



# BIO MARKET INSIGHTS

An aerial photograph of a large container ship docked at a port. The ship's deck is covered with numerous colorful shipping containers in shades of red, blue, white, and green. Several yellow gantry cranes are positioned along the ship's length, and more containers are stacked on the pier to the right. The water is a deep greenish-blue.

**INTRODUCING  
BIO-BASED AND  
SUSTAINABLE  
COMPONENTS TO  
LONG-STANDING  
SUPPLY CHAINS.**

## FEATURING:

**SIX KEY FINDINGS ON  
THE STATE OF GLOBAL  
SUPPLY CHAINS.**

**SAPPI AIMS TO BOOST  
SUSTAINABILITY SUPPLY  
CHAIN BY JOINING GREEN  
TEXTILE COALITION**

**TATE & LYLE TEAMS UP  
WITH EARTHWATCH  
TO PROMOTE STEVIA  
SUSTAINABILITY PROJECT.**





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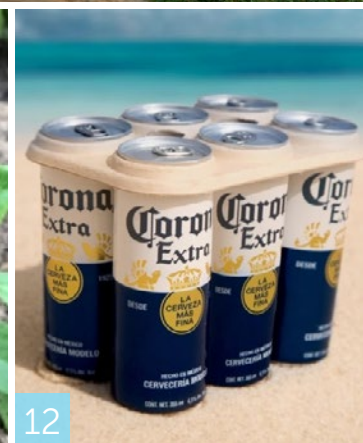
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Bio Market Insights Reports are  
Designed by Coterie Creative Ltd  
www.coteriecreative.co.uk

Bio Markets Insights Reports are  
Published by Bio-Based World  
News Ltd.

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# WELCOME

I am delighted to bring you the first in a series of Bio Market Insights reports focussed on the most important issues in the bio-economy today. Our aim is not just to bring you theory and concepts but real-world insights from companies changing the way they do business, for the better.

Since we published our first story in 2015, one of the key challenges to all companies, large or small, has been their supply chain. How do you introduce new ingredients or components without risking the product or endangering commercial results? What are the best tactics for overcoming the advantages, sometimes accrued over many decades, that petro-chemicals have versus their bio-based counterparts? How about senior management, colleagues or even shareholders, that may at best need convincing, at worst downright hostile to making changes?

Changing a supply chain isn't easy and introducing bio-based and sustainable components has a number of requirements. An ideal process would have designed products that are biodegradable and environmentally sustainable, using materials sourced ethically from organizations that follow social and humanitarian practices, manufactured with minimal waste and environment impact, all delivered using logistics optimised to reduce mileage, emissions, and carbon footprint.

Today, with rising consumer awareness and creeping sustainability demands coming from both governmental and board room level, the supply chain is becoming a key aspect to delivering products.

"Sustainability is not an added extra. It has become a key strand of our approach for supplier relationship management." comments Andrew McMullen from The LEGO Group in chapter three.

More than ever, integrating new aspects into supply chain strategy is not just essential to delivering sustainable products, but is increasingly important to futureproof business. We are proud to be able to share some expert insights into how this change can be made, and thank all our contributors for their time and energy in this first guide.

Please see our full editorial calendar on the last page of this guide and if you wished to contribute to a future edition, or suggest a new topic, feel free to contact me.

Thanks for reading!

*Luke Upton*

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"TODAY, WITH RISING CONSUMER AWARENESS AND CREEPING SUSTAINABILITY DEMANDS COMING FROM BOTH GOVERNMENTAL AND BOARD ROOM LEVEL, THE SUPPLY CHAIN IS BECOMING A KEY ASPECT TO DELIVERING PRODUCTS."







# SIX KEY FINDINGS ON THE STATE OF GLOBAL SUPPLY CHAINS

UN Global Compact and Ernst & Young (EY) interviewed 70 companies across different regions and industries in order to uncover the current state of global supply chains. In the recently-released report [“The State of Sustainable Supply Chains: Building Responsible and Resilient Supply Chains,”](#) Global Compact and EY presented 6 key findings on how companies are pursuing supply chain sustainability:

## **SUPPLY CHAIN SUSTAINABILITY CAN NO LONGER BE IGNORED**

Each of the 70 companies assessed in the study are investing in supply chain sustainability. Strategies include aligning suppliers on company culture via a [supplier code of conduct](#), complying with regulations, and following guidelines from international organizations such as the United Nations, OECD, and the International Labor Organization (ILO). Companies are collaborating on voluntary initiatives with industry associations,

non-profits, as well as disclosing transparency efforts on corporate websites or through sustainability reports.

## **SUSTAINABILITY INITIATIVES ARE PREDOMINANTLY RISK-DRIVEN**

One third of the companies interviewed stated that supply chain sustainability efforts are initiated primarily to address [regulatory and compliance risk](#). They tend to first and foremost address risk mitigation through regulatory compliance before approaching supply chain differentiation. However, more and more companies are moving toward “unlocking strategic opportunity” through supply chain sustainability. 54% of companies said that they are driving sustainability to increase efficiency and find opportunities to innovate.

## **COMPANIES UTILIZE VARIOUS APPROACHES TO GOVERN THEIR SUPPLY CHAINS**

Supply chain sustainability governance models varied between the 70 companies that were interviewed for the study. 24% of companies took a siloed approach to governance, where the sustainability function is separated from supply chain logistics or procurement management, and criteria are managed separately.

# SIX KEY FINDINGS ON THE STATE OF GLOBAL SUPPLY CHAINS (CONT.)

39% of companies took a hybrid approach, where the sustainability function develops strategies and provides input into the supply chain process. The hybrid model most often took the form of cross-functional working groups in most cases. 37% of companies took an integrated approach, where sustainability is thoroughly embedded within the supply chain procurement or logistics processes.

## COMPANIES ARE INCREASINGLY ENGAGING WITH SUPPLIERS TO IDENTIFY RISK AREAS AND TO FIND OPPORTUNITIES FOR INNOVATION

Leading companies consider sustainability as an embedded aspect of company culture. They work closely with suppliers, considering them as an [extension of the company workforce](#), and helping them embed sustainability in their work culture as well. Some companies are going so far as to explicitly select suppliers based on their sustainability criteria.

## COMPANIES ARE LEVERAGING TECHNOLOGY TO INVESTIGATE BEYOND TIER 1 SUPPLIERS

Many companies engage successfully with Tier 1 suppliers, but engaging suppliers beyond that is reported commonly as a challenging task. In order to strive toward true supply chain transparency, companies need to [engage as many suppliers](#) as they can, and in the most successful cases, trace to the source of the materials. Many companies are [turning toward platform and regulatory compliance solutions](#) to aggregate supplier data and perform analytics. Technology helps companies track supplier activity, continuously identify and mitigate risk, and have an organized space to engage suppliers upstream. To learn more about a leading supply chain sustainability platform, [click here](#).

 SOURCE INTELLIGENCE IS AN AWARD-WINNING SOLUTION THAT PROVIDES COMPANIES WITH A 360-DEGREE APPROACH TO SUPPLY CHAIN RESILIENCY AND RISK MITIGATION."

## COLLABORATION IS CRITICAL FOR COMPANIES TO INCREASE POSITIVE IMPACTS ON BUSINESS AND SOCIETY

Because supply chain sustainability is such a complex endeavour, companies realize that they cannot tackle the issue alone. 78% of companies interviewed in the study are engaging with non-profits, industry associations, NGOs, and government entities in order to create communities of supply chain collaboration. The study found several advantages in collaboration, such as creating a common voice, leveraging resources, learning from experts, and creating innovative solutions.

Although companies are increasingly utilizing innovative methods to address supply chain transparency, their efforts are ineffective unless they succeed in engaging beyond the first tier of the supply chain. More and more companies are engaging with [third party compliance solutions and supplier networks](#) that provide supply chain management solutions. ■

[Source Intelligence](#) is an award-winning solution that provides companies with a 360-degree approach to supply chain resiliency and risk mitigation.





# A DECADE OF PURCHASING POWER BRINGS SUSTAINABILITY UP THE CORPORATE AGENDA

Ten years of the world's biggest purchasers – including Bank of America, Dell, Kellogg Company, Unilever and Walmart – requesting transparency from their suppliers triggers step-change in environmental action.

With greenhouse gas (GHG) emissions in supply chains on average 5.5 times those of company's direct operations, a new report by [CDP](#), the non-profit global environmental disclosure platform, reveals a step-change in corporate awareness and action on environmental impacts within the supply chain in the last decade.

In 2018, 115 organizations wielding a combined purchasing power in excess of US\$3.3 trillion, requested environmental information from 5,500+ of their key suppliers. This is an increase from just 14 organizations ten years ago. Suppliers reported emissions reductions of 633 million metric tonnes of carbon dioxide – greater than the emissions of South Korea in 2017 – leading to collective cost savings of US\$19.3 billion.

The report, [Cascading commitments: Driving upstream action through supply chain engagement](#), is based on data disclosed through CDP by 5,562 suppliers. It also reveals a 35% growth in targets for water use among suppliers, compared to 2017, while the number of companies disclosing information to their customers on their forests-related impacts has more than tripled, from 88 in 2017 to 305 in 2018.

The research finds that for some big buyers, sustainability is now a major factor in their purchasing decisions. Nearly three quarters (73%) of a subset of 27 major purchasers answering a CDP survey said that they are either currently deselecting, or considering deselecting, existing suppliers based on their environmental performance. In addition, 63% are either currently using, or considering using, data from CDP disclosures to influence whether they contract with suppliers or not. This is in stark contrast to the 4% and 9% respectively, who were doing this a decade ago.

"In the ten years that we have been working with purchasing organizations we have seen a fundamental shift in expectations around business action on sustainability," commented Sonya Bhonsle, Global Head of Supply Chain at CDP. "Leading purchasers are using disclosure to push positive change down the



supply chain, with data playing an increasingly important role in their decision-making.

"If suppliers continue to cascade good practices further down the supply chain, this has the potential to play a huge role in the rapid transition to a sustainable, low-carbon economy. However, with only 57% of suppliers reporting emissions reductions activities, and less than half (47%) with emissions reduction targets in place, the transformation in their customers' expectations means that those suppliers failing to act sustainably may increasingly see it impact their bottom line."

As organizations take an increasingly holistic approach to environmental management, the number of companies demanding transparency on water security in the supply chain continues to grow:

- 43 major purchasing organizations – including Braskem, HP Inc, and Intel – asked their suppliers to report on water in 2018, up from 37 in 2017. 1,709 suppliers submitted responses, an 11% increase from last year.
- There has been a rise in suppliers reporting water targets, growing from 51% in 2017 to 69% this year.
- But with less than half of companies reporting board-level oversight of water issues – compared to 69% for climate issues – governance of water security remains low.

# A DECADE OF PURCHASING POWER BRINGS SUSTAINABILITY UP THE CORPORATE AGENDA (CONT.)

Meanwhile, with deforestation and forest degradation accounting for approximately 10-15% of the world's GHG emissions, protecting forests is rising up the corporate agenda:

- This year, 305 suppliers provided disclosures to 14 purchasers – including Arcos Dorados, L'Oréal and McDonalds – a substantial 247% increase on the 88 businesses that responded to seven purchasers in 2017's pilot phase.
- However, just 17% of those suppliers report setting any sort of target related to deforestation; not enough to slow the 18.7 million acres<sup>2</sup> of forests lost annually.

"Sustainability is not an added extra," commented Andrew McMullen, The LEGO Group. "It has become a key strand of our approach for supplier relationship management. In particular, we know that disclosure through CDP is a great lens for looking at energy and resource efficiency."

If we can help suppliers to improve this then there is a huge amount of shared value to be gained, where we can both benefit from reduced environmental impact and cost savings."

To highlight best practice and spur further ambition, CDP has awarded over 120 companies – out of a total of 5,000 – a place on its third annual Supplier Engagement leader board, more than double the 58 highlighted in 2018. These leaders – which include Canon, Diageo, GlaxoSmithKline, Mastercard, National Grid and Tesci Plastics – are recognized for their work with suppliers to reduce emissions and lower environmental risks in the supply chain.

Examples of leadership among the 120+ companies include:

- UK telecoms company BT Group collaborated with a supplier to simplify tool and moulding use, reducing energy use and cutting 130 kg of CO<sub>2</sub>e for every month of production.
- In Evian-les-Bains, French food company Danone worked with local authorities and farmers to avoid contamination of the spring water by agricultural waste or fertilizers, creating a collective biodigester which converts 40,000 tons of organic waste each year into natural fertilizer used by local farmers, while producing biogas to provide power for 1,200 inhabitants.





# A DECADE OF PURCHASING POWER BRINGS SUSTAINABILITY UP THE CORPORATE AGENDA (CONT.)

- Japanese chemical and cosmetics company KAO Corporation has been actively encouraging suppliers to reduce their CO2 emissions; so far, at least 80% of its suppliers have set emissions reduction targets.
- US technology company Microsoft invested more than US\$1 million with one manufacturing supplier to install solar arrays and complete an energy-smart building retrofit, using sensor technology and data analytics tools to reduce energy consumption.
- Working towards its science-based target of reducing scope 1, 2 & 3 GHG emissions 25% by 2030, from a 2016 base year, French cosmetics company L'Oréal has been training and supporting its suppliers to answer to CDP and improve their carbon footprint, providing an online tool box, workshops, webinars and one-to-one meetings.
- Swedish packaging company Tetra Pak requires third-party verification that its paperboard suppliers do not use wood from any form of deforestation that breaks the natural forestry cycle. A company cannot supply Tetra Pak if it fails to meet these requirements.

"Suppliers are critical partners as we work to transform our supply chain and deliver positive, lasting impact for our planet, people and communities," commented Stuart Pann, Chief Supply Chain Officer at HP Inc. "For nearly a decade, we've used supplier environmental data in our procurement scorecard to help our suppliers advance from awareness and measurement to setting goals and taking action to reduce negative environmental impacts, including GHG emissions.

Engagement through the CDP Supply Chain program supports our efforts to reduce our upstream emissions and strengthen the long-term security of supply. HP is proud to be named to CDP's Supplier Engagement Rating Leaderboard for the third consecutive year, recognizing our continued focus on driving sustainable impact into our supply chain."

"Procurement teams have the power to create and amplify positive change," commented Hugh Jones, Managing Director, Advisory, at The Carbon Trust, which co-wrote the report. "But to exercise this power they must make sustainability a decisive factor in evaluating suppliers, elevating it to sit alongside cost, quality, and security of supply. Only then can a business truly claim it has sustainability at its heart. And this means procurement teams must understand their most significant impacts, ask the right questions, and actively provide support to help their supply chain to take action. The good news is that there's so much shared value to be found in greening the supply chain, which can help to increase efficiency, reduce resource costs, enter new markets, and make supply chains more resilient to the impacts of a changing climate and a changing world."

"By taking action along the supply chain, companies can send price signals that reverberate throughout the economy and embed climate action at all levels", commented Yoshiaki Harada, Minister of the Environment, Government of Japan, who has written a foreword for the report. "Members of the CDP Supply Chain program have set an example here, showing other organizations how to effectively create sustainable change through supplier engagement. As part of our commitment to driving climate action the Japanese government will be joining the 115 CDP Supply Chain members asking a selection of suppliers to disclose their climate change information to us through CDP in 2019." ■



SWEDISH PACKAGING COMPANY TETRA PAK REQUIRES THIRD-PARTY VERIFICATION THAT ITS PAPERBOARD SUPPLIERS DO NOT USE WOOD FROM ANY FORM OF DEFORESTATION THAT BREAKS THE NATURAL FORESTRY CYCLE."





# SAPPI AIMS TO BOOST SUSTAINABILITY SUPPLY CHAIN BY JOINING GREEN TEXTILE COALITION

Many fashion houses are beginning to design collections dedicated to sparking positive change within the industry. This includes offering textiles with a social conscious, which have been crafted from recycled and organic materials. Many companies that produce the feedstock for these textiles are also assessing their sustainability credentials. Sappi, a South African pulp and paper company, is one such company that supplies the textiles industry with bio-based materials and it is making plans to ensure that it has a strong sustainability ethos.

In fact, the company has recently announced that it has joined more than 240 global brands, retailers, and manufacturers, as well as government, non-profit environmental organisations and academic institutions as members of the Sustainable Apparel Coalition (SAC), which aims to improve supply chain sustainability in the apparel, footwear and textile industry.

The Coalition develops the Higg Index, a standardised value chain measurement suite of tools for all industry participants. The tools measure environmental and social and labour impacts across the value chain. With this data, the industry can address inefficiencies, resolve damaging practices, and achieve the environmental and social transparency consumers are demanding.

Sappi will contribute both data and resources to support the Higg Index and says its overall objective is to expand value streams to create sustainable products based on wood fibre, a renewable energy and raw material resource.

## **'DISSOLVING WOOD PULP'**

Sappi Limited CEO Steve Binnie said: "Sappi's sustainability strategy builds on our 2020Vision, people and core assets and aims to create real value by evolving our business as we expand our range of products derived from wood fibre, including packaging and speciality papers, wood fibre-based bio-products and importantly dissolving wood pulp for the textiles industry."

Sappi Dissolving Wood Pulp (DWP) Executive Vice President Mohamed Mansoor added: "We believe the SAC can become a model for how industries can collaborate in making a positive impact on value chain performance."



# SAPPI AIMS TO BOOST SUSTAINABILITY SUPPLY CHAIN BY JOINING GREEN TEXTILE COALITION (CONT.)

"Our confidence in the DWP market was confirmed when we launched Verve, our first brand range bolstering our leadership in this market. Sappi Verve represents our commitment to the entire value chain from brand owners through to the cellulosic fibre producers; our commitment to providing a natural fibre responsibly produced, sourced from sustainably-managed forests."

SAC interim executive director Amina Razvi said: "We welcome the addition of Sappi to the Sustainable Apparel Coalition and look forward to their participation in this industry-wide effort in sustainability. Having Sappi as part of the Coalition widens the scope of our impact within the industry and accelerates the change we're making towards responsible industry actions." Separately, the issue for biomass used for applications other than packaging is gaining prominence. Speaking to Bio-Based World News late last year, Berry Wiersum, CEO at Sappi Europe, said that there would be pressure on the demand for wood from forests in the future, as it "will not only be used for paper and housing, but used for new materials as well".

Wiersum said: "You already have a growth in wood density in European forests. This is because good forest management is making the density of the forests go up. You now have an increase in the surface area which is dedicated to forests in Europe. The pressure on wood is going to increase. Therefore, legislators are bound to favour the usage that guarantees the reuse of wood rather than setting fire to it."

"A carbon sink is a forest, ocean or other ecosystem viewed in terms of its ability to absorb carbon dioxide from the atmosphere. The view that the most efficient carbon sink is a managed forest compared to an unmanaged one is gaining credence. The most efficient carbon sink is a managed forest."

## MEMBER SPOTLIGHT

It is not just packaging companies like Sappi pushing the sustainability agenda forward, outdoor clothing brands are doing this as well. Swedish outdoor company Fjällräven is one such brand. It has been utilising the Higg Index to design its products and improve its sustainable operations.

Speaking to SAC, Christiane Dolva, Sustainability Manager at Fjällräven, said: "Our SAC membership provides us with important tools in our sustainability work and a network to share knowledge and experience and push the industry forward."

"When it comes to the Higg Index, the RDM provides valuable information on material footprints, and the facility module is not only a way to rank ourselves but more importantly a way to identify where we can improve and what to further build on in our efforts."

The membership meetings and working groups provide a great platform to interact and push efforts together with others in the industry, which we think is crucial to succeed with progress in many of the challenging areas."

She also said that the systematic approach that the Higg Index provides gives a structure to Fjällräven's sustainability efforts, and that has an effect on a lot of the different projects it undertakes. Dolva added: "The design module has inspired and formed some of the basis for our own preferred materials list."

The facility module has given us a good direction on where we need to focus in order to improve, which results in projects that improve our setup, structure and organisation. Apart from the Higg, it is also worth mentioning that SAC has put us in touch with partners with exciting projects as well." ■

THE SYSTEMATIC APPROACH THAT THE HIGG INDEX PROVIDES GIVES A STRUCTURE TO FJÄLLRÄVEN'S SUSTAINABILITY EFFORTS, AND THAT HAS AN EFFECT ON A LOT OF THE DIFFERENT PROJECTS IT UNDERTAKES."



# TATE & LYLE TEAMS UP WITH EARTHWATCH TO PROMOTE STEVIA SUSTAINABILITY PROJECT

UK food ingredients giant Tate & Lyle has announced that it will be starting a project to examine the sustainability of its stevia supply chain. Stevia is a popular global ingredient for sugar replacement and is in strong demand from food and beverage producers who are looking to use it to reduce calories in their products.

Tate & Lyle will be teaming up with its US-headquartered stevia partner Sweet Green Fields and international environmental organisation Earthwatch to work on the project, which will help Tate & Lyle to establish and spread sustainability best practice across its stevia supply chains and beyond.

According to Tate & Lyle, much of the world's stevia supply is grown in China on a mix of small to larger farms, including the leaf for the company's stevia ingredients and those produced by its partner Sweet Green Fields.

Earthwatch-led local scientists have begun conducting on-the-ground research in China to evaluate the socio-environmental impacts of stevia production, including analysing soil, water, waste, and energy impacts, as well as the effect on farming communities.

The NGO will team up with a wide range of stakeholders in the stevia supply chain, from seedling producers to family-run planters and industrial farms.

“BY WORKING WITH LOCAL SCIENTISTS AND EXPERTS WITHIN CHINA WE ARE DEVELOPING NEW KNOWLEDGE FOR BOTH TATE & LYLE, THE BROADER STEVIA INDUSTRY AND LOCAL COMMUNITIES.”



Sustainability has shifted from a “nice to have” to a core element of business strategy for many global companies, and more and more of them are integrating sustainability into the early stages of their production project planning.

“Stevia farming is a key economic activity in many areas in China and a rapidly growing global ingredient for sugar replacement,” Steven Loiselle, Senior Research Manager at Earthwatch, said. “Our project, working with leading researchers, producers and others, shows how multi-partner collaborations can be used to promote sustainable production. By working with local scientists and experts within China we are developing new knowledge for both Tate & Lyle, the broader stevia industry and local communities.”

Stevia is also used as a sweetener in food and drink products. Abigail Storms, VP Sweetener Platform and Global Platform Marketing at Tate & Lyle, said: “As a leading provider of Stevia to the food industry, Tate & Lyle wants to ensure that using stevia in greater quantities in the future as a replacement for sugar is a responsible choice for Tate & Lyle, as well as a healthy choice for consumers around the world.

“We are proud to be working with our partners Sweet Green Fields and Earthwatch to support sustainable stevia production to ensure that stevia not only improves consumer lives, but also supports sustainable livelihoods and farming practices in the supply chain, with minimal impact on the environment.” ■

# WWF UNVEILS BLOCKCHAIN PLATFORM TO TRACK FOOD SUSTAINABILITY

Emerging technologies like blockchain are increasingly being used by global companies and organisations to help create transparent, secure and efficient platforms for sustainable supply chains. World Wildlife Fund (WWF) is one environmental organisation who has recently announced that it be using blockchain technology to help promote sustainability throughout food value chains.

WWF will be working with BCG Digital Ventures, a corporate investment and incubation firm, on the new venture called Open SC. It will use product QR codes that consumers can scan with a smartphone to automatically display information on where the product originated from, when and how it was produced, what its journey through the supply chain looked like, and even its carbon miles and what temperature it was stored at.

To work, businesses dealing with products such as seafood must make a choice to attach a digital tag at the point of catch, and then again at the point of production, and link their products in a blockchain platform. WWF said it piloted the technology to track tuna caught in the Pacific Ocean and it plans to use the technology to track Patagonian catfish in the future.

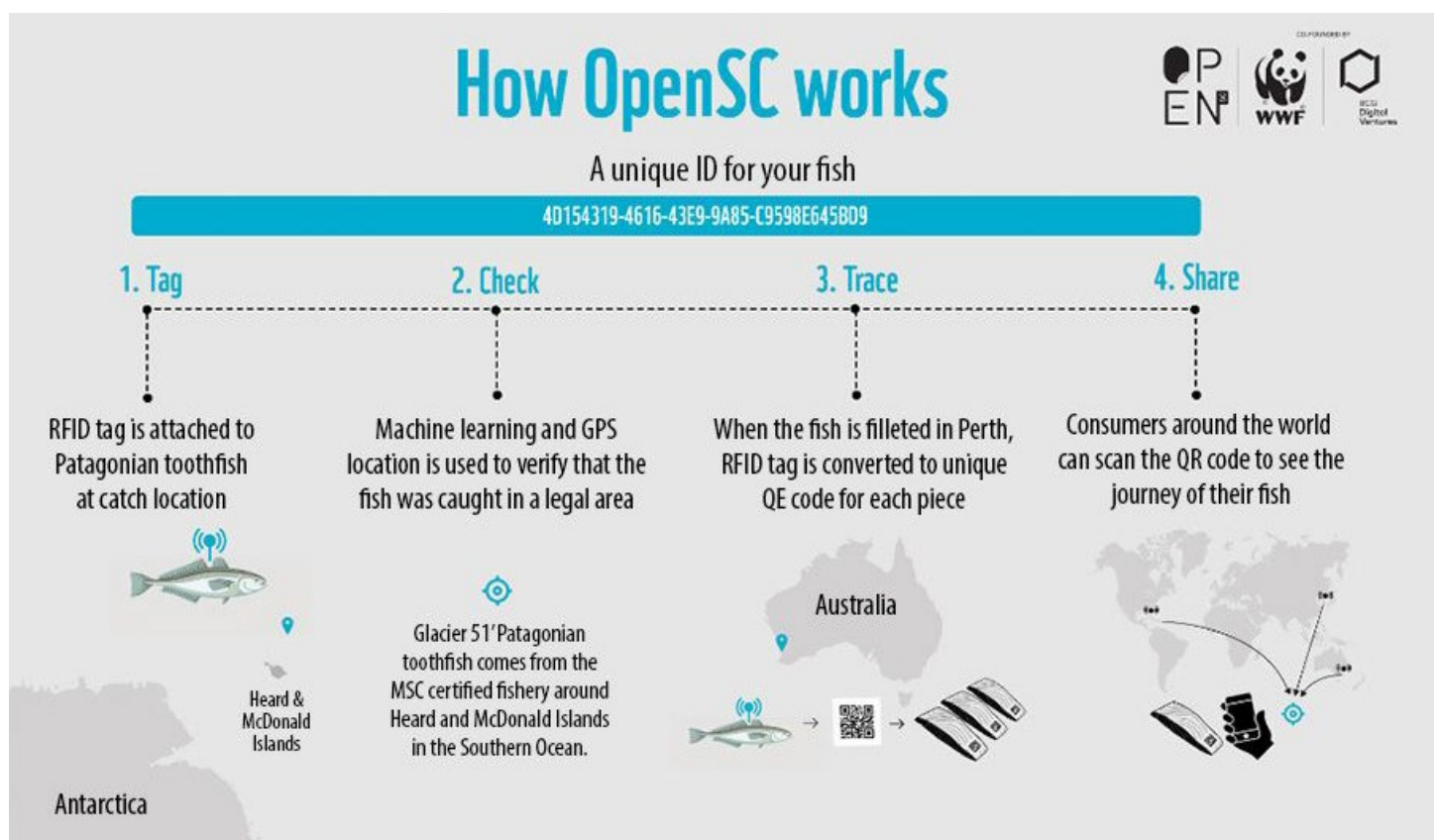
The Patagonian toothfish is a deep-sea fish that is prized by high-end restaurants and has historically been a victim of illegal poaching.

Using OpenSC technology, consumers who use restaurants could scan a set menu to track the journey of the fish on their plate. WWF said that other applications include tracking products such as tissue paper to verify if the paper comes from sustainably-managed forest.

OpenSC also helps businesses optimise their supply chain operations and reduce costs by providing information about the temperature of food in storage, according to WWF. This information can help producers manage product recalls and other issues, facilitating more informed decision making.

Marco Lambertini, WWF International Director, said that OpenSc “massively increases transparency and accountability” and described it as a “game-changer”.

Dermot O’Gorman, WWF Australia CEO, said that OpenSC provided “a whole new level of transparency about whether the food we eat is contributing to environmental degradation of habitats and species, as well as social injustice and human rights issues such as slavery”. O’Gorman said this technology will “revolutionise” how individuals buy food and other products by enabling consumers to make more informed decisions. ■





# CORONA TO TRIAL PLASTIC-FREE PACK RINGS MADE FROM PLANT-BASED BIODEGRADABLE FIBRES

We share the goal of phasing plastic out for good, because we simply can't afford its toxic impact anymore.

Beer giant Corona has announced that it will pilot plastic-free six pack rings in select markets. The trial is part of the brands commitment with environmental organisation Parley for the Oceans to lead the industry with eco-friendly packaging. The rings are made from plant-based biodegradable fibres, with a mix of by-product waste and compostable materials, the company said in a statement. If left in the environment, they break down into organic material that is not harmful to wildlife, whereas the industry standard plastic six pack rings are made from a photodegradable form of polyethylene that results in increasingly smaller pieces of plastic if not recycled.

Corona ([@corona](#)) claims that it is the first beer brand to trial 100% plastic-free six pack rings.

The trial will begin in the brands homeland of Mexico, where the plastic-free rings will be piloted in Tulum at the beginning of 2019. Corona also has plans to launch the rings in the UK next year. "Our oceans are under attack. We are taking their life in rapid speed, destroying the chemistry that allows us to be here," said Cyrill Gutsch ([@cyrillgutsch](#)), CEO and founder at Parley for the Oceans.

He added: Therefore, we are bidding on the few who take the lead in true change. The ones who are shaping the future with us. Gutsch said that Corona was helping to build a material revolution to help fight marine plastic pollution: We share the goal of phasing plastic out for good, because we simply cant afford its toxic impact anymore.

Tracy Sutton, packaging design consultant at UK-based packaging consultancy [Root](#), told Bio-Based World News that Coronas decision to invest in trialling a better solution to the current fossil-derived plastic can pack rings should be applauded. However, she also said the approach to the problem should be questioned.

We can assume that the new material and construction uses a significant amount more material and will be much heavier and energy intensive to distribute at a global scale if rolled out compared to the current solution, Sutton said.

She explained: More importantly, access to effective collection and processing infrastructure in most parts of the world for organic recycling simply does not exist. In Mexico, the likelihood is that this item will be burned, landfilled, littered or dumped, with any organic value in the item, never being recaptured. The outcome in the UK is currently not much better.

Never before has the temptation been stronger to develop public-pleasing campaigns that meet consumer demand for biodegradable, plastic-free materials. The [EC Plastic Strategy](#) advises against the use of such materials unless there is a specific system set up to collect and process the material because of some of the challenges outlined above.

She concluded that no material "is an innovation if it is launched into the market when there is not sufficient infrastructure to recycle it". ■



NEVER BEFORE HAS THE TEMPTATION BEEN STRONGER TO DEVELOP PUBLIC-PLEASING CAMPAIGNS THAT MEET CONSUMER DEMAND FOR BIODEGRADABLE, PLASTIC-FREE MATERIALS."

# 2019 EDITORIAL SCHEDULE

## QUARTERLY MAGAZINE

### JUNE

#### BIO-BASED WORLD QUARTERLY ISSUE #14

**Deadline for content /  
adverts:**

Friday 7th

**Publication date:**

Week commencing  
Monday 17th

### SEPTEMBER

#### BIO-BASED WORLD QUARTERLY ISSUE #15

**Deadline for content /  
adverts:**

Friday 13th

**Publication date:**

Week commencing  
Monday 23rd

### NOVEMBER

#### BIO-BASED WORLD QUARTERLY ISSUE #16

**Deadline for content /  
adverts:**

Friday 22nd

**Publication date:**

Week commencing Monday  
2nd December

### MARCH 2020

#### BIO-BASED WORLD QUARTERLY ISSUE #17

**Deadline for content /  
adverts:**

Friday 28th February

**Publication date:**

Week commencing Monday 16th

Special printed edition  
distributed at  
World Bio Markets 2020

