

41st UN/CEFACT Forum

# API Transformation of EPs Technical Artefacts with Sustainability Claims

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Economic and Social Commission  
for Asia and the Pacific

# 41<sup>st</sup> UN/CEFACT FORUM

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# 1. Project leadership

API Transformation of EPs Technical Artefacts with Sustainability Claims Project

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## 2. New EPs project's purpose

- Experience Programs Technical Artefacts Project (EPs Project) was completed in October in 2022, but the proposal for a new EPs project to succeed it was approved by Bureau in May of this year.
- The new EPs project has two purposes.
- One is to have the artefacts transformed into API formats based on the newly constructed technical specifications of UNCEFACT to trade Experience Programs (EPs) much lighter and easier for the use of smart phones. SMEs need to have standards to apply to their businesses. By this many SMEs might expect to trade EPs easily.
- Another one is at the same time when to trade EPs, their sustainability information based on SDGs and self-assessed by relevant suppliers could be transferred to the customers to let them understand the level of the sustainability goal of the EPs they are going to buy. This information could be checked by the customers and might be commented after they have experienced. This feedback information of the customers might contribute the enhancement of sustainability to the industry.
- This time, we would like to explain the latter.

## 3. Project scope

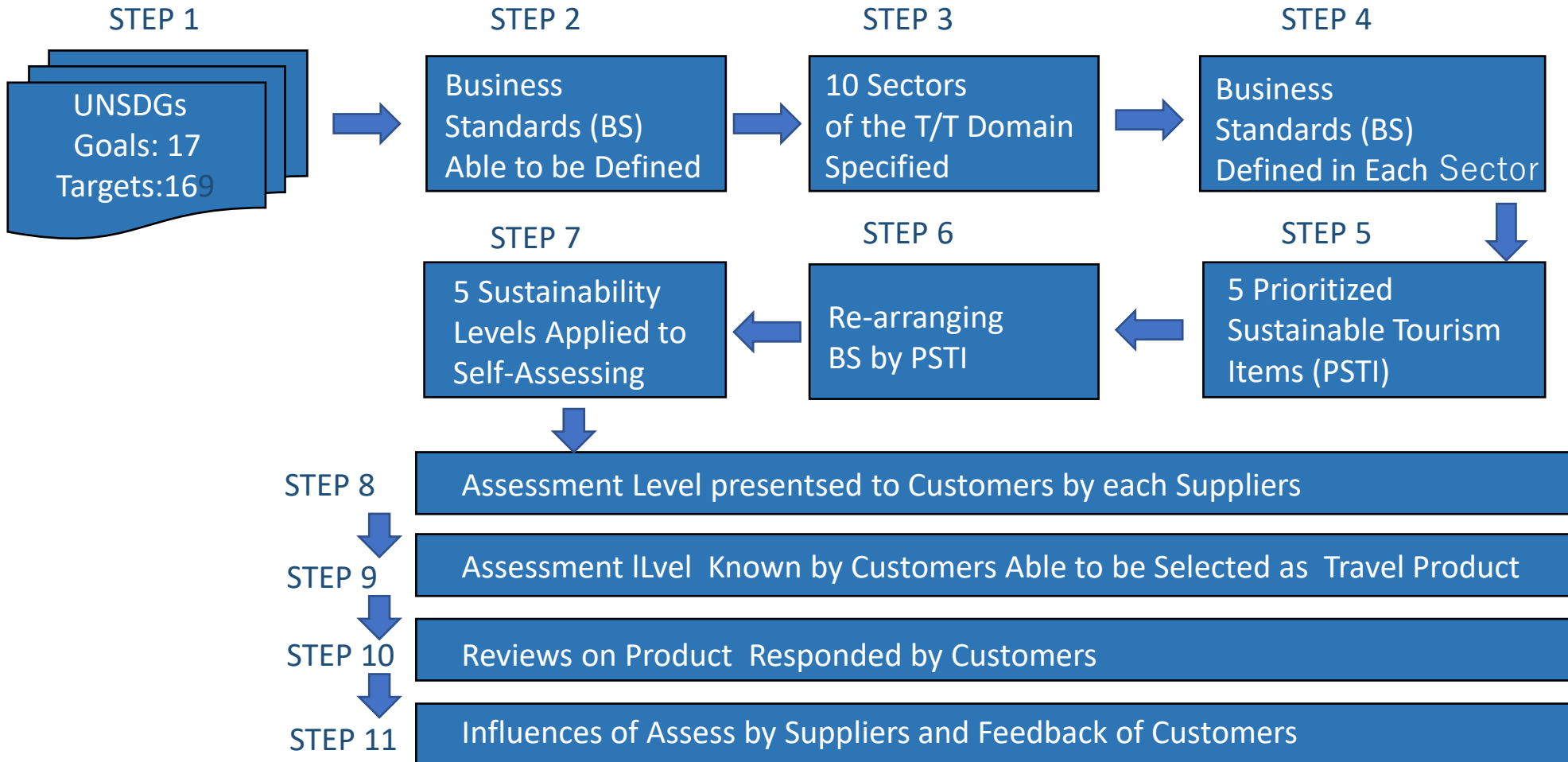
- API formats based on EPs Technical Artefacts developed by the Project of Experience Programs Technical Artefacts will be developed based on the UN/CEFACT API related specifications.
- BIEs for the Sustainability Claim class with its relevant ones will be developed to convey the sustainability related information and the comments of customers of EPs.
- Other BIEs and codes related to the above items to further facilitate EPs trade will be developed.

# 4.Steps to Assess by Suppliers and Feedback of Customers

- **Step 1** UNSDGs Goals and Targets are ready.
- **Step 2** Business Standards applicable to T/T Domain taking out of UNSDGs Goals and Targets can be defined.
- **Step 3** 10 sectors of the T/T Domain are specified.
- **Step 4** Each sector has defined its own Business Standards out of Step 2.
- **Step 5** Those Business standards are rearranged based on 5 PSTIs (Prioritized Sustainable Tourism Items).
- **Step 6** 5 levels of assessment have been developed to self-evaluate the fulfillment of the business standards of Step 5.
- **Step 7** Each supplier assesses the EPs based on the business standards rearranged by PSTI.
- **Step 8** Each supplier presents his assessment level to customers by showing on the EPs selling screen.
- **Step 9** Customers may know the assessment level by its supplier, and if satisfactory, they may choose the travel product.
- **Step 10** Customers may respond their reviews on the product when they have experienced the product.
- **Step 11** By getting the reviews of the customers, suppliers may change the level of its assessment or other new customers may behave accordingly .

# 5. Overview of Steps to Assess by Suppliers and Feedback of Customers

- Overview of Steps to Assess by Suppliers and Feedback of Customers



# 6. Sectors of the T/T Domain Specified

- Related standards to sustainable tourism are reviewed and suggestions are classified into 10 categories according to the service content or products provided by the tourism sectors.
- It's expected that more discussion on business standards of ST can serve as a reference to foster the feasibility of building a future electronic exchange system database in beneficial for sustainable development in the tourism industry.





# 7. Business Standards (BS) Defined in Each Sector

## 4. Food/Restaurant

- Food can play an important role in determining an individual's motivation to visit a particular destination. Tasting local food can be an initiating part toward the immersing traditional travel experience program, as it provides entertainment and cultural context in exciting ways.
- The sustainability planning in the restaurant sector could focus on the connection as a mediator between local producers and tourists, communicating with each of them being mindful to focus on local food consumption to meet sustainability.

	<p>3.9 Providing or encourage the source of <b>organic food</b> ingredients to avoid illnesses caused by chemical contamination.</p> <p>3.5 Signs or guideline posted on menu for <b>harmful use of alcohol</b>.</p> <p>3.a Strictly reinforce the <b>non-smoking</b> environment inner space and surrounding area.</p>
	<p>6.3 Collect rainwater or <b>recycled used water</b> in activities where the use of drinking water is not required (e.g. flushing, washing).</p> <p>6.3 Take action to build the <b>wastewater system</b> to reduce sewer water pollution and avoiding wastewater dumping.</p> <p>6.4 Initiated <b>water saving</b> plan such as lower pressure of kitchen faucets, washbasins, and the restrooms, and automatic activation of kitchen sinks or tap water.</p>
	<p>7.2 Percentage of use <b>renewable energy</b> (wind, solar or photovoltaic).</p> <p>7.3 Adopt efficiency <b>energy management</b>, has smart energy meters and documentation for the assessment for energy conservation.</p>
	<p>8.5 Handicapped people are <b>hired without any discrimination</b> at Cashier Area or for any other suitable jobs. (people with disabilities, jobless....etc.) .</p> <p>8.6 Create Job opportunities in the restaurant to <b>youth and aged people for equal pay</b> for work of equal value.</p> <p>8.8 Take actions to protect <b>labor rights</b> and promote a safe and secure working environment (safety and labor right check regularly).</p>
	<p>12.3 Assess the <b>food waste</b> during food preparation and distribution.</p> <p>12.3 Train employees to avoid food waste during all stages of meal production, from the receipt of food to distribution.</p> <p>12.5 Adopt strategies to <b>minimize the use of disposables materials</b> as much as possible, and documented in the records.</p> <p>12.5 Adopt strategies to <b>reduce the use of plastic</b> in the distribution of meals.</p>
	<p>14.4 Stop providing meals made from <b>endangered marine animals and plants</b>.</p> <p>14.b Purchase seafood ingredients from <b>sustainable supply chain</b> or local fish farms.</p>
	<p>15.7 Stop providing meals made from <b>endangered animals and plants on land</b>.</p> <p>15.7 Purchase meat ingredients from <b>sustainable supply chain</b> or local farms.</p>



# 8. Prioritized Sustainable Tourism Items (PSTI)

## Prioritized Sustainable Tourism Items (PSTI)

In the SDGs, we can find the directly pointed tourism targets and extracted 5 prioritized sustainable tourism items.

- Target 8.9 : “job creation and products promotion”.
- Target 11.4 , 14.7 : “cultural and natural heritage protection and natural environment conservation”.
- Target 12.b : “to monitor sustainable development impacts for sustainable tourism”.  
= “destination management”.
- Other tourism related targets : “Other prioritized sustainable tourism item“

5 prioritized sustainable tourism items extracted are shown as in the following.

- A. “Job creation and products promotion”
- B. “Natural environment conservation”
- C. "Cultural heritage conservation"
- D. “Destination management”
- E. "Other prioritized sustainable tourism item"

# 9.Re-arranging Business Standards by PSTI

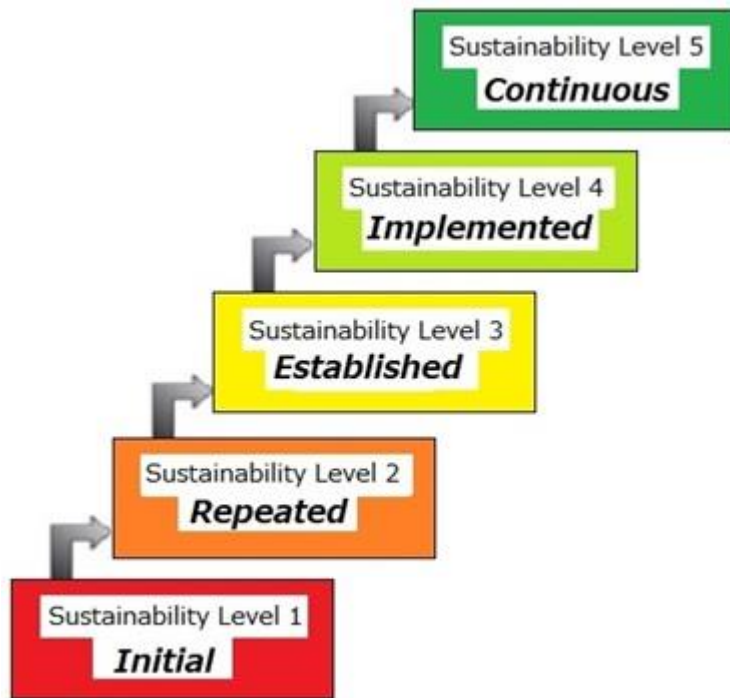
## 4. Food/Restaurant

- Business Standards are re-arranged by PSTI by each Category in order to self-assess the Sustainability Level.
- For example, in Category 4.1 Restaurant, the Business Standards are re-arranged.
- As shown in the table on the right, the prioritized sustainable tourism item A includes 3 Business Standards: 8.5, 8.6 and 8.8.

A	8.5	Handicapped people are hired without any discrimination at Cashier Area or for any other suitable jobs. (people with disabilities, jobless. etc.)
A	8.6	Create Job opportunities in the restaurant to youth and aged people for equal pay for work of equal value.
A	8.8	Actions of protect labor rights and promote a safe and secure working environment (safety and labor right check regularly)
B	3.a	Strictly reinforce the non-smoking environment inner space and surrounding area
B	6.3	Collected rainwater or recycled used water in activities where the use of drinking water is not required (e.g. flushing, washing)
B	6.3	Action to build the wastewater system to reduce sewer water pollution and avoiding wastewater dumping
E	3.5	Signs or guideline posted on menu for harmful use of alcohol
E	3.9	Providing/ using/ encourage the source of organic food ingredients to avoid illnesses caused by chemical contamination

# 10. Sustainability Levels Applied to Self-Assessing

The improvement paths on Sustainability Levels are indicated by the staged representation as following.



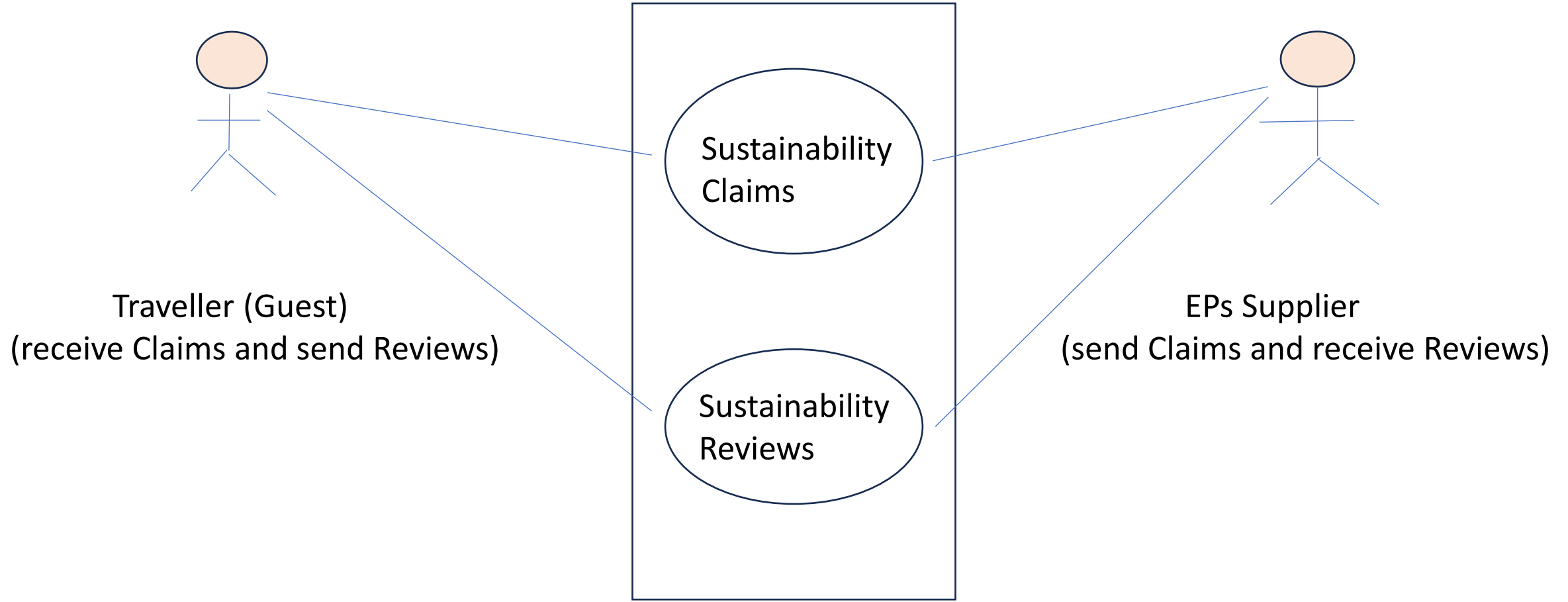
Sustainability Level 1 <i>Initial</i>	There is no awareness of the SDGs. There is a lack of awareness for the prioritized sustainable tourism items.
Sustainability Level 2 <i>Repeated</i>	The SDGs are recognized to some extent. But only limited items are taken up and implemented in a limited manner.
Sustainability Level 3 <i>Established</i>	A standard performance process is approved in the organization. Sufficient awareness of the SDGs is recognized.
Sustainability Level 4 <i>Implemented</i>	The SDGs is understood well. Many of the prioritized sustainable tourism items have been implemented.
Sustainability Level 5 <i>Continuous</i>	Under full recognition of the SDGs, the prioritized sustainable tourism items are fully understood and implemented.

# 11. An Example of Indicating the Self-assessing Results

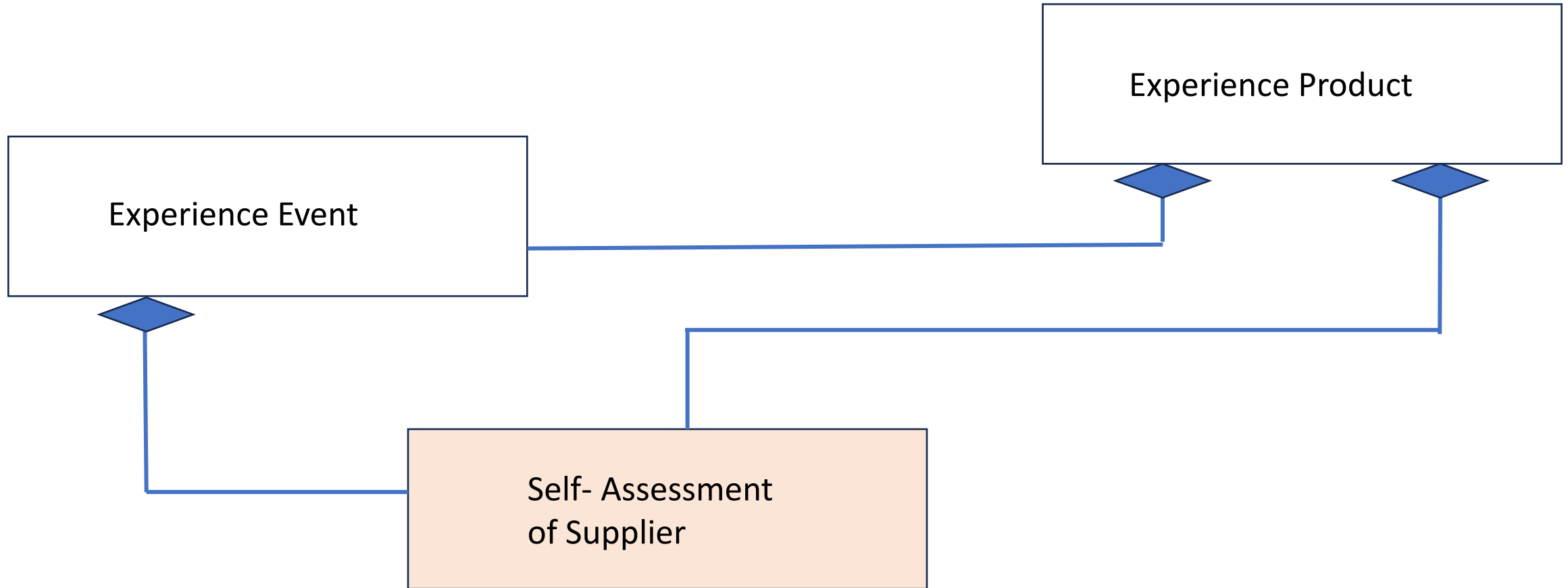
- An example of indicating the self-assessing results is shown in the following table.
- The numbers in this table indicate the sustainability level on each prioritized sustainable tourism item.
- The assessment of 0 indicates that there is the Business Standards to be taken, but Restaurant ABC has not yet taken action.
- The (-) column indicates that there is no Business Standards that corresponds to the prioritized sustainable tourism item.

Prioritized sustainable tourism item	A. Job creation and products promotion	B. Natural environment conservation	C. Cultural heritage conservation	D. Destination management	E. Other prioritized sustainable tourism item
Category num. Practitioner					
4.1 Restaurant ABC	1	2	-	-	0

# 12. Use case of Self-Assessed Sustainability Claims of Suppliers and Reviews of Travellers



# 13. Association of related Classes for Self-Assessment



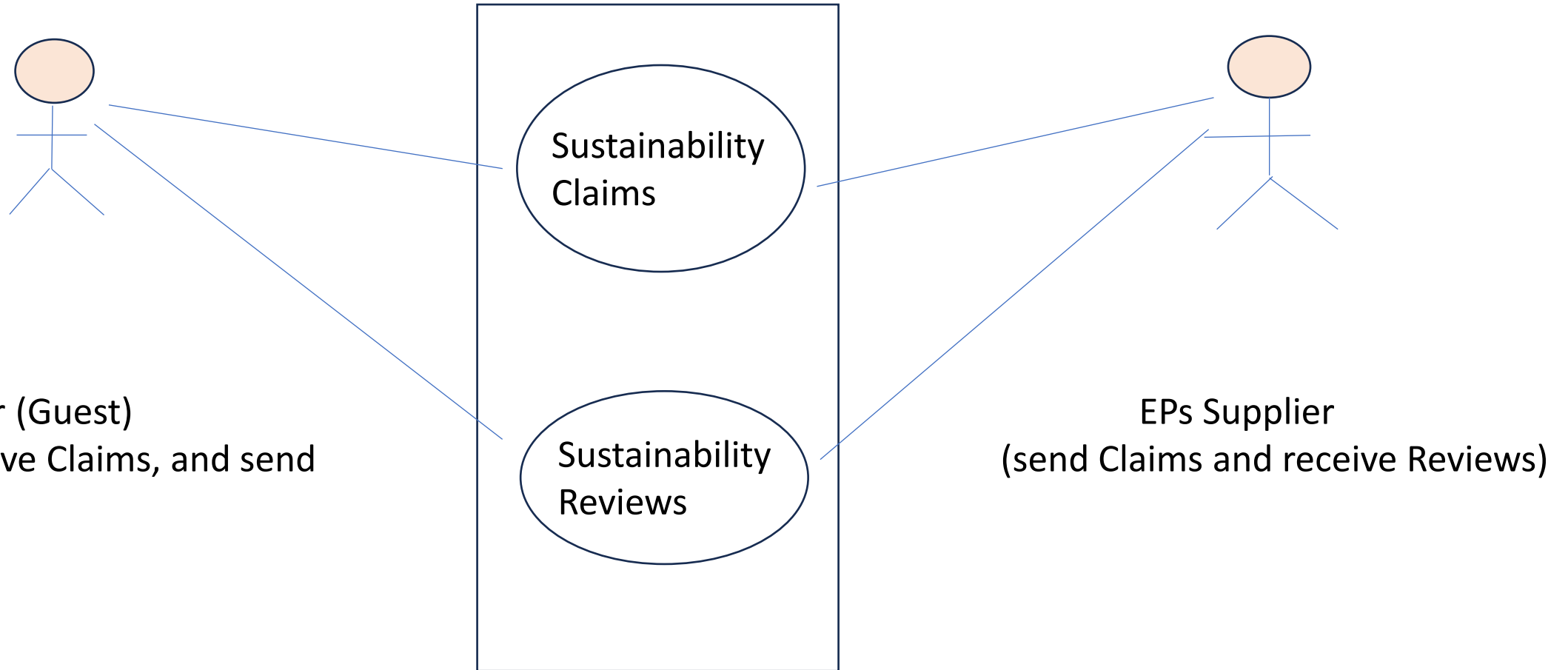
# 14. Business Information Entity of Self-Assessment

Entity	Short Name	Definition	Min Occur.	Max Occur.	Data Type
ABIE	Self-Assessment				
BBIE	Sustainability Level		0	1	Numeric
BBIE	Reason Text		0	*	Text
BBIE	Responsible Person		0	1	Code
BBIE	Assessed Date		0	1	Date Time
BBIE	Description		0	n	Text
BBIE	Assessment Criteria		0	n	Text *

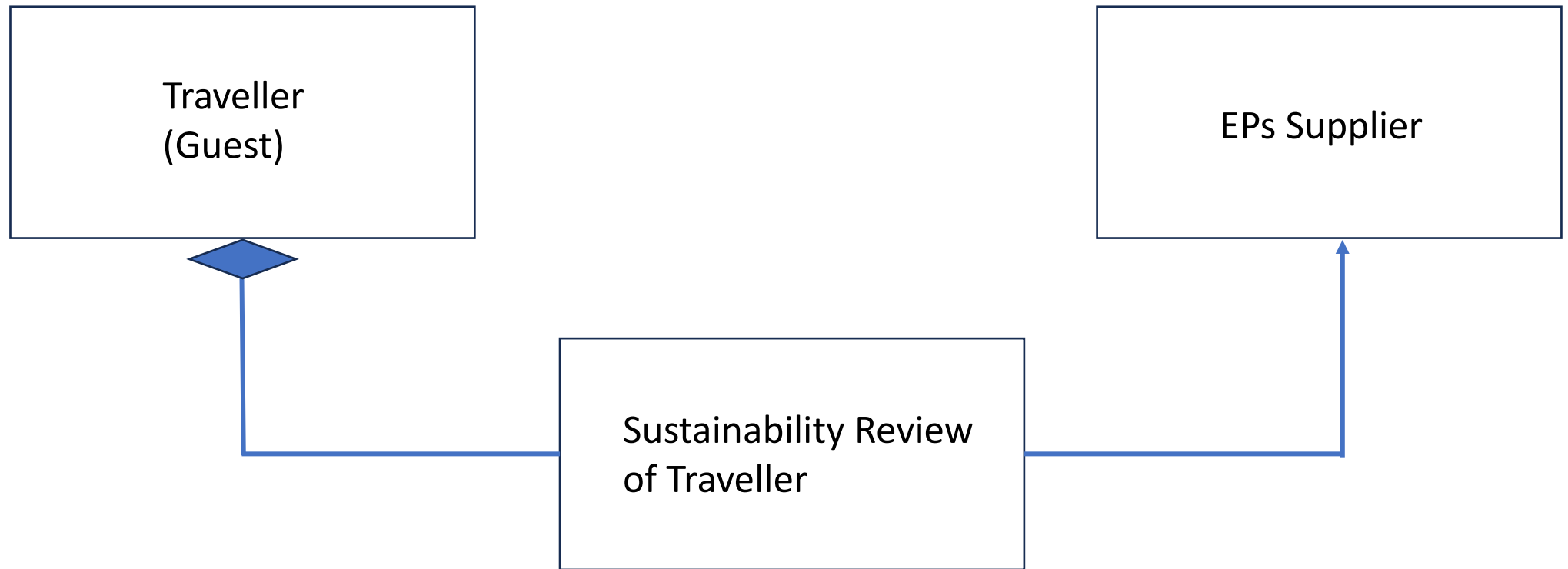
\* In Assessment Criteria, suppliers describe the criteria to be understood by travellers



# 15. Use case of Self-Assessed Sustainability Claims and Reviews of Travellers



# 16. Association of related Classes for Reviews of Customers



# 17. Business Information Entity of Reviews of Customers

Entity	Short Name	Definition	Min Occur.	Max Occur.	Data Type
ABIE	Customers Review				
BBIE	Sustainability Review		0	1	Code (1:Agree, 2:Not Agree, 3:Negative,...)
BBIE	Review Comment		0	n	Text (Comment on the supplier's assessment)
BBIE	Comment Date		0	1	Date Time
BBIE	Commented Person Name		0	1	Text

# 18. Works from now on

## (1) Sustainability Claims of Supplier and Reviews or Comments of Consumers

- As mentioned above, we have created the prototype of the use case diagram, the class diagram and BIE for Self-Assessment Class and Assessment Review Class.
- Based on above, we will develop the related Class diagrams and BIEs to further facilitate EPs.

## (2) To develop API formats based on EPs Technical Artefacts

- We will continue to consider this challenge and intend to complete the deliverables by the specified time.

# 19. Supplement

## From our recent considerations (1)

We held a review meeting and discussed the themes presented this time. I would like to report on the contents here.

### 1) About the standard for 5-level assesment

- In self-assesment, there is a risk that the assesments will vary depending on the evaluator. Additionally, this evaluation method does not cover the various initiatives of suppliers.
- Ans: This assesmen method is based on the maturity level, and there level 3 is the standard, the level less than that is considered insufficient, and the level above that is considered desirable. Although this method may not be sufficient to reflect the actual situation, we would like to improve it by incorporating various opinions.

### 2) About the scheme for suppliers and customers operation

- In addition to financial statements, companies present their ESG performance to shareholders and seek to purify their businesses through criticism from shareholders.
- Similarly, we should establish a scheme for suppliers to present their effortst for SDGs to customers and accept customers criticism.

### 3) About the guideline on SDGs initiatives

- In SDGs initiatives, even if one party achieves good results, the other party may be at a disadvantage. With this in mind, we should present the guideline on SDGs initiatives.

# 19. Supplement

## From our recent considerations (2)

### 4) About what SDGs are and their initiatives

- Although SDGs use the word goal, there are basically no goals. I think this system will work better if there is so-called outcome evaluation, in which customers assess what suppliers have done positively or negatively, rather than deciding what to do.
- The word "standard" used in business standards has the meaning of forcing something. SDGs are not compulsory goals, but rather goals that we should aim for together, so "standard" seems inappropriate.
- There are many possible forms of information disclosure, and information technology will be able to make all of them possible. Rather, it is necessary to increase the motivation of customers to contribute.
- One way of interaction could be for customers to propose to suppliers a travel based on SDGs that they desire, and suppliers to respond with the feasibility of the travel. Doing so will also contribute to the SDGs.



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**Thank you for your attention!**

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Date: Oct 4 2023