).
- GSU Officer: Jabed Jabed.

The university recognises the importance of creating opportunities for students to get involved with initiatives that can help them develop skills and experiences and to learn more about important sustainability related issues and initiatives such as Fairtrade. Since 2015 we have employed students to develop and deliver very successful Fairtrade initiatives,

including Fairtrade and Ethical Food Fortnight, and engagement and project management to help us achieve Fairtrade accreditation.

### **Greenwich's Fairtrade KPI's and SMART targets 2021.**

1. To have an increase of awareness from students and staff on Fairtrade within a year, this will be measured by releasing a survey at the end of every term on attitudes around Fairtrade (Engagement).
2. To increase the sales of Fairtrade products from the university's outlets by 2% within the next year, this will be measured by sales data provided by the outlets (Procurement).
3. To see an increase in teaching on Fairtrade offered to students within a year, this will be measured by the amount of guest lecturers provided on a year-on-year basis (Research and Curriculum).
4. To see an increase in attendance from students and staff to innovative Fairtrade campaigns and Fairtrade Fortnight within 2 years, this will be measured by recording attendance to each event on a spreadsheet in the Shared U drive (Campaigning).
5. To see an increase in proactive action and responsibility taken by the caterers to increase their stocks in Fairtrade products every year, this will be measured by sales data provided by the outlets (Leadership and Strategy).

*Please see our SMART Action Targets at the end of the report.*

### **Looking forwards.**

Looking forward to January 2022, the university is looking to review all progress made on the SMART targets which has been released to all members of the working group. In this the university plans to move forwards with the accreditation activities and to continue with the monthly Fairtrade meetings to align all members of the working group.

The university is committed to moving forwards with improving Fairtrade in leadership and strategy, campaigning, and influencing, procurement, retail and catering and research and curriculum. The aim is to reach reaccreditation status for 2022.

We plan to review and report on the overall impact of our actions every 3-6 months, the first review will be in March 2022. Progress will be reported as a standing agenda item in quarterly Sustainable Food Steering Group meetings.

We aim to achieve Level 1 of the Fairtrade University accreditation in 2022. In future accreditations it is our goal to achieve at least Level 2.

This plan will be reviewed every 12 months by the members of the UoG Sustainable Food Steering Group and progress will be reported against it.

## SMART Targets (agreed November 2021)

Action	Specific	Measurable	Achievable	Realistic	Timely	Comments	Ownership
To ensure point of sale material for Fairtrade products in the outlets are up to date and relevant every term.	To have signage, colours, and specific areas to highlight clearly where the Fairtrade products are.	Through audits and termly reviews.	Mandatory criteria MN008 – Fairtrade accreditation.	Need to commit staff members to complete audits (sustainability team with catering teams).	Reviewed and updated termly in academic year. To get materials out by end of this academic term – before Christmas 2021.	First review in week 2 second term.	Outlets
To increase sales value of Fairtrade products by 2% a year with this figure reviewed in November 2026.	To see more students and staff to buy Fairtrade products from the outlets year on year.	Sales data provided by each outlet.  Starting with a baseline of.... In year 2019/2020.	Related to Mandatory criteria MN006 – Fairtrade accreditation.	Catering teams need to provide the sales data and to push the sales of Fairtrade products.	Looking for an increase every academic year. To see an increase by Christmas 2022.	Ensure we have the correct tills to capture the correct data? Where it is not feasible (for reasons of price, product availability or contractual obligations) there is commitment to begin selling them as soon as it becomes feasible.	Outlets
Sustainability team or caterers to offer guest lectures speaking about Fairtrade to academics to use in their lectures or as extra-circular.	To have guest lecturers speak to students about Fairtrade in the real world. To increase learning opportunities for students.	To publicise the lectures that take place.	Related to research and curriculum in the Fairtrade accreditation.	Commitment of guest lecturers and caterers and sustainability to get in contact with guest lecturers.	This would be offered and delivered once a year.	Promote opportunity via email to relevant academic staff in May of every year ready for following academic year.	Sustainability / Outlets
To have a review and update on posters and communications relating to Fairtrade.	An example being case study posters about the Farmers they work with shown in outlets.	Through audits and photographic evidence.	Related to Mandatory criteria MN008 and learning opportunities for students.	Catering teams to produce case studies etc. and sustainability team to support.	Reviewed and updated starting from the 2 <sup>nd</sup> week term 2 – January 2021.	Ensure everyone has resources and help to design.	Sustainability / Outlets
To release social media related to Fairtrade every fortnight.	To use sustainability's Instagram, Twitter, and Facebook channels to give facts to students on Fairtrade and caterers channels.	Monitoring and recording of media feeds. To ensure one post a fortnight is being released throughout academic year.	Criteria CI008- Fairtrade accreditation.	Commitment for content from outlets, 50% of posts come from outlets, 50% from sustainability team.	Sustainability team release content every fortnight with the outlets providing content to share once a month.	Gather stories – have folder/place. Encourage outlet staff to take photos of what they're doing etc.	Sustainability / Outlets
To have one activity a year for students to learn about and get involved in Fairtrade. This is outside of Fairtrade fortnight.	Fairtrade Christmas stands and guidance etc.	To review or publish the activities that occur every year.	Mandatory criteria MN005 – Fairtrade accreditation.	Sustainability team commitment to organise. Relevance to coursework and real-life application.	An activity offered once a year to begin with and increased when feel realistic.	Set out ideas and planning programme to deliver this over next 3 years.	Sustainability
To have a survey every term released by the outlets for students on their attitudes around Fairtrade.	This could include Fairtrade prizes. Aim to have at least 30 surveys completed termly.	Spreadsheet of survey data collected. Useful to compare year on year data of student attitudes.	Criteria OT001 – Fairtrade accreditation.	Commitment from outlets to create surveys. Need QR code creations and surveys to be made every term.	A survey released every term throughout academic year.	Promote via internal coms and catering outlets. Source prizes.	Sustainability