

Action	Specific	Measurable	Appropriate	Realistic	Who is Responsible	Time	Year 1: April 2020	Year 3: April 2022	Year 5: April 2024	Year 11: April 2030
Outline the action you would like to achieve	Fill in with specific details on the action.	How will you measure this action?	Is this action appropriate? How?	Have you got the human and/or financial resources to complete it?	Who holds accountability for this action? Do they?	What will this action be completed? Will it be in time to count towards this year's Fairtrade award?	What are the targets for the first year of our Fairtrade action?	What are the targets for the following two years of our Fairtrade action?	What are the targets for the following two years of our Fairtrade action?	What are the targets for the following 6 years of our Fairtrade action?
AUB/AUBSU										
AUBSU to hold at least three interventions each academic year that focuses on Ethical Purchasing and Consumption	Run at least 3 events focused on: Fast-fashion, Fairtrade, ethical consumerism or similar. One event should be during Fairtrade Fortnight	Report on the events and measure number of students engaged	AUBSU frequently runs events and will plan the events at the beginning of the year, setting deadlines and organisation schedules	The Activities and Communities Coordinator to work with the Green Officer and Green Team to organise 3 relevant events on or off campus to engage students – one per term	AUBSU will run these events, led by their Activities and Communities Coordinator and supported by the AUBSU Green Officer and Green Team, as well as the Fairtrade Working Group	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	AUBSU to have run 3 events on Ethical Purchasing and Consumption by the end of May 2020. Report on amount of students engaged to measure success of events	AUBSU to have regularly run at least 3 events on Ethical Purchasing and Consumption each year, including a new event each year to ensure diversity and renewed interest. Report on amount of students engaged to measure success of events	AUBSU to have regularly run at least 3 events on Ethical Purchasing and Consumption each year, including a new event each year to ensure diversity and renewed interest. This should include at least one event ran in partnership with an external organisation or campaign. Report on amount of students engaged to measure success of events	To be reviewed and continued targets to be set in 2024
AUB learning to impact the wider community through civic engagement and outreach activities focused on Ethical Purchasing and Consumption	To engage the wider community through civic engagement and outreach activities focused on Ethical Purchasing and Consumption	Report on the events and measure number of non-students engaged	AUB is exploring avenues to share learning with 'non-students' through AUB Open, Short Courses, Widening Participation and other outreach activities.	A focus of Ethical Purchasing and Consumption can be introduced to established activities such as AUB Human, Ethics Day, Civic Engagement & Industry Programmes etc. AUB could seek involvement in pre-existing events such as art festivals in various capacities	AUB department leads to look for opportunities to promote wider learning and the dissemination of knowledge, coordinated by the Innovation Manager, Senior Employability Officer, Senior Campus Services Officer and supported by AUB Human leads	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	AUB to run one event open to the wider public that helps to educate and raise awareness of on Ethical Purchasing and Consumption by the end of May 2020. Event to be evaluated to measure its success	AUB to have established regular public engagements (at least 3) through a range of platforms, such as talks, widening participation activities, exhibitions etc. Report on amount of non-students engaged to measure success of events	AUB to have regularly engaged with the wider community (at least 3 projects/events) through a range of platforms, such as talks, widening participation activities, exhibitions etc. This should include at least one repeating event that has been established as a core project for AUB. Report on amount of non-students engaged to measure success of events	To be reviewed and continued targets to be set in 2024
AUB to positively impact ethics in industry through their graduates as 'global citizens'	AUB departments to organise and hold interventions to ensure that AUB graduates enter industry with knowledge of Ethical Purchasing and Consumption issues/practices	Report on the workshops/talks/training given to students on Ethical Purchasing and Consumption and measure number of students engaged	AUB is embedding sustainability within the curriculum and focusing on ensuring that their students graduate as 'global citizens' (holistically educated in global issues)	Curriculum 21 is being rolled out in 2021 with leads throughout the university. The Innovation Manager and Student Careers will work with other academic and support departments to deliver embedded and enrichment interventions	AUB department leads to look for opportunities to embed ethics and sustainability in course learning. The Innovation Manager, Senior Employability Officer and Senior Campus Services Officer will look for additional interventions that could be established	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	To offer AUB students at least one optional opportunity to increase their knowledge of Ethical Purchasing and Consumption in an industry setting. This intervention is to be evaluated to measure its success	To offer AUB students at least one compulsory opportunity to increase their knowledge of Ethical Purchasing and Consumption in an industry setting, as well as at least one optional opportunity. These interventions are to be evaluated to measure its success	To offer AUB students at least one compulsory opportunity to increase their knowledge of Ethical Purchasing and Consumption in an industry setting, as well as multiple optional opportunities. These interventions are to be evaluated to measure its success	To be reviewed and continued targets to be set in 2024
Promote the purchasing of Fairtrade goods to the AUB community	Run a targeted campaign to raise awareness of Fairtrade purchasing via digital media content, posters and tied into Fairtrade events	Measure engagement via online stats and face-to-face interactions	AUBSU regularly communicates with students through online and face-to-face interactions	The Activities and Communities Coordinator will work with the Fairtrade Group and AUBSU's Digital Media Assistant to develop digital and physical content	AUBSU will run this campaign, led by their Activities and Communities Coordinator and supported by their Digital Media Assistant	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	AUBSU to set up a Fairtrade digital Campaign to run over Fairtrade Fortnight in 2020. Impact to be measured via engagements.	AUBSU to expand @aubsu_green Instagram account in collaboration with the SU Green Officer to regularly post content on Ethical Purchasing and Consumption. This is in addition to focused campaign content for Fairtrade Fortnight. Impact to be measured via engagements.	AUBSU to upkeep @aubsu_green content on Ethical Purchasing and Consumption and the Fairtrade Fortnight Campaign. In addition to this, AUB accounts will also feature impactful content on Ethical Purchasing and Consumption. Impact to be measured via engagements.	To be reviewed and continued targets to be set in 2024
Fairtrade and ethical products more prominent in catering areas	Ensure Fairtrade products are more prominent so that consumers can make a choice and know what they are purchasing	Visually and with photographic evidence. Monitor sales of Fairtrade items	AUB offers Fairtrade products and the ability to look to stock, market and showcase more ethical options of food/drink in multiple catering outlets on campus	AUB already stocks Fairtrade products so making steps to ensure products are presented clearly and that we continue to stock a variety of products is achievable	Chartwells Manager: Scott Duburguet	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	AUB to showcase Fairtrade products over Fairtrade Fortnight and run an engagement campaign within a catering outlet to boost sales and engagement of Fairtrade products	AUB to showcase Fairtrade products and work to engage customers with Fairtrade/ethical products throughout the year through social media and at least one other engagement campaign, in addition to Fairtrade Fortnight	AUB to consider other ethical options for food and drink products and increase the variety and amount of ethical products on sale, including vegetarian and vegan options	To be reviewed and continued targets to be set in 2024
Fairtrade is formally addressed within the University's tender for Catering Services (2021/2022)	As part of the overall assessment of bidder's proposals consideration will be given to suppliers approaches to Fairtrade, sustainability and ethics	Minutes of pre-market engagement meetings, production of tender paperwork and supplier responses to the University's questions.	To ensure bidders are fully aware of the University's service requirements and can align their offers to include promotion of AUB's vision, values and relevant strategic objectives. This includes our commitment to Fairtrade.	This is a planned procurement. AUBSU have been invited to have representation in the tender working party.	Director of Finance: Mary O'Sullivan and Procurement Manager: Marianne Lewis	Pre-tender discussions are due to commence May 2021 with the appointment of a tender working party June/July 2021. Dependent on the chosen route to market the Tender is like to be launched in January 2022 with contract award taking place in May/June 2022. The new contract will start on 1st September 2022.	Tender will be in its final evaluation stages and the tender evaluation panel will have a clear understanding of the offers in the table.	Agreed plans for targeted Fairtrade promotion for each year of the contract, with formal review embedded as part of the annual contract review meeting. Operational review meetings are to be minuted and will record all discussions and decisions regarding Fairtrade over the course of the Contract	To be reviewed and continued targets to be set in 2024	
Information about Fairtrade in Staff Common Room	Just a gentle reminder of the issue as staff work and or eat	Difficult to measure but will hopefully provide a reminder of the issue.	Get information about the issue to staff in a subtle gentle manner	Information gained from Fairtrade online resource	Senior Campus Services Officer: James Jackson	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	Clear information about Fairtrade is visible in the staff common room	Clear information about Fairtrade is visible in the staff common room. This will be supported by changing signage to renew engagement	Clear information about Fairtrade is visible in the staff common room. This will be supported by changing signage to renew engagement. One other initiative to engage staff with Fairtrade will take place from 2022-24 to build impact	To be reviewed and continued targets to be set in 2024
Work with an outside organisation on Fairtrade	Work in collaboration with either a local or a national organisation, either on an event, campaign or new initiative	Through feedback from partners and AUB on success of collaborations for institutions. Also, through measuring the impact of the event/campaign through people engaged	Partnerships will improve AUB events and campaigns, increasing engagement in spreading the Fairtrade message	AUB and AUBSU will collaborate on these partnerships to ensure they are fully supported	Senior Campus Services Officer: James Jackson. SU Activities and Communities Coordinator: Nuala Clarke	The action will be monitored each year in April to coincide with the Fairtrade submission. See following boxes for 5 year targets	One collaboration per year in any capacity	If possible, grow partnerships of previous years into a long-lasting collaborative relationship. Alternatively, maintain one collaboration per year with a mix of local and national organisations	Have at least one developed relationship with an organisation, with repeated collaborations. Maintain at least one substantial, collaborative event/campaign per year	To be reviewed and continued targets to be set in 2024