

Fairtrace – Questions & Answers

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1.1 Getting to know Fairtrace

What are the benefits of Fairtrace?

With Fairtrace we have established a platform that brings together all Fairtrade certified organisations, creating a community true to the Fairtrade spirit, based on the common belief in producer empowerment and trust. Fairtrace brings about a multitude of benefits:

- **Easy reporting:** With the user-friendly online platform reporting and verifying transactions is simple and enables you to act and react in real-time.
- **Producer empowerment:** As a producer you have better visibility and control of the Fairtrade volumes and Price and Premium payments reported by your buyers.
- **Better assurance:** By reporting and verifying, the supply chain partners perform a “virtual handshake”, which leads to second-party verification of data. This allows for greater transparency and trust within the supply chain.
- **More efficient audits:** Your audit becomes faster as more information is already available during audit preparation.
- **Greater collaboration:** You get easy access to your suppliers and buyers.

What does Fairtrace add to me?

With the information you enter in Fairtrace we can raise the level of assurance and thus increase trust into the Fairtrade label that you and your customers believe in. Your reports and verification actions give us as certification body more information which we will use to improve our tools and to monitor and verify compliance with the Fairtrade standards. This in return gives you and all other certified companies a better guarantee that all actors in the supply chain comply with the standards.

What are the costs of Fairtrace for me as a customer?

Fairtrace does not come at any extra cost for certified customers of FLOCERT.

Do I have to use Fairtrace as a Fairtrade certified customer?

Yes, if you are a Fairtrade certified customer you will have to report and verify your volumes in Fairtrace. This also includes customers who are Non-Payers.

Reporting and verifying in Fairtrace is mandatory and included in FLOCERT’s Compliance Criteria for Fairtrade certification. What to report and verify depends on your role in the supply chain (see section 1.3).

Certifier for





When do I have to start using Fairtrace?

We have been introducing Fairtrace in several waves:

1. Fairtrade **cocoa producers**, Price and Premium **Payers** and **Conveyors** have been using Fairtrace for reporting since Q3 2017.
2. **Producers**, Price and Premium **Payers** and **Conveyors** have been using Fairtrace since Q1 2018 for reporting on the products banana, coffee, flowers, sugar and tea.
3. **Producers**, Price and Premium **Payers** and **Conveyors** of any **other Fairtrade commodity** started using Fairtrace in Q4 2018.
4. **Traders at the end of the supply chain** (i.e. Non-Payers like distributors or manufacturers) were contacted and asked to start reporting the transactions made since 1/1/2019.

How do I start using Fairtrace?

Keep on reading. This Q&A document is a good start as the most frequently asked questions are addressed here. You can also find user guide manuals on the [Fairtrace login](#) website. Further, we recommend watching one of our recorded webinars, which provide an introduction to Fairtrace and a step by step walk through its use. Choose your preferred webinar here:

Traders:

[English webinar for traders](#)

[Spanish webinar for traders](#)

[French webinar for traders](#)

Producers:

[English webinar for producers](#)

[Spanish webinar for producers](#)

[French webinar for producers](#)

[Portuguese webinar for producers](#)

1.2 Fairtrace access

Where do I log in?

You can log in using your e-mail address and password via FLOCERT's website: www.flocert.net/fairtrace-login

How can I change my password?

1. Click on this link: <https://fairtrace-account.flocert.net/account/ResetPassword>
2. Enter your e-mail address and click on *Submit*.
3. You will receive an e-mail to reset your password and follow the steps.

Why are there restrictions for password setting in Fairtrace?

We have increased the restrictions for passwords for your own data security and regulatory requirements. We follow industry best practices when it comes to setting strong passwords to protect both, our users personal and business sensitive data.

Why does Fairtrace not allow to freely set a user name but pre-defines my individual e-mail address? Can I change my user name?

It is an industry best practice standard to work with the email address. Also one usually easily remembers the email address and we use the same email to send all relevant notifications and communications. At the moment Fairtrace does not support changing the user name from the pre-defined individual email address.

Who will be able to see my data and supply chain?

FLOCERT will have access to all customer data for the purpose of Fairtrade assurance, customer support and operation of Fairtrace. Data collected as part of the certification process is governed by the Certification Contract.

Whom can I contact if I have technical problems?

Please get in touch with our Customer Service Desk Team at reporting@flocert.net

1.3 Reporting and verifying in Fairtrace

What should I report and verify into Fairtrace?

This depends on your role in the supply chain:

- **Producers:** You do not have to report your transactions (i.e. sales). You only need to **verify** and confirm the Fairtrade transactions reported by your customers.
- **Traders:**
 - **Purchases:** You need to **report** your **direct purchases from producers (incl. Volume, Price and Premium info)**. If you have made purchases from other traders you do not have to report them. These transactions are reported by your suppliers and you only need to **verify** and confirm them.
 - **Sales:** You need to **report all your Fairtrade sales** (volume information). If you are acting as a **Conveyor**, that is, if your customer is responsible for the payment of the Fairtrade Minimum Price and/ or the Fairtrade Premium, you also need to report Price and Premium information.

Note as well that if your business partner makes a correction to a transaction that you reported you will then need to verify it.

- **Licensees:** If you are a certified licensee, you need to report all your Fairtrade sales except those that you report to your NFO via Connect and/or the NFO's system. If you are a pure licensee, you are not in scope of certification and will therefore not use Fairtrace..

How often am I supposed to report? Real-time, monthly, quarterly?

Reporting has to be done at least quarterly, but it is also possible to do real-time reporting if this fits to your business processes. You are also free to report transactions one by one or uploading them as a group using our templates provided on the Fairtrace platform.

What does 'verify' mean?

Verification means that you check carefully if the transaction reported by your partner is correct. If so, you confirm it. If not, you correct the inaccurate information. Please only confirm transactions that are fully correct.

How often am I requested to verify?

You verify in the same rhythm that your partners report. You have 30 days for verifying after reporting is done. The same applies when you need to verify a correction that your partner made. To ensure you do not miss these deadlines the platform notifies you automatically when you have pending transactions to verify. As with reporting, you can also verify multiple transactions via an Excel file that you can download from the Fairtrace platform.

Which product do I report?

You need to report the actual product that you are trading, whether it is finished or unfinished, raw or processed, with a single ingredient or composed of different Fairtrade ingredients (composite). So for example if you are selling chocolate, please report "chocolate" (and not cocoa). If you are selling wine, please report "wine" (and not grapes). In case you can't find your exact product in the product code list in Fairtrace, please tell us and we will activate the product so you can report.

Do I report/verify planned transactions or only completed ones?

You only report/ verify completed transactions, because planned transactions might still change. For transactions involving Price and Premium, 'completed' means that the Premium has been fully paid.



If I forgot transactions, can I still add them?

Of course, you can always correct a report adding missing transactions. You can also always correct wrong data, even if this was already verified by your partner, as they will be asked to verify again any change that you make.

I am reporting but my partner is not verifying, what do I do?

Please remind your business partner to verify. In addition, you can inform us, so we can follow-up as well. You will not be held responsible if your partners do not fulfill their roles. Therefore, if this happens you will not receive a non-conformity.

As a certified licensee, I'm currently reporting my sales to my National Fairtrade Organisation. Do I have to use Fairtrace too?

Please use both your National Fairtrade Organisation's (NFO's) system and Fairtrace. However, note that you will not duplicate the report of transactions, as licensed product sales are not to be reported in Fairtrace.

Do I need to report volumes into Connect AND Fairtrace?

You do not have to do double reporting! A transaction only has to be reported in one of the platforms. If you are required to report the transaction of a finished product to your National Fairtrade Organisation in Connect or other platform, you do not have to repeat it in Fairtrace. All you have to do in Fairtrace in this case is to verify your Fairtrade purchases which were reported by your suppliers and select "nothing to report". Any other sale, whether the product is finished or unfinished you need to report in Fairtrace. If in doubt, please contact your National Fairtrade Organisation or check with us at reporting@flocert.net

Who are my business partners?

In Fairtrace, your "business partners" are your direct suppliers and/or customers, who are Fairtrade certified. Please ensure to add them to your list of partners or accept their invitation to connect. If you receive an invitation from someone you are not doing business with, it is up to you to decide whether you want to accept it.

1.4 Fairtrace and WebFLOTIS

What are the main differences between WebFLOTIS and Fairtrace?

- WebFLOTIS was a self-reporting tool. Fairtrace is a collaboration and assurance platform in which there is a mutual verification between partners. For each transaction one actor reports and the other verifies.
- Producers did not use WebFLOTIS. Producers use Fairtrace to verify their sales and therefore have a better control on the Price and Premium payments.
- WebFLOTIS contained information on the purchases reported by the Price and/ or Premium Payers. Fairtrace contains information on all transactions (purchases and sales) between all supply chain actors.

I used to report in WebFLOTIS, do I need to use it in addition to Fairtrace?

Not at all, Fairtrace has now replaced WebFLOTIS and you do not need to use it anymore. Please only report in Fairtrace.

Are the product codes the same in Fairtrace as in WebFLOTIS?

The product codes are different from WebFLOTIS. With the intention to harmonise the Fairtrade system, the product codes in Fairtrace are the same as in Connect (system used by Licensees for sales reporting).

1.5 Fairtrace Support

In case you still have questions, please get in touch with reporting@flocert.net.