
Fairtrade International Requirements for Licensing Bodies

Version 2.0

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Introduction

All Organizations that use FAIRTRADE Marks as Product Marks on Finished Products as part of sourcing claims are required to hold a License Contract with either a National Fairtrade Organization or Fairtrade International. The Fairtrade Trader Standard requires that, amongst other things, the Fairtrade Product and the Packaging are approved prior to bearing a FAIRTRADE Mark or FSI Mark, and that all promotional communication and claims are approved by the competent Licensing Body prior to its use.

The purpose of the 'Fairtrade International Requirements for Licensing Bodies' are:

- To set requirements on how the Licensing Bodies may conduct Licensing Activities in order to ensure compliance with the Fairtrade Standards.
- To enable Licensing Bodies to operate efficiently in a harmonized way in a global system.
- To provide transparency so that the Fairtrade International licensing scheme maintains credibility with stakeholders.
- To ensure/enable legal compliance with the European Union Certification Mark Regulations for the FAIRTRADE EU- Certification Mark and the FSI EU- Certification Mark.

Upon request, Fairtrade International may approve variations to these requirements in writing if a Licensing Body can demonstrate to Fairtrade International that the variation meets the requirement's intent in an equivalent way, and that the Fairtrade Standards' requirements are met (see Fairtrade International Oversight Procedure for details of the procedure for approval of variations).

Fairtrade International considers the [ISEAL Code of Good Practice for Assuring Compliance with Social and Environmental Standards](#) as guiding best practices and it has been followed in the development of these Requirements for Licensing Bodies.

Normative documents

The following documents contain provisions, which, through reference in this text, become part of the Fairtrade International Requirements for Licensing Bodies. The latest published edition of the document referred to applies, except in the case of the relevant License Agreement, where the signed agreement applies.

- a) License Agreement with NFOs (Sub-License).
- b) EU- Certification Mark Regulation governing the use of the FAIRTRADE EU- Certification Mark.
- c) EU- Certification Mark Regulation governing the use of the FSI EU- Certification Mark.
- d) All of the [Fairtrade Standards](#) and policies.
- e) All FAIRTRADE Mark Guidelines or any variation approved by the Brand Integrity and Strategy Committee.
- f) All Fairtrade License Contract templates provided by Fairtrade International for the use by the Licensing Bodies to enter into License Contracts with Licensees.
- g) Fairtrade International [Product Classification System](#).
- h) Fairtrade International [Exceptions Policy](#).
- i) Cross Border Sales Regulations.
- j) Fairtrade International [Oversight Procedure](#).
- k) Procedures and principles approved by the Fairtrade International Board for the use of the Business Service Marks (see chapter 3.6)

Terms and definitions

Allegation (in the context of this document) refers to an accusation, made by a third party claiming that a Licensee is violating the Fairtrade Standards, policies and procedures, is damaging Fairtrade's reputation or is misusing the FAIRTRADE Marks and is in breach of its License Agreement.

Complaint (in the context of this document) is a dissatisfaction, made by a third party against Fairtrade services, Fairtrade conduct and/or Fairtrade staff/representative and /or consultant claiming that this person or Organization violated Fairtrade policies, procedures and regulations or Fairtrade services or damaged Fairtrade's reputation.

Reconsideration of a decision (in the context of this document) refers to a request by an Organization (or Licensee) to the Licensing Body for a reconsideration of their approval decision.

All that can be must be (ATCB) refers to the requirement in the Trader Standard (TS) that food composite ingredients and food composite products contain as many Fairtrade ingredients as available.

Fairtrade Sourced Ingredient (FSI) (formerly known as Fairtrade Sourcing Program, FSP) refers to a commodity-sourcing approach applicable to all products except coffee and bananas. The model focuses on the sourcing of Fairtrade commodities and is indicated by the use of the FSI Mark. FSI Licensees are offered a range of communication options including the FSI Mark on-pack of composite products as well as off-pack claims and / or communications.

Assurance Provider refers to members or subsidiaries of Fairtrade International which monitor and review compliance of (certified) producer organizations and traders with the Fairtrade Standards.

Brand Integrity and Strategy Committee (BISC) is a group of experts from the Fairtrade system that has been established to drive thought leadership, share best practices and expertise, and facilitate discussion to inform better decision making relating to the Fairtrade Brand. The committee provides a forum for expertise from the Fairtrade system in order to make decisions for the Fairtrade Brand that are in line not only with the Fairtrade strategy but also with market trends, industry practices and legal considerations.

Calibration refers to the process through which the Personnel involved in Licensing Activities exchange knowledge, and learn from each other to reach a consistent interpretation and application of the norms.

Cross Border Sales refer to sales reported by the Licensee outside of their home territory.

Exceptions Committee refers to a committee responsible for providing guidelines for the granting of exceptions.

Exception Policy refers to the document that defines Fairtrade International's policy regarding exceptions to the Fairtrade Standards and standards-related policies and guidelines.

EU-Certification Mark Regulations refers to both EU-Certification Mark Regulations, namely the EU-regulation governing the use of the FAIRTRADE EU-Certification Mark and the EU-regulation governing the use of the FSI EU-Certification Mark.

The Fairtrade International Board refers to the body elected by the General Assembly and is responsible for the strategic direction of the organization, financial and risk management, and relations with the organization's Chief Executive Officers (CEO). Its composition and purpose is regulated in the [Fairtrade International's Constitution](#).

The Fairtrade International General Assembly refer to an assembly that combines 50 percent producer representation with 50 percent National Fairtrade Organization representation, meets once a year and decides on membership issues, approves the annual accounts, and ratifies new Board members.

Fairtrade International Oversight Committee refers to a multi-stakeholder subcommittee of Fairtrade International's Standards Committee responsible for defining the rules that govern the Fairtrade Assurance and Licensing Programme and evaluates its' effectiveness and adequacy on a regular basis, ensuring the independence, consistency and Impartiality of the certification and licensing processes on a global scale.

Fairtrade International Oversight Procedure refers to the set of requirements for the operation of the Fairtrade International oversight system.

Fairtrade Standard(s) refers to all standards set by Fairtrade International. The Fairtrade Standards cover various categories, including producer Organizations, traders and Fairtrade Products. The most recent and approved versions of the Fairtrade Standards are available on Fairtrade International's website under www.fairtrade.net.

Fairtrade Scheme refers to the complete certification and license system with Fairtrade International which is setting, developing and maintaining a specific certification standard and procedure together with its Assurance Providers as well as the Fairtrade licensing system, covering the regulations and requirements regarding the use of the FAIRTRADE Marks on Fairtrade Products, Packaging and other means to signal end-consumers and other market participants that all or some ingredients of a composite product have been certified, sourced, traded and audited in compliance with the relevant Fairtrade Standards.

Scheme Owner refers to Fairtrade International, the organization setting the standards, developing and maintaining a specific certification scheme and licensing scheme.

FAIRTRADE Mark(s) refer to all kind of individual trademarks and certification marks for the Fairtrade and FSI-logos worldwide, including the Fairtrade EU-Certification Mark and the FSI EU-Certification Mark, owned and licensed by Fairtrade International. The FAIRTRADE Mark(s) denote that ingredients and products have been certified, sourced, traded and audited in compliance with the relevant Fairtrade Standards.

FAIRTRADE EU-Certification Mark refers to European Union Certification Mark No. 017959045 "Fairtrade" filed in the name of Fairtrade International with the European Union Intellectual Property Office. The FAIRTRADE EU-Certification Mark is currently in the application stage. Once registered this EU-certification mark indicates and guarantees to the relevant public that the Finished Product or ingredients of a such a Finished Product bearing the EU-certification mark has been produced and traded in compliance with the applicable Fairtrade Standards, and, therefore with the social, economic and environmental requirements set by Fairtrade International.

FSI EU-Certification Mark refers to European Union Certification Mark No. 018004220 "FSI" filed in the name of Fairtrade International with the European Union Intellectual Property Office. The FSI EU Certification Mark is currently in the application stage. Once registered this EU-certification mark indicates and guarantees that at least one ingredient in a multi-ingredient product has been sourced and traded in compliance with the applicable

Fairtrade Standards. The FSI model is available for all Fairtrade commodities used in composite products except coffee and bananas.

FAIRTRADE Mark Guidelines are guidelines that provide direction to Fairtrade Certified Operators and Fairtrade Licensees on how to use the FAIRTRADE Marks and the term Fairtrade on retail products and for communication purposes. The comprehensive guidelines also specify most types of bulk Packaging and product promotion usage. This document differentiates between three types of FAIRTRADE Marks:

- **Product Marks** refer to marks used in reference to certified products on-pack (retail and bulk) and off-pack (for promotional purposes). The certification of the ingredient is verified in accordance with the ATCB or the FSI models.
- **Standard Compliance Marks** refer to products being in compliance with a Fairtrade standard. The subject of certification is not a tangible product since the certification refers to compliance with a Fairtrade standard e.g. manufacturing in case of the Textile Standard or the trading of climate carbon credits for the Climate Standard.
- **Business Service Marks** refer to marks used off-pack, for promotional purposes, to indicate collaboration between Fairtrade's and businesses' own schemes, or directly with businesses on topics relevant for Fairtrade, e.g. living wage, gender, climate, living income, etc. The Marks designated as 'Working with 'and 'Programmes' are used.

Fairtrade Products refer to any Finished Product, or any raw material or semi-finished product intended for use in a Finished Product, produced or manufactured and traded in compliance with the applicable Fairtrade Standards.

Finished Product refers to a consumer-ready product, which is not further transformed or repacked before sale to the consumer.

Fairtrade CONNECT refers to an interactive web application developed to manage Fairtrade licensing activities (e.g. license contracts, product registration and approval, commercial activity, reporting, etc.). It is available to all Licensees and Licensing Bodies and is managed by the INFOCENTRE CONNECT Team (ICC).

License and License Contract refers to the rights granted, in the form of a contract, by Fairtrade International or a duly authorised body (Licensing Body) to an Organization to use a particular FAIRTRADE Mark and/or make references to Fairtrade. The license under the License Contract is a framework providing a general grant, but each particular use shall follow a prior approval process.

License Agreement (Sub-License) refers to the agreement between Fairtrade International and National Fairtrade Organization in relation to the rights granted by Fairtrade International to a National Fairtrade Organization to sublicense a FAIRTRADE Mark.

Licensee refers to an Organization that is licensed by a National Fairtrade Organization or Fairtrade International to use any of the FAIRTRADE Marks.

- **Certified Licensee** refers to an Organization that transforms or repackages Fairtrade Products or sell unfinished Fairtrade products, and have to be certified, as well as, have signed a License Contract to use one of the FAIRTRADE Marks or make a reference to Fairtrade. Certified Licensees are subject to physical audits.

- **Verified or Pure Licensee** refers to an Organization that buys and sells consumer ready Fairtrade products, has signed a License Contract to use one of the FAIRTRADE Marks or makes a reference to Fairtrade. Pure Licensees are monitored by the respective Licensing Body and the applicable requirements are defined in their License Contract. This applies also to Organizations working under the Fairtrade Sourced Ingredient (FSI) model for Cotton after the Fairtrade payer, or after the ginning stage (if this comes earlier). Pure Licensees are verified and are therefore exempted from physical audits, unless deemed necessary.

Licensing Activities refer to the granting of the right and approving the use of the FAIRTRADE Marks or making reference to Fairtrade, and include the following activities:

- Issue Licenses.
- Approve products that bear a FAIRTRADE Mark (Product Marks), including Packaging.
- Approve the use of communication and/or promotional material with a FAIRTRADE Mark or reference to Fairtrade International licensing scheme.
- Approve volumes and claims made in reference with Fairtrade.
- Deal with trademark misuse or alleged misuse cases in Licensing Bodies' territories and involve Fairtrade International when required.

Note: Although fundamental for the activities of Licensing Bodies, all licensing financial activities such as invoicing and fee application, are not considered Licensing Activities in these requirements.

Licensing Body refers to an Organization or part of an Organization that is allowed by Fairtrade International to perform specific Licensing Activities. These Organizations can be National Fairtrade Organizations or Fairtrade International itself, which are the relevant License Contract partners to Licensees.

Impartiality refers to the presence of objectivity. Objectivity is understood to mean that conflicts of interest do not exist, or are resolved so as not to adversely influence the activities of the body. Other terms that are useful in conveying the element of impartiality are independence, freedom from conflicts of interest, freedom from bias, freedom from prejudice, neutrality, fairness, open-mindedness, even-handedness, detachment and balance. (ISO 17065)

Mass Balance refers to the practice that requires certified companies to ensure that the amount of outputs sold as Fairtrade must be equivalent to the amount of inputs sourced as Fairtrade, taking into account production yields and losses. The quantity of products or ingredients sold must not exceed the quantity purchased, therefore ensuring that the "balance" is positive.

National Fairtrade Organization(s) (NFOs) refer to member organizations of Fairtrade International that act as a Licensing Body towards Organizations and/or brand owners in their home territories.

Packaging refers to all materials normally supplied as part of the product and including but not limited to, all containers, wrappers, labels, hang-tags and transit Packaging that carries the FAIRTRADE Mark.

Personnel refers to any person active in the Licensing Body, regardless of the type of employment status such as permanent staff, trainee or volunteer.

Organization(s) refer to companies that wish to conclude or have already concluded a Licence Contract with Fairtrade International or a National Fairtrade Organization in relation to the use of a FAIRTRADE Mark.

The Code refers to the framework developed by Fairtrade International on the values, principles, policies and procedures all members have to follow, to ensure that Fairtrade can operate with high standards of behaviour, accountability and ethics in a Global system.

Responsibility for these requirements

Fairtrade International's [Oversight Committee](#) has responsibility for this document, and will periodically review it. Any substantial change to this document will be consulted with affected Licensing Bodies prior to its approval by the Oversight Committee according to the Oversight Procedure.

Change history

Version number	Date of publication	Changes
1.0	August 2015	First version approved by Fairtrade International Oversight Committee.
2.0	November 2019	Full revision of the requirements to align with the ISEAL Assurance Code 2.0 and ensure compliance with the Certification Mark Regulations.

Requirements for Licensing Bodies

1 Scope

Fairtrade International's Requirements for Licensing Bodies (RLBs) set out the activities that all Licensing Bodies have to undertake when issuing Licenses, approving products and claims carrying the FAIRTRADE Marks.

This version of Fairtrade International's Requirements for Licensing Bodies is immediately applicable after publication. Licensing Bodies are expected to be compliant within 6 months after publication as described in the Oversight Procedure. This version supersedes all previous versions.

The Requirements for Licensing Bodies applies to all Licensing Bodies within and outside of the European Union.

2 General requirements for Licensing Bodies

2.1 Authority

- 2.1.1 The Licensing Body holds a valid License Agreement with Fairtrade International for the use of the FAIRTRADE Marks.
- 2.1.2 The Licensing Body complies with the Requirements for Licensing Bodies in order to maintain the License Agreement.
- 2.1.3 The Licensing Body is subject to regular assessment and declaration of conformity by the Fairtrade International's Oversight Committee in regard to the compliance with this document.
- 2.1.4 The Licensing Body only performs Licensing Activities specifically granted to them; in the territory as set out in the relevant License Agreement with Fairtrade International.
- 2.1.5 In the case of Fairtrade International as Licensing Body and owner of the FAIRTRADE Marks, the License Agreement is not required, but Fairtrade International is mandated for this from Fairtrade International's [General Assembly](#).
- 2.1.6 If the Licensing Body's approval is terminated, the Licensing Body does not sign new License Contracts with Organizations or approve products or claims; and follows all steps specified by Fairtrade International as set out in the Oversight Procedure.
- 2.1.7 The Licensing Body does not register the FAIRTRADE Marks (or any part of it) in any country as a trademark or to otherwise seek protection for the designations and logos.
- 2.1.8 The Licensing Body does not apply for or register any designations that are identical or confusingly similar to the FAIRTRADE Marks.

- 2.1.9 Any change to the FAIRTRADE Marks or to the FAIRTRADE claims have to be consulted with and approved by Fairtrade International, supported by the Brand Integrity and Strategy Committee.

2.2 Reporting

- 2.2.1 The Licensing Body provides reports, data and requested information to Fairtrade International as defined by the Fairtrade International Oversight Committee.
- 2.2.2 The Licensing Body provides at least the following information to Fairtrade International in the form and method defined by Fairtrade International:
 - 2.2.2.1 The names of all Organizations and the list of products to which Licensing Body grants licenses.
 - 2.2.2.2 All information regarding exceptions as required by the Exceptions Committee.
 - 2.2.2.3 All information regarding artwork exceptions granted by the Brand Integrity and Strategy Committee or by Fairtrade International for products sold in the Licensing Body's local market and as Cross Border Sales.
 - 2.2.2.4 The summary of all Reconsiderations, Complaints and Allegations, and actions taken to resolve them.
 - 2.2.2.5 Impartiality reports, threats to Impartiality that occurred, risks to Impartiality and their mitigation, if any.
 - 2.2.2.6 Annual sales figures.
 - 2.2.2.7 All other information as defined by the License Contract.
- 2.2.3 The Licensing Body keeps current versions and provides them to Fairtrade International on request, of at least the following key quality system documents when they are changed, including the rationale and summary of the changes:
 - 2.2.3.1 Licensing standard operating procedure (SOP), including Applications, Allegations and Complaints.
 - 2.2.3.2 All policies that regulate or have implications on how licensing is carried out.
 - 2.2.3.3 All License Contract templates adapted to national legislations.

2.3 Organizational structure

- 2.3.1 The Licensing Body is a legal entity and has the financial stability and resources required for its operations.
- 2.3.2 The Licensing Body documents its organizational structure (governance and operational) and describes the duties, responsibilities and authorities of its management and Personnel, including any relevant committees (e.g. licensing committee).

- 2.3.3 The Licensing Body is responsible and accountable for all decisions issued under its authority regarding granting, or withdrawing Licenses and approvals.

2.4 Impartiality and conflict of interest

- 2.4.1 The Licensing Body structures and manages its Licensing Activities in a way that safeguards its Impartiality.

Note: The Licensing Body that is also an Assurance Provider is expected to ensure separation of licensing and certification activities and effective management of related internal conflicts of interest.

- 2.4.2 The Licensing Body has a written policy which expresses its commitment to Impartiality, confidentiality, and the objectivity of its activities, with procedures for identifying and addressing conflict of interest and threats to Impartiality.

Note: The policy may be part of the licensing SOP

- 2.4.3 The Licensing Body trains all Personnel and committees involved in Licensing Activities on this policy.

- 2.4.4 The Licensing Body or licensing Personnel refers to the Oversight Committee for resolution of cases of Impartiality or conflict of interests, when there is doubt or debate.

2.5 Publicly available information

- 2.5.1 The Licensing Body makes publicly available and easily accessible information, without charge, on the following as a minimum:
- a) The Licensing Body's contact details.
 - b) The licensing SOP including the application procedure.
 - c) The description of Licensing Body's Allegations and Complaints process.

Note: "Publicly available and easily accessible" includes publication on the website or provision upon 'interested parties' request.

- 2.5.2 The Licensing Body uses Fairtrade International's terminology for Licensing Activities and assurance in all public communications.

2.6 Non-discriminatory procedures and accessibility

- 2.6.1 All of the Licensing Body's policies and procedures are non-discriminatory. Procedures are not used to impede or inhibit access to applicants without due justification (also see chapter 3.2 Application).
- 2.6.2 The Licensing Body ensures that if a Licensee falls within the legal scope of one of the EU- Certification Mark Regulations Licensing Bodies are not permitted to allow Licensees to deviate from the relevant EU- Certification Mark Regulations.

2.7 Allegations and Complaints

- 2.7.1 The Licensing Body has a written procedure to manage Allegations and Complaints.

- 2.7.2 The Licensing Body's Allegations and Complaints procedure includes the following as a minimum:
- d) A written acknowledgement of receipt of the Allegation or Complaint.
 - e) Investigation process, gathering information and timelines.
 - f) Decision making process.
 - g) Information to the person or Organization about the outcome of the Allegation or Complaint.
- 2.7.3 If the complainant is not satisfied with how the Allegation or Complaint was handled by the Licensing Body, the complainant may complain to Fairtrade International.
- 2.7.4 The information received through the Allegations and Complaints procedure is handled as confidential information.

2.8 Reconsideration of a decision

- 2.8.1 In case an Organization which is interested in obtaining a License disagrees with the outcome of a licensing or approval decision, they can apply for a re-assessment to the relevant Licensing Body within 14 calendar days following the initial decision.
- 2.8.2 The Licensing Body has a written procedure on how it handles applications for reconsideration.

Note: The procedure may be part of the licensing SOP

- 2.8.3 In case the application for reconsideration is not substantiated, and the license is denied, the Licensing Body informs all relevant stakeholders within the Fairtrade system about the decision.

2.9 Changes in the Fairtrade Standards

- 2.9.1 The Licensing Body is responsible to implement the changes in Fairtrade Standards affecting Licensing Activities in line with the timelines described in the respective Fairtrade Standard.
- 2.9.2 If the Licensing Body requires interpretation of any of the Fairtrade Standards, it asks the Standards Team at Fairtrade International.

2.10 Quality management system

- 2.10.1 The Licensing Body maintains a management system that is capable of achieving the consistent fulfilment of the requirements of this document, and includes the following:
- 2.10.1.1 The control of documents, to keep a track of changes done and to ensure that up to date versions are available and used consistently.
 - 2.10.1.2 The control of records (e.g. contracts, approvals/denials, Allegations and Complaints, etc.) to ensure all relevant records can be easily identified and retrieved.

- 2.10.1.3 The position and task of a quality manager to ensure the development and the implementation of the management system.
- 2.10.2 The Licensing Body takes action to address actual and potential weaknesses in its operations, including non-conformities with the requirements of this document. The actions taken and the results achieved are recorded.

Note: see Oversight Procedures for details on corrective actions

- 2.10.3 The Licensing Body has a policy in place that describes who owns different types of licensing data and what data is available to whom and under what conditions.
- 2.10.4 The Licensing Body has adequate data control protocols and sufficient capacity to ensure consistency and integrity for the data it manages. The licensing data protocol includes criteria on assessing licensing information for completeness and consistency, and how the licensing data is maintained, updated at regular intervals.
- 2.10.5 The Licensing Body complies with relevant data protection regulatory frameworks which are applicable in connection with its Licensing Activities.

3 Procedures for Licensing Activities

3.1 Process requirements

- 3.1.1 The Licensing Body has a consistent, systematic and documented process for conducting Licensing Activities that follow the rules set up in this document.
- 3.1.2 The Licensing Body's licensing standard operating procedure (SOP) has the following elements as a minimum:
- a) Application process, see clause 3.2;
 - b) Recipe and product approval in line with the Fairtrade Trader Standard;
 - c) Artwork and claim approval process according to the relevant FAIRTRADE Mark Guidelines;
 - d) License fee reporting and invoicing process;
 - e) Cross Border Sales approval and exchange process;
 - f) Licensing delegation procedure;
 - g) Rules on the use of the Fairtrade CONNECT application;
 - h) Contract termination and FAIRTRADE Mark misuse.

3.2 Application

- 3.2.1 The Licensing Body has a documented procedure to process applications, and does not discriminate between Organizations.

- 3.2.2 The Licensing Body can reject an application in exceptional circumstances if the Organization's behavior or activity is not in line with [The Code](#). The exceptional circumstances are based on objective criteria, they apply equal to all and are supported with evidence.
- 3.2.3 The Licensing Body conducts the following activities when receiving an application from an Organization:
- 3.2.3.1 Reviews all documentary evidence submitted by the Organization, to verify if the product and communication material or claim using the FAIRTRADE Marks meet the requirements of the Fairtrade Trader Standard and the FAIRTRADE Mark Guidelines.
 - 3.2.3.2 If the Organization has to be certified, the Licensing Body verifies that the certificate (or permission to trade) provided by an assurance provider approved by Fairtrade International is current, not suspended or withdrawn and covers the product(s) in the application.
 - 3.2.3.3 If the Organization has to be certified, and does not have a valid certificate (or permission to trade), or the scope does not include the product(s) for which the application has been made or the certificate (or permission to trade) is suspended, the Licensing Body does not grant a license until the relevant certificate is provided.
 - 3.2.3.4 If the Organization does not have to be certified (Verified or Pure Licensee), the Licensing Body verifies that the product(s) in the application is consumer-ready, it is not further transformed or repacked before sold to the consumer.
- 3.2.4 If all the above is verified and there are no objective criteria upon which the license cannot be granted, the Licensing Body signs a License Contract with the Organization, here after referred to as Licensee.
- 3.2.5 If the License is granted, the Licensing Body provides the Licensee with a copy of the signed License Contract.
- 3.2.6 If a License is denied, the Licensing Body informs the Organization of the following:
- a) That the License was not granted, including an explanation.
 - b) The Licensing Body's Complaints and Reconsideration procedures.

3.3 General requirements for approval procedures

- 3.3.1 Approval decisions are taken by qualified Personnel (see section 4).
- 3.3.2 The Licensing Body uses Fairtrade CONNECT for registering and maintaining all licensing information, including approval decisions.
- 3.3.3 Approval decisions are recorded as a minimum in Fairtrade CONNECT in the manner chosen by the Licensing Body, as long as they are up to date and easily accessible for Licensees.

- 3.3.4 Approval decisions are communicated to the Licensee in text form (e.g. email or as an automatic notification from the Fairtrade CONNECT application).
- 3.3.5 When a License Contract is signed, licensing Personnel or Licensee enter all relevant licensing data into Fairtrade CONNECT, including as a minimum:
 - 3.3.5.1 The Licensee's account information, contract details, reporting and user information.
 - 3.3.5.2 Sourcing and recipe information including supply chains.
 - 3.3.5.3 Product information.
 - 3.3.5.4 Artworks.
 - 3.3.5.5 Exceptions, if any, together with relevant documentation.
 - 3.3.5.6 Cross Border Sales.
- 3.3.6 When the licensing information cannot be entered into Fairtrade CONNECT or product approval is not possible due to the technical limitation of Fairtrade CONNECT, the Licensing Body informs Fairtrade International and stores the information securely at its own premises.

3.4 Approval procedure for the Product Marks

- 3.4.1 The Licensing Body has documented procedures to approve new or modified products; FAIRTRADE artworks and Packaging in relation to Product Marks, which includes the following:
 - 3.4.1.1 Verification, whenever possible that the whole supply chain, but at least, the immediate supplier is Fairtrade certified by an Assurance Provider approved by Fairtrade International for all products and sourcing supply chains (including FSI sourcing for off-pack claims).
 - 3.4.1.2 Verification, in the case of origin claims, that the whole supply chain until the producer is certified by an Assurance Provider approved by Fairtrade International for all products and sourcing supply chains (including FSI sourcing for off-pack claims).
 - 3.4.1.3 Verification, that the due diligence for the Packaging, communication about the benefits to the producers or Fairtrade Premium use have been made. The information is accurate, up-to-date at the time of printing and substantiated. In case of Mass Balance, communication about the benefits in a specific country on Packaging is possible providing that no reference to the physical ingredient in the product is made.
 - 3.4.1.4 Verification, in the case of voluntary physical traceability that the physical traceability status of the product and all ingredients is in conformity with the requirements of the Fairtrade Trader Standard, and the relevant product standards.

- 3.4.1.5 Verification that the proposed composition of the product is in conformity with the requirements of the Fairtrade Trader Standard, the relevant Product Standards and the Exception Policy.
- 3.4.1.6 Verification that the submitted artwork is in conformity with the relevant FAIRTRADE Mark Guidelines or any variation approved by Fairtrade International or the Brand Integrity and Strategy Committee
- 3.4.1.7 Verification, in case of fresh produce, that the approved artwork was provided by the Licensee to the producer or exporter.

3.5 Approval procedure for the Standard Compliance Marks

- 3.5.1 The Licensing Body has a documented procedure to approve licensee-drafted claims related to the Standard Compliance Marks (e.g. Carbon Credit or Textile), and references to Fairtrade International that include:
 - 3.5.1.1 Verification that the use of the Standard Compliance Mark's lock-ups is associated with a Fairtrade Standard.
 - 3.5.1.2 Approval that the proposed communication material complies with the requirements of the FAIRTRADE Mark Guidelines or any variation approved by Fairtrade International or the Brand Integrity and Strategy Committee.

3.6 Approval procedure for the Business Service Marks

- 3.6.1 Apart from the relevant FAIRTRADE Mark Guidelines, the Licensing Body will follow the procedures and principles approved by the Fairtrade International Board to engage with Organizations or Organizations' own schemes in relation to the use of the Business Service Marks:
 - 3.6.1.1 Apply the 'Traffic Light Approach to New Partnerships with Corporate Sustainability Schemes' approved by the Fairtrade International Board to make the decision to engage with Organizations.
 - 3.6.1.2 Apply 'Content of a Fairtrade partnership' and 'No-go areas for partnerships' approved by the Fairtrade International Board.
 - 3.6.1.3 Approval that the proposed communication material complies with the requirements of the "Working with" or "Programmes" Mark guidelines or any variation provided by Fairtrade International and the Brand Integrity and Strategy Committee.
 - 3.6.1.4 Verification that the Business Services Marks are not used on-pack, other than the "Programmes" Mark used as promotion, as a free give-away, e.g. chocolate bar as give-away.

3.7 Approval procedure of Claims and Volume statements

- 3.7.1 The Licensing Body has documented procedures to approve new or modified claims (e.g. FSI) that include:
 - 3.7.1.1 Verification of the volumes sourced by the Licensee or its suppliers (as applicable), before the proposed claims are published.
 - 3.7.1.2 Volumes agreed between Licensee and Licensing Body, can be communicated and approved before verification, only in accordance with the relevant FAIRTRADE Mark guidelines.
 - 3.7.1.3 Approval that the proposed communication of claims complies with the requirements of the relevant FAIRTRADE Mark Guidelines or any variation approved by Fairtrade International or the Brand Integrity and Strategy Committee.

3.8 License withdrawal and the misuse of the FAIRTRADE Marks

- 3.8.1 The Licensing Body has a procedure for and documents the terminations of License Contracts with Licensees, and other cases of misuse or alleged misuse of the FAIRTRADE Marks in its territories.
- 3.8.2 The Licensing Body terminates the License Contract:
 - 3.8.2.1 In case, the Licensee becomes decertified (or its permission to trade is withdrawn).
 - 3.8.2.2 In the case of non-reporting of sales data.
 - 3.8.2.3 In the case of non-payment of the license fees.
 - 3.8.2.4 With immediate effect, in case the Licensee engages in dishonest trading practices or brings into disrepute the image and prestige of the FAIRTRADE Mark.
 - 3.8.2.5 With immediate effect, in case the Licensee engages in advertising, marketing and promotion activity in connection to non-Fairtrade Products which suggests to the consumer that these products meet the Fairtrade Standards.
 - 3.8.2.6 In the case of any material breach of the Fairtrade Standards or FAIRTRADE Mark Guidelines for the use of the FAIRTRADE Marks.
- 3.8.3 Upon termination of the License Contract, the Licensee has to cease all use of the FAIRTRADE Marks on and in relation to all Packaging and promotional material.
- 3.8.4 The Licensing Body protects the integrity of the FAIRTRADE Mark by guarding it against misuse and false claim, and reports all information and cases of misuse to Fairtrade International.

Note: Only Fairtrade International as the owner of the FAIRTRADE Marks, or a person/Licensing Body specifically authorised by Fairtrade International to that effect, is entitled to take any legal action.

4 Personnel

4.1 Requirements for Personnel qualification and competency

- 4.1.1 The Licensing Body ensures that all Personnel making license decisions and approval decisions on product, communication material and claims meet at least the qualification and competency criteria set out in the following table (or possess a demonstrable equivalent competence) prior to assigning these responsibilities to them:

Table 1. Licensing Personnel qualification criteria

Area	Criteria
Work experience	At least one year of related work experience.
Language skills	Shall be able to verify the Packaging and promotional materials according to the FAIRTRADE Mark Guidelines including the language translations of the FAIRTRADE Marks.
Communication	Able to express ideas and concepts clearly.
Knowledge of Fairtrade system	Able to demonstrate up to date knowledge of and competence in the application of Fairtrade International requirements for Licensing Activities and Licensing Body procedures.

- 4.1.2 The Licensing Body has a system in place to measure Personnel's performance on a regular basis e.g. customers' satisfactions survey, or as part of the staff appraisal procedure.
- 4.1.3 The Licensing Body has a training plan in place for Personnel involved in licensing; it is updated over time and reflects the need of the Personnel.
- 4.1.4 The Licensing Body ensures Personnel have received a training on relevant Fairtrade International requirements and the Licensing Body's policies and procedures.
- 4.1.5 The Licensing Body ensures that Personnel are included in a periodic training and Calibration programme relevant for their licensing responsibilities and participate in technical forums for sharing best practises.
- 4.1.6 The Licensing Body provides the necessary support for licensing Personnel to participate in projects and consultations where their knowledge is required and is of value to the Fairtrade system.