

# WEBINAR Global Forum #1/2023

## February 15<sup>th</sup>, 2023

**BLOCKCHAIN:**  
**How is it transforming our daily life?**

# Agenda

## BLOCKCHAIN

How is it transforming our daily life?



Dr. Owen Vaughan,  
Director, Research nChain, UK  
Blockchain Technology



Prof. Namir Anani  
President & CEO | Président-directeur général, ICTC, Ottawa,  
Canda  
Blockchain Policies



Prof. Latif Ladid  
Founder & President, IPv6 Forum; co-Chair, IEEE  
Blockchain Initiative, Luxembourg  
Use case: Food supply chain

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# **Food Supply Chain**

**Prof. Latif Ladid**

**Founder & President, IPv6 Forum**  
**co-Chair, IEEE Blockchain Initiative**

# Food Supply Chain Pain Points

- > Food Safety i.e. Disease / Contamination
- > Waste / Product Recalls > 30 % Food wasted
- > Inefficiencies / errors / quality / cost / customer service
- > Inventory tracking & Tracing / Management
- > No single source of truth across suppliers
- > Counterfeit / substitute products
- > Compliance certification
- > Rigorous compliance tracking / Visibility reporting

# Food Supply Chain

## Growing Demand

## Competition

## Consumer Demand



Unsustainable practices are reducing the growth potential from existing land



Heightened price competition has reduced economic profit by 50% in the grocery sector



Brands can differentiate their products by building trust through transparency



Farmers need to produce more with fewer resources



Companies face major overhead collecting supplier data and maintaining records



63% of consumers are willing to pay up to 36% more for products that are transparently sourced and responsibly made.



Population and consumption growth is driving demand up



It's no longer enough to compete on the basis of cheap land or labor



94% of customers would be more loyal to a brand that offers complete transparency

> by 2050  
Twice more food

> Profits down

> Consumer  
Trust

# The Problem



global carbon emissions  
from developing world

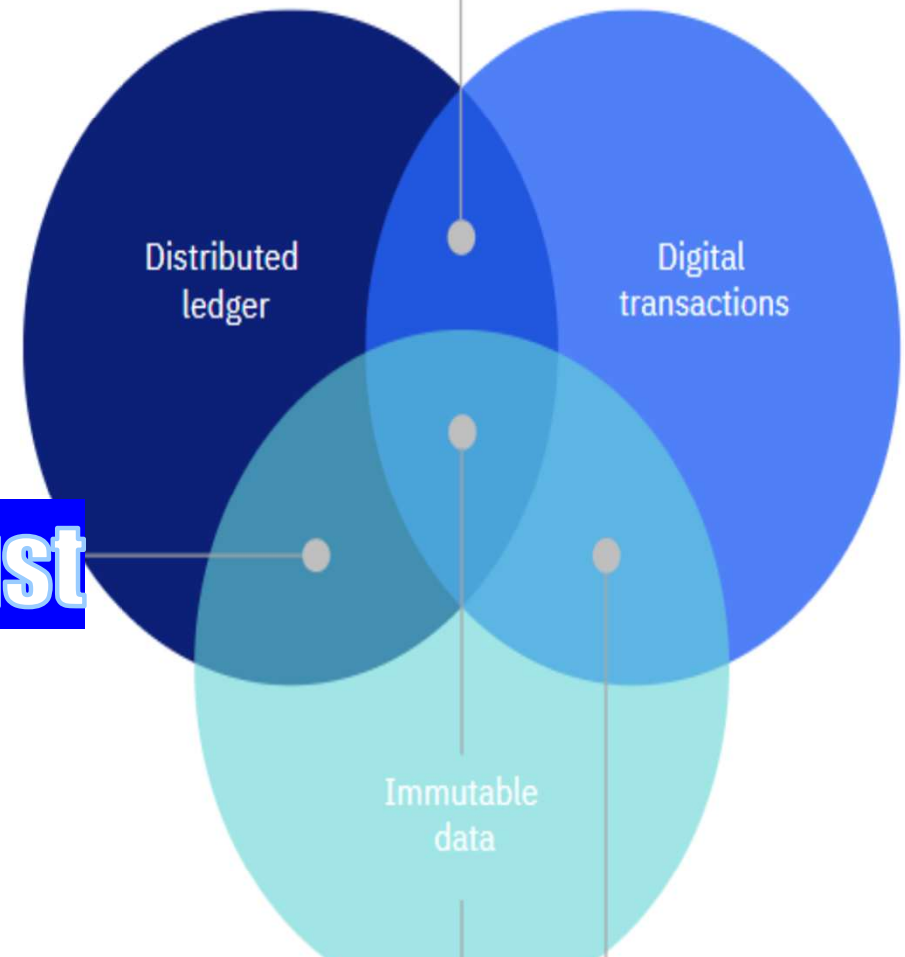


Source: Greenpeace  
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## Blockchain creates unprecedented supply chain visibility because of its unique set of properties

- Making blockchain a more **trusted platform for sharing data** across a range of different companies
- When a range of companies trust and use the data-sharing platform, we can build unprecedented visibility and **connectivity** across the supply chain data
- Allows for greater **speed to data** and near real-time insights
- As a result, companies can **collaborate** around disruptive new business models and leverage new drivers of value

> **Trust**

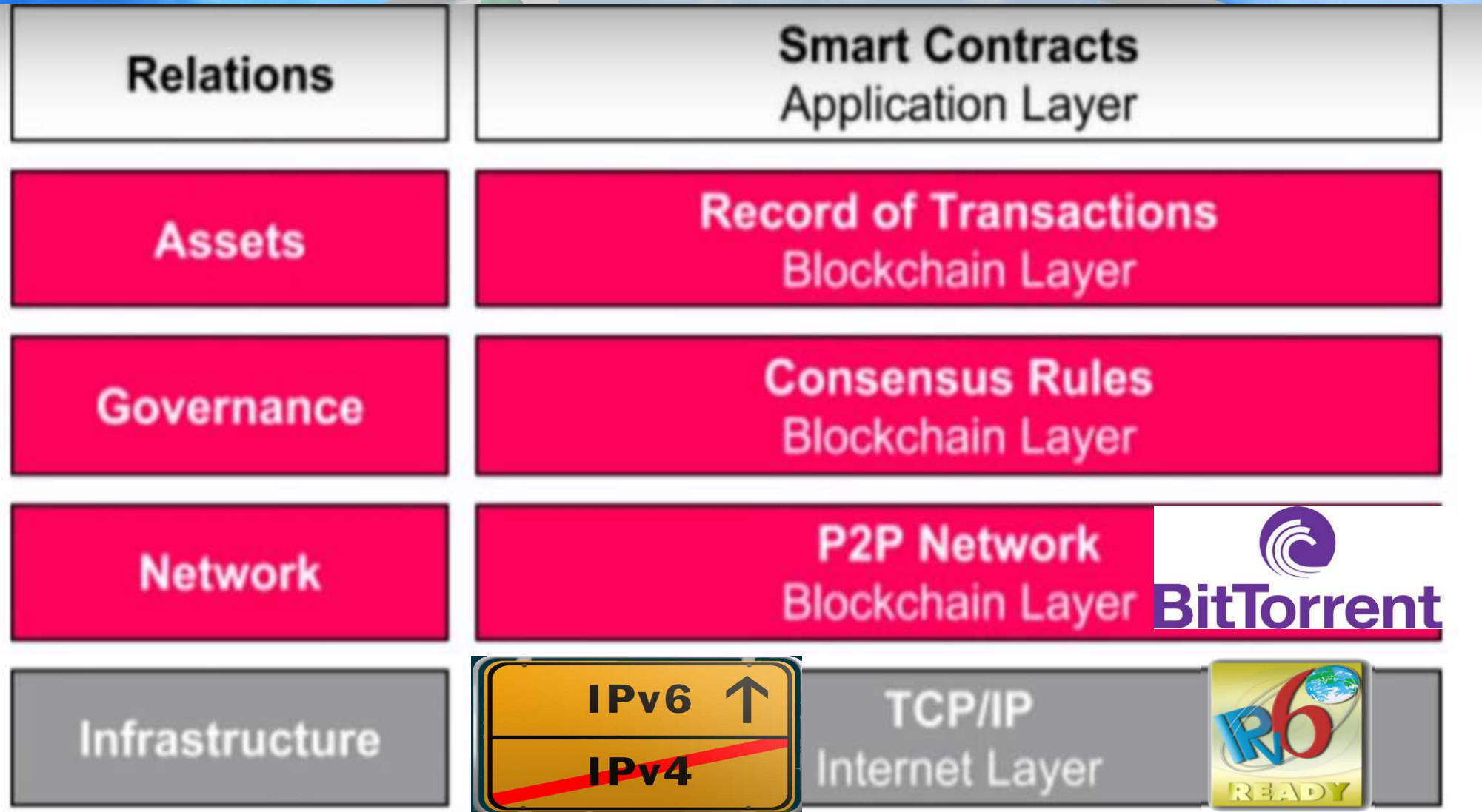


> **Efficiency**

> **Transparency**

Permissioned visibility into a single source of truth

# Blockchain is P2P: Needs end2end Secure Routing:







# Overview

FOOD 2030

Empowering  
cities as agents of  
food system  
transformation



cities<sup>2030</sup>  
cities2030.eu



# Creating a future-proof food system



Project Information: **CITIES2030**  
Grant agreement ID: 101000640

**Start date:** 1 October 2020  
**End date:** 30 September 2024

**Overall budget:** € 12 513 955,75  
of which € 11 779 827,25

**Coordinated by:** UNIVERSITA CA' FOSCARI  
VENEZIA, Italy

**Partners:** 40

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# Cities2030 key results

1. engage 50 cities in the Milan Urban Food Policy Pact by September 2024
2. CRFS Alliance, a network of actors representatives of food value chains;
3. CRFS Observatory, an open access platform with information on CRFS;
4. CRFS laboratories (events in space and time) to facilitate co-creation activities and deliver frameworks on policies and innovations;
5. cradle-to-cradle data-driven digital CRFS management platform based  on blockchain technology;
6. city-scale pilots to test suggested policies and innovations;
7. System Thinking methodology for problem-solving;

>.9



# Delivery of goods from farm to distribution center

## Delivery and incoming inspection



## Accepting goods by the distribution center/store



This project has received funding from the European Union' Horizon 2020 research and innovation programme under grant agreement No 101000640

# Goods in store including traceability QR code



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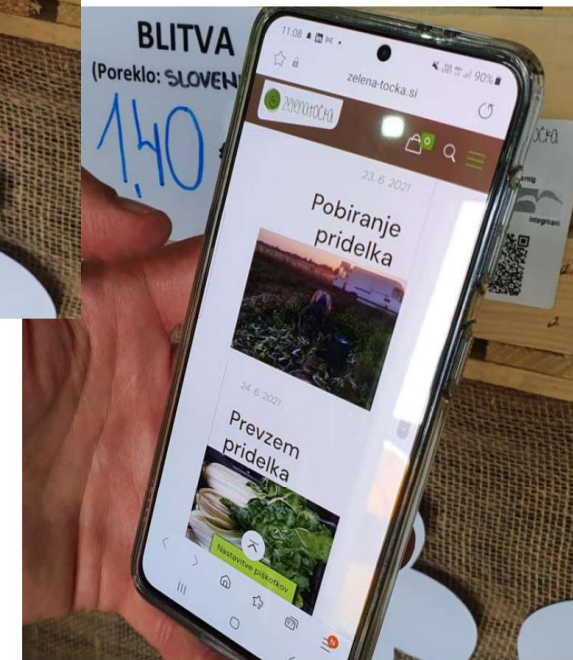
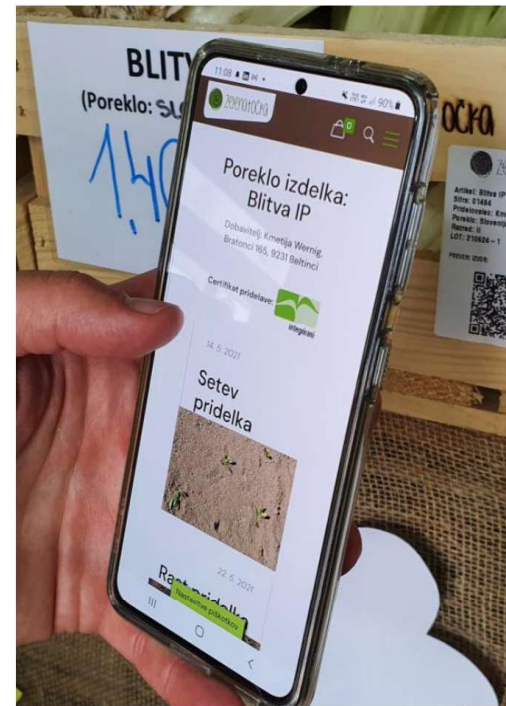
# Customer scanning the QR code



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# Information about origin received

- Information received by customer:
  - Farmer location
  - Product certificate if applicable (Integrated production, organic etc)
  - Photos of growth phase
  - Date of harvesting and delivery to warehouse/store



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Thank You



THANK YOU!

CCC

links

