

## **Complaints Policy**

### **1. INTRODUCTION**

#### **1.1 General**

The Brand, Trademark and Licensing (BTL) Unit is the workgroup identified at Fairtrade International responsible for licensing activities. This document refers to licensing activities performed by the BTL Unit.

#### **1.2 Purpose of this Document**

Fairtrade International's Brand, Trademark and Licensing Unit (BTL) recognises the importance of and value of listening and responding to concerns and complaints. We are committed to achieving the highest standard we can in every area of our work and to continuous improvement. Fairtrade International's BTL Unit is also committed to maintaining its responsiveness to the needs and concerns of its licensees, the public and the producers it supports.

This policy is designed to provide guidance on the manner in which Fairtrade International's BTL Unit receives and handles complaints made against the organization and its employees. The objective of the policy is to assist the organization and employees in resolving complaints in an efficient, effective and professional manner.

This policy applies to all our people - employees and volunteers – and they are familiarised with it. Those with particular relevant responsibilities are trained in its application. We make clear the value we place on receiving concerns and complaints in all relevant communications. We advise how a copy of this policy may be obtained and we provide clear information on how complaints may be made.

#### **1.3 What is a Complaint?**

The policy is intended to address complaints made to Fairtrade International's Brand, Trademark and Licensing Unit. A complaint under this policy is defined as an expression of dissatisfaction made to the Unit, related to its services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected.

Any person or organization (the complainant) who is dissatisfied with a service provided by the BTL Unit may contact the Head of BTL Unit to complain. At times, complaints can be by way of negative feedback, which may not require a resolution or formal follow-up. While this type of feedback is valuable to the organization, the policy does not apply to feedback of this nature.

#### **1.4 Scope of our Policy**

This policy is intended to apply to any complaint related to Licensing activities, regardless of who makes it.



We will accept complaints relating to our paid staff, volunteers, partners, contracted service providers or anyone else acting on our behalf.

Any person may make a complaint. Anonymous complaints can be made, however our ability to investigate anonymous complaints may be limited due to the nature of the reporting.

## **2. Guiding principles of effective complaints handling**

Partners and employees should consider the following guiding principles of effective complaints handling:

Visibility	Our Complaints Handling Policy is available on the Fairtrade International Website and also internally.
Accessibility	Our Complaints Handling Policy is readily accessible to all partners, employees and licensees. The Policy is easy to understand and includes details on making and resolving complaints.
Responsiveness	Receipt of each complaint is acknowledged to the complainant immediately. Complaints will be handled in an efficient and effective manner. Complainants will be treated courteously and kept informed of the progress of their complaint throughout the complaint-handling process.
Objectivity	Each complaint is addressed in an equitable, objective and unbiased manner through the complaints-handling process.
Charges	There will be no charge to the complainant for making a complaint.
Confidentiality	Personally identifiable information concerning the complainant is actively protected from disclosure unless the complainant expressly consents to disclosure.
Customer focused approach	All partners and employees of Fairtrade International, including the members of the Board, the Executive Director and the senior management team, are committed to efficient and fair resolution of complaints. We actively solicit feedback from our licensees and producer partners on a regular basis and acknowledge their right to complain.
Accountability	All partners and employees accept responsibility for effective complaints handling. The Head of BTL Unit will ensure that, where appropriate, issues raised in the complaints handling process are reflected in partner and employee performance evaluation.
Continual	Our complaints handling process will be reviewed periodically, to enhance its efficient delivery of outcomes.

## **3. HANDLING A COMPLAINT**

### **3.1 How a complaint may be made**

The complaint should be made in writing and provided either:

- By email : [licensing-credibility@fairtrade.net](mailto:licensing-credibility@fairtrade.net)  
or
- Through a form on our website : <https://www.fairtrade.net/act/fairtrade-for-businesses/allegationsandcomplaints>  
or
- By physical mail, addressed to:

Private and Confidential  
Fairtrade International  
Head of Brand, Trademark and Licensing Unit  
Bonner Talweg 177  
53129 Bonn | Germany

If you need assistance to document the allegation, please contact Fairtrade International on [+49 \(0\) 228 949230](tel:+490228949230) and ask for the Head of Brand, Trademark and Licensing Unit.

If your complaint is about the Head of Brand, Trademark and Licensing Unit, your complaint should be provided either:

- By email: [assurance@fairtrade.net](mailto:assurance@fairtrade.net)  
or
- By physical mail, addressed to:

Private and Confidential  
Fairtrade International  
Assurance Manager  
Bonner Talweg 177  
53129 Bonn | Germany

### **3.2 What information is required when making a complaint**

When making a complaint, providing as much of the following information as possible will make it easier for us to resolve matters:

- Your name, position and contact details
- Your relationship with Fairtrade International's BTL Unit (for example: are you a licensee?)
- The nature of the complaint
- Details of the Fairtrade International partner or employee involved (if applicable)
- Relevant dates
- Copies of any documentation supporting the complaint

### **3.3 Complaints Procedure**

We will endeavour to deal with inquires and minor complaints which are made orally by telephone or in person, during that initial phone call or meeting. If we cannot adequately deal with a complaint, the complaint will be assigned to a relevant staff member as outlined below for further investigation.

We will acknowledge all written complaints within 5 working days of receipt.

Your complaint will be assigned to a relevant staff member of the Licensing Team for investigation. Any person with a conflict of interest in relation to the complaint shall be excluded from the review and decision making process.



Each complaint (other than those determined by the relevant staff member to be frivolous or vexatious) will be investigated. The person handling the complaint will make reasonable effort to:

- Establish the facts and gather the relevant information regarding the complaint; and
- If necessary and/or practicable, interview those involved.

The level of investigation will be commensurate with the seriousness and frequency of the complaint.

Once we have investigated your complaint, we will provide you with a written response.

If you are dissatisfied with Fairtrade International's BTL Unit response, you may ask the Fairtrade International Oversight Committee to review the complaint. You should address your complaint to the Fairtrade International's Assurance Manager, writing at [assurance@fairtrade.net](mailto:assurance@fairtrade.net) or to the address mentioned above.

### **3.4 Your rights during the complaint process**

You have the right to enquire as to the status of your complaint by contacting the staff member who has been identified to you as handling your complaint.

Your personal information will be protected from disclosure unless you expressly consent to disclosure.

Your complaint will be addressed in an equitable, objective and unbiased manner.

There will be no charge for making a complaint.

### **3.5 Assistance with making a complaint**

If you need assistance in formulating or lodging a complaint, please contact any member of Fairtrade International's BTL Unit. If this is not appropriate, please contact the Assurance Manager (contact details as above). In particular, a member of staff can assist you to identify the information which should be provided to establish the facts of the complaint and identify the outcome you are seeking in relation to the complaint.

### **3.6 Further action**

If you are a licensee and the matter comes within the terms of the License Contract, please refer to the dispute resolution clause in the License Contract if you are dissatisfied with the response from Fairtrade International's BTL Unit.

### **3.7 Timeframes**

We aim to resolve complaints as quickly as possible and within 30 days unless there are exceptional circumstances. If a complaint is not able to be resolved within 30 days we will inform the complainant of progress and keep them informed of progress every two weeks.



#### **4. OUR QUALITY CONTROLS**

A register of complaints will be kept. Complaints will be analysed by the Head of Brand, Trademark and Licensing Unit for the identification of systemic or recurring problems. If such problems are identified, the Unit will consider what actions it may need to take to address these problems.

The complaints handling process will be reviewed periodically to enhance its delivery of efficient and effective outcomes. This review will be performed by the Head of Brand, Trademark and Licensing Unit or an appropriate appointee. The Unit will consider what actions it may need to take to address any deficiencies identified in the review.

Where appropriate, issues that arise as a result of the complaints handling process may be incorporated in the process for monitoring and evaluating employee performance.