

SMART Action Plan

S- Be **Specific** about what you want to achieve, do not be ambiguous, communicate clearly.

M- Ensure your result is **Measurable**. Have a clearly defined outcome and ensure this is measurable (KPIs).

A- Make sure it is **Appropriate**. Is it an **Achievable** outcome?

R- Check that its **Realistic**, it must be possible taking account of time, ability and finances.

T- Make sure it is **Time** restricted. Set yourself an achievable time frame, set deadlines and milestones to check your progress.

Action	Specific	Measurable	Appropriate	Realistic	Time	Staff Responsible	Status
1. Grow Community	<p>In-person: Community Litter Picks and nature walks</p> <p>Online: Social Media Presence</p> <p>Outwith GCU: Partner with other SU Sustainability campaigns for Green Week</p>	<p>Host community litter picks</p> <p>Focus on Instagram – Post weekly during trimester(s)</p> <p>Reactivate with Glasgow-wide Green Week</p>	Community involvement dipped during Covid pandemic. Good time to restart in-person and cross-community activities.	Will depend on uptake (community litter pick) and availability of organisers to run events	Tri 1 & 2	E&E Officer	Complete
2. Waste Reduction	<p>Campaign on Food Waste</p> <p>Campaign on Fast Fashion</p>	<p>Food Waste: Host stall on campus with information on how students</p>	Waste reduction is important to sustainability.	Yes	Tri 2	E&E Officer & SVTL	Complete

		<p>can cut food waste;</p> <p>Online- Develop website and several posts that can be used for social media</p> <p>Fast Fashion: Host/Collaborate on clothes swaps</p> <p>Speaker/Webinar on Fast Fashion</p> <p>Online - Develop website and several posts that can be used for social media</p>	Fashion and Food (Dietician) Programmes at GCU				
3. Re-Ignite sustainability/social justice based societies	<p>Liaise with Societies Coordinator</p> <p>Discuss with Societies Council</p> <p>Call out for societies with examples in All Student Email and Social Media</p> <p>Target fashion</p>	4 new societies with either a sustainability or social justice or charity emphasis created	After returning from the pandemic, the sustainability/social justice societies have withered. Time to rejuvenate!	Depending on uptake from students. Engagement has been especially hard post-pandemic and Cost of Living Crisis means students have less time.	Tri 2	E&E Officer; SVTL; Societies coordinator	Completed (5 registered social justice societies but no sustainability focused societies)

	students for a Fast Fashion based society (ties in with waste campaign)						
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