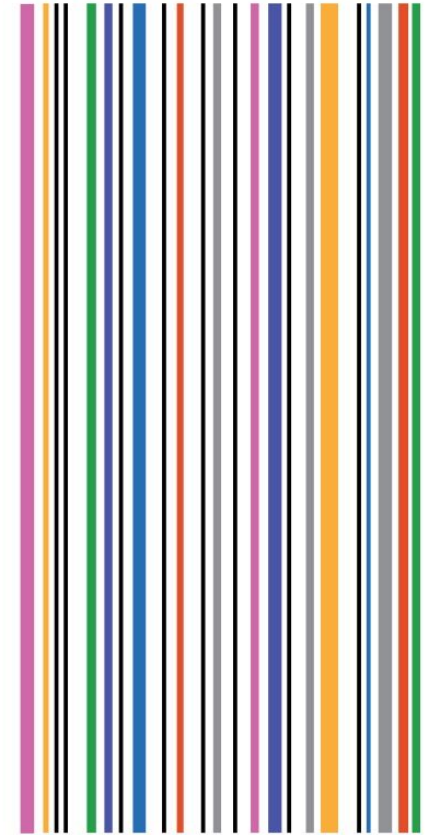




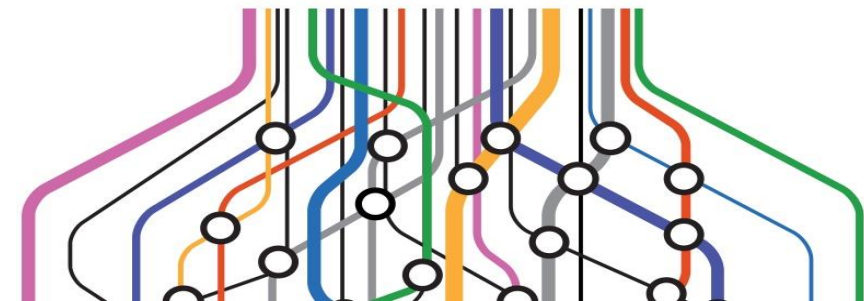
# Transparency at Scale

*UNECE recommendation 49*  
***UN Transparency Protocol (UNTP)***

Steve Capell  
steve.capell@gmail.com



**UN / CEFAC**



# Unsustainable practices must have nowhere to hide.

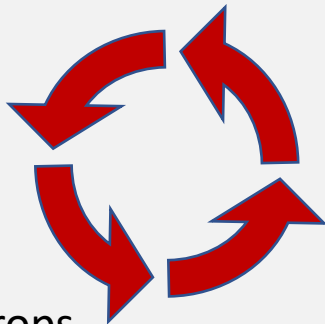
Transparency, Traceability & Trust can help us win the race to the top. But it's challenging to implement at scale. UNTP aims to solve scalability challenges.

## Either : A race to the bottom

*Greenwashing is ubiquitous and undetectable*

**1. It's easy to fake claims**

2. Consumer confidence drops



4. Even well-intentioned businesses must fake claims to survive.

3. Low confidence means no price differential

## Or : A race to the top

*Greenwashing is rare and has nowhere to hide*

**1. It's hard to fake claims**

4. Businesses compete on quality of claims



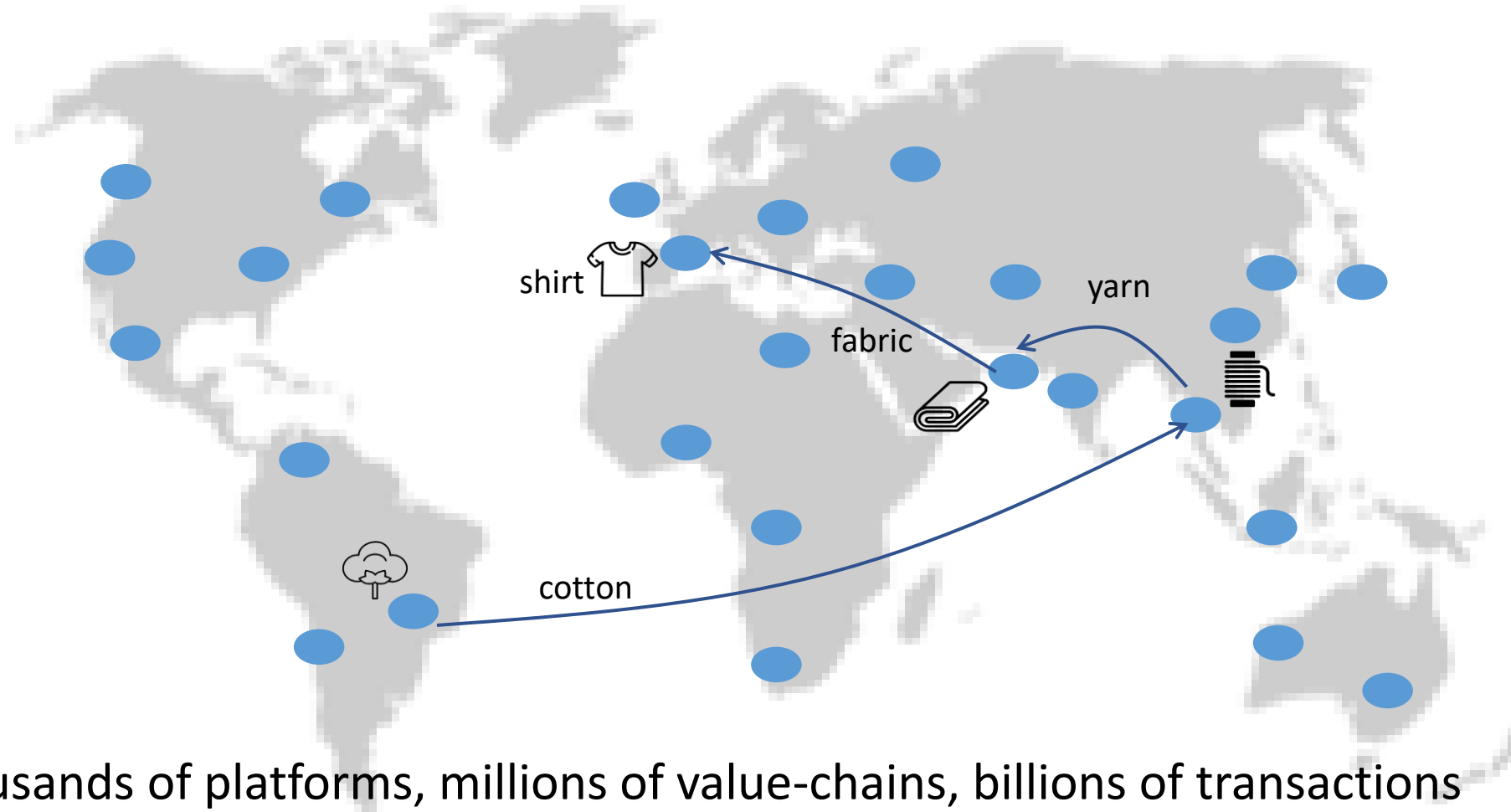
2. Consumer confidence improves

3. Higher prices are justified

# UNTP is an interoperability protocol, not a platform

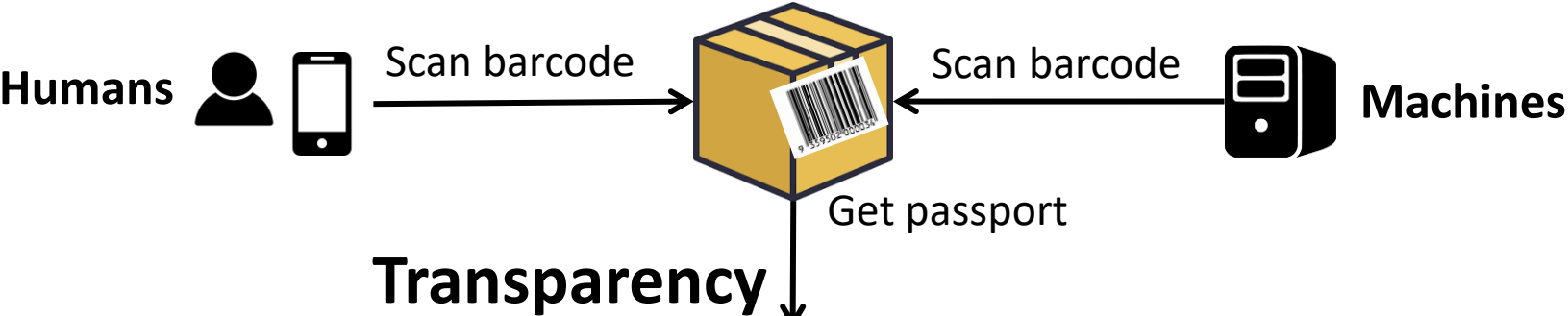
Leave data where it is but link it together when needed using decentralised events.

Use any software you like – so long as it conforms to UNTP.

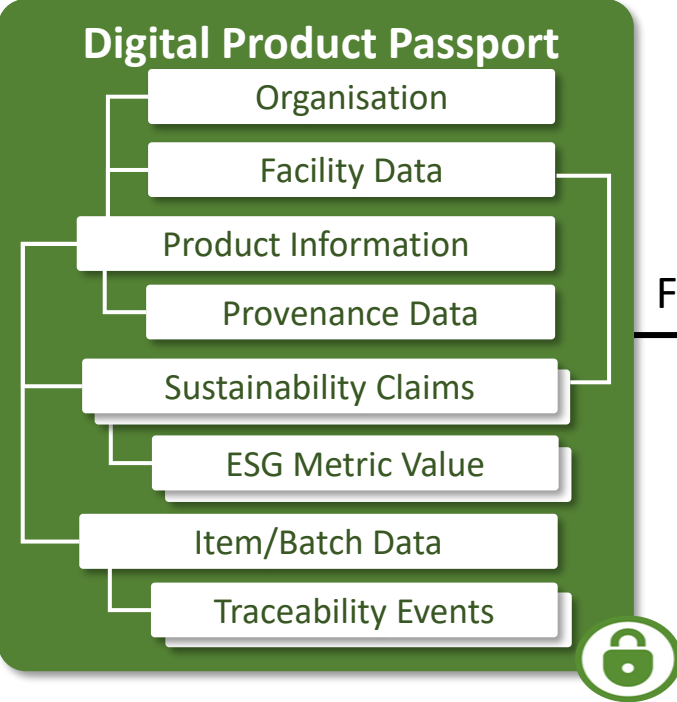
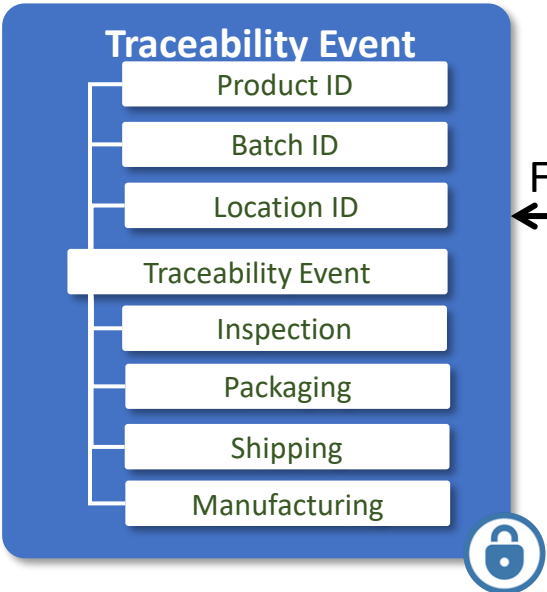


# It defines 3 documents and a simple way to share them

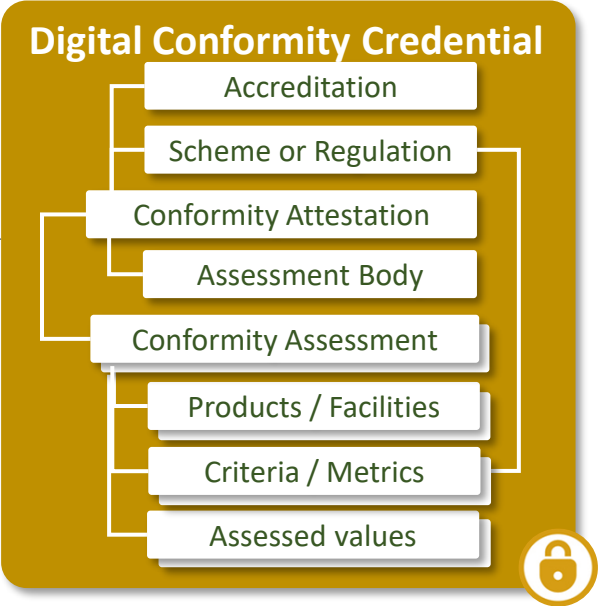
If you've got the product ID then you can get the data, readable by humans and machines



## Traceability



## Trust

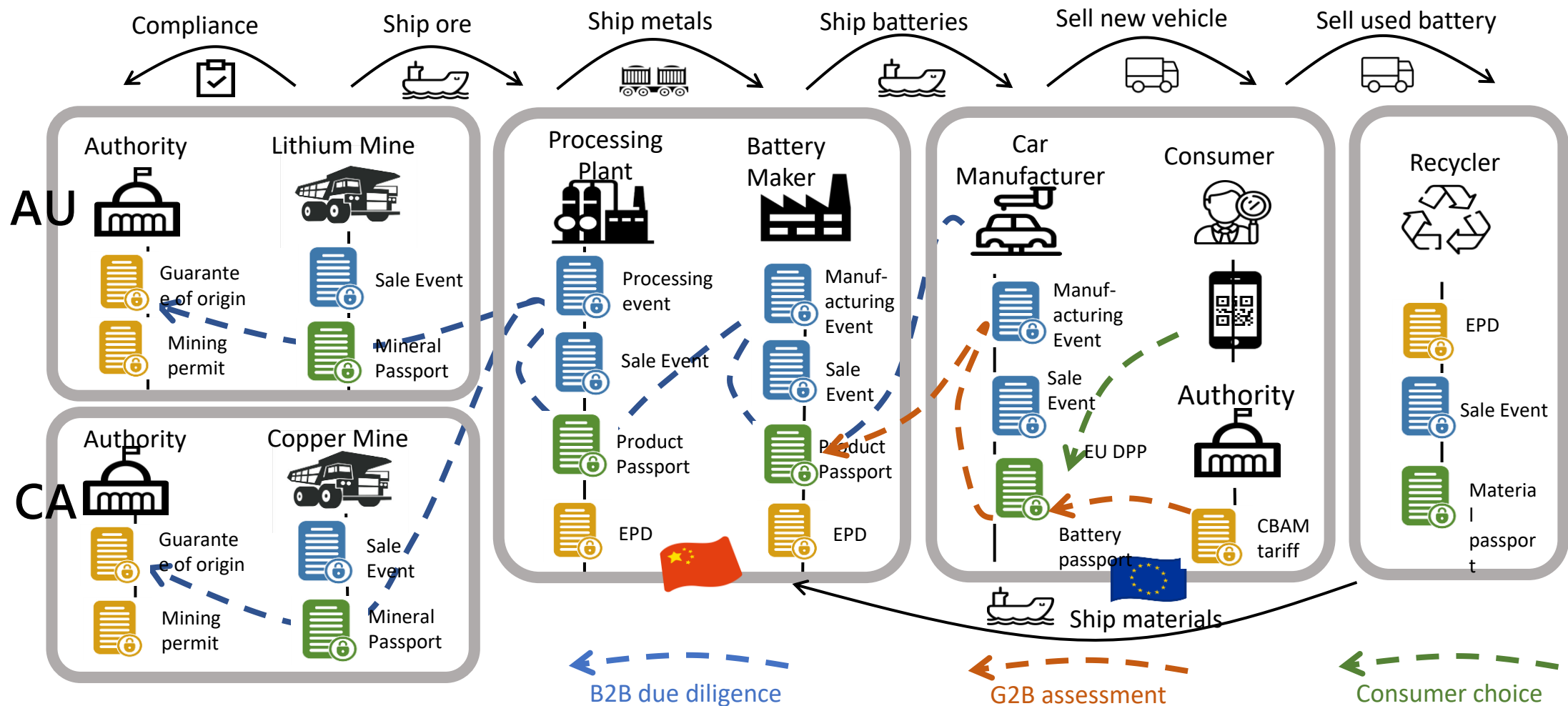


Follow links

Follow links

# Which can scale across entire supply chains.

Each party can implement UNTP without any dependency on other parties.

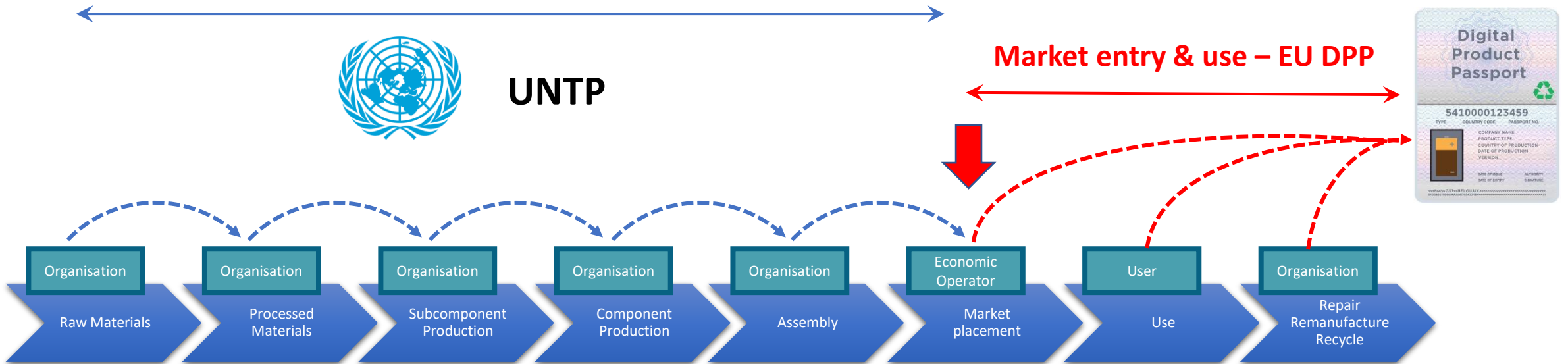


# And complements other initiatives.

**Regulatory passports** : UNTP provides the cross-border upstream data

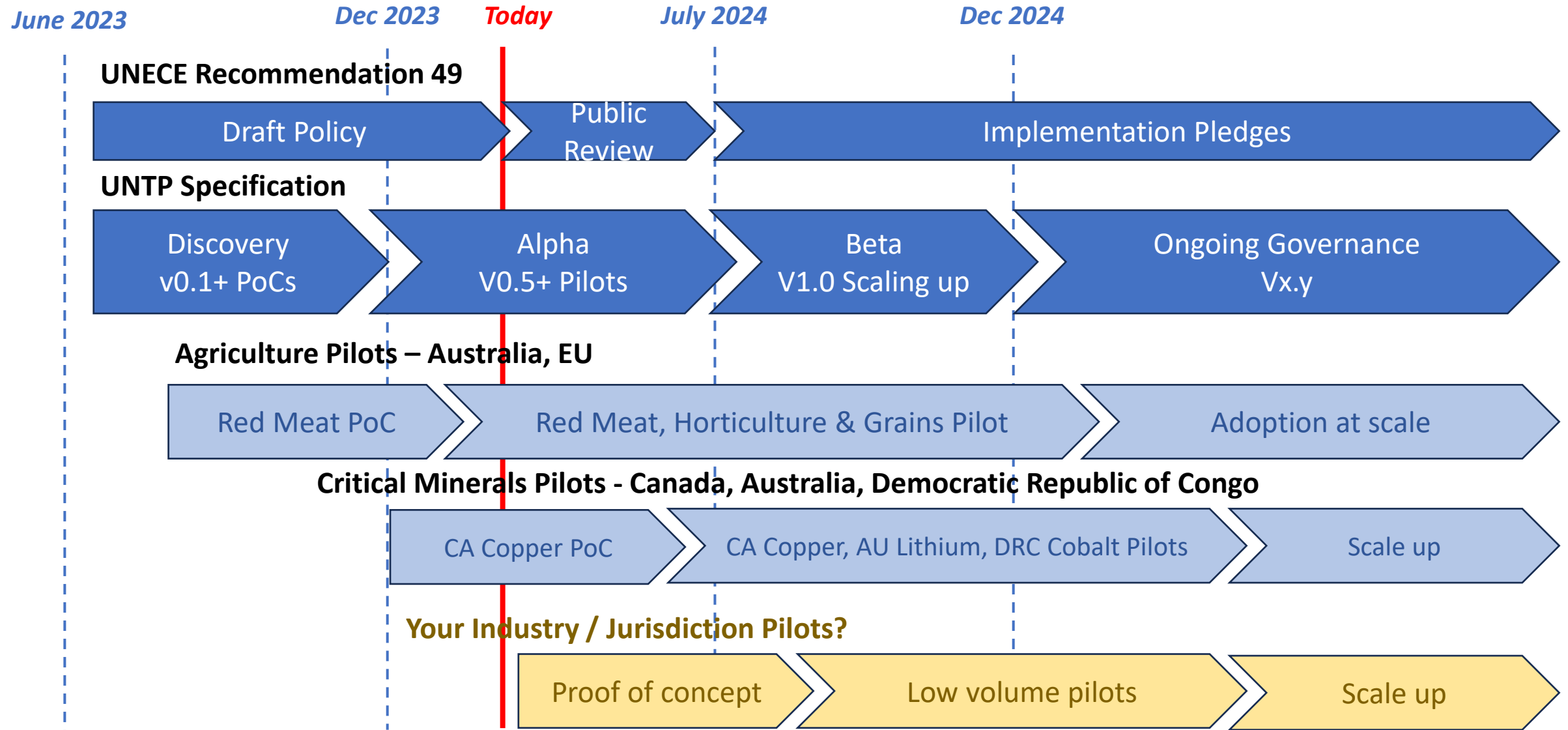
**Industry passports** : UNTP provides the interoperable cross-industry core.

Upstream traceability and transparency – UN DPP



Funded by  
the European Union

# We are running pilots to test UNTP. Join us!



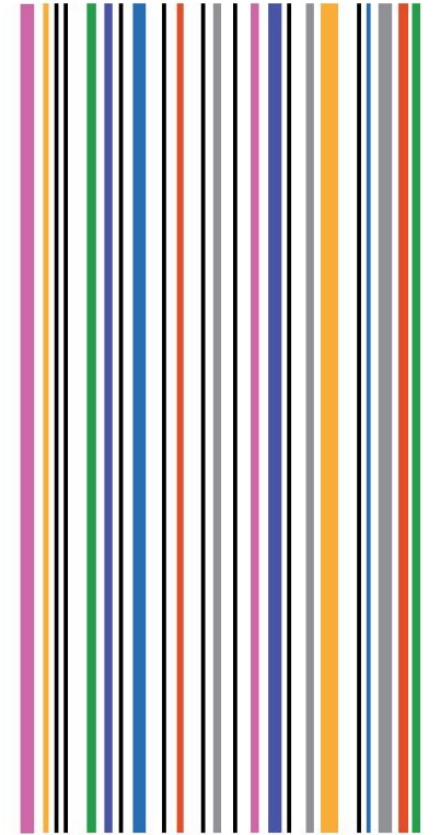


# Transparency at Scale

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<https://uncefact.github.io/spec-untp/>



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