



A HoT Job: Why Corporates Need a Head of Traceability

Questions for investors and lenders to ask management of companies

Recommended Questions	
Q.1	<p>What corporate-wide traceability system does the company use?</p> <p>Background: Regulators are focusing on sustainability claims. New laws requiring robust traceability – e.g. deforestation-free products – are close to being implemented. Existing laws on modern day slavery and human trafficking carry substantial reputational risks.</p>
Q.2	<p>Do you have a Head of Traceability and where do they sit in the company’s organisation chart?</p> <p>Background: A Head of Traceability needs oversight of many different functions including: IT, product development, sourcing, legal, logistics, marketing and sustainability.</p>
Q.3	<p>Do management view traceability as an opportunity for profit enhancement?</p> <p>Background: Although there are clearly costs associated with implementing a traceability system, there are considerable benefits including lower recall costs, reduced legal & regulatory costs, and improved operating margins.</p>
Q.4	<p>How can investors and lenders support the transition to being 100% traceable?</p> <p>Background: Research suggests that corporate executives are keen to keep such roles hidden from investors and lenders as they provide a valuable insight into the operations of the company.</p>

Report’s Key Takeaways

- Regulators, investors and consumers need to check sustainable claims. This cannot be achieved without traceability.
- Traceability allows companies to save costs and reduce risks, through increased efficiencies, reduced waste and recalls mostly.
- A cross-functional Head of Traceability (HoT) needs to encompass sustainability, IT, product development, sourcing, legal, logistics and marketing.
- Planet Tracker found only 18 HoTs on LinkedIn. There are c.10,000 Heads of Sustainability.

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