

Fairtrade Licensing – A Summary Guide for Businesses

[Fairtrade International](#) own the FAIRTRADE Marks and, as the National Fairtrade Organisation in the UK, the [Fairtrade Foundation](#) are permitted to sub-license the Marks to companies who meet the requirements stated in the [Fairtrade Standards](#). There are also additional requirements of being a licensee that enable us to:

- Protect the FAIRTRADE Marks, and the associated trust and awareness they have.
- Generate the income we need to increase awareness and demand for Fairtrade in the UK, as well as support the international system and their work with producers.
- Campaign to make trade fair, including our Living Income campaigning and advocacy work.

So what does being a licensee involve?

Product Compliance

Once you have signed your licence agreement with us, we ask you to submit the relevant information regarding the Fairtrade products you want to make. This is usually the product recipe, your Fairtrade supplier(s) and the product packaging artwork. This will be reviewed by us to check it is compliant with our brand usage guidelines, and we will ask you to complete any changes needed before approving.

For Fairtrade Sourced Ingredient (FSI) customers, this will include the overall product volume you commit to and your communication plans.

Protecting the Fairtrade Marks

With such high levels of trust and recognition, we work hard to protect how the FAIRTRADE Marks are used on packaging and in promotional materials, ensuring they are used correctly and consistently. We require all licensees to follow the relevant FAIRTRADE Mark Guidelines, and avoid bringing the FAIRTRADE Marks into disrepute.

Sales Reporting

We need to know what products are sold in the UK to ensure we understand how the Fairtrade market is developing, and also to ensure we calculate your licence fee correctly. We will contact you after the end of each quarter to ask you to submit your sales report, and the team are always on hand at 0203 301 5001 or commercial@fairtrade.org.uk to help you with this.

Payment of Licence Fees

Once we have your sales report through, we are able to accurately calculate the licence fee owed. We will send you a quarterly invoice for this. We rely on timely payment of licence fee invoices to ensure smooth operation of our work in the UK, so please ensure you are submitting your sales reports and paying your licence fees on time, otherwise your licence agreement with us may be in jeopardy.

