

Fair Tracing

A £411k EPSRC project (EP/E009018/1) running from October 2006-09

Principal Investigator: **Dr Apurba Kundu**, School of Informatics

Aims and Objectives

The Fair Tracing Project

Fair Tracing: Empowering producers and consumers by providing enriched information about the roots of goods and services.

The aim of the Fair Tracing project is to support ethical trade by implementing IT tracking and tracing technologies in supply chains to provide consumers and producers with enhanced information.

Fair Tracing aims to:

- 1) give **producers** a better overview of the value chain and consumer preferences;
- 2) empower **consumers** by allowing them to trace a product's origin and value chain;
- 3) allow **companies** to demonstrate how they are doing business differently;
- 4) offer an innovative idea to **retail companies** interested in improving their ethical sourcing and corporate responsibility guidelines; and
- 5) be used as a powerful new campaign tool for **NGOs** to lobby for a different kind of globalisation.

Project Management and Monitoring

The Fair Tracing Project

PROJECT TEAM



- **Dr. Apurba Kundu**, Principal Investigator
Associate Dean (Learning & Teaching) Informatics, University of Bradford
- **Dr. Dorothea Kleine**, Research fellow
Lecturer, Economic Geography, Royal Holloway
- **Dr. Ian Brown**, Co-investigator
Research fellow, Computer Science, Oxford Internet Institute
- **Dr. Ann Light**, Co-investigator
Reader, Computer Science, Sheffield Hallam University
- **Maria Montero**, Research assistant
Royal Holloway
- **Ashima Chopra**, Research student
Informatics, University of Bradford
- **Christian Wallenta**, Research student
Oxford Internet Institute
- **Prof. N. Shantha Mohan**, Consultant
National Institute for Advanced Studies, Bangalore
- **Macarena Vivent**, Consultant
Chile

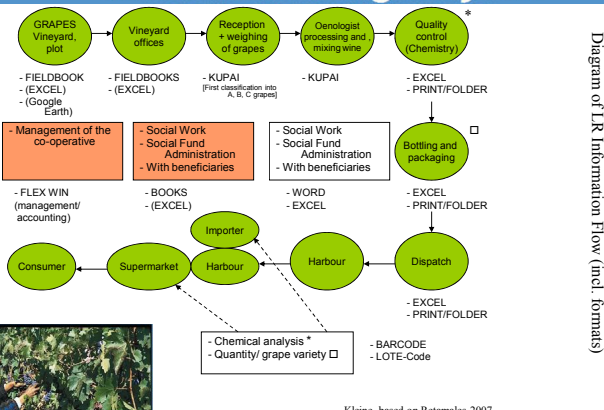
ADVISORY BOARD

- **Carol Bergin**, Fair Trade Consultant, Ireland
- **Francisco Della Maggiora Silva**, General Manager, Los Robles Winery (Co-operative), Chile
- **Eisbeth Fabels**, Project Manager, Certifying Levanerians, Dutch Association of Workshops
- **Dr. Matt Jones**, Future Interaction Technology Lab, Department of Computer Science, Swansea University
- **Dr. Paul Palmer**, Director, Electronics Enabled Products; Senior Research Fellow, Loughborough University
- **Krishna Rau**, Chairman, Coffee Board of India (tbc)
- **Joy Rushton-Edmondson**, Buying Manager, Ehrmanns, UK
- **Dr. Roger Tucker**, Director, The Local Language Speech Technology Initiative, Outside Echo
- **Professor Tim Unwin**, UNESCO Chair in ICT4D, Department of Geography, Royal Holloway University of London
- **Rachel Wisshaw**, Research Officer, Oxfam



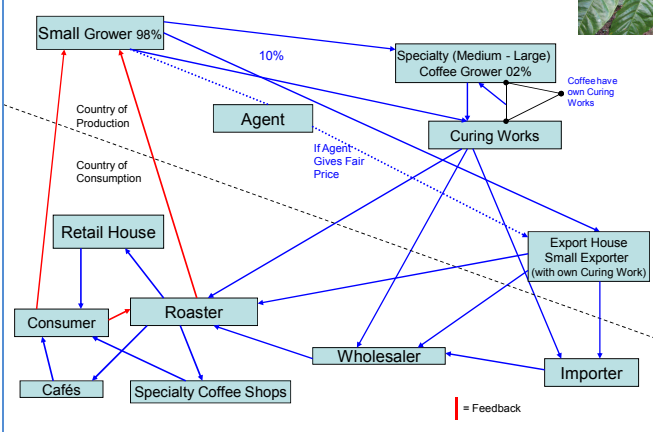
Chile case study: Los Robles winery

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India case study: Coffee

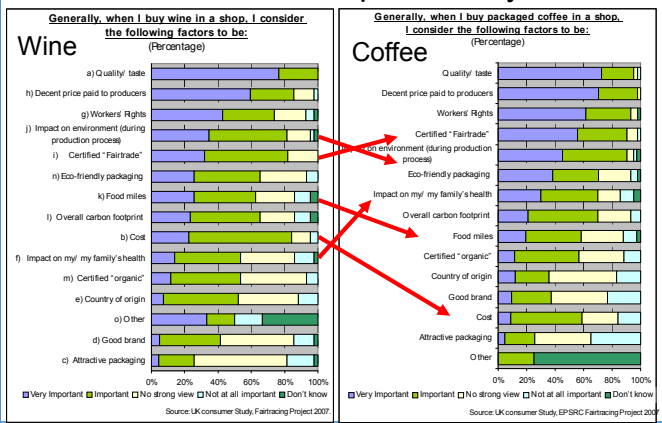
Reinvented Value Chain Based on Quality and Quantity of Coffee Supplied
Enabling Traceability from Producer to Consumer with Possible Feedback



UK consumer study

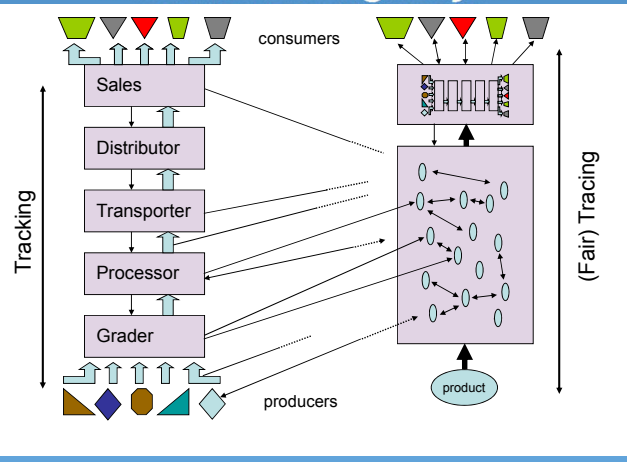
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Fairtrade consumers: preliminary results



Tracking and tracing technology

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See full details of the Fair Tracing project at <http://www.fairtracing.org>