

A large pile of plastic waste, including bottles, containers, and other debris, is shown under a sunset sky. The text "WHO IS SIM?" is overlaid on the top left of the image.

# WHO IS SIM?

## DATA DRIVEN TECHNOLOGY PARTNER

**SIM offers technology, expertise and a team to get data you can trust, report and act on.**

- SIM translates sustainability strategies of retailers, producers and traders into concrete supply chain datapoints.
- More than 12.5 years of experience with supply chain mapping (over 250.000 chains, to the farmer and beyond).
- More than 700.000 audit reports verified.
- We know which (actual) risks exist in supply chains and can react fast and flexible and know which questions to ask at which location, for which product, region or a combination of them. We also know which proof we need for each product and/or ingredients and how to obtain these.
- Flexible, customer-oriented technology to approaching ESG issues in global supply chains



A large pile of plastic waste, including bottles, containers, and other debris, stretches across the foreground and middle ground. The sky above is a mix of blue and orange, suggesting a sunset or sunrise. The text "What do we do to get data?" is overlaid in white on the left side of the image.

# What do we do to get data?

**1. BASICS IN ORDER** | Map all private label and fresh products supply chains and collect product specifications and evidence to mitigate risks (technology)

**2. Translate Commitments** | Transparency

- Due Diligence: commitment: Covenants and initiatives like the PlasticPact, OECD-FAO Guidance for Responsible Agricultural Practices and IDH - SIFAV
- Due Diligence: identify & prioritize risks
- Design & implement strategy to gather, verify and analyze data from supply chain (additional specification packaging)
- Report on data -> **ACT!**

**3. CHAIN MANAGEMENT** | to the farmer and beyond

- Realtime product information from land to client
- Product traceability to act proactively and early

**4. ISSUE MANAGEMENT** | targeted action – supplier dialogue

# Sustainable packaging

## Ambition 2025

In 2019 more than seventy companies and environmental organizations signed the 'Plastic pact': a pact where concrete goals are set to heavily reduce the use of plastic and increase the recycling in 2025.

- 20% less packaging material
- 95% recyclable packaging material
- 100% FSC, PEFC certified cardboard and paper
- 50% use of rPET
- 100% disposable and recycle logo's

## Insights

- To drive sustainable packaging and reduce plastics, **management information** is needed to monitor and share progress with **multiple stakeholders** (commerce, sustainability, management). Often it is hard to get this information – a lot of data, but little information
- Next to this it is a challenge to **report on** packaging in the right way. Reporting requests are increasing (**Plastic Pact**, **CBL**) as well as the level of detail which means that data gathering is complex and highly demanding.



## Packaging Tab – product specifications

Require detailed data on primary, secondary and tertiary packaging.

### 2 - Materials used in packaging parts

#### 2.1 Primary packaging

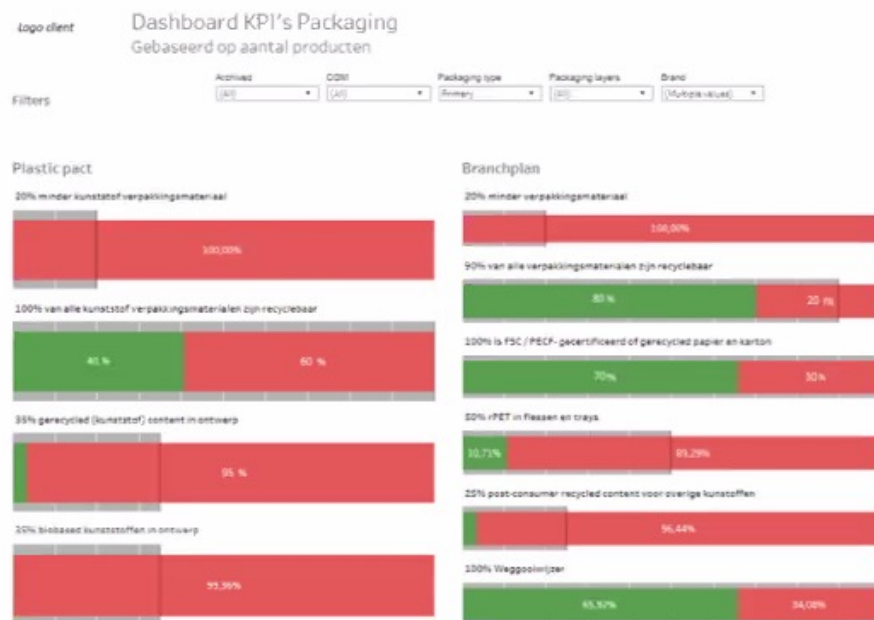
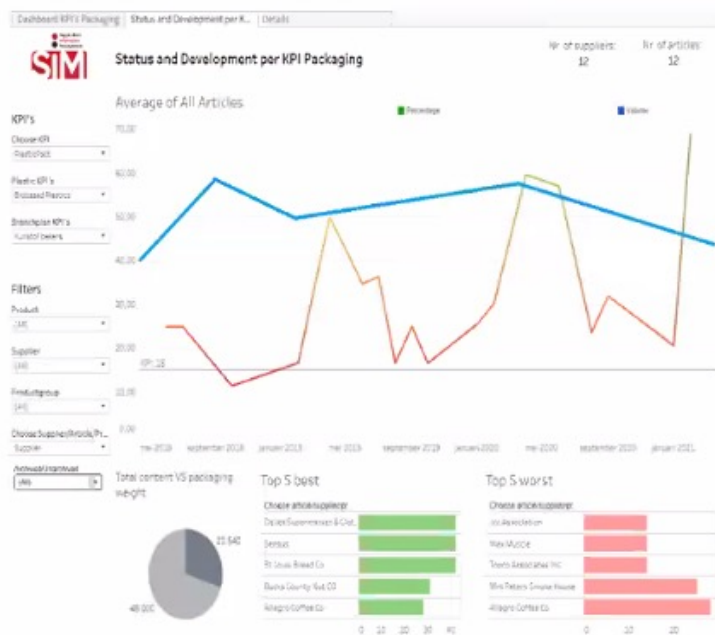
Subtotal of Standard test primary packaging 10

Packaging components	Amount * (pieces)	Weight * (g per piece)	Material layers	Material group	Material	Color	Share of mass (%)	Material certification	Certificate number	Recycled content (%)	Printed material	Are any SN-substances present in this material?	Bio based content (%)	Bio based content info	Industrial compostable	Disposal instruction	Disposal Logo	Recycle Logo	Approval
Foil	1	20	Mono	Metal	Aluminum		100 %			100 %			0 %		Yes	Is recycled via unsorted waste	Foil in unsorted waste	ALU (41)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Wrap	1	20	Mono	Paper cardboard	Paper		100 %	FSC	123	100 %	Yes	Yes	50 %	1st generation, made from food crops	Yes	Recycling of paper waste	Wrap in paper waste	PAP (22)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Bottle	 20		Mono	Rigid plastic	PET	Transparent	100 %			0 %			0 %			In Plastic Heroes container or bag	Container in plastic waste	PET (9-1)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

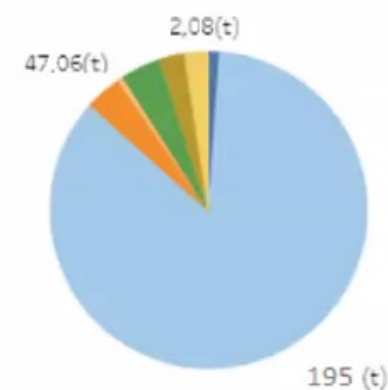
Total weight of primary packaging: (grams)

40

# Dashboard



## Kunststof uitsplitsing



# Lessons Learned

- Commitments are made, but require detailed insights at product level
- Data is available; but requires time investment suppliers- often no data in one system
- Aggregation of data and insights are key
- Report different initiatives differ often
- Gamification of reaching goals per product category / buying group works well
- Cooperation strategic supplier to reach targets and product should be goal