

## PRESS INFORMATION

Now at a screen near you: FLOCERT's new company video

**Bonn, 19 November, 2024.**

In a new [video](#), FLOCERT presents its approach as a strategic partner for ethical business transformation, with Fairtrade certification at its heart. The clip illustrates how customers benefit from FLOCERT's expertise, whether they need certification, verification or customised services for their sustainability journey.

The video also introduces the core aspects that define how FLOCERT works and interacts, and shows typical scenes from audits and customer conversations. It was shot on location at customers' sites in Uganda and Germany, and features one of FLOCERT's longstanding external auditors, Patrick Semwogerere.

Katharina Wagner, FLOCERT's Managing Director, underlines how important this setting was for the production: "We wanted to make sure that the video reflects the human aspect of FLOCERT's work and the connection we have with our customers, from the farmers to those working for processors and brands. We especially wanted to highlight the relationship between our auditors and our customers, and the great work they are doing on an everyday basis."

In a separate, behind-the-scenes [video](#), Patrick Semwogerere explains the development of this relationship from an auditor's point of view, and talks about the special moments when he sees the progress made by Fairtrade-certified organisations.

*FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT offers certification and verification as well as customised sustainability to support companies in sourcing on fair principles. With six international offices conducting business in around 120 countries, FLOCERT specialises in combining global reach with local expertise for its over 6,000 customers. FLOCERT remains mission-driven and dedicated to working with all types of organisations, from small-scale producers to internationally recognised brands, to promote fairness in global trade. Our "Social Enterprise" accreditation demonstrates our commitment to social business values.*