



# A HoT Job: Why Corporates Need a Head of Traceability

Questions for investors and lenders to ask management of companies

Recommended Questions	
<b>Q.1</b>	<p><b>What corporate-wide traceability system does the company use?</b></p> <p><b>Background:</b> 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>
<b>Q.2</b>	<p><b>Do you have a Head of Traceability and where do they sit in the company’s organisation chart?</b></p> <p><b>Background:</b> A Head of Traceability needs oversight of many different functions including: IT, product development, sourcing, legal, logistics, marketing and sustainability.</p>
<b>Q.3</b>	<p><b>Do management view traceability as an opportunity for profit enhancement?</b></p> <p><b>Background:</b> Although there are clearly costs associated with implementing a traceability system, there are considerable benefits including lower recall costs, reduced legal &amp; regulatory costs, and improved operating margins.</p>
<b>Q.4</b>	<p><b>How can investors and lenders support the transition to being 100% traceable?</b></p> <p><b>Background:</b> 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
<ul style="list-style-type: none"> <li>Regulators, investors and consumers need to check sustainable claims. This cannot be achieved without traceability.</li> <li>Traceability allows companies to save costs and reduce risks, through increased efficiencies, reduced waste and recalls mostly.</li> <li>A cross-functional Head of Traceability (HoT) needs to encompass sustainability, IT, product development, sourcing, legal, logistics and marketing.</li> <li>Planet Tracker found only 18 HoTs on LinkedIn. There are c.10,000 Heads of Sustainability.</li> </ul> <p><b>Click below to view related reports on traceability:</b></p> <ul style="list-style-type: none"> <li><b>Implementing Traceability: Seeing Through Excuses</b></li> <li><b>How to Trace \$600 billion</b></li> <li><b>EU Deforestation Regulation</b></li> <li><b>Financial Markets Roadmap for Transforming the Global Food System</b></li> <li><b>Lifting the Rug</b></li> </ul> <p><b>Disclaimer:</b> Click <a href="#">here</a></p>

