

# Outcomes Guide

This document is a guide for unions on how to complete the outcomes section of the Fairtrade University Award (OT001-OT004) in order to help you gain the maximum amount of points. Please use the template and upload this as evidence for the outcomes section. This section is to help improve the monitoring and evaluation of your campaigns/work and may be a useful approach to help evidence and communicate the unions impact to a variety of audiences (the university, prospective students, funders etc).

For each action there is a maximum of 20 points available, which will be awarded using the following boundaries:

**1-6** points, outcomes identified but no evidence base

**6-10** points, outcomes identified but only qualitative

**11-15** points, 1-3 outcomes identified using qualitative and quantitative methods

**16-20** points, more than 3 outcomes identified using at least an equal proportion of sound qualitative and quantitative methods

The below are just basic examples of the kind of outcomes you may have experienced - please add your own and elaborate with your own methodology before submitting to the toolkit.

Outcomes category	Headlines of main outcomes	Further quantitative or qualitative detail of each outcome	Methodology used to reach results	Projects/Initiatives they relate to
<b>For Students</b>	1.			
	2.			
	3.			
<b>For the Students' Union</b>	1.			
	2.			
	3.			
<b>For the Institution</b>	1.			
	2.			
	3.			
<b>For the Wider Community</b>	1.			
	2.			
	3.			

**FAIRTRADE UNIVERSITY AWARD**

