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
EON

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/](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
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