

UNECE-SDA Bocconi Regional Workshop 21-23 September 2021

FORMULATION AND IMPLEMENTATION OF A TRACEABILITY AND TRANSPARENCY ACTION PLAN

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Polls

Poll 1

How to shape the Governance of a TT program for your company?

- a. It's a topic for the Management Board of the Company
- b. A shared responsibility among the different functions/departments in the Company
- c. A Governance model including the most of the business partners in my Value Chain
- d. An external and neutral Organization should take care of the Governance

Poll 2

What are the most relevant activities to start with, if you want to step in action for a TT program?

- a. Engage customers, collect feedback and follow up
- b. Plan a common strategy and on board your Value Chain partners in this initiative
- c. Identify some use cases as “proof of concept”, implement them and decide the next steps based on the results
- d. Ask for the support of experienced people to create a specific program and go for its implementation

Poll 3

How long does it take to fully implement a TT program within a Value Chain?

- a. 1 year
- b. 1-3 years
- c. >3 years
- d. No end, it's a continuous activity



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Polls

Poll 4

What are the most relevant aspects of a TT program to support a sustainability strategy?

- a. Evidence and foundation of the company claims
- b. Coverage of social and environmental aspects
- c. Inclusion of all the partners in the Value Chain
- d. Measurable data and reliable information

Poll 5

Which sentence better describes how open is your Company to share information about products and value chain activities?

- a. The information about the product tracking is necessary, the full transparency is optional
- b. Transparency is needed: Full and open information must be published but under a clear roadmap established by policy makers and organizations
- c. Our statement is: full and open information must be published, from the origin to the end consumer
- d. We'll provide all the information upon request

Poll 6

What are the main drivers to convince your Company to dedicate investment and resources to implement a TT program?

- a. A positive effect on reputation and brand positioning
- b. A direct impact on company profitability
- c. Additional services for the customers and the suppliers in the value chain
- d. A progress for the entire Community toward a more sustainable environment



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Formulation and implementation of a traceability and transparency action plan

Action plan summary

1. **Vision:** define a vision statement
2. **Objectives:** set the objectives, carry out a feasibility study and identify related performance indicators
3. **Activities:** plan the activities and define the timing
4. **Governance structure:** define the governance structure
5. **Resources:** allocate financial and human resources
6. **Outputs:** monitor results based on performance indicators

Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).



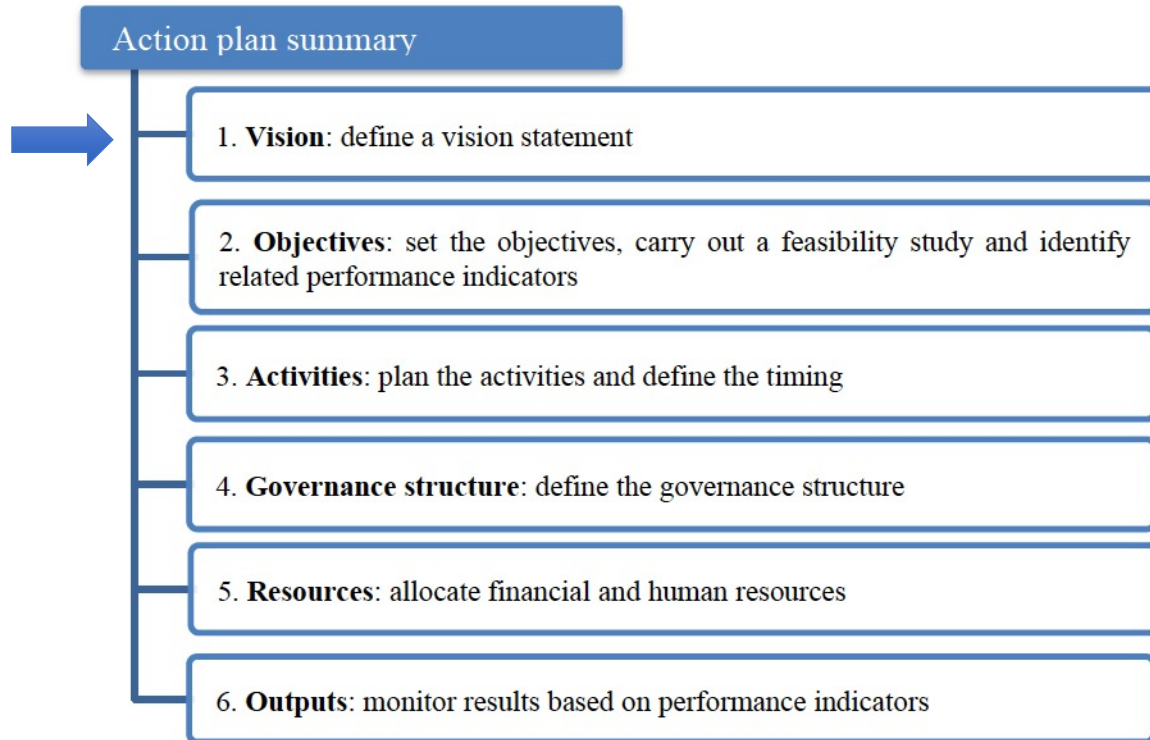
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1. Define a vision statement



The **vision statement** summarizes the **objectives** of a traceability and transparency system and the **benefits** for the stakeholders involved.

Example of vision statement: *Our vision is to promote the application of the highest social, environmental, and health & safety principles during the creation of products for our customers, throughout our entire value chain.*

Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).



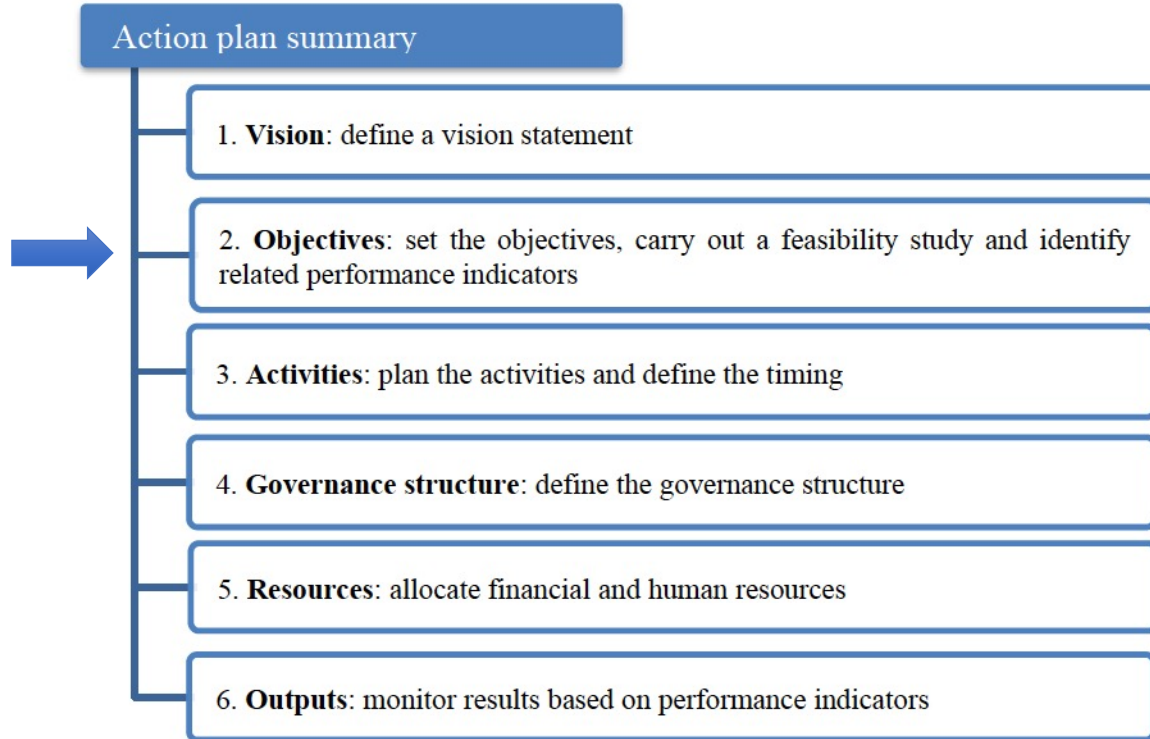
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2. Set the objectives, carry out a feasibility study and identify related performance indicators



Objectives contemplated in the Traceability and Transparency Action Plan should be **SMART**:

Specific, Measurable, Attainable, Relevant, Time bound.

Example of SMART objective: *Attain full traceability for the top 30% of our products by collecting information about products and process characteristics throughout the whole value chain within 3 years.*

Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).



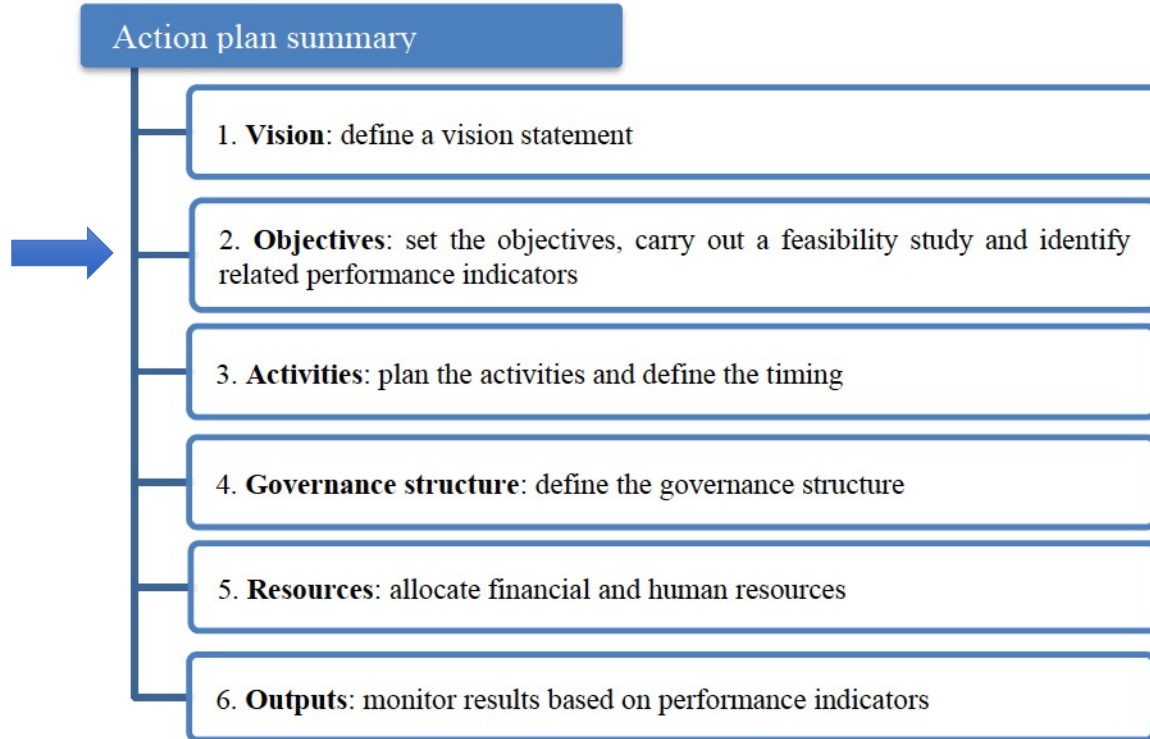
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2. Set the objectives, carry out a feasibility study and identify related performance indicators



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Example of Transparency and Traceability KPIs:

- *% of value chain steps with an identified and verifiable sustainability claim on the total number of value chain steps*
- *% of tracked value chain steps for each material and semi-finished/finished product on the total number of value chain steps*
- *% of identified and disclosed value chain partners on total number of value chain partners*
- *% of value chain business processes covered by the traceability system*



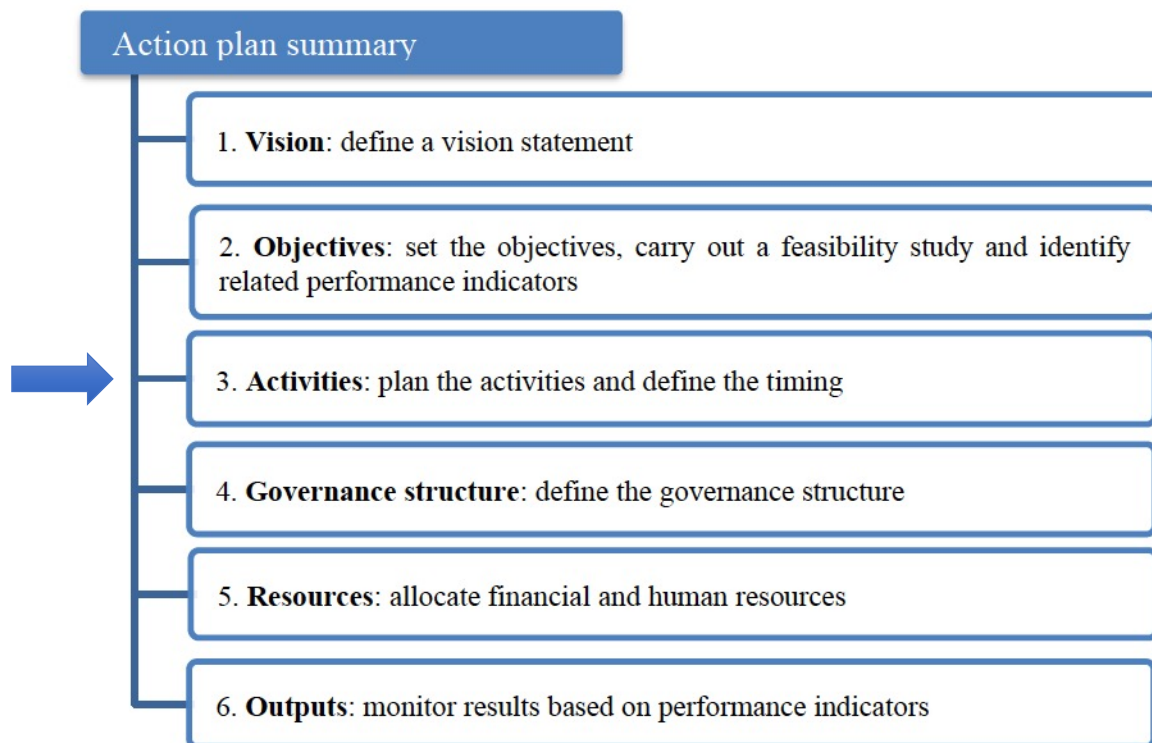
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3. Plan the activities and define the timing



Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).

Example of Activity:

- ***We will invest (amount)EUR in advanced traceability technologies to reduce time and cost, increase the accuracy and speed of data and allow product authentication.***
- ***In total, next year (x) suppliers will be provided with training on the subject of traceability and transparency of value chains in collaboration with our sustainability, product development, marketing, and purchasing teams.***
- ***By the end of next year, we will make information about (x) suppliers available easily and freely on our website.***



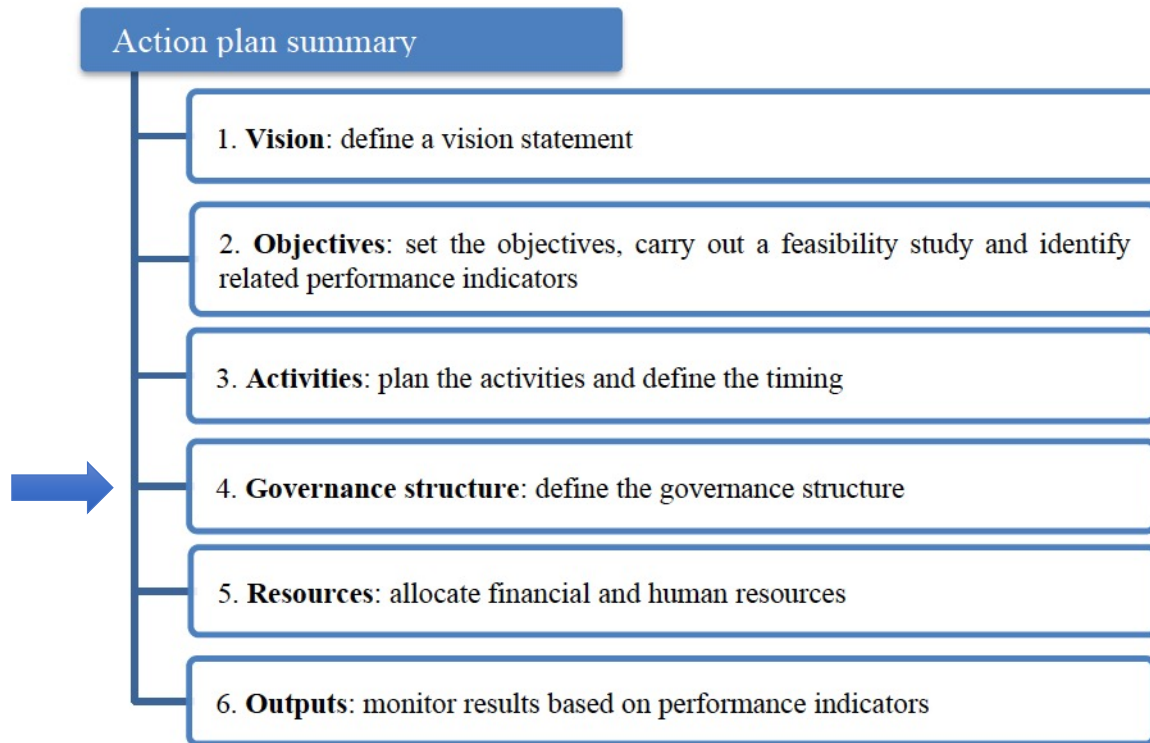
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4. Define the governance structure



Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).

The detailed governance structure and the functions and composition of the steering committee will vary from company to company in accordance with a company's organizational charts for sustainability-related functions.

In general, a governance structure should report to the top management of a company to ensure that sustainability objectives are integrated into staff responsibilities and the functions of managers and staff at all levels.



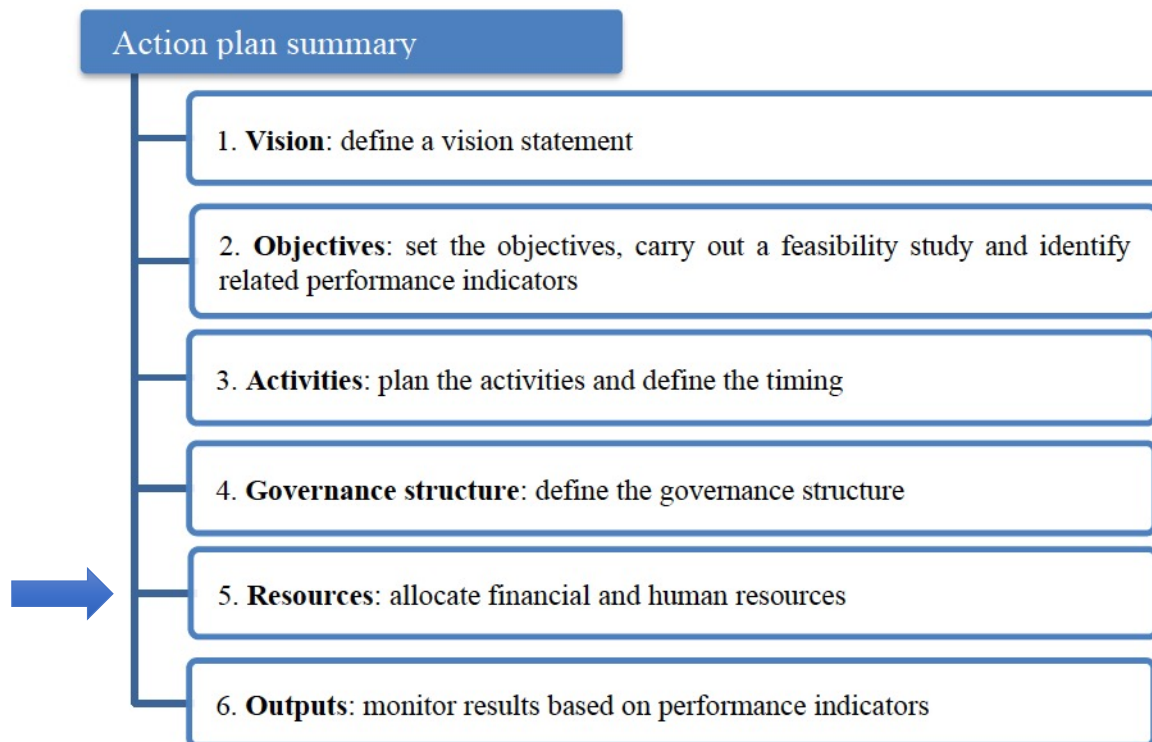
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5. Allocate financial and human resources



This section of the action plan should describe the necessary human and financial resources needed for the implementation of the activities, as well as the overhead budget for the management of the action plan.

Example: The financial and human resources in support of the activities will be detailed in an annexed budget.

Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).



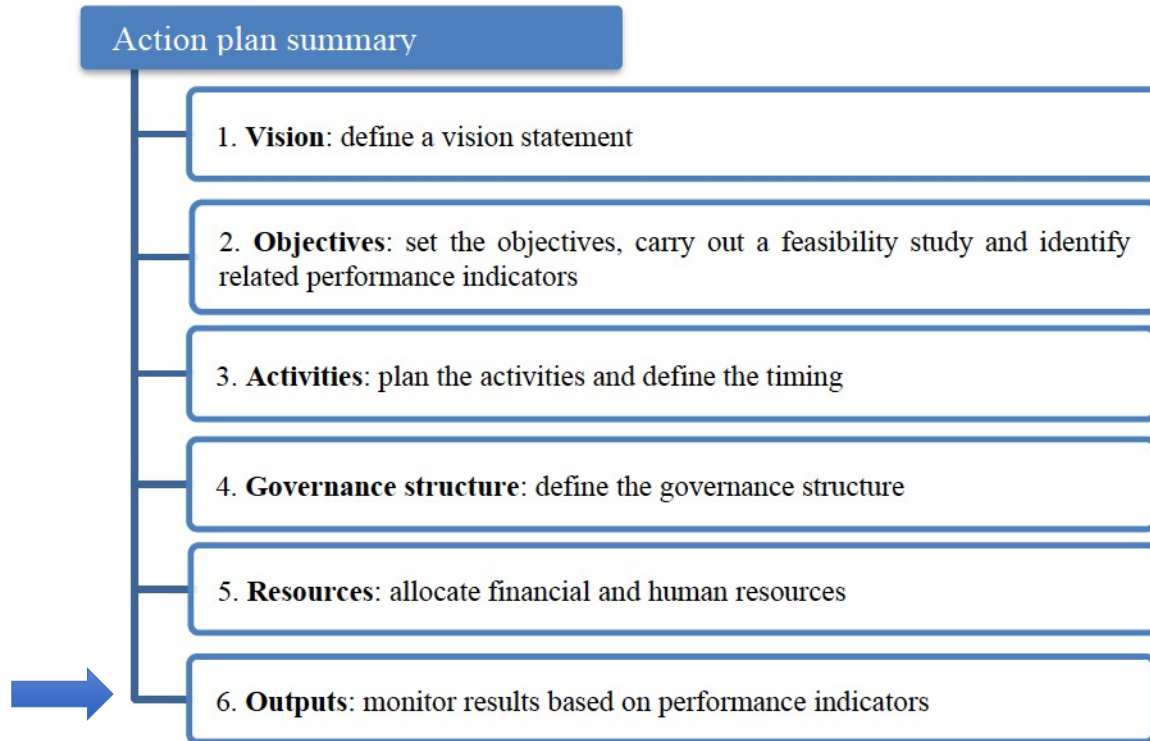
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6. Monitor results based on performance indicators



Source: Adapted from UNECE, Guide to drafting a National Trade Facilitation Roadmap (ECE/TRADE/420).

Examples of results:

- *Through investments in advanced technologies, we were able to increase the accuracy and speed of data exchange by (xx) and allow product authentication across our value chain.*
- *The training sessions to suppliers resulted in an agreement on the design of a joint traceability system.*
- *The increased transparency resulted in higher ranking of (xx) in the transparency index.*



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Communicating the results and related recommendations



Communication supports learning and success internally with value chain partners and customers and also with the public at large.



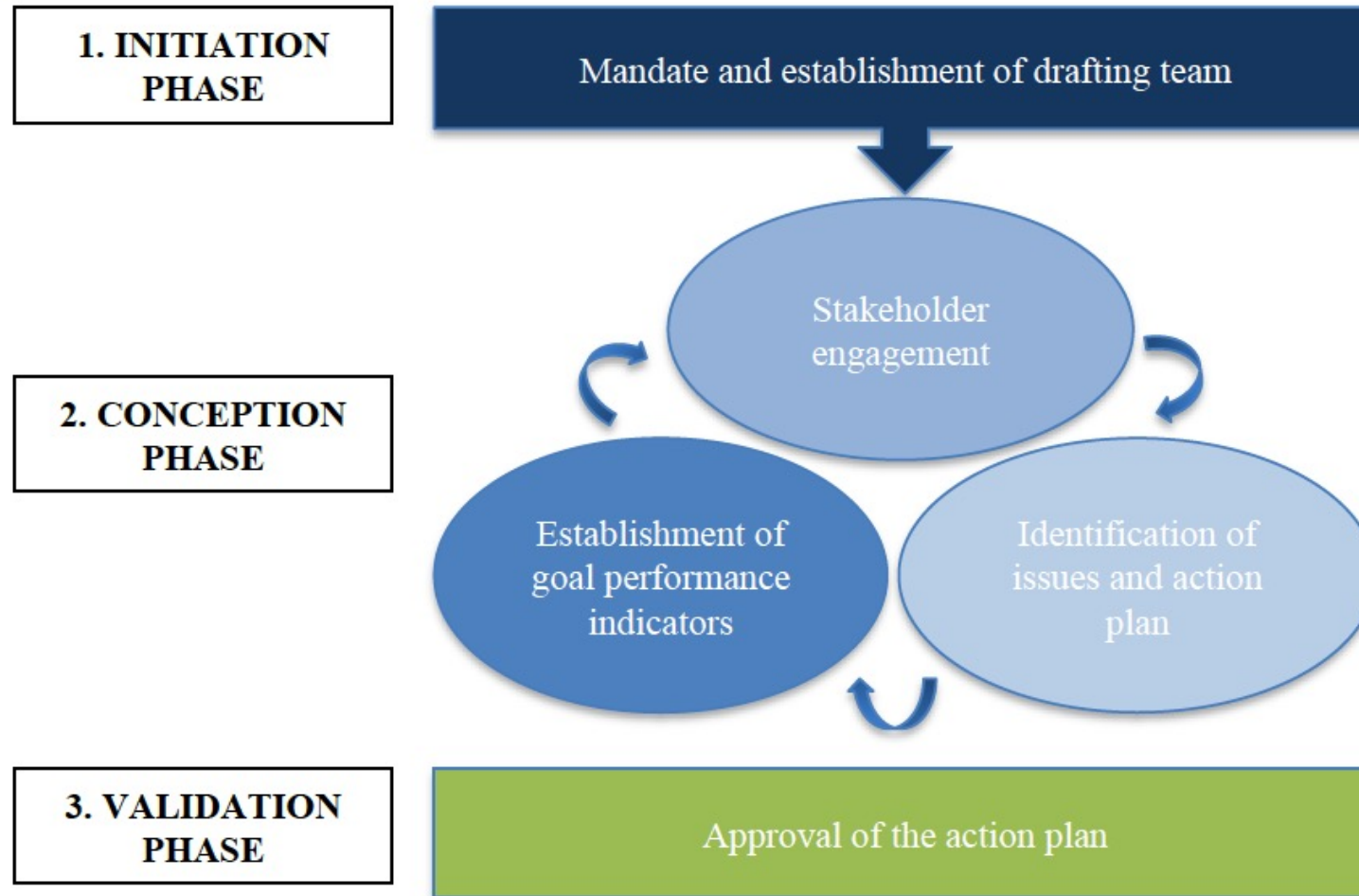
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The three-phase model for the drafting process of a traceability and transparency action plan



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**THANK YOU
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