**Business case**

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| Name: | Mikayla Peterson |
| Community & UN SDG(s): | Small Scale Producers of Cocoa and Coffee [SDG 1 and 12] |
| Date: | October 19, 2023 |

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| **Proposed Project** | Fairtrade Certification Management System |
| **Date Produced** | October 19, 2023 |
| **Background** | [This section should include information that will help the reader understand the context and background history regarding the potential project. This section should not be written assuming that the background is common knowledge, but instead should be specific in order to create a common understanding of the context.]  Fairtrade is an international standard that is used to regulate the growth of key individual ingredients in particular products as well as the regulation of the product itself in several areas including trade and production of the actual product. The application process to become a Fairtrade ingredient producer can be daunting and it can be difficult to keep track of what documents and information that you need to provide to the certification body, as well as when you need to supply up to date copies of these documents. The certification has to be continually renewed and the certificate holder can be audited at any time. |
| **Business Need/ Opportunity** | [This section should demonstrate the business need or opportunity that the proposed project will address.]  As of right now, the current process for becoming a Fairtrade ingredient producer (I.e. a small scale producer) can be complex and hard to understand. This is due to the sheer length of the standards documents (40+ pages) and the language used in them. Fairtrade doesn’t appear to offer any assistance with helping producers organize and keep track of these documents. Documents required for this certification are simply emailed to the appropriate licensing body and then the licensing body follows their own internal application scheme.  Since it is critical to keep track of these documents and it can be difficult to navigate the standards document, there is an opportunity to make an application that helps the producers keep create and keep track of these documents as well as specific dates related to the certification process. |
| **Options** | [This section documents the potential approaches to complete the project There is always a minimum of two options: perform the project or do nothing.]  Perform the project   * Cross platform mobile/desktop application * Web application   Do nothing |
| **Cost-Benefit Analysis** | |
| [This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.] | |
| **Recommendation** | |
| [This section contains the recommended option from the previous section.] | |