

Country (Insert country of origin of your company / organization or its headquarters' location)

United States

Submitting Organization/Company

EON

If Organization or Company, please indicate the approximate number of employees

< 50

Please indicate the number of employees

20

Title of the action

Optimizing Circular Business Models

Upload your logo or an image



Relevant Website

<https://www.eongroup.co/>

Type of initiative

Private

Description of action

Resellers and recyclers can have information they need to optimize their businesses with a quick scan of a digitized product.

Type of action

Traceability

Please select the specific area/s of the action

Norms and standards

Business Management Systems or Instruments

Scope of the action, including a description of the value chain processes that are covered

Objective (max 200 words): To standardize the use of the Circular Product Data Protocol with Digital IDs to ensure that each digitized product and its materials can be identified by recyclers and resellers at every stage within its lifecycle.

Commitments (max 200 words): 1) EON will align its Product cloud with the Circular Product Data Protocol so that all data entered by brands is standardized according to what is essential to develop circular business models. 2) Recyclers and resellers will be able to instantly access essential data from products' Digital IDs to optimize their processes. 3) The Circular Product Data Protocol Advisory Council will meet regularly to ensure the Protocol remains updated based on the changing circularity landscape.

Value Chain Scope: From label manufacturing to end of life

Timeframe and/or milestones for the action

Implementation will take place in 2022

Reference instruments and sources used

Circular Product Data Protocol: <https://circulardataprotocol.org/>

Expected benefits and impact for the stakeholders involved

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Stakeholders involved

Business and industry associations

Scientific and technological community

Key performance indicators for the action

- Number of companies creating Digital IDs with the Circular Product Data Protocol
- Number of Digital IDs with protocol data

- Number of recyclers and resellers in EON's Partner Network with the capability of accessing data

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

The Call to Action has encouraged EON to publicly commit to the implementation of the Circular Product Data Protocol throughout the EON Product Cloud and encourage industry-wide usage alongside the growth of Digital ID.

Link to relevant goal(s) and specific target(s) of the United Nations

