

Issues addressed by the Blue Number Initiative: Climate Change & SDG



Climate Change & SDG

What is the Blue Number Initiative?



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What is the Blue Number Initiative?



What is the Blue Number Initiative?

How do we collaborate with other bodies?



How do we collaborate with other bodies?

Three use cases:



Three use cases:

How does the Blue Number work?



How does the Blue Number work?

For Farmers / Agribusinesses...



For Farmers / Agribusinesses...

For Diners / Retailers...



For Diners / Retailers...

For Governments...



For Governments...



The Blue Number Initiative

Issues addressed by the Blue Number Initiative

Climate Change & SCP



Climate change

- 375 million people affected by climate change disasters each year
- The number of climate change related incidents have increase four fold between 1980 and 2010.

- Natural resource consumption is expected to rise to 170% of the Earth's bio-capacity by 2040
- 2 billion hectares of forest and 1.5 billion hectares of grassland, has been converted to urban areas or cropland



Sustainable consumption and production (SCP)

What is the Blue Number solution?

A neutral **global platform**, which:

- Gives previously 'invisible' farmers and agribusinesses of any size a **visible online presence**.
- Encourages them to showcase their **contribution to food systems** and to enhance their **sustainability practices**.
- Connects them to the **global buyers** who prioritize **sustainable sourcing**.
- Allows them to assess compliance with national and international **voluntary standards**, as well as to chart a path to **improve performance**.



What information does a Blue Number capture?

- A unique ID, the 'Blue Number' issued by GS1, identifies a farm or SME in any part of a food and agriculture value chain.
- A Blue Number is attached to a profile containing **key information** on the individual farmer or agribusinesses



This is Public (Mandatory)		
1. Name		
2. Gender		
3. Product (with GPC Code)		
4. Location		
5. Contact		
This is Private		
Only user can choose to share this information	Photos	Share? <input checked="" type="checkbox"/>
	Videos	<input type="checkbox"/>
	GAP Certificates	<input type="checkbox"/>
	ISO Certificates	<input checked="" type="checkbox"/>
	My national certifications	<input type="checkbox"/>
	My business partners	<input checked="" type="checkbox"/>
	My company registrations	<input checked="" type="checkbox"/>
	My no. of employees	<input type="checkbox"/>
	My annual turnover	<input checked="" type="checkbox"/>
	My land titles	<input type="checkbox"/>
	My health and safety permits	<input checked="" type="checkbox"/>
	My best practice	<input type="checkbox"/>



“Yellow Pages” for food security.
Part of the UN Global Registry for use by Governments, Companies, Customers and stakeholders.
Not commercial – all entries equal

The **MACRO** and **MESO** views



Choose who to share with.
Choose what to share.
Share what you think is necessary to show what you are doing and declare your good practices.



Check how you are doing compared to your peers and what your regulators or customers may be asking for.

What can beneficiaries do with a Blue Number?



Increase [visibility](#) and [connectivity](#)



Ease [sustainability compliance](#) and reporting



Enhance [understanding of sustainable production](#)



Promote [collaborations with local partners](#)



Manage and communicate [sustainable supply chain commitments](#) to customers with confidence (supply chain management tool).



Promote [evidence based policy solutions](#) in the local and global agricultural economy



Easy and free access to a [UN-sponsored platform](#)



The Blue Number Initiative

How does the Blue Number Initiative work in practice?

Three use cases:



**Farmers/
Agribusinesses**



**Buyers/
Retailers**



Governments

How does the Blue Number work?

The Blue Number Initiative is "a professional online network for food and agriculture supply chain"

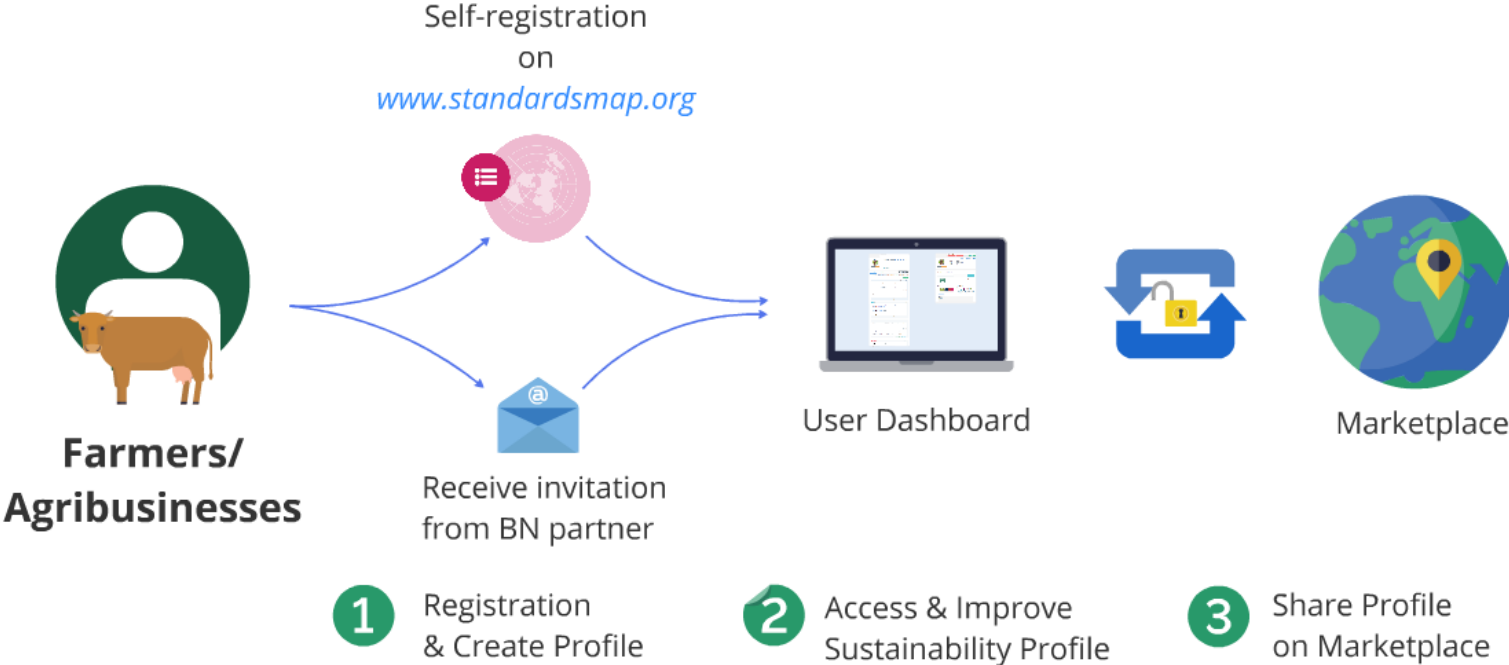


- Obtain Blue Number(s) by registering and [volunteering information](#) about themselves on the [ITC Standards Map](#)
 - Optional* - Generate a [sustainability profile](#) by completing a [sustainability assessment](#)
- Choose to [share information with buyers/retailers and governments](#)




- Access farmers/agribusinesses data and [enhance supplier sustainability profile via capacity building](#)
- Collect data, assess trends, understand performance gaps
- Understand impacts
- Evidence based decision-making

For Farmers / Agribusinesses...



Complete profile 95% [Complete profile](#)



User Blue Number: 9508483597412

Name: John Doe

Email: john.doe@acme.com

Product: Coffee

Country: Kenya

[More information](#)

Form solution Your sustainability journey [Access Market Data](#)

Learn about our email, social media advertising and search marketing solutions to expand your online presence and reach your target audience. Use our email marketing solutions to reach your target audience, build brand loyalty and increase conversions. Our social media solutions help you build a brand in a digital world and engage with your customers to drive sales.

[View all solutions](#)


Training Material + - ×

Title	Author(s)	Publisher	Publication Date	Rating
The State of Sustainable Markets	Julia Arnold, Jason Pitts, Sergio Sarmiento, Nick Voss, Bridget Wilton, Joseph Woodard	Innovation Trade Centre (ITC)	2016	★★★★★
Getting Started Exporting Goods from the US (PDF)	Not Specified	Commerce Bridge	2014	★★★★★
Governmentation of Regional Bankers in Ecuador	Not Specified	Commerce Bridge	2014	★★★★★
Atlas of African Indigenous Producers	Not Specified	Commerce Bridge	2016	★★★★★


[ITC Service Package: Sustainability Change](#)

Community + - ×


[Discussion on Sustainable Value Management and Value Chains \[replied\]](#)

OpenMail  [Chris Morgan](#) on May 5, 2016

[Technology Innovations in Sustainability Standards \[7 replies\]](#)

OpenMail  [Vishal Sahu](#) on Apr 26, 2016

[Addressing, measuring and managing carbon impact \[2 replies\]](#)

OpenMail  [Tina Aylmer](#) on Apr 26, 2016


[ITC Service Package: Sustainability Change](#)

Opportunity + - ×

Event name	Organization	Address	Date	Rating
2016 SETC Awards Call for Applications now open	SETC	Nairobi, Kenya	26/01/2016 - 21/05/2016	★★★★★
Appex 2016	World Association of Banks	Las Vegas, USA	03/10/2016 - 26/10/2016	★★★★★
Connected Agronomy: Data, Dynamics & Implications	AgriXon, United Kingdom	London, United Kingdom	28/10/2016 - 29/10/2016	★★★★★
Sustainability Standards Essentials Training Workshop	ISDA Alliance	Geneva, Switzerland	11/04/2016	★★★★★


[ITC Service Package: Sustainability Change](#)

Contact Expert + - ×

 **Berna Cecilia** [Open Challenge](#)

This is a recruitment opportunity for Spanish and Portuguese

Complete profile 95% [Complete profile](#)



User Blue Number: 9508483597412

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Email: john.doe@acme.com

Product: Coffee

Country: Kenya


[More information](#)

Form solution Your sustainability journey [Access Market Data](#)

Learn about our email, social media advertising and search marketing solutions to expand your online presence and reach your target audience. Use our email marketing solutions to reach your target audience, build brand loyalty and increase conversions. Our social media solutions help you build a brand in a digital world and engage with your customers to drive sales.

[View all solutions](#)

Choose your standards Recommendations [View Recommendations](#)



Firms seeking Rainforest Alliance certification are regularly audited by members of our own certification team or one of our international partners in the Sustainable Agriculture Network (SAN).

[More information](#)

Overall score Company History

Overall

14%

100%

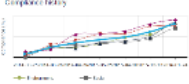
22%

11%

2%

100%

Company History



[View Data](#)

Engagement

Market

Product

Region

Complete your Profile

78%

Complete profile



User Blue Number: 9508483597412

Name Jane Doe
Email Jane.doe@example.email
Product Coffee
Country Kenya

Edit

Share

[More information](#)

Farm solution

Your sustainability journey

Access Market Data

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

★ My interest

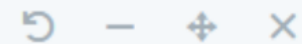
Training Material

Title	Author(s)	Publisher	Publication Date	Rating
The State of Sustainable Markets	Julia Lernoud, Jason Potts, Gregory Sampson, Vivek Voora, Helga Willer, Joseph Wozniak	International Trade Centre (ITC)	2016	★★★★★
Getting Started Exporting Goods into the US (food)	Not Specified	Canopy Bridge	2014	★★★★★
Conversatorio sobre el Registro Sanitario en el Ecuador	Not Specified	Canopy Bridge	2014	★★★★★
Atlas of Amazon Indigenous Producers	Not Specified	Canopy Bridge	2016	★★★★★



ITC Service Package: SustainabilityXchange

Community



e-Discussion on Sustainable Water Management and Value Chains [9 replies]

Opened by  Chris Morger January 5, 2016

Technology Innovations in Sustainability Standards [7 replies]

Opened by  Michiel Schoenmakers June 29, 2015

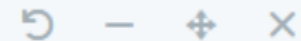
Achieving, measuring and communicating impact [27 replies]

Opened by  Frank Eyhorn June 26, 2015



ITC Service Package: SustainabilityXchange

Opportunity



Event name	Organization	Avenue	Date	Rating
2016 SEED Awards: Call for Applications now open	SEED	Nairobi, Kenya	26/01/2016 - 21/03/2016	★ ★ ★ ★ ☆
Aquaculture 2016	World Aquaculture Society	Las Vegas, USA	22/02/2016 - 26/02/2016	★ ★ ★ ★ ☆
Contested Agronomy: Cases, Dynamics & Implications		Brighton, United Kingdom	23/02/2016 - 25/02/2016	★ ★ ★ ★ ☆
Sustainability Standards Essentials Training Workshop	ISEAL Alliance	Geneva, Switzerland	11/04/2016	★ ★ ★ ★ ☆



ITC Service Package: SustainabilityXchange

Complete your Profile

78%

Complete profile



User Blue Number: 9508483597412

Name Jane Doe
Email Jane.doe@example.email
Product Coffee
Country Kenya

Edit

Share

[More information](#)

Farm solution

Your sustainability journey

Choose your standards ▾

Assessment date ▾

+ New Assessment



Farms seeking Rainforest Alliance certification are regularly audited by members of our own certification team or one of our international partners in the [Sustainable Agriculture Network \(SAN\)](#).

[More information](#)

Overall score



+ View Detail

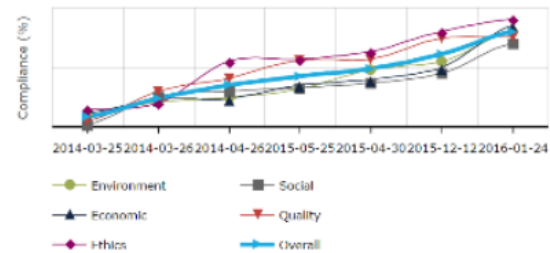
Management

Environment

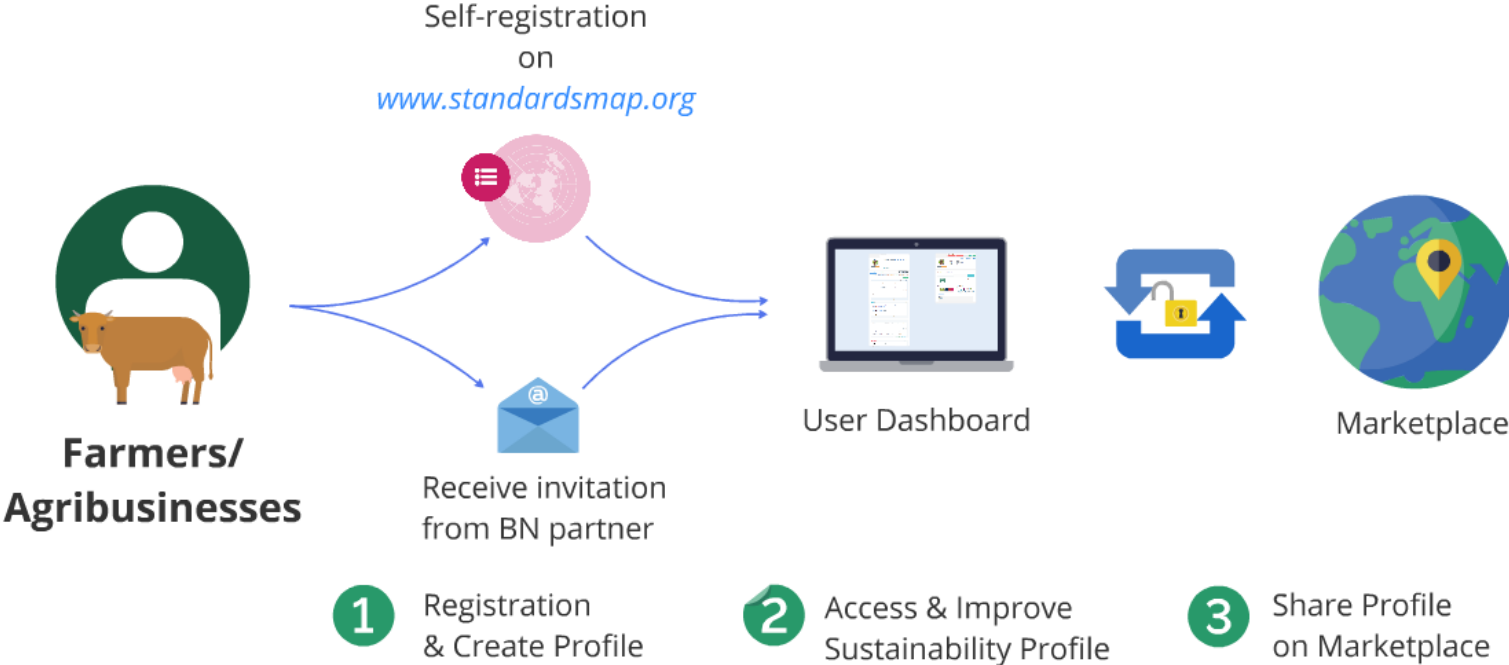
Social

Ethics

Compliance history



For Farmers / Agribusinesses...






For Buyers / Retailers...



**Buyers/
Retailers**





-  Buyers/Retailers
-  Intermediaries
-  Farmers

1

Link to the lowest levels of the supply chain



1 Link to the lowest levels of the supply chain

2 Manage and communicate their sustainable supply chain commitments





25'000 Assessments

Done By Users

4'200 Profiles

Recently Created



PROGRESS

77%

38% more than last month

ASSESSMENT RESULT

50%

14% less than last month



DATE RANGE

Calendar input field with 'to' separator

PROGRESS RANGE



Product filter input field

Producing Country filter input field

Standard filter input field

Company name filter input field

VIEW BY GENDER

Gender selection: Male Female

Sustainability Data Table

Status Show all

Producer data Intermediary data

Search input field

<input checked="" type="checkbox"/>	Company name	Country	Product	No. Farmers	Blue Number	Standards already certified	Standards assessed against	Progress	Last Assessment	Status	Actions
<input checked="" type="checkbox"/>	Shona	Kenya	Coffee	5678	9508XXXXXXXXX	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		3 Oct 2015	Pending	

Intermediaries

Farmers



Company name

VIEW BY GENDER

Male Female

Sustainability Data Table

Status Show all

Producer data Intermediary data

Search

<input checked="" type="checkbox"/>	Company name	Country	Product	No. Farmers	Blue Number	Standards already certified	Standards assessed against	Progress	Last Assessment	Status	Actions
<input checked="" type="checkbox"/>	Shona	Kenya	Coffee	5678	9508XXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖ ⊕	<div style="width: 50%;"><div style="background-color: red; height: 10px;"></div></div>	3 Oct 2015	Pending	✎ 🗑 ✉



Name Shona Woldt
Email Woldt.Inc@example.company
Product Coffee
Country Kenya

Company size Medium size enterprise
Annual turnover More than \$ 10 millions
Production volume 12'000 tons
Area 500 hectares

[Access user profile for more information](#) →

<input checked="" type="checkbox"/>	+ Lizzee	Kenya	Strawberries	123	9508XXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖ ⊕ ⊖	<div style="width: 100%;"><div style="background-color: green; height: 10px;"></div></div>	1 Nov 2014	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Isidra	Rwanda	Coffee	78910	9508XXXXXXXX	⊕	⊕	<div style="width: 20%;"><div style="background-color: blue; height: 10px;"></div></div>	22 Jun 2014	Pending	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Granville	Colombia	Cocoa	12345	9508XXXXXXXX	⊕ ⊖	⊕ ⊖	<div style="width: 40%;"><div style="background-color: blue; height: 10px;"></div></div>	19 Apr 2013	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Lauri	India	Acai	4567	9508XXXXXXXX	⊕ ⊖ ⊕	⊕ ⊖ ⊕	<div style="width: 30%;"><div style="background-color: orange; height: 10px;"></div></div>	15 Nov 2014	Expired	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Easer	Vietnam	Bean	1234567	9508XXXXXXXX	⊕ ⊖ ⊕	⊕ ⊖ ⊕	<div style="width: 60%;"><div style="background-color: red; height: 10px;"></div></div>	13 Dec 2014	In Progress	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Maple	Rwanda	Acai	8910	9538XXXXXXXX	⊕ ⊖	⊕ ⊖	<div style="width: 100%;"><div style="background-color: green; height: 10px;"></div></div>	30 Dec 2015	In Progress	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Maxine	Colombia	Cocoa	123	9508XXXXXXXX		⊕ ⊖ ⊕ ⊖	<div style="width: 100%;"><div style="background-color: green; height: 10px;"></div></div>	17 Oct 2014	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Lorraine	India	Acai	234	9508XXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖	<div style="width: 40%;"><div style="background-color: orange; height: 10px;"></div></div>	11 Nov 2014	Pending	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Judi	Vietnam	Bean	1234	9508XXXXXXXX	⊕	⊕ ⊖ ⊕	<div style="width: 30%;"><div style="background-color: orange; height: 10px;"></div></div>	23 Jun 2013	Expired	✎ 🗑 ✉

« < 1 2 3 > »

For Buyers / Retailers...



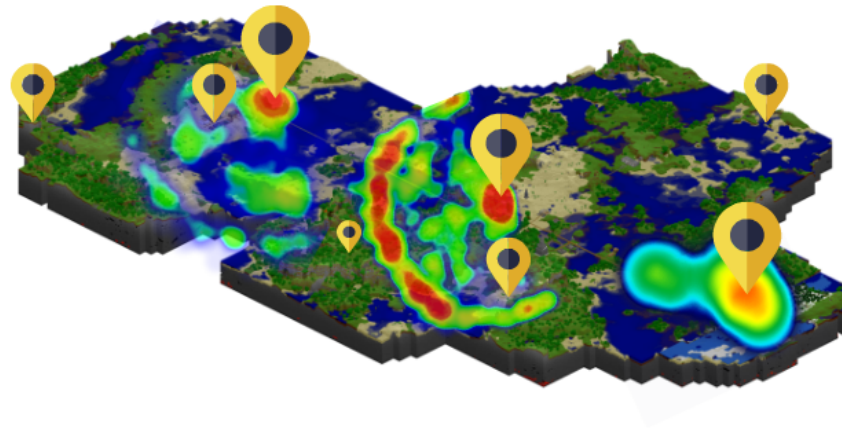
**Buyers/
Retailers**



For Governments...

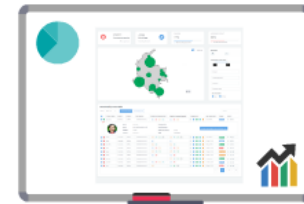


Governments



1 Access data on numbers of farmers in particular locations and their method of production

2 Access sustainability data intelligence for decision making



3 Make decisions tailored to solving possible problems related to sustainability in the agri-food chain





25'000 Assessments
Done By Users

4'200 Profiles
Recently Created

PROGRESS
77%
↗ 33% more than last month

ASSESSMENT RESULT
50%
↘ 14% less than last month

DATE RANGE

to

ASSESSMENT SCORE RANGE

10% 60%

Product

Producing Country

Standard

Company name

VIEW BY GENDER

Male Female

Sustainability Data Table

Status: Show all Producer data Intermediary data Search

Producer Name	Country	Product	Blue Number	Standards already certified	Standards assessed against	Average score	Last Assessment	Status	Actions
Jana Doe	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	3 Oct 2015	Pending	ⓘ ⊞ ⊞ ⊞
<div style="display: flex; align-items: center;"> <div> <p>Name Jane Doe</p> <p>Email jana.doe@example@mail</p> <p>Product Coffee</p> <p>Country Colombia</p> </div> <div style="margin-left: 20px;"> <p>Company size</p> <p>Annual turnover</p> <p>Production volume 1 tons</p> <p>Area 5 hectares</p> </div> <div style="margin-left: 20px; text-align: right;"> <p>Access user profile for more information</p> </div> </div>									
Lizzie	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	1 Nov 2014	Finished	ⓘ ⊞ ⊞ ⊞
Isidra	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	22 Jun 2014	Pending	ⓘ ⊞ ⊞ ⊞
Granville	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	19 Apr 2013	Finished	ⓘ ⊞ ⊞ ⊞
Lauri	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	15 Nov 2014	Failed	ⓘ ⊞ ⊞ ⊞
Ezzer	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	13 Dec 2014	In Progress	ⓘ ⊞ ⊞ ⊞
Maple	Colombia	Coffee	9338000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	30 Dec 2015	In Progress	ⓘ ⊞ ⊞ ⊞
Maxime	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	17 Oct 2014	Finished	ⓘ ⊞ ⊞ ⊞
Lorraine	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	11 Nov 2014	Pending	ⓘ ⊞ ⊞ ⊞
Judi	Colombia	Coffee	9308000000000000000	● ● ● ●	● ● ● ●	1 2 3 4 5	23 Jun 2013	Failed	ⓘ ⊞ ⊞ ⊞





25'000 Assessments

Done By Users

4'200 Profiles

Recently Created



PROGRESS

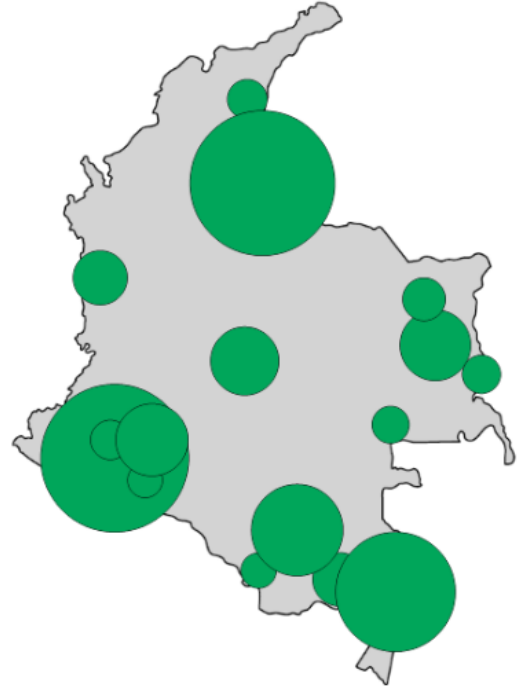
77%

38% more than last month

ASSESSMENT RESULT

50%

14% less than last month



Earth View

DATE RANGE

Calendar input fields with 'to' separator

ASSESSMENT SCORE RANGE



Product filter input

Producing Country filter input

Standard filter input

Company name filter input

VIEW BY GENDER

- Male, Female checkboxes

Sustainability Data Table

Status Show all

- Producer data, Intermediary data

Search input

Table with columns: Producer Name, Country, Product, Blue Number, Standards already certified, Standards assessed against, Average score, Last Assessment, Status, Actions



VIEW BY GENDER

Male Female

Sustainability Data Table

Status

<input checked="" type="checkbox"/>	Producer Name	Country	Product	Blue Number	Standards already certified	Standards assessed against	Average score	Last Assessment	Status	Actions
<input checked="" type="checkbox"/>	Jane Doe	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖ ⊕	1 2 3 4 5	3 Oct 2015	Pending	✎ 🗑 ✉



Name Jane Doe
Email Jane.doe@example.email
Product Coffee
Country Colombia

Company size
Annual turnover
Production volume 1 tons
Area 5 hectares

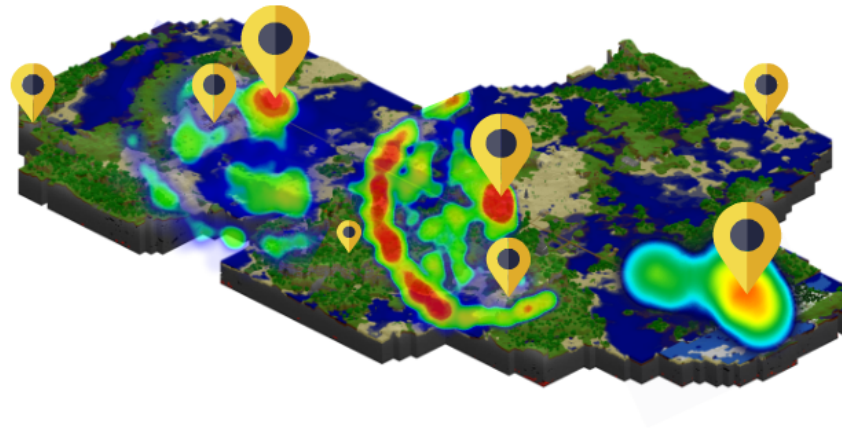
[Access user profile for more information →](#)

<input checked="" type="checkbox"/>	+ Lizzee	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖ ⊕ ⊖	1 2 3 4 5	1 Nov 2014	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Isidra	Colombia	Coffee	9508XXXXXXXXXX	⊕	⊕	1 2 3 4 5	22 Jun 2014	Pending	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Granville	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖	⊕ ⊖	1 2 3 4 5	19 Apr 2013	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Lauri	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖ ⊕	⊕ ⊖ ⊕	1 2 3 4 5	15 Nov 2014	Expired	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Easer	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖ ⊕	⊕ ⊖ ⊕	1 2 3 4 5	13 Dec 2014	In Progress	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Maple	Colombia	Coffee	9538XXXXXXXXXX	⊕ ⊖	⊕ ⊖	1 2 3 4 5	30 Dec 2015	In Progress	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Maxine	Colombia	Coffee	9508XXXXXXXXXX		⊕ ⊖ ⊕ ⊖	1 2 3 4 5	17 Oct 2014	Finalized	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Lorraine	Colombia	Coffee	9508XXXXXXXXXX	⊕ ⊖ ⊕ ⊖	⊕ ⊖	1 2 3 4 5	11 Nov 2014	Pending	✎ 🗑 ✉
<input checked="" type="checkbox"/>	+ Judi	Colombia	Coffee	9508XXXXXXXXXX	⊕	⊕ ⊖ ⊕	1 2 3 4 5	23 Jun 2013	Expired	✎ 🗑 ✉

For Governments...

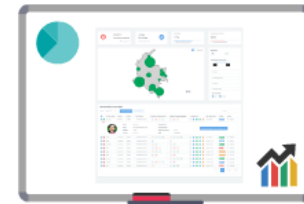


Governments



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2 Access sustainability data intelligence for decision making



3 Make decisions tailored to solving possible problems related to sustainability in the agri-food chain



Contact Information



Jim Bracken
Sustainability Director

Jim.bracken@gs1.org



Joseph Wozniak
Head, Trade for Sustainable
Development

wozniak@intracen.org

For more information, please access: <http://www.standardsmap.org>