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## SESSION 2 SUMMARY

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**SESSION TITLE:** LEVERAGING THE DIGITAL REVOLUTION FOR VALUE CHAIN TRANSPARENCY

**SESSION DATE:** 30 September 2016

### SPEAKERS:

**Leon Mol**, Director Product Safety & Social Compliance, Ahold Delhaize

**Tomás Vera**, Lead, Program Manager for Digital Solutions in Agriculture and Sustainability, Nestlé

**Darrel Doren**, Senior Director for Sustainability, Foreign Trade Association

**Emeline Fellus**, Head, Learning, Development and Implementation, SAI Platform

**Mathieu Lamolle**, Market Analyst and Database Coordinator, International Trade Centre (MODERATOR)

### CONCLUSION:

Sharing data through multi-stakeholder pre-competitive platforms, promoting transparency in supply chains and enhancing trust among stakeholders are essential success factors for enabling collaborative sustainability strategies.

Finding technological solutions to collect data along the supply chain can help smallholders and SMEs to make more informed business decisions, provided that data is shared and provided in readable formats.

### NOTES FROM THE PANEL:

**Leon Mol**, Ahold Delhaize

*We don't only need a checklist; we don't help the farmers by having a 'check the box' questionnaire. We need metrics to help them understand where to improve their overall [sustainability] performance and how. Compliance criteria or minimum criteria is not enough, we need to measure implementation measures so that we're ambitious to improve over time and step by step.*

*Continuous improvement is not an easy task, one needs to target a specific area, in a specific sector. And this is where access to credible and open data helps us a lot.*

**Tomás Vera**, Nestlé

*A lot has been done to connect with our consumers, but we believe that the key partner for the future is the farmer him/herself.*

*Regarding farmer connectivity, we want to achieve a digital solution; we are working with our suppliers, focusing on developing countries. We see the potential for digitalizing farmers because they can provide information and exchange training material and knowledge among peers and with other actors along the supply chain.*



**Darrel Doren, Foreign Trade Association**

*We have been facilitating data-sharing for 13 years among companies so as to avoid audit multiplication and to save costs otherwise incurred by duplication of efforts. We are going to the producer level, yet there is still a very immature debate about the benefits of using big data, the benefits are yet to come and be confirmed.*

*The companies that yet do not see the need or benefit to collaborate in collecting big data seem to have a very short-term strategy.*

**Emeline Fellus, SAI Platform**

*There has been a significant evolution regarding big companies working together. They have realized that there is much more to be gained by sharing than by working on their own. Judging from the SAI Platform experience, it took the companies about 10 years to come to an 'agreement' on sustainable production (definitions and implementation).*

*FSA (Farm Sustainability Assessment, developed by SAI Platform) is about having a common code on sustainable agriculture. The tool that implements FSA is about sharing supply chain data in a pre-competitive way. There are benefits, such as reduction of audit costs, but it remains complicated for big companies to share their supply chain data.*

**QUOTES FROM THE FLOOR**

- *Standards data integrity rules are needed so we can trust the data collection process, the data analysis and the interpretation.*

**RECOMMENDATIONS OR NEW ANNOUNCEMENTS:**

- Aggregating data presents the opportunity to develop strategies and interventions that address social and environmental risks. It is about transparency, being honest and transparent about what you are doing as a company and what you are struggling with, so you can progress together.
- Digital solutions must be manageable for those who will be using them in targeted sustainability projects (e.g. farmers), and content must be understandable. There is value in coming back to the lowest tiers of the value chain: sharing the data analyzed, the actors can make educated decisions.
- The key are multi-stakeholder initiatives where all work together.