

**Submitting Country, Organization, Company**

MCG Canada Inc., Canada

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

10

**Title of the action**

Reduce waste in critical vaccine and food

**Relevant Website**<http://vuila.ca/>**Partners**

CBSCA

**Type of initiative**

Public-private initiative

**Description of action**

Open innovation initiative via a private-public partnership.

**Type of action**

Traceability

Transparency

**Please select the specific area/s of the action**

Norms and standards

Research and Development of Innovative Solutions

Collaborative initiatives

Business management systems or instruments

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

Build the blockchain-enabled supply chain in the pharma and food industries.

**Commitments**

Validate solution in the market.

**Value chain scope**

Reducing vaccine/perishable food waste by 10-15%.

**Timeframe and/or milestones for the action**

- Pilot our solution in the following 3-6 months

## Reference instruments and sources used

• ISO/TC 307

### Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

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

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for "suppliers to suppliers" in parts of the value chain that today are often "hidden"

### Stakeholders involved



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

Significant

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

