

Ladies and Gentlemen,

After the introduction of the new Fair for Life Programme in February 2011 we have been quite restless. Find out all about the alternative certification procedures for handlers and the new Fair for Life performance rating tool. The higher demand for fair trade in the cosmetics sector has led to a new and specific information leaflet. Read also on wine certification and some changes on the Fair for Life website. We are looking forward to meeting clients and all interested parties during the Biofach 2012 in Germany. Regards, Your Fair for Life Team at IMO

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Alternative Certification Procedure for Fair for Life Handlers

Since October 2011, Fair for Life offers a new, shortened audit procedure within the Fair for Life handler certification option.

In case a Fair for Life handler is not interested in describing, publishing and marketing its own company as 'social responsibility' (SR) certified, the handler may opt for this shortened procedure. It comprises, besides a full check of all Fair for Life handler criteria, an assessment of the core social responsibility criteria (basic responsible labour practices), only. This serves to make sure that workers enjoy good basic working and employment conditions, but is not intended to reflect any in-depth analysis of all social responsibility criteria that are necessary for SR-certification. Hence, audit times can be reduced.

While the procedure and checklists are shortened, the level of compliance requirements has remained unchanged. For this reason, most of the control points are minimum requirements to prove decent working condi-

tions as a basis for Fair for Life handler certification. Indicators cover basic labour rights, safe working conditions, wages and social security, working hours and regular employment, as well as core environmental criteria.

This procedure can only be applied to companies in countries that are considered as low-risk in terms of potential human and worker rights violations. Companies that choose this procedure cannot claim that they are social responsibility certified; the only claim that can be made refers to the certification as handler of FFL products.

This procedure has been developed specifically for small FFL handlers, where applying the full hired labour checklist would result in inappropriately long audit times and high costs with potentially little extra value for the companies. For the majority of larger companies and for all handlers in high risk countries, this shortened procedure would not apply.

wok

New Fair for Life Performance Rating Tool

In the course of the revision of the Fair for Life Social & FairTrade Certification Programme, a new tool in order to visualise a certified company's social performance has been introduced. With the aim to permit certified operations and consumers to recognise and evaluate the achieved performance of a certified company at a glance, the new system converts reached percentages of Total Norm Points (TNP) into a general "star rating" system. There are five perfor-

mance levels to be achieved, with level three being the minimum level for certification:

Performance level 3: at least 90% of TNP have been reached



Performance level 4: at least 100% of TNP have been reached



Performance level 5: at least 110% of TNP have been reached



Performance levels 1 and 2 are only applicable for an individual performance rating but will not be used for operations certified Fair for Life. The performance levels 3-5 are visually indicated only for operations that reach the general FFL certification requirements (all MUSTs fulfilled, respective % of TNPs: 90% in year 1; 95% in year 2; 100% from year 3 onwards). An operation reaching only 90% of TNP in year 2 will not become certified and cannot promote a 3-Star-performance rating.

As the new rating system relies on measuring percentages of compliance with all applicable indicators, the performance of operations is now directly comparable.

The new system will help to make evaluation of a company's social performance easier also for those who are not so much into the technical details of Fair for Life. The performance rating system will be displayed in the inspection documents of the operations, on the certificates and it will be included in the profiles of the certified operations on the Fair for Life website. *Jue*

Changes on the Fair for Life Website

The revision of the Fair for Life Programme in 2010 resulted in major changes in certification procedures and programme content. New modules such as for processing and artisan groups and wild collection were added. Additional chapters within both old and new modules include e.g. indigenous and local peoples' rights, community relations and animal rights. To meet the requirements of all these changes the profiles of certified operations' ratings had to be re-programmed. Due to technical reasons it is not possible to show the norm points of operations which are still certified under the old version of the Fair for Life Programme. For all operations which are certified according to the new programme version both the norm points and the actual score are displayed. On the right hand side of the operation's general information the 'for Life' or 'Fair for Life' logo and the "star rating" (explained in this Fair for Life news issue) are shown.

Under specific conditions (see Fair for Life Programme Module 4 for more details) a registration of subcontracted processing and handling operations as part(s) of the certified Fair for Life supply chain may be sufficient. [Registered operations are published on a separate page of the Fair for Life website in order to make the supply chain certification more transparent. Suspended operations will also be published in a separate page on the Fair for Life website.](#) Starting on the general page "operators" it is easy to navigate to the subpages "certified operators", "registered operators" and "suspended operators". *ta*

Fair for Life Certification of Wine Producers

During 2011, IMO has expanded its activities to the Fair for Life certification of wine. A large number of products from three internationally well-known and widely distributed organic

wine producers have become certified: two from Chile and one from South Africa (for details see www.fairforlife.net). The two Chilean operators are relatively new to fair trade, the South African company has produced fair trade wines for many years already (FLO Fairtrade certified) and has become Fair for Life certified this year. All three companies do not produce 100% of their assortment as organic and fair trade wine, but also have product lines for conventional markets.

For Fair for Life, this is an exciting movement, as the new producers have world-wide distribution and networks. Especially in Europe, their wines are widely sold. Independent of the wine sector, the number of Fair for Life certified companies continues to increase steadily. Currently there are about 130 operators certified, with many more in early stages of the certification process. *wok*

Fair for Life Cosmetics Flyer

“Beauty starts with fairness” is the slogan of the new Fair for Life cosmetics leaflet. A large number of raw materials used in cosmetics and beauty products, like shea butter, honey or plant extracts, are grown or collected by smallholder producers. Export of such products is therefore an important source of income for many marginalised families worldwide. Fair for Life certification guarantees farmers, collectors, and workers in primary production and along the supply chain (product manufacturing and trading), healthy and good working conditions, a fair income and favourable trading terms. Fair for Life also includes strict environmental sustainability criteria and requires respecting animal rights, including prohibition of animal testing. Composition rules for cosmetics and beauty products assure that only products which contain a substantial part of FairTrade ingredients are labelled as Fair for Life (for details see Annex 4 to Module 1 of the Fair for Life Programme). You can download the flyer from our website www.fairforlife.net. *ta*



Developments With Regard to Other Fair Trade Systems

IMO values transparency and cooperation and seeks dialogue and exchange with all existing Fair Trade systems. We would like to give you an update on some recent developments and encourage you to provide feedback.

FLO – Dialogue about change of the term “FairTrade” to “Fair Trade” in Fair for Life
FLO and IMO recently started dialogue about current and future relations. FLO has asked Fair for Life to change the term “FairTrade” used in Fair for Life labelling and communication to the term “Fair Trade” (spelled in two words). Since positive relations between FLO and IMO would be a great step forward and would resolve potential trademark issues, we discuss adaptation of this change. This could be done gradually, first on the Fair for Life website and in communication and more formally with the next revision of the Fair for Life programme. The new Fair for Life logo already indicates “fair trade certified by IMO”; therefore, clients using the logo would not need to change the wording. Both parties intend to increase interaction and communication in the future.

Ecocert Fair Trade

Discussions with Ecocert Fair Trade have been going on for a while and we hope that after thorough benchmarking of standards a mutual equivalency agreement between the two standards may be achieved in 2012. At present both Ecocert Fair Trade and Fair for Life

schemes have accepted each other's certification in individual cases, based on the assessment of audit reports.

Fair Trade USA

In late November 2011, Fair Trade USA and IMO started informal communication about possible beneficial fields of interaction, while recognising that the approaches to fair trade and the standards of the two organisations differ. Discussions on Fair Trade USA's acceptance of Fair for Life producer certification may be taken up once the new Fair Trade USA standard system for trading and labelling is available.

As the landscape of fair trade continues to transform we will keep you informed on developments and options with regard to the Fair for Life programme and value your feedback.

Fair for Life at Biofach 2012

Between 15 and 18 February 2012 the organic world meets at the 2012 Biofach in Nuremberg, Germany. The range of products which are not only organic but also fair trade certified has become an inherent part of the exhibition and discussion panels addressing fair trade are almost a 'must attend'. The Institute of Marketecology (IMO), offering certification according to the Fair for Life – Social & FairTrade Certification Programme will be present at Biofach at its booth (Nr. 101, Hall 1) and organises two discussion panels on fair trade.

Thursday, 16.2.2012, 16.00 – 18.00 Fair and Ethical Trade – Individual Approaches or Mainstream Labels?

Perspectives of mainstream fairtrade labels and individual private sector fair and ethical trade systems

Panelists:

Barbara Altmann (Rapunzel – DE)

Florentine Meinshausen (Fair for Life; IMO Switzerland – CH)
Heike Gethöffer (Fairtrade International FLO – DE)
Mark Davis (The Body Shop International – UK)
Rudi Dalvai (CTM Altrmercato; WFTO – IT)

Friday, 17.2.2012 16.00 – 18.00 What is Fair in Fair Trade Cosmetics?

Discussion on the significance and trustworthiness of fair trade labelling of cosmetics and body care products

Panelists:

Florentine Meinshausen (Fair for Life, IMO Switzerland – CH)
John Arnold (Fairtrade Foundation -UK)
Olowo-n'djo Tchala, (Alaffia – US)
Rob Hardy (Dr Bronner's – US/UK)
NN (Oriflame - SE) - to be confirmed

IMO's Fair for Life experts will be happy to meet you during the fair. Please feel free to advertise the two panels. *ta*

End of Year

2011 has been a very exciting and busy year for the Fair for Life team all around the world. The Fair for Life Programme has been revised, including the presentation of a brand new Fair for Life logo, there were new control requirements introduced along the chain of custody and we have made contact with many new clients and partners. At the same time we worked hard to improve our internal procedures and policies in order to be able to offer a faster service in future. During the past year, you have provided tremendous support, and we would therefore like to take this opportunity to express our sincere thanks to all of you who worked with us in 2011, for your continuous cooperation and your trust in Fair for Life. We are looking forward to inspiring discussions in the up-coming year. The whole Fair for Life team wishes you a Happy, Successful New Year 2012!