

## Proposal for a Presentation

Topic II: Sustainable Supply Chain Management

### **Best Practice in Multiple Certification & Chain-of-Custody Management: Fair Trade and FSC Labelled Sports Balls**

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#### **Keywords:**

**multiple certification, supply chain, consumer products**

The ball shown here has a Fair Trade seal and the FSC seal of the Forest Stewardship Council. Fair Trade footballs have been available for some time. The additional FSC logo is proof that ecological sustainability was also respected in the production of the balls as well as the raw materials.



The bladder inside this ball is made from latex (rubber) from an FSC-certified plantation in Southern India. The latest balls have outer skins also made of FSC latex, which is suitable for rough surfaces (street football).

The ball has been sewn by hand in Eastern Pakistan. FairDeal Trading pays 50% higher wages so that the women sewing the balls can send their children to school, and provides other benefits, such as medical support and a micro-credit programme.

FairDeal Trading developed the concept of Fair Trade sports balls since 1997, and more recently the extension to FSC certification; Ecologic supported this project as a best practice example of sustainable supply chain management.

The proposed presentation explains the process of closing the supply chain or chain of custody for the certification process, the implementation of Fair Trade and FSC objectives along the chain as well as the process of developing this new generation of sports balls.

See more detail at:

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