

UN/CEFACT Project Proposal

Project Name:	UNECE Rec#49 “Nowhere to hide”		
Date submitted:	8-May-2023	Proposed by:	Steven Capell

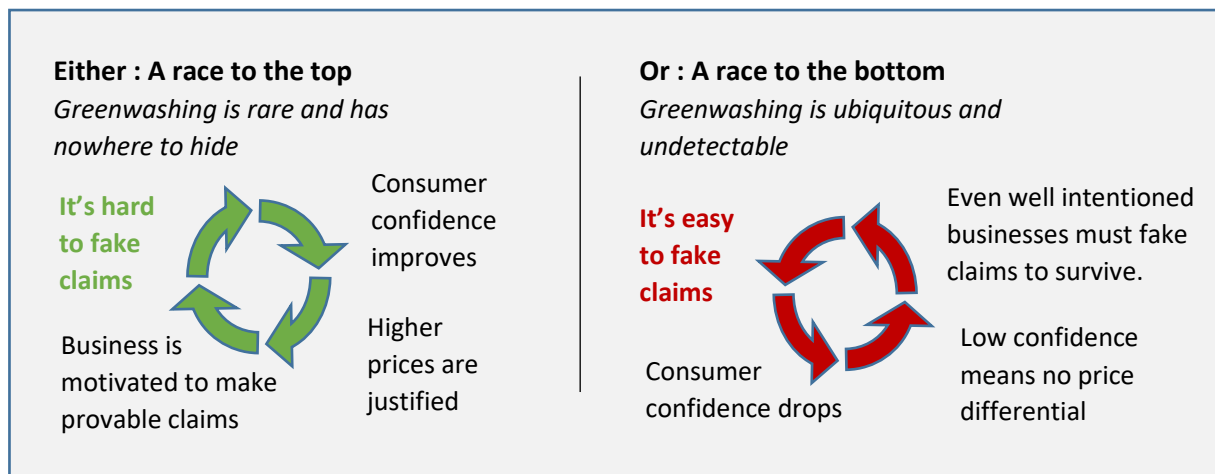
1. Project purpose

Required

As regulatory and consumer pressures drive up demand (and justify premium prices) for sustainable goods, so the commercial incentive to make fake sustainability claims will increase.

- **EC investigation**² : 59% of environmental claims had no evidence and 42% were deemed false or deceptive.
- **Fast Company**³: 68% of executives admit their company is guilty of greenwashing.
- **Survey**⁴: 78% of consumers believe that companies should be environmentally responsible and are willing to pay premiums for confidence in those claims.

At COP 27, Secretary General Guterres clearly stated that the UN has : “**Zero Tolerance for Greenwashing**”⁵. There is already a significant difference between consumer expectation and market Behaviour. There are two plausible pathways out:



The UN/CEFACT mission of “digital standards for sustainable supply chains” provides ideal positioning for this recommendation to nations that aims to make fake claims hard and therefore drive industry to compete in a “race to the top” where commercial motivations exist for stronger and strong evidence of sustainable products.

Building on UNECE Rec#46⁶ which defined standard processes and data structures for textile & leather traceability & transparency and guided by principles in the VC white paper⁷, this new recommendation will provide guidance for nations on scaling traceability, transparency and trust in supply chains so that unsustainable practices have nowhere to hide.

1. https://www.un.org/sites/un2.un.org/files/high-level_expert_group_n7b.pdf
2. https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269
3. <https://www.fastcompany.com/90740501/68-of-u-s-execs-admit-their-companies-are-guilty-of-greenwashing>

4. <https://blog.gitnux.com/greenwashing-statistics/>
5. <https://www.un.org/en/delegate/%E2%80%98zero-tolerance-greenwashing%E2%80%99-guterres-says-report-launch>
6. <https://unece.org/trade/traceability-sustainable-garment-and-footwear>
7. https://unece.org/sites/default/files/2022-09/WhitePaper_VerifiableCredentials-CBT.pdf

2. Project scope

Required

This project will deliver a new UNECE recommendation document that will provide guidance to nations on the implementation of scalable supply chain traceability, transparency and trust frameworks that will enhance sustainability and resilience.

3. Project deliverables and 4. Exit Criteria

Required (check all that apply)

Please note that the Bureau may reassess and change a deliverable after its completion at its discretion.

	Project deliverables	Exit Criteria
<input checked="" type="checkbox"/>	Policy Recommendation	Public Review logs demonstrating all comments have been satisfactorily resolved; Final document ready for publication.
<input type="checkbox"/>	Business Requirement Specification	
<input type="checkbox"/>	Technical Specification	
<input type="checkbox"/>	White Paper	
<input type="checkbox"/>	Green Paper	
<input type="checkbox"/>	Requirement Specification Mapping	
<input type="checkbox"/>	Core Component Business Document Assembly	
<input type="checkbox"/>	Guidelines	
<input type="checkbox"/>	Executive Guide	
<input type="checkbox"/>	Brochure	
<input type="checkbox"/>	JSON-LD vocabulary	
<input type="checkbox"/>	Credential Schema	
<input type="checkbox"/>	Message Schema	
<input type="checkbox"/>	Internal UN/CEFACT Document	
<input type="checkbox"/>	Other (specify)	

5. Project Team membership and required functional expertise

Membership is open to UN/CEFACT experts with broad knowledge in the area of:

Supply chain sustainability & resilience.
Verifiable Credentials & the web of trust.

In addition, Heads of Delegations may invite technical experts from their constituency to participate in the work.

Experts are expected to contribute to the work based solely on their expertise and to comply with the UN/CEFACT Code of Conduct and Ethics and the policy on Intellectual Property Rights.

6. HoD support

Required for Technical Standards, Business Standards and UNECE Recommendations. And at the request of the UN/CEFACT Bureau. A request for HoD support will be circulated to all HoDs in these cases. If you have verbal confirmation from specific delegations of their support, please list these here. Projects that require HoD support must obtain this within 6 months of Bureau provisional approval.

7. Geographical focus

The geographical focus of the project is global

8. Initial contributions

The following contributions are submitted as part of this proposal. It is understood that these contributions are only for consideration by the Project Team and that other participants may submit additional contributions in order to ensure that as much information as possible is obtained from those with expertise and a material interest in the project. It is also understood that the Project Team may choose to adopt one or more of these contributions “as is”.

List any initial contributions:

This project builds upon work already completed by UNECE and partner organisations.

- Rec 46 - <https://unece.org/sites/default/files/2022-01/ECE-TRADE-463E.pdf>
- T & L BRS - https://unece.org/sites/default/files/2021-03/BRS-Traceability-Transparency-TextileLeather-Part1-HLPDM_v1.pdf
- VC White paper - https://unece.org/sites/default/files/2022-09/WhitePaper_VerifiableCredentials-CBT.pdf
- BSP 22B based Supply chain JSON-LD vocabulary - <https://vocabulary.uncefact.org/>
- GS1 CBV & EPCIS 2.0 - <https://www.gs1.org/standards/epcis>
- ITC Standards mapping - <https://standardsmap.org/en/identify>

9. Resource requirements

Participants in the project shall provide resources for their own participation. The existence and functioning of the project shall not require any additional resources from the UNECE secretariat.

Any additional request: *Note that additional secretariat resources may be required or this project (community engagement, specialist advice, implementation testing) however these additional resources will be funded via contributions from some project member organisations (government & commercial).*

10. Proposed project leadership

(subject to Bureau approval)

Proposed:	Steve Capell	E-mail:	Steve.capell@gmail.com
Proposed:		E-mail:	

11. Milestones (repeat for each deliverable, if different)

The following are draft milestones of the project.

	ODP Stage	Expected Completion Date	
Yes	Project Inception		1 month
Yes	Requirements gathering	<input checked="" type="checkbox"/>	1 month
Yes	Draft development	<input checked="" type="checkbox"/>	3 months (Very quick)
		<input type="checkbox"/>	6 months (Quick)
		<input type="checkbox"/>	12 months (Normal)
		<input type="checkbox"/>	18 months (Normal)
		<input type="checkbox"/>	24 months (Long)
Yes	Implementation Testing	<input type="checkbox"/>	6 months
Yes	Public Draft Review	<input checked="" type="checkbox"/>	2 months
Yes	Project Exit		1 month