

CIRCULAR SUPPLY CHAIN

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 **accenture**

#BLOCKCHAIN4GOOD





In Europe alone, 29 million tons of dairy products are lost or wasted every year. This is the same as 574 billion eggs.

Source: FAO

In Thailand, over 90% of surveyed workers at seafood processing plants reported going without enough food in the previous month. Of those, 54% of the women workers said there had been no food to eat at home of any kind on several occasions in that time.

Source: OXFAM



Beyond global warming and human health impacts, palm oil production takes a toll on biodiversity and human rights. Only about 15 percent of native animal species can survive the transition from primary forest to plantation, with orangutans, tigers, rhinoceros, and elephants being the most vulnerable to such expansion.

Source: UCSUSA



It's estimated that for every cup of coffee consumed, one square inch of rainforest is destroyed.

Source: FAO



IMAGINE...

A new generation of fairer trade now

*A small scale farmer produces about 500 pounds of Fair Trade organic coffee a year and gets around **\$1.30 a pound**, or \$700 a year, for coffee that can retail in the US for **\$20 per pound**.*

(Source: Forbes)

“**CONSUMERS**
OFTEN FEEL
LIKE THERE’S
LITTLE THEY
CAN **DO** OR
TRUST...”



BUT CONSUMERS ARE CHANGING IN HOW THEY BUY FOOD....

SOCIAL CONSCIOUSNESS consumers are sensitive to retailer values

2/3 feel "large changes are needed in the way food is produced and consumed"

73% would actively switch to a brand with a social purpose

FOOD FOR HEALTH consumers are actively looking to food to manage their health

"Food with a Function" a top Google food search

57% are eating more natural and fresh foods

TRANSPARENCY & AUTHENTICITY consumers are interested in the origins of their food

9 in 10 rate ingredient transparency as important for companies to address

\$4 billion+ invested in food traceability technologies in North America

TRUST is a competitive lynchpin in the battle for food dollars

1/3 of U.S. consumers rank trust as a top-three purchase driver

6 in 10 U.S. consumers refuse to buy products and services from companies they do not trust



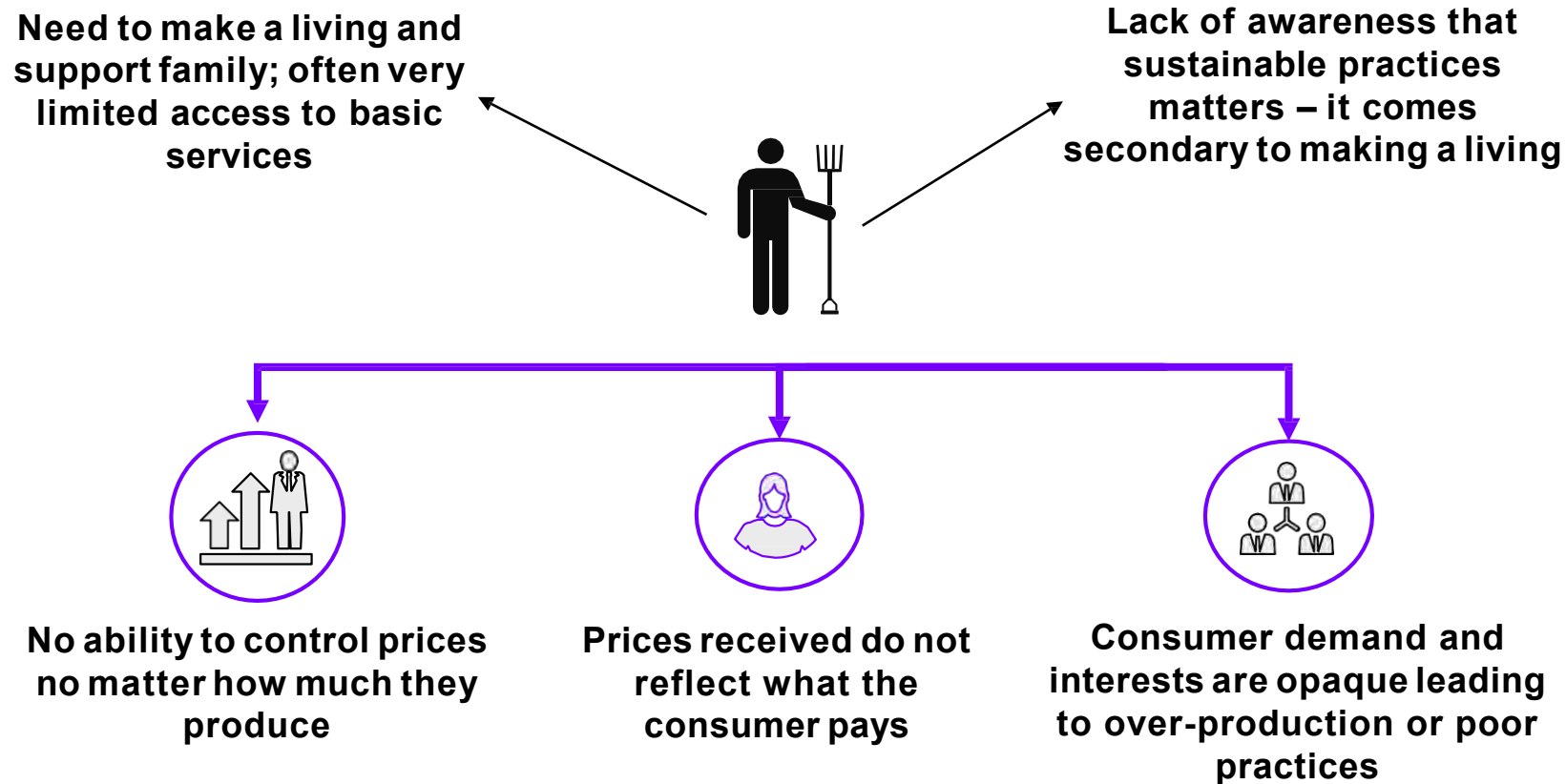
CIRCULAR SUPPLY CHAIN VIDEO



<https://www.youtube.com/watch?v=bkvxYkeh71E&feature=youtu.be>

TO CHANGE THE PRACTICES AT SMALLHOLDER LEVEL, THE RIGHT INCENTIVES ARE NEEDED

In complex supply chains, smallholder producers are often stuck in a cycle of subsistence farming because they receive a paltry slice of the economic pie. Markets for sustainably-certified products are in high-demand, with high premiums, but incentives for producers are misaligned.

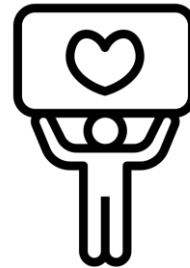


CIRCULAR SUPPLY CHAIN ADVANTAGE

Blockchain technologies address challenges of provenance, authenticity and traceability.



**Supply chain
transparency & efficiency**



Sustainable practices



**Empowerment & more
informed decisions**

Our Values

1

Prove authenticity
and provenance of
products

2

Reduce global
waste through
supply chain
transparency

3

Enable financial
inclusion and
improve livelihoods

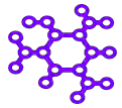
4

Empower
consumers and
producers through
choice

COMBINING CAPABILITIES

The rise of digital is creating innovation within the financial inclusion space, helping drive new business models that are tapping into diverse consumer markets and providers.

Accenture's Circular Supply Chain solution leverages a few capabilities:



Blockchain in Supply Chain

Provides **transparency to confidently share** access to the same data and information.



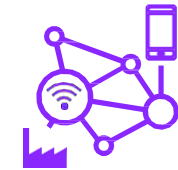
Digital Identity & biometrics

Verify **attestations of producer's and product's identity**



Biometrically enabled payments

Payment mechanisms to **reduce** and **optimize** cash flows

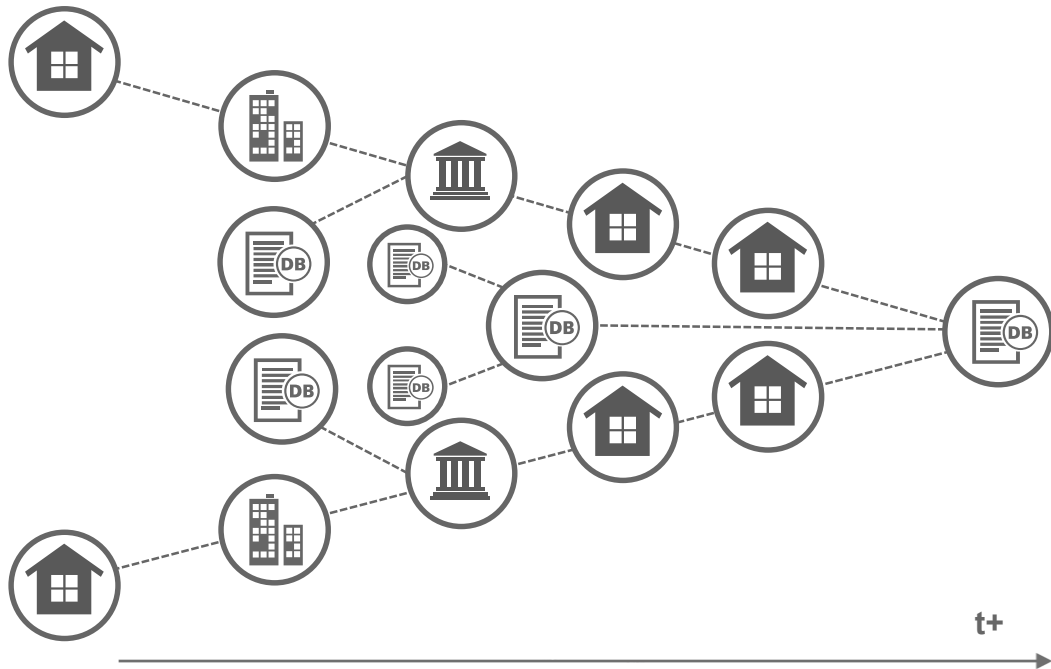


Digital

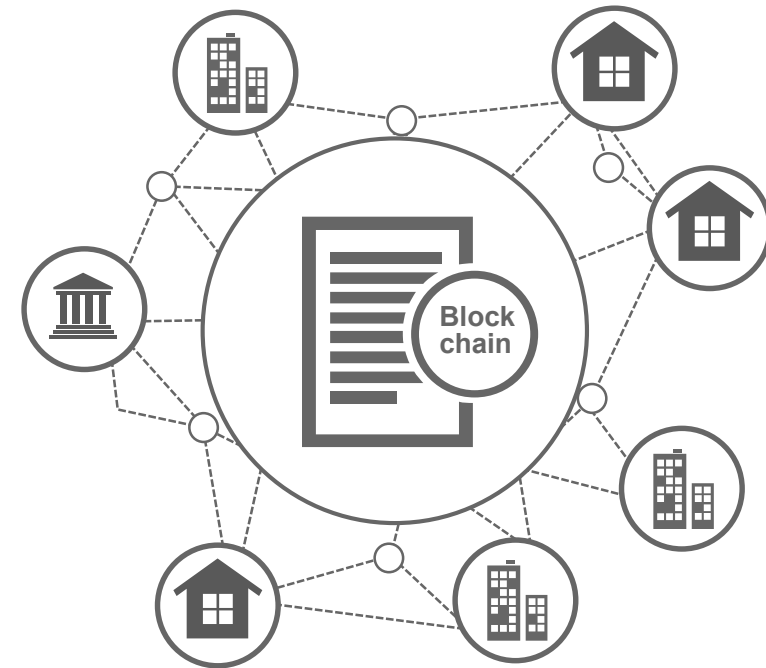
Digital transformation will have a significant impact, e.g. IOT, connectivity etc.

NEW BLOCKCHAIN BUSINESS MODELS

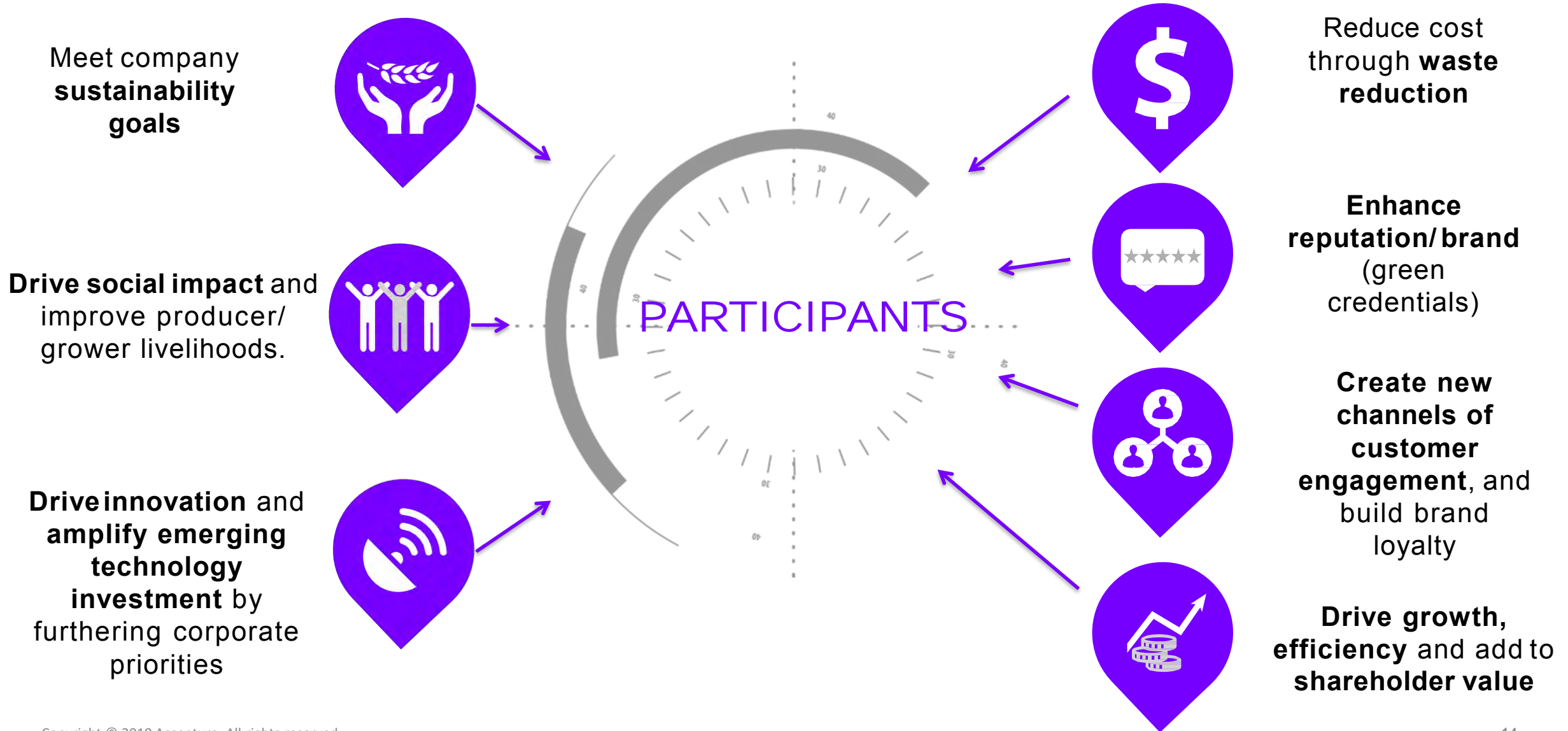
TRADITIONAL ECOSYSTEM TODAY



BLOCKCHAIN ECOSYSTEM TOMORROW



OPPORTUNITIES & BENEFITS



THANK YOU

