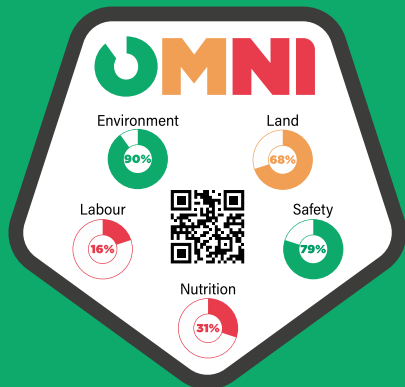


The OmniAction Charter of Global Food Impacts

Expressing multi-criteria requirements for sustainability measures



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1. Introduction: Urgency is needed to tackle climate change, nature loss, exploitation and mortality driven by the food and agriculture sector

This Charter synthesises the experience, expertise and perspectives of OmniAction's 200-plus community members, globally, and from all elements of the food system.

The community is drawn from across the agriculture and food business sectors, UN agencies and multilateral organisations. They include policy specialists and academics, farmers, chefs, restaurateurs, campaigners, scientists, consumers, investors and philanthropists.

OmniAction seeks here to express the synthesised logic of its community and to deliver recommended action competently. In an era of unfettered hyperbole, in which climate targets and UN sustainable development goals remain unlikely to be achieved – transparency and action is the order of the day.

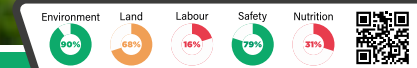
The momentum behind OmniAction's ambition is due to its 360-degree perspective and collaborative approach.

It's driven by the urgency needed to address the climate, nature loss, inequity and health challenges of the food and agriculture sector.

[The threat to food security](#) posed by climate change is well established and accepted. However, further to this, [our community has agreed](#) that multi-criteria analysis in the food system is essential – meaning science cannot address nutritional, environmental and social impacts in isolation to one another.

That the Codex Alimentarius took 30 years to achieve is considered a cautionary tale.

A lack of urgency has led to a food system which is [the biggest killer in the world](#) – as 30,000 die each day from hunger and malnutrition, in which supply chains are plagued by child labour, agrifood accounts for [one third of](#) greenhouse gas emissions and is responsible for [90 per cent of deforestation](#).



1. Introduction: “We start with what we have”

Omn>Action’s most energetic and forceful advocates include young data scientists. They tend to be in their 20s and 30s. They have arguably the most difficult job in the set of actions called for – as this field is still in its early stages.

They tend to be under-resourced and working to corporate and regulatory policies largely not fully understood by relevant C-suite and board members or political leaders.

Despite the difficulties and bouts of understandable despondency in the face of their challenges, this group forcefully advocates for immediate action and ongoing iteration:

- “We start with what we have”
- “The data only improves as we ask the right questions of it”
- “We update the weighting of indicators, and the chosen indicators, regularly and transparently”

The enthusiasm and sense of urgency is forcefully shared by other community members in their 20s, who arrived in roles such as Corporate Sustainability Officer or Consultant via different academic backgrounds. Again, they are often in under-resourced positions, working to sustainability agendas with room for improvement regarding coherence.

This Charter is designed to reflect the urgency expressed by these groups and create a vehicle in which urgent action can be delivered.

Their approach reflects the agile nature by which technology evolves today – applying intense collaboration, and sprints of development activity across integrated workstreams to short deadlines. These sprints iterate regularly and at pace toward longer term outcomes.

The processes also involve regular information sharing. This removes risk by identifying obstacles and failings very quickly within a multi-criteria context, allowing them to be addressed in real time.

And it works in contrast to previous approaches, whereby operatives worked in siloes, the product “thrown over the wall” to the next expert – who inherited accumulated flaws – along the development line.

This Charter is designed as a North Star for all food system actors to navigate toward, regardless of where they are in their sustainability journey.

The OmniFramework has been developed because a set of indicators as complete as these has not been captured by any organisation we are aware of, despite some highly impressive work that has gone on. For this reason, the suggestion of near-term mandatory uptake would not be appropriate.

Once this framework has been published, there won’t be any reason for these indicators to be overlooked in immediate planning.

A chef doesn’t need to understand the final weightings given to each indicator before seeing that, when viewed across a full set of human rights risks, certain ingredients are best minimised or avoided, reformulation considered, new suppliers sourced, and costs re-configured.

It also means that taking action, responding to this Charter, can be done in conjunction with existing certification and marketing schemes. We are not advocating for an end to existing schemes, we are proposing solutions plugging gaps.

Although the artwork is hypothetical at this stage, it would mean an OmniLabel appearing on a product alongside existing certification and marketing logos.



2. Objectives: Setting out what sustainability measures need to include

This Charter expresses

- The impacts to be included in any sustainability measure or claim across the food system.
- The case for aligned data usage across the food system – ie the same data captured for corporate reporting is applied in consumer labelling.
- Support for companies looking to piece together and flesh out an existing jigsaw of policies which touch on the five topics proposed. This will include guidance on meaningful sustainability questionnaires, an outline for credible third-party monitoring, and guidance regarding credible audits.

Action tracks

- Regarding Nutrition, Environment and Food Safety we are taking a specialist, scientific approach to formulating relevant indicators which should be included in “sustainable” measurements. Ongoing scientific and activist discussion of calculations involving the weighting of those indicators and the best data to inform them, will be conducted by specialist panels.
- Regarding Land Sovereignty and Labour Rights we are generally working with NGOs, civil society organisations and UN agencies to propose active solutions complementing relevant indicators.
- Ongoing improvements to practical solutions will be conducted by specialist panels.
- Both tracks require different, but similarly vital, third-party monitoring. This is also outlined.



3. Background: How the land lies

Although the word sustainable appears increasingly on food labels and in marketing campaigns, there is in fact no agreed definition for what it encompasses.

Furthermore, there is a lack of systemic, coherent, traceable information across the topics that constitute sustainable considerations.

Even the most sincere efforts at providing information around, for example, environmental impacts, are being developed outside a consistent labelling framework, with globally agreed guidance absent on harmonising the indicators to be included in measurements.

In other words, food labels are largely expressing only the “sustainability” indicators that companies choose to include, often preventing consumers from making fully informed choices. Comparable consumer information and addressing agriculture and food’s consequences across environmental, social and nutritional impacts is not readily found.

The term greenwashing addresses just a fraction of the risks being withheld from consumers through inadequate labelling –

- Risks to their health
- Risks to the environment, which affects the health and wellbeing of themselves and all others
- Risks to others in the form of land and labour rights – and consumers want no part of this

The risks to business presented by current practice are substantial. [Unaccounted costs](#) in the sector amount to [twice its value](#) – a tab that is picked up in an extra healthcare burden, it’s shouldered by the under-nourished families of underpaid workers, and farmers who are struggling to produce in the face of climate change.

[And climate change](#), particularly coupled with poor social impacts, represents a real and imminent business threat.

Investors, financiers and business executives know that ignoring the true cost of food cannot and will not continue indefinitely and are working to prepare for change.

The OmniAction community – drawn globally and from throughout the food system – is compiling a complete set of indicators – which will iterate as science improves – the first iteration of which we present here.

Our approach aligns with the UN’s Food and Agriculture Organization-World Health Organization (FAO-WHO) sustainable healthy diets [guidelines](#).

Drawing on its 360-degree perspective, experience and expertise in the food system, in agriculture and food, the OmniAction community unanimously agrees that a label, a policy, or a report do not address sustainability thoroughly unless they integrate impacts along the following axes:

- Environmental
- Labour rights
- Land sovereignty
- Nutrition
- Food safety



3. Background: Consumer-led change

Consumer choice – the consumer’s right to participate in sustainability improvements via access to proper information as per the [Aarhus Convention](#) – has been largely missing from high-level discussions around re-organising the food system, and the agriculture and food sectors, known as agrifood.

A degree of cognitive dissonance has been exploited, by which, we assume that otherwise, it is unthinkable that someone would buy an inexpensive bar of chocolate, believing, “I’m glad this largely unhealthy product is cheap because it was produced by trafficked children forced into labour in West Africa.”

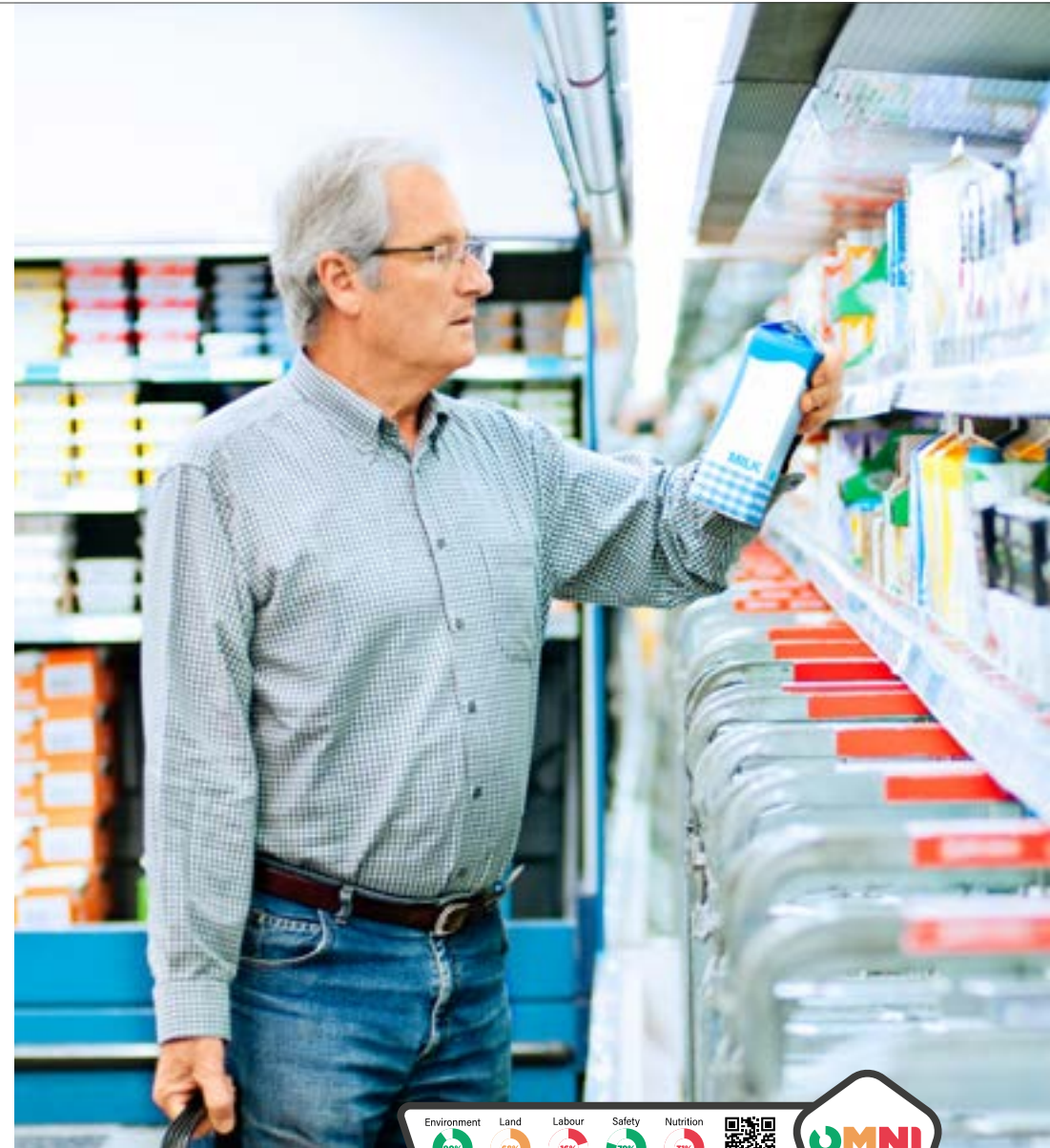
Or, “I can afford two of these hamburgers because Indigenous Peoples in the Amazon were murdered, displaced, and their land de-forested, for cattle feed or grazing.”

“I don’t mind that the antibiotics in this meat will make my body resistant to treatment when I am sick.” – and so on.

With full information, consumers will make different choices, popularising new practices in the agriculture and food sectors. Where consumers go, [business will follow](#).

With the exception of a few examples relating to nutrition, consumer labelling has proliferated in line with marketing opportunities, in other words, to take advantage of consumer interest in sustainability to help shift more product from the shelves. There are more than 400 labels in Europe alone.

The main certifications to be found on high-volume chocolate do not monitor child labour, any labour, at all. There is no independent monitoring of this vast industry, in which there are 1.56 million instances of child labour in Ghana and Ivory Coast ([Norc Report, 2020](#)) and at least 30,000 instances of modern slavery ([Global Slavery Index, 2018](#)).



3. Background: The sustainability journey

While labour rights and land sovereignty have been traditionally overlooked, they are now being folded into notions of sustainability. The collective journey toward the logic captured in this Charter runs along the following lines:

1. Consumers – across the spectrum ranging from high-end to discounted supermarket shoppers – are generally concerned with the climate crisis and seeking help from brands to reduce their climate impact.
2. Businesses have been addressing environmental impact in two ways:
 - Via marketing information to consumers
 - Behind the scenes, in order to meet the assessment criteria of funders, banks, and in preparation for new regulation. Businesses designed around strong environmental, social and governance (ESG) principles are considered a better risk. They attract better financial terms.
3. Environmental measurements have focussed largely on carbon. This approach has been popularised via Net Zero targets.
4. Having made a start on carbon calculations, businesses and consumers are increasingly aware that for a genuine assessment of environmental impact, more needs to be considered. For example, Scope 3 emissions which consider the full supply chain impact, are largely not being calculated but they represent 70 to 90 per cent of all emissions.

Reduction targets overlook 70% of sector emissions – typically within Scope 3

FAIRR



5. Net Zero refers to all man-made greenhouse gas emissions. More than carbon needs to be measured, although half the food system's greenhouse gas emissions are carbon dioxide, mainly from land use change and energy.

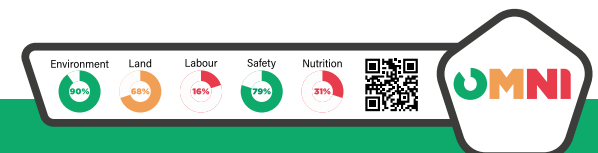
One third of the food system's greenhouse gases are methane, from livestock, rice production and waste management, largely. Most of the rest is emitted as nitrous oxide from nitrogen fertilisers.

Man-made fluorinated gases, used in refrigeration, are increasing. Emissions from the retail sector are three times higher than in 1990.

6. Biodiversity loss, land use, water use, and soil degradation all need to be measured too.
7. As genuine interest in sustainability takes hold inside businesses, expanding the scope from environmental impact to labour and land rights, food safety and nutrition, becomes an obvious decision – underpinned by evidence and benchmarking at the global level from UN organisations and multi-stakeholder groups including the [UN Food Systems Summit 2021](#), [World Business Council for Sustainable Development](#), [World Benchmarking Alliance](#), World Bank and Organisation for Economic Co-operation and Development..

In other words, the business focus has radiated outward from carbon calculation, to wider environmental impacts for a truer picture, making the choice to radiate further again, incorporating land, labour, nutrition and safety a straightforward one.

OmniAction's role is to support this radiation of focus, ushering in credible accountability across all the relevant impacts.



3. Background: What multi-criteria food labelling initiatives are there?

Single issue criteria for “good” food are everywhere and proliferating fast. Some notable multi-criteria food labelling initiatives have been developed, establishing links between the environment, nutrition and social issues.

- In the Netherlands, Questionmark’s [Product Checker](#) is very comprehensive, using the data sources [Social Hotspot](#) and [Ecoinvent](#).
- Also, in the Netherlands, [Ethical Consumer](#) provides indicators across animals, environment, people, politics, sustainability.
- In France, [MyLabel](#) covers social, nutrition and environmental impacts.
- In France [Planet-Score](#) includes animal welfare data.
- In France [Open Food Facts](#) looks at fair trade information.
- In the UK, IGD is working on just [four indicators](#) to harmonise eco labelling - they will be doing consumer testing soon

“ There should be a way for a producer to express the higher nutritional value and reduced climate impact of a product grown locally in healthy, seasonal conditions **”**

Viola Capriola



3. Background: The journey from sustainability accounting to an OmniLabel

Although the co-founders initially set out to establish an OmniLabel, expressing full impacts clearly on food globally for all consumers, it was made clear to us, very early on, that – quite logically – this would not be possible until a full sustainability framework was in place.

The full measurements needed to provide this consumer information are simply not being calculated. For this reason, we are starting with establishing a multi-criteria framework, to be adopted globally, which we're calling the OmniFramework. The choices made to establish the framework are laid out in this document.

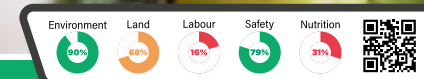
Since formally launching in January 2022, we have united more than 200 food system actors, including consumers, rights campaigners, scientists, business operatives, policy specialists and philanthropists across the world, in establishing why they need an OmniFramework and what steps are the most urgent in delivering this.

The Framework we establish will be published openly and for free, we will encourage all food system actors to adopt it.

We are working to secure global, unifying agreement on behalf of all food system actors. Our first step toward this aim has been to join the Eat Forum-led Food Forward Consortium, “a coalition of the willing for food systems action”. The Food Forward Consortium is an extension of the work of the UNFSS Action Tracks work, in support of but independent from the UN and its [coordination Hub](#).

Ensuring Indigenous Peoples can access traditional food and medicines, in the face of warming impacts, is climate justice

Indigenous People's Climate Justice Forum



3. Background: Integrated data sets are essential

Fundamentally, consumer labelling needs to be derived from the same high-quality data sets and calculations that the relevant company needs to develop for corporate disclosure – in order to be meaningful.

The use of data sends it in different directions to meet marketing and corporate disclosure requirements. However, the initial questions asked of the data need to be drawn from the same framework, leading to the development of robust and meaningful data throughout the food system.

Marketing and corporate accounting need to be working to the same framework. It means inter-operability across those objectives in the supply chain and policy requirements.

With a long value chain under our umbrella – from feed production, farming, food processing to food retail and distribution, we understand the impact we have and the role we play in the global food systems

Privately-held conglomerate, Asia



3. Background: What difference do full system impacts make?

At every stage of the food system, decision making changes when full-system impacts are considered. This leads to a re-configuration of operations, reformulation and new supplier relationships.

Examples include:

1. A company seeking enhanced eco scores, because they use electric vehicles, overlooks the devastating labour record of the child and forced labour engaged in mining precious minerals for electric vehicles, along with the environmental devastation of the mining practices. So, the use of electric vehicles will not improve this score.
2. A chef is aware that sugar as an ingredient is relatively risky because of its poor nutritional profile. But then considers that it may have been grown with pesticides which are illegal in the UK and EU, and its production associated with the contravention of land and labour rights. Across a score assessing all impacts, this ingredient becomes particularly high risk. So, the obvious decision is reformulation, which could increase costs and involve a risk around volume. This also leads to developing new supplier relationships.
3. In a real-world example IKEA, [which is very committed to sustainability](#), openly speaks to the climate impact of its one billion meatballs sold each year, [aiming to convert](#) 20 per cent of those sales to a plant-based option. IKEA is also open that, while its Huvudroll plant-based alternative has four per cent of the climate impact of its meatballs, this calculation [does not include](#) processing, transport and storage impacts.

While IKEA does account for animal welfare within its sustainability impact self-reporting, those measures are not worked into consumer labelling. This is an example of where a company, sincere about its sustainability journey, could benefit from a North Star framework.

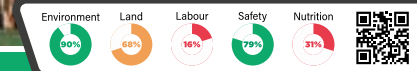


3. Background: What difference do full system impacts make?... *continued*

4. Many environmental life cycle assessments currently conclude that intensively farmed protein has a lower impact, in other words, looks like a good choice on a “sustainability” label. However, if more than carbon is measured, if the life cycle assessment is opened at either end to include feed and fertiliser inputs and waste management, the profile of this product changes dramatically, often. In addition, having widened the scores to include food safety and nutrition, along with land and labour rights, that overall impression changes further – possibly into something more positive.
5. Two fish companies might choose to share the carbon footprint of their fish products – one a wild caught Alaskan Pollock fillet, and the other a farmed salmon fillet. The consumer sees that the carbon footprint of the Alaskan Pollock is 2.47 kg CO₂e for the fillet while the carbon footprint of the salmon is nearly three times greater, at 7.56 kg CO₂e. In this situation, the consumer feels they are making the more sustainable choice by choosing to buy the Alaskan Pollock.

However, perhaps the label does not show that the Alaskan Pollock is from the Kamchatka region, a heavily overfished sub-population that cannot be sustainably fished at this time. This illustrates how the use of stand-alone metrics can be highly misleading for the consumer trying to make the more sustainable choice.

6. The UK’s Green Claims code states, “If a business makes a claim highlighting only positive impacts, and this disguises more negative ones, that could be misleading.” For example, a claim that a product is made using less water, but where other aspects of the production process have a significantly negative impact on the environment, may lead the consumer to believe it is better for the environment overall than it actually is.
7. In determining the strategy for a new product launch, a food business and its retailer determine not only how nutritious a product is, but whether it is affordable and where it will be stocked. If it is nutritious and affordable, will it be available in remote communities relying on this product as part of a healthy diet? If the answer is yes, this enhanced value should be captured and expressed in sustainability measures.



4. The policy opportunity

Contradictions across the proliferation of sustainability consumer labels, are, of course, down to a lack of regulation. This charter sets out guiding principles addressing full-system sustainability impacts, to support policy decision making.

We'll be seeking hero States to trial elements of the framework. And working with hero States to share best practice globally.

We compare this aim to the impact of the EU's General Data Protection Regulation – agreed to be the gold star policy in protecting the human right to data privacy.

It's a standard many countries are working toward establishing.

It's also the standard that consumers recognise as the gold star in data protection. So, for the efficiency of inter-operability and for the sake of high-quality customer service, multinationals make this their global default standard.

Many relevant but fragmented policy initiatives are underway, and at speed. However, in other cases, ie, labour rights, policy is well established and well understood, simply un-enforced.

“A global framework that addresses issues such as the link between pollution and food safety could help nudge local regulators into developing better protections

Food Made Good, Hong Kong



- 4.1. On February 23rd 2022 the European Commission adopted [a proposal for a directive on corporate sustainability due diligence](#) which includes social impacts regarding labour rights. While its potential impact is yet to be understood, the principle of combining labour rights – or social impacts – into sustainability accounting is established in this move.
- 4.2. From April 2022, new climate impact disclosure requirements will affect listed UK companies and large unquoted companies with more than 500 employees and turnover of more than £500 million.

The mandatory requirements are designed to put climate change at the heart of decision making for more than 1,300 of the UK's largest companies and financial institutions, under the The Companies (Strategic Report) (Climate-related Financial Disclosure) Regulations 2022 and The Limited Liability Partnerships (Climate-related Financial Disclosure) Regulations 2022. Together, they are known as “CFD Regulations” published by the UK's Department for Business, Energy and Industrial Strategy.

Despite guidance at global level from bodies including the [International Financial Reporting Standards Foundation](#) and the [UN Environment Programme's finance initiative guidance](#), that Scope 3 emissions should be included in such accounting measures, the UK regulation does not include them. In agrifood, 70 to 90 per cent of emissions are Scope 3.

Scope 1 and 2 greenhouse emissions are emitted directly in a company's own operations. Scope 3 includes emissions from the wider supply chain including ingredients and packaging and waste management.

Measuring Scope 3 emissions is critical.



4. The policy opportunity

- 4.3. France has progressed scientific and multi stakeholder work via ADEME (the French agency for environment and energy transition) to address [environmental impact scoring and labelling](#). This scientific report is of particular importance, covering the full scope of scientific questions linked to environmental impact labelling: objective, score methodology (highlighting the weaknesses of the LCA/PEF method), type of data required, form and place of expression of the score(s).
- In particular the report says, “The environmental labelling system must have solid scientific foundations grounded in a broad international consensus.”
- 4.4. IDDRI (the French institute for international relations of sustainable development) has published a complementary scientific report (in English) [Environmental food labelling: revealing visions to build a political compromise | IDDRI](#)
- 4.5. Santé Publique France, the French Public Health agency, has published its findings on Nutriscore’s impact on the French population: [Nutri-Score : Évolution de sa notoriété, sa perception et son impact sur les comportements d’achat déclarés entre 2018 et 2020 \(santepubliquefrance.fr\)](#)

“Producers’ incentives are naturally biased to promote their products and processes. As a result, the industry is rife with misinformation

Sentient Ventures



- 4.6. The UN [has adopted a resolution](#) to end plastic pollution and to forge an internationally binding legal agreement to achieve this. It follows a WWF petition signed by businesses including Unilever, IKEA, Coca-Cola, H&M, Danone, Mars, Nestlé, Mondelez and Starbucks.
- 4.7. The United Nations adopted a new framework in March 2021 that includes the contributions of nature when measuring economic prosperity and human well-being.
- [The System of Environmental-Economic Accounting](#) - Ecosystem ensures that natural capital—forests, wetlands and other ecosystems—are recognised in economic reporting.
- 4.8. In the UK, food labelling expressing animal welfare measures is being developed. Harmonised environmental food labelling is being explored. And each dish on restaurant chain menus will have to include a calorie count from April 2022.
- 4.9. The Scottish Good Food Nation Bill aligns social justice and access to nutritious food clearly with ambitions for transitioning toward a healthy diet. It is rooted in the Right to Food.
- 4.10. The European Commission plans to launch a sustainable food labelling framework (originally planned for 2024 but possibly to be brought forward to 2023): [Sustainable food consumption \(europa.eu\)](#)

5. Determining the five topics

Professor Joachim von Braun who heads the Scientific Group for the UN Food Systems Summit, said, “There is no other area where the human rights of so many people are violated as in the food system.” This is what we seek to overturn.

We began by aligning the full impacts of agrifood to the UN sustainable development goals (SDGs). We also aligned food system impacts to the United Nations Declaration on the Rights of Indigenous Peoples. Please view these tables in Section 10: 10.1 and 10.2.

This approach was designed to ensure all relevant human rights were addressed.

We mapped those impacts into the five topics of the OmniFramework:

- Environment
- Labour
- Land
- Nutrition
- Food safety

Crucially, viewing sustainability impacts via the prism of human rights confirms their validity.

It negates potential conflict or prevarication over the so-called plasticity of ethics. The tables below show how OmniFramework impacts are rooted in fundamental, universally agreed human rights.



This approach dovetails with the FAO-WHO [guiding principles](#) for sustainable healthy diets, as well as the EU approach which bundles similar topics into three dimensions: 1. nutrition and health, 2. environmental and 3. social impacts which include human rights, gender equality, living wages and land sovereignty.

The final indicators might be expressed across three or five topics in the final presentation stage, but the indicators will be harmonised under OmniAction’s proposals.

It is also worth noting that a final consumer-facing presentation of these indicators may well not include the word Safety. Community members have pointed out that it’s unimaginable a food manufacturer would put on the market a product which is not rated 100 per cent for safety.

For now, Safety is the word we apply to the impact of inputs including pesticides, chlorine washing and antibiotics which are legal in some countries and not in others, (ie EU vs US) because of their implications to human health. A final OmniLabel might use the word Assurance rather than Safety.

5. Determining the five topics... *continued*

5.1. Weighting and representation

The five topics are each measured according to a list of relevant indicators. Once the value of each topic is measured, all five are presented with equal weighting.

In the case of a food label, each topic is presented with a % score expressed in either red, amber or green. The OmniAction logo acts as a hypothetical example of this.

The presentation of the topics on the food label in this way allows the consumer to decide on potential compromises. Perhaps a product rates amber on nutrition and green on environment and labour rights, and this is the choice they decide to make for that product that day.

The hypothetical food label is also presented with a QR code allowing consumers access to the weightings of various indicators, and which food companies might like to use in marketing by telling the product's story, perhaps introducing the farmer, the location, and so on.

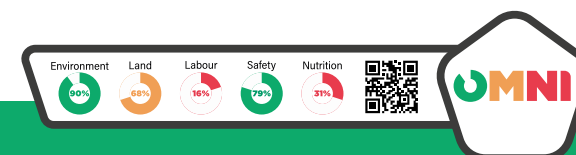
Some OmniAction community members have gone further and said they would like to be able to directly tip the farmer, for example, via this QR code as well, and certainly that [technology is available](#).

We welcome a recognised, open access framework that helps brands to compete fairly, by communicating transparent and credible sustainability credentials

Prof. Consulting Group, S4RB

5.2. The elements of the five topics

Label metric	Topic to measure, examples
Food safety	Addressing animal welfare standards and the environmental quality of water or land that food was produced in. Was the soil or water polluted?
Nutrition	Is this item nutritious and affordable, taking into account the quality of the environment it was produced in? Taking into consideration the food matrix and the body's ability to absorb nutrition, is this product beneficial?
Labour	Judging living wages throughout the supply chain, gender equality, health and welfare standards. This includes compliance with labour laws in the country of production and standards set by the Conventions of the International Labor Organization.
Environmental impact	Water scarcity, land use, food waste, GHG emissions and other pollutions (inc, ie, plastic packaging), biodiversity loss, soil impact.
Land sovereignty	Judging the origin of the product against land and water theft and displacement, land and water rights, food sovereignty and the right to food. This includes the impact of pollution on traditional food systems.





6.1. The topics: Environmental impact

Data scientists need a North Star framework guiding the questions to ask of data. The OmniAction framework is designed to drive consensus across those questions and indicators.

There is an urgency to:

- Improve data by asking the right questions of it
- Determine the framework in which those questions should be set

We know that [88 per cent of consumers](#) in the UK and the US want brands to help them be more sustainable. Increasingly, food company leaders want sustainability as a legacy. So, the landscape has changed dramatically in a very short space of time.

In the meantime, businesses, academics, regulators and activists are wasting time and energy on uncertainty around framework and methodology.

Conflicting system boundaries, criteria and certification approaches need to be harmonised to create meaningful calculations.

Scalability and price per item will improve by measuring more.

We will approach climate friendly farming, nutritional and climate friendly reformulation of products as what they are – which is not fixed. As operations and products evolve, the framework will reflect this.

Indicators will be updated in line with improvements – creating data sets which are fit for purpose.

OmniAction promotes the use of existing data sets, transparently, hand-in-hand with developing accurate primary data sets. In other words, making a start and advancing data.



6.1. The topics: Environmental impact... *continued*



Most used currently are enhanced secondary data sets, which is data already collected for another purpose, now available to be re-purposed. While secondary data is the least expensive and easiest to implement it is not as accurate as primary data.

Better labels are those taken from mixed secondary and primary data sets. Primary data – collected for a specific purpose – requires harmonisation at:

- Farm level monitoring – for ingredient origins, farming methods and yield (including fertiliser, feed, pesticide etc inputs)
- Supplier level questionnaires – to understand processing types
- Packaging – to understand materials
- Distribution stages – including post-wholesale distribution
- Retail locations and proportions – to understand storage type and length
- The consumer stage model – looking at [cooking](#) and storage methods
- Waste, end-of-life and circularity questionnaires – to support circular business models

OmniAction promotes the use of life-cycle assessments (LCAs) as the common framework, covering the full product system boundary, or cradle-to-grave/circularity.

We support the Product Environmental Footprint (PEF) methodology as a standardised basic approach to which we have added additional metrics that go beyond PEF, but which will take time to get up to speed.

Companies should follow PEF guidelines using as much primary data as can be reasonably included in the assessments, and clearly state where assumptions and secondary data have been used.

The limits of PEF are addressed in OmniAction's wider sets of indicators across the full five topics, ensuring soil carbon sequestration, pesticides, biodiversity and packaging circularity are all reflected.

In line with this we promote the evolution of PEF to allow for comparisons between food from different categories, for example milk vs egg, meat vs lentils. OmniAction's intention is to make these comparisons possible and meaningful by applying the same rules across all categories.

Some of these metrics are well established and can be measured at a low cost today, while others are in development. OmniAction will be consulting with experts to release a detailed guidance document on environmental impact reporting today, taking into account current limitations on certain metrics. We will then act to update this guidance as and when it becomes feasible to include further metrics.

At this stage, OmniAction is not advising on weighting between these environmental metrics. Weighting guidance will be released in the detailed environmental assessment guidance that will follow the charter.

The first 16 environmental metrics are taken from the Product Environmental Footprint Methodology, consolidating OmniAction's commitment to harmonise existing frameworks without creating further proliferation.

Several of the metrics intersect in terms of both their measurement, scope and modelling.

For example, the measurement of land use intersects with the measurement of deforestation, while a consolidated biodiversity metric would be likely to include other metrics like eutrophication and threatened species in its scope.

At this stage, OmniAction is seeking to produce a long list of all criteria to be considered in a multi-metric environmental assessment, before some metrics may be consolidated or remodelled to avoid duplication.



6.1. The topics: Environmental impact categories



Category	Reference / Methodology	Readiness / Robustness	Likelihood of inclusion for first assessment guidance
Climate change	Product Environmental Footprint (PEF) category 2 Rules Guidance 2018	High	✓
Ozone depletion	PEF Category 2 Rules Guidance 2018	High	
Human toxicity, cancer	PEF Category 2 Rules Guidance 2018	Low	
Human toxicity, non-cancer	PEF Category 2 Rules Guidance 2018	Low	
Particulate matter	PEF Category 2 Rules Guidance 2018	High	
Ionizing radiation, human health	PEF Category 2 Rules Guidance 2018	Low	
Photochemical ozone formation, human health	PEF Category 2 Rules Guidance 2018	Intermediate	
Acidification	PEF Category 2 Rules Guidance 2018	Intermediate	✓
Eutrophication, terrestrial	PEF Category 2 Rules Guidance 2018	Intermediate	
Eutrophication, freshwater	PEF Category 2 Rules Guidance 2018	Intermediate	✓
Eutrophication, marine	PEF Category 2 Rules Guidance 2018	Intermediate	
Ecotoxicity, freshwater	PEF Category 2 Rules Guidance 2018	Intermediate	
Land use	PEF Category 2 Rules Guidance 2018	High	



6.1. The topics: Environmental impact categories... *continued*



Category	Reference / Methodology	Readiness / Robustness	Likelihood of inclusion for first assessment guidance
Land use	PEF Category 2 Rules Guidance 2018	High	✓
Water stress	PEF Category 2 Rules Guidance 2018	High	✓
Resource use, minerals and metals	PEF Category 2 Rules Guidance 2018	Intermediate	
Resource use, fossils	PEF Category 2 Rules Guidance 2018	High	
Threatened / endangered species	TBC	Low	✓
Biodiversity	Possible composite score including pesticide use	Low	
Particulate pollution, terrestrial	Includes plastics and microplastics - TBC	Low	
Particulate pollution, freshwater	Includes plastics and microplastics - TBC	Low	
Particulate pollution, marine	Includes plastics and microplastics - TBC	Low	
Deforestation (primary)	TBC	High	✓
Deforestation (secondary)	TBC	High	✓
Soil health	TBC	Low	

6.1. The topics: Environmental impact indicators



The indicators will not only capture questions included in the table above, but cross-pollinate with other topics. So that the data indicating the poorer nutritional profile of an item grown in degraded soil, contributes to the Nutrition topic as well. The environmental topic indicators will answer questions such as:

- Is this item associated with deforestation, ie cattle feed, palm oil?
- Is the production of this item associated with over-fishing?
- Did production of this item lead to water pollution?
- Did production of this item lead to soil degradation?
- Did production of this item lead to overuse of scarce water?

Monitoring and auditing

OmniAction will develop guides for monitoring environmental impacts.

OmniAction will work with the [IFRS](#) to develop independent auditing accreditation of environmental impacts.

Next steps

OmniAction will create an advisory group to recommend what a full set of indicators includes and how they should be weighted



6.2. The topics: Labour rights



In contrast to the fervour surrounding environmental impacts and cutting-edge approaches to calculating these impacts, labour rights have [long been](#) understood and subject to international conventions.

Child labour across all sectors [rose dramatically](#) over the four years to 2020 – by 8.4 million children, to 160 million children. This figure includes the addition of 16.6 million children to the labour force in sub-Saharan Africa. Over half the total number of child labourers is aged between five and 11.

[70 per cent of all child labour](#) is in the agriculture sector – amounting to 112 million children in crop production, livestock, forestry, fisheries or aquaculture.

[40 per cent of child labour](#) in agriculture is hazardous.

In the food system the prolific contravention of these human rights is connected to a lack of independent, third-party monitoring, and regulatory enforcement.

“ We see a lot of noise in the food sustainability space and little harmonisation of what sustainability means. Until we have harmonisation, we’re concerned about increasing the burden on suppliers, to answer to different measures/goals

Collective Food



The so-called complexity of monitoring supply chains is regularly expressed to justify forced labour and slavery, including that of children, along with illegal conditions for non-forced labour.

The World Benchmarking Alliance’s [Food and Agriculture Benchmark](#) found that of the world’s biggest 350 agrifood companies, only two is committed to paying living wages throughout its supply chains. It describes the food system as plagued by child and forced labour.

202 of the benchmarked companies do not explicitly require their supply chains to prohibit child labour.

Most of the companies – 309 – do not have “comprehensive” measures in place to prevent forced labour.

The safety and conditions of food workers is not well protected.

[Worldwide deaths and chronic](#) diseases due to pesticide poisoning number about one million per year.

[Covid deaths among food workers](#) highlighted many work environments where sick pay was not available or was inadequate, and where workers’ health was deliberately put at risk by companies refusing adopt appropriate measures.



6.2. The topics: Labour rights indicators



These are clearly defined in existing conventions – local labour laws and ILO Conventions are the minimums for labour standards.

They will include: Was it safe for workers to operate in the environment that produced this product? These indicators will include:

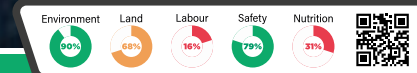
- Access to sick pay
- Access to appropriate safety equipment
- Whether poisons were used
- Whether dangerous equipment was used

Monitoring and auditing

- Following the lead of [Australian multinational Fortescue Mining](#), companies should issue all suppliers with affidavits requiring confirmation of living wages and legal working conditions.
- Companies are required to pursue civil action against suppliers falsely certifying in these affidavits that they are not in contravention of labour rights and to publish any transgressions.
- An independent third-party monitoring programme must be developed for labour rights, based on the [GoodWeave](#) model, which was set up by Nobel Prize laureate Kailash Satyarthi.

Next steps

OmniAction will roll out an independent inspection and monitoring scheme industry by industry and market by market.



6.3. The topics: Land sovereignty



Approximately three quarters of the world's population has no way of proving its property right and [for women](#) this is particularly difficult. While women provide 50 per cent of our food, they own just 20 per cent of our land.

90 per cent of Africa is undocumented. In other words, people working, owning, living on land have no way of proving that it belongs to them.

[Indigenous People](#) in particular are facing high levels of violence in land acquisition conflicts.

We see [the current case](#) by 11 Indigenous groups from the Brazilian and Colombian Amazon who are suing retail giant Groupe Casino in France, for selling beef linked to deforestation and land theft. It is the first time a supermarket chain has been taken to court under a French due diligence law adopted in 2017.

Water and land rights [are often decoupled](#), meaning rightful access to water can be contravened by businesses upstream which are over-using water supplies.

Environmental commitments, [including those made at COP26](#), can become opportunities to displace Indigenous Peoples and remove traditional lands from their control.

The [protection of traditional](#) Indigenous Peoples lands and land tenure supports food sovereignty, the self-determination needed to access adequate food for many Indigenous Peoples and small holder farmers.

The [White/Wiphala Paper on Indigenous Peoples' food systems](#) says the lack of recognition by governments of the Indigenous Peoples' has to be resolved.

It is fundamental to end displacement, expansion of the agriculture frontier on ecosystems, and pollution and destruction of the environment undertaken by the private sector, often under state-run concession systems. Access by Indigenous Peoples to their lands and territories must be increased.

[According to Oxfam](#), 2.5 billion women and men worldwide depend on Indigenous and community lands to survive. These lands, which are held, used or managed collectively, cover more than 50 per cent of the world's surface.

Yet, Indigenous Peoples and local communities who have protected these lands for centuries, legally own just one-fifth. This gap represents at least 5 billion hectares of unprotected lands vulnerable to land grabs by governments and corporations.

Environmental impact affects food and land sovereignty, as climate change and pollution interferes with traditional ways in which enough good food is accessed by Indigenous Peoples and smallholder farmers.

Melting ice caps make it harder to maintain reindeer herds, for example, in Arctic regions. Climate change makes traditional seasonal agriculture highly unpredictable and risky.

Consumers do not want to participate in the contravention of land tenure, land rights and food sovereignty. Indicators around this contravention must be agreed, captured and monitored independently.

The ability to address these problems is improving with hands-on programmes by agencies including [International Fund for Agricultural Development](#) (IFAD) and geo-spatial data collection by a range of not-for-profits. There is an opportunity for OmniAction to bring relevant parties together to speed up the pace with which registration and confirmation of tenure occurs and is recorded in supply chains.

6.3. The topics: Land sovereignty indicators



The indicators for this topic will check the product for how its ingredients might have impacted access to land and water, the quality of land and water, and tenure rights.

- Did the production of this item obstruct access to water or land by those with tenure or traditional rights to it?
- Is there a doubt over tenure regarding the land or water on/in which this product was produced?
- Did pollution created by producing this item impact the food access of those with traditional claim or tenure?

// *No beef producer in Brazil can trace the entire life cycle of its sourced cattle, with current monitoring systems missing an estimated 85-90% of deforestation*

FAIRR



Monitoring and auditing

- OmniAction will work with relevant agencies such as the International Fund for Agricultural Development, the Food and Agriculture Organization, the Committee on World Food Security, the World Bank and relevant not-for-profits (ie Omidyar Foundation) geo-mapping land tenure to help establish and record legal rights to land for small holders and Indigenous Peoples.
- Once established, these records can be included in supply chains.
- This enables companies to issue affidavits to all suppliers confirming the respect and protection of land holdings and traditional lands. This too requires a commitment to pursue civil action against suppliers contravening the commitment.
- OmniAction will set up an independent auditing committee to track company claims around respect and protection of land and water on behalf of smallholders and Indigenous Peoples.

Next steps

- OmniAction will develop a final set of indicators.
- OmniAction will work with partners to support existing work around establishing and recording legal rights to land and water
- OmniAction will develop an independent monitoring scheme

6.4. The topics: Nutrition



More than half the world's population is either overweight or underweight. The World Benchmarking Alliance's Food and Agriculture Benchmark finds that 80 per cent of the world's top 350 agrifood companies do not have any policy or commitment regarding access to affordable and nutritious foods.

This means that in developing and marketing products, companies are not considering whether a product will be nutritionally beneficial to consumers as well as affordable and available. If it is healthy, will it be affordable relative to the incomes of those in the areas where it is being sold, and will it be available affordably in food deserts or remote communities?

Separately, two thirds of those living in extreme poverty are agricultural workers and their families. In other words, those producing our food are unable to access adequate food for themselves.

I can see the value in a system where if produce is sold loose, unpackaged, the labelling information can be provided via signage at market stalls and contribute to even-more transparent food shopping

Viola Capriola

Some work is being done in which companies supplement the access to nutrition of those in their supply chains, including their families in some cases, through staff meals and other programmes.

While on-pack scoring systems for the nutrition of food have been developed and are widely available in many countries:

- They are not adopted in the regulatory framework everywhere.
- They currently do not express the relative nutrition of a product based on how it was produced.
- They do not express the relative nutrition of a product based on how the body absorbs it – this means that a product might be enhanced with added vitamins or minerals, but if it lacks required complementary nutrients in order for the body to absorb those benefits, this needs to be identified as well.

Many traditional nutritional benefits are claimed on certain product packs, without that product having been certified by the relevant Indigenous expert. This needs to be addressed.

When the indicators are expanded along the lines suggested below, assessing complete nutritional profile, accessibility and affordability, falsely marketed products, such as, alternatives to breast milk for example, will be scored to show where they fall short.



6.4. The topics: Nutrition impacts



We propose, following the lead of partner Access To Nutrition Initiative, starting with Nutrient Profiling Scoring Criterion (NPSC) as the foundation, and building out to address emerging issues it doesn't capture.

The NPSC is the criterion adopted by Australia and New Zealand and maps closely to the criterion widely used across Europe and the UK.

1. Relative to conditions this item was grown in, ie,

- Degraded soil vs healthy soil
- Farmed vs wild
- Pasture-fed vs feed-fed
- Intensive vs non-intensively-farmed
- Seasonal vs sprayed and stored

... what is its nutritional profile?

2. Relative to the food matrix, ie how the nutrients in this item are able to be absorbed by the body, what is its nutritional profile?

3. Is this product what it claims to be regarding formulation and marketing? For example, if it is claiming to be a recognised traditional cuisine, has a recognised traditional expert approved it as such? Do the quality of ingredients and formulation map to traditionally-held benefits? Is it as beneficial and nutritious as breast milk – if this is what is being claimed?

4. Is this item affordable as well as nutritious, if people particularly in remote areas, would like to eat it, or rely on it for a balanced diet?

Auditing and monitoring

OmniAction will develop questionnaires supporting the collection of relevant data across these indicators.

Next steps

Working with relevant UN and multi-stakeholder groups, for example, [UN Nutrition](#), Access to Nutrition, and scientists, OmniAction will integrate additional indicators, as outlined above, into an existing agreed approach to nutritional scores to achieve one comprehensive score.

The lives, livelihoods and cultures of Indigenous People all over the world are intertwined with the biodiversity around them

Indigenous People's Climate Justice Forum



6.5. The topics: Food safety



Despite the admirable global uptake of the [Codex Alimentarius](#) defining and directing food safety standards, [420,000](#) still die from poor safety standards each year.

Currently [700,000 people](#) are dying each year from germs that have developed a resistance to antibiotics, and so can't be treated. That number will rise to 10 million by 2050. Increasingly antibiotics are being used in intensive animal production.

Antibiotic use in vegetables is not being monitored at a global level.

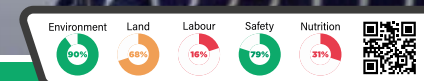
For humans not exposed to Persistent Organic Pollutants through accidental or occupational means, over [90 per cent of exposure](#) comes from animal product foods due to bioaccumulation in fat tissues. This exposure can cause developmental defects, chronic illnesses, and death.

[Heavy metals such as lead](#), cadmium and mercury, [found in](#) food, [cause neurological and kidney damage](#).

Food safety standards vary widely. OmniAction's framework will reflect high standards, which it urges regulators to adopt globally.

“ *To meet our own sustainability targets and the needs of our customers in diverse markets, we have to be able to measure and communicate our impacts in a consistent, easy-to-understand fashion, but also suitable to local context*

Privately-held industrial conglomerate, Asia



6.5. The topics: Food safety indicators



Our indicators are not viewed as animal welfare or social matters in all markets. For this reason we focus on the outcome, which is that these indicators impact the safety of produce, according to regulations in some markets.

For example some growth hormones, antibiotics, pesticides and chlorine washing processes which are common in the US are banned in the EU.

Indicators

Weighting the impact of:

- Antibiotics
- Chlorine washed
- Pesticides and fertilisers, inc [Persistent Organic Pollutants](#)
- Heavy metals
- Environmental pollution, ie water pollution for fish products
- Degraded soil
- Growth hormones

Auditing and monitoring

OmniAction will develop questionnaires supporting the collection of relevant data across these indicators.

Next steps

Working with partners, OmniAction will provide guidance on independently auditing these indicators.



7. Mapping multi-criteria data sets to full system impacts

Improving data by asking it the right questions means understanding first the framework in which that data will be collected and applied.

This table outlines:

- 7.1. At what point the data is collected – along the stages of cradle to grave or circular life cycle assessments.
- 7.2. What can be included in data capture at that stage – the data that supports the indicators we have defined beneath each of our five topics.
- 7.3. The framework topic/s that data and those inclusions map to.

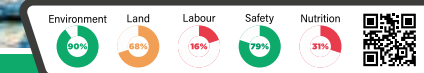
This helps to show that indicators currently assessed with one topic in mind, will map into delivering a holistic perspective. By this we mean, soil degradation is currently viewed as an environment impact, however we will map this into nutritional impacts as well, because products grown in poor soil tend to have lower nutritional profiles.

Feed data is often captured to express just environmental impacts, but this is also the stage at which soy grown on land illegally removed from those with rightful tenure can be captured – under the topic land sovereignty.

It is also the stage at which antibiotic use can be captured, which is an indicator inside the food safety topic.

“ *The advantages of food-tech products compared to other food options need to be evaluated and clearly communicated* **”**

Food Made Good, Hong Kong



7. The table

1. Life cycle assessment stage	2. Inclusions and (indicators)	1. Life cycle assessment stage
Farm	Seeds (inc affordable), feed (inc antibiotics), any material inputs (inc pesticides), land use changes (inc land tenure, biodiversity loss) on-farm activity (inc labour, animal welfare), water quality and stress, soil quality changes, waste.	All five: Environmental, Land, Labour, Nutrition, Safety
Transportation	Emissions, labour.	Environmental impact, Labour rights
Processing and storage	Emissions, labour, chlorination, affordability, nutrition, accessibility.	Environmental impact, Labour rights, Food safety, Nutrition
Retail	Emissions, labour rights, affordability, nutrition, accessibility.	Environmental impact, Labour, Nutrition
Consumer stages	How it's <u>cooked</u> , whether it's affordable, accessible, nutritious, easy to recycle.	Environmental impact, Nutrition
Waste management/recycling/ Circular	Recyclability of packaging, storage emissions vs potential waste, potential for next life/usage (<u>ie coffee grounds collected for use in beauty products</u>)	Environmental impact

// Without measuring things the same way, we amplify the impact of misinformation **//**

Sentient Ventures

8. OmniFramework next steps

Working with scientists, academics, specialist activists, UN agencies and other multilaterals OmniAction will:

- Continue to iterate the initial set of indicators to be considered in any sustainability measurement.
- Create working parties that meets regularly to calculate the relative values of indicators connected to each topic.
- Create an inspection and monitoring function addressing labour rights in food.
- Create a process for more urgent registration and confirmation of land and water access and tenure.
- Create an inspection and monitoring function addressing land sovereignty and tenure and food sovereignty.
- Develop a draft questionnaire and guidance manual for all medium to large agrifood businesses to support the development of full-system Sustainability goals.
- Adapt this for small and medium food businesses.
- Seek out partners in banking and finance for the integration of OmniAction's framework into risk assessment.
- Work with the UN to fold the OmniFramework into the relevant UN Food System Summit response directive.
- Develop a process for independent auditing against the framework criteria with the [International Financial Reporting Standards Foundation](#).

- Seek out partners to trial the adoption of full system impacts, ie, helping a multinational piece together disparate policies and plug gaps to create a full sustainability agenda. Also, support IFAD's work in confirming land tenure and feeding those registrations into relevant supply chains.
- Work with our cohort inside the Eat Forum-led Food Forward Consortium on food systems transformation.

What should businesses do?

- Broaden sustainability goals and measurements to include the indicators discussed in this charter.
- Apply data equivalence in corporate reporting against those goals in consumer labelling.

"We see a demand for a framework to measure brands' total environmental and social impacts including Scope 3"

Prof. Consulting Group, S4RB



9. Collected viewpoints:

The need for an OmniFramework, from OmniAction's community

Helena Wright, FAIRR network, whose member investors have \$48 trillion under management, contributed the following:

- 50% of the largest protein producer companies rank as High Risk, signalling chronic underreporting and poor management of major risk themes
- 70% of total sector emissions – typically within Scope 3 – remain largely untargeted for reductions. Only 18% of companies set a Scope 3 target.
- 60% of companies are yet to set targets for Scope 1 and 2.
- 82% of companies that produce meat and dairy do not disclose how they address water scarcity risks in feed farming.
- No beef producer in Brazil can trace the entire life cycle of its sourced cattle, with current monitoring systems missing an estimated 85-90% of deforestation.

Rituraj Phukan
Founder, Indigenous People's Climate Justice Forum

"The lives, livelihoods and cultures of Indigenous People all over the world are intertwined with the biodiversity around them. Traditional food, drinks and medicines are part of the Indigenous cultural inheritance and so ensuring that they are able to continue to indulge in these as their forefathers in the face of warming impacts is climate justice."

Viola Capriola

Co-founder of Denmark's first farmers market, **Grønt Marked**, and co-founder of the **World Farmers Market Coalition**, set up in conjunction and with the support of the UN's Food and Agriculture Organization

"An OmniFramework could help as we develop guidelines for global standards across all farmers markets.

There should be a way for a producer to express the higher nutritional value and reduced climate impact of a product grown locally in healthy, seasonal conditions. Certification schemes that suggest some of these values are expensive – some of them costing US\$10,000 or more a year, which makes them too expensive for many responsible small producers.

Also, there is no one certification scheme that expresses full-system impacts. A farmers market product will not be the result of land theft or poor labour conditions – and that higher score should be something we can share with customers. It will also score well for food safety. Farmers marketers often have trouble explaining why their product is better, in a holistic perspective, than the same item in most supermarkets.

OmniAction will make its information accessible for free, and that removes a large obstacle between small producers and suppliers and their ability to communicate why their products are better to consumers – namely, cost.

I can see the value in a system where if produce is sold loose, unpackaged, the labelling information can be provided via signage at market stalls and contribute to even-more transparent food shopping."

9. Collected viewpoints... *continued*

Privately-held conglomerate, Asia

"While our group was founded and is still based in Asia, our 100-year history saw expansion of our operations to reach 22 countries across four continents. Our food products are sold in more than 100 countries around the world. To meet our own sustainability targets and effectively meet the needs of our customers in such diverse markets, we have to be able to measure and communicate our impacts across in a consistent, easy-to-understand fashion, but also suitable to local context.

Over the years, our vertically-integrated model was developed in order to ensure consistent quality and raw material availability, food safety, as well as eco-efficiency and cost control.

With a long value chain under our umbrella – from feed production, farming, food processing, to food retail and distribution, we understand the impact we have and the role we play in the global food systems. Increasingly we have been working with farmers and other partners within the value chain to manage environmental and social impacts. All of these efforts need to be communicated effectively to customers and end consumers."

Heidi Yu Spurrell

Food Made Good, Hong Kong

Guiding Hong Kong food companies and restaurants in sustainability

"An OmniFramework could help address Hong Kong's unique consumption patterns.

Generally, this is an affluent market with a vibrant food culture that's heavily dependent on European imports. When the carbon footprint of these imports is calculated, the city scores poorly.

There is also little regulatory protection highlighting the links between food safety and sustainability. A global framework that addresses issues such as the link between pollution and food safety could help nudge local regulators into developing better protections.

The view that European imports meet higher food-safety standards may partly explain the city's appetite for them. Any regulations for local foods that reflect EU standards should therefore encourage greater consumption of local foods and so reduce our carbon footprint.

Around the region, there is a growing drive for improved food security and greater self-sufficiency. Singapore was first to approve sales of cultured meat – a hybrid product created from plant proteins and cultured chicken cells. The advantages of food-tech products compared to other food options need to be evaluated and clearly communicated."

9. Collected viewpoints... *continued*

Tom Chapman

Environmental Impact Lead, Sentient Ventures

- **Consumer/decision maker information gap.** A significant amount of consumer and decision maker knowledge is derived from the producer's research and marketing. Producers' incentives are naturally biased to promote their products and processes. Many of these measurements are tailored to suit the product/company and position them in the best light while shying away from highlighting the major risks and consequences of their product and manufacturing process. As a result, the industry is rife with misinformation. Consumers are bombarded with different metrics measuring different problems in different ways.
- **Incomparability.** There are efforts to provide useful and well-designed metrics to measure the impact of food. However, there is little alignment between methods and many metrics, even if they are measuring the same thing, measure them differently. Biodiversity is a great example. It means different things to different people and has many ways of measuring impacts. Without measuring things, the same way, we amplify the impact of misinformation. For instance, the impact of water extracted for a product differs greatly depending on the underlying water scarcity of that geographic region. If we lack comparability, we cripple individual's ability to make the right decisions.
- **System wide perspective.** The nature of our globalised value chains results in the power of a single product to touch many lives, both human and animal, across the world. Food is inextricably linked across multiple borders and geographies. As such our modern food system can create more impact, both positive and negative, than ever before. Understanding the full and holistic impact is extremely challenging but more important than ever. The system wide perspective is especially important now because of our tendency to focus on one or two key problems e.g., carbon emissions. This fuels arguments that can undermine positive actions. i.e., if the impact of biodiversity is only measured in terms of carbon lost, then replacing indigenous forests with monocrop plantations makes sense as carbon = carbon regardless of the type of tree.

Prof. Consulting Group, S4RB

"A framework of total food impacts will help our customers make better decisions.

It will help us to advise our customers where to prioritise their resources on the food impacts that matter most for their business and stakeholders.

We welcome a recognised and open access framework that helps brands to compete fairly by communicating their sustainability credentials which are transparent and credible. This is essential for attracting consumers and [investors](#) while proving their value to society and being ready for regulation.

We see a demand for a framework to measure brands' total environmental and social impacts including those in their supply chain or Scope 3. But brands need clear guidance understanding what to do, how to measure the impact, how to set science-based targets and to report their improvements.

[More than 90%](#) of an FMCG or retail brand's environmental and social impact lies within its supply chain. A framework of total food impacts would allow companies to make plans to address these impacts, measure and report progress that is credible and convincing, and more effectively collaborate with the businesses within supply chains to reduce their collective negative impact.

Most urgently, clear guidance for measuring Scope 3 emissions will be very valuable and would alleviate concerns from customers who are wanting to move forward but who want to use their resources most effectively."

9. Collected viewpoints... *continued*

Collectiv Food

A food supply business on a mission to lead the transition to a fair, transparent and sustainable food supply chain.

We ideally need a framework applicable to food producers of all sizes and from any origin/ country. There are many and differing food sustainability frameworks, assessments, food labels out there and no globally agreed set of criteria which we can draw on to assess and better understand the sustainability of our supply partners in a practical way.

Questions like, “what can we reasonably expect our supply partners to be addressing and measuring already in relation to their sustainability?” are questions we keep coming back to as a result of disparate ways of measuring food supply sustainability and having a wide range of producers, each at a different stage of their journey in becoming more sustainable.

Our vision is to be fair and draw on the best science and research available be able to have a dialogue in a common sustainability language with our suppliers and our customers, continuously challenging these partners to focus on what matters in a meaningful way.

Unfortunately, today we see a lot of noise in the food sustainability space and little, although increasingly with UK initiatives like the See Beyond project and the OmniAction work for example, harmonisation of what sustainability means for upstream players is coming into focus. Until we have this harmonisation, we’re concerned that we would be drawing on distinct measures of sustainability, and importantly, increasing the burden we put on suppliers to answer to different measures/goals.

At Collectiv Food, our vision is global: to lead the transition to a sustainable, fair and transparent food supply chain. To lead, we need a global mindset to drive our action, and to be fair, we need to consider that not all our partners are ready to make the changes needed to achieve global sustainability goals, like the SDGs, and ultimately, begin by nudging not judging.

We need a framework geared at action for all players with a clear focus on implementation and practicality which we can be not only transparent about, but confident that we are driving change that touches on the most critical areas for upstream and downstream players. We feel the urgency to act but we know we can’t do it alone and without greater unified focus on what matters. A globally agreed framework would be a major step in the right direction to avoid further delay of desperately needed unified action critical to achieving globally agreed goals set out for the food system and ultimately, to limit catastrophic global warming in the next very pivotal years ahead of us.

10. Tables: The connection between sustainability impacts and human rights, as referred to in Section 5: Determining the five topics

10.1. The connection between sustainability impacts and UN sustainable development goals.

SDG No.	UN SDG	Relevant Omni Framework topic	Significance for diet and food
1	No poverty	Labour	Inequalities determine access to diet; c. 80% of the world's poor are rural, many working in agrifood
2	Zero hunger	Labour, nutrition, land sovereignty	c. 800 million are hungry; c. 2 billion overweight or obese
3	Good health and wellbeing	Food safety, nutrition, labour, environmental impact, land sovereignty	Ensure healthy lives and promote well-being for all at all ages
4	Quality education	Labour + the label itself	80% of the world's poor are rural, many working in food
5	Gender equality	Labour	Women are concentrated in the lowest paid, least secure roles across agrifood, providing a reserve of cheap, flexible labour on which modern food supply chains are built, according to Oxfam. Women provide 50% of our food but own just 20% of our land.
6	Clean water	Environmental impact, land sovereignty	Crops and livestock account for 70% of all water withdrawals
7	Affordable clean energy	Environmental impact, land sovereignty	Food systems use 30% of global energy resources
8	Decent work and economic growth	Labour, environmental impact	80% of the world's poor are rural, many working in food
9	Industry, innovation and infrastructure	Labour, environmental impact, food safety, nutrition,	60% of the economy is driven by consumption – directing consumer choices toward improved choices will create rapid positive innovation



10.1. Tables: The connection between sustainability impacts and UN sustainable development goals... *continued*

SDG No.	UN SDG	Relevant Omni Framework topic	Significance for diet and food
10	Reducing inequality	Food safety, nutrition, labour, environmental impact, land sovereignty	80% of the world's poor are rural, many working on food.
11	Sustainable cities and communities	Nutrition, labour, environmental impact, land sovereignty	Directing consumer choices toward improved choices will create rapid positive innovation
12	Responsible consumption and production	Food safety, nutrition, labour, environmental impact, land sovereignty	An estimated 30% of food is wasted; changing dietary patterns increase food's footprint
13	Climate action	Environmental impact	Diet is a major contributor to climate change, accelerating with the nutrition transition. Agri-food production contributes 30% of GHG emissions
14	Life below water	Environmental impact, land sovereignty	c.29% of commercially important assessed marine fish stocks are overfished; c.61% are fully fished
15	Life on land	Environmental impact, land sovereignty	A third of land is degraded; up to 75% of crop genetic diversity is lost, 90% of deforestation is for agriculture.
16	Peace, justice and strong institutions	Food safety, labour, environmental impact, land sovereignty, the label itself	The Aarhus Convention confirms that access to the information in an Omni-Label is a human right
17	Partnerships for goals	Food safety, nutrition, labour, environmental impact, land sovereignty, the label	Working with all FSS constituencies
18	Reach the community furthest behind	Labour, environmental impact, land sovereignty, the label	Delivering change to the lowest paid and most exploited in agri-food production



10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples](#)

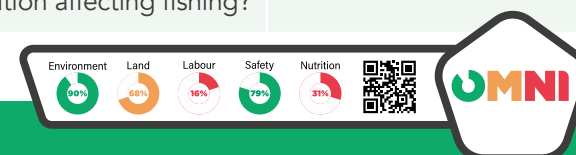
Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
1	Indigenous peoples have the right to the full enjoyment, as a collective or as individuals, of all human rights and fundamental freedoms as recognized in the Charter of the United Nations, the Universal Declaration of Human Rights and international human rights law.	All food system impacts	All five topics: Environmental impact, Land sovereignty, Labour rights, Nutrition, Food safety
3	Indigenous peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social and cultural development.	Affordability and accessibility of nutritious food. Access to food of choice. Access to traditional food via traditional land and water routes	Nutrition, Food Safety, Environmental impact, Land sovereignty
4	Indigenous peoples, in exercising their right to self-determination, have the right to autonomy or self-government in matters relating to their internal and local affairs, as well as ways and means for financing their autonomous functions.	Protection from land theft	Land sovereignty
5	Indigenous peoples have the right to maintain and strengthen their distinct political, legal, economic, social and cultural institutions, while retaining their right to participate fully, if they so choose, in the political, economic, social and cultural life of the State.	Ensure Indigenous People wholly and extensively invited and welcome to participate in OmniAction and all contributions captured in the OmniFramework	All five topics: Environmental impact, Land sovereignty, Labour rights, Nutrition, Food safety
7	Indigenous individuals have the rights to life, physical and mental integrity, liberty and security of person. Indigenous peoples have the collective right to live in freedom, peace and security as distinct peoples and shall not be subjected to any act of genocide or any other act of violence, including forcibly removing children of the group to another group.	Was this food sourced as a result of land theft?	Land sovereignty

10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
8	Indigenous peoples and individuals have the right not to be subjected to forced assimilation or destruction of their culture. 2. States shall provide effective mechanisms for prevention of, and redress for: (a) Any action which has the aim or effect of depriving them of their integrity as distinct peoples, or of their cultural values or ethnic identities; (b) Any action which has the aim or effect of dispossessing them of their lands, territories or resources; (c) Any form of forced population transfer which has the aim or effect of violating or undermining any of their rights; (d) Any form of forced assimilation or integration; (e) Any form of propaganda designed to promote or incite racial or ethnic discrimination directed against them.	Land theft. Environmental impact leading to difficulties in local and traditional food access Regulations preventing traditional food access, ie hunting, fishing	Land sovereignty, Environmental impact
10	Indigenous peoples shall not be forcibly removed from their lands or territories. No relocation shall take place without the free, prior and informed consent of the indigenous peoples concerned and after agreement on just and fair compensation and, where possible, with the option of return.	Land theft for food production	Land sovereignty
15	Indigenous peoples have the right to the dignity and diversity of their cultures, traditions, histories and aspirations which shall be appropriately reflected in education and public information. 2. States shall take effective measures, in consultation and cooperation with the indigenous peoples concerned, to combat prejudice and eliminate discrimination and to promote tolerance, understanding and good relations among indigenous peoples and all other segments of society.	Access to chosen, nutritious, traditional and modern food, via traditional food access methods, living wages to purchase chosen food, affordable nutritious food.	Labour rights, Land sovereignty, Nutrition

10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
17	Indigenous individuals and peoples have the right to enjoy fully all rights established under applicable international and domestic labour law. 2. States shall in consultation and cooperation with indigenous peoples take specific measures to protect indigenous children from economic exploitation and from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development, taking into account their special vulnerability and the importance of education for their empowerment. 3. Indigenous individuals have the right not to be subjected to any discriminatory conditions of labour and, inter alia, employment or salary.	Slavery, forced and child labour in supply chains. This includes compliance with labour laws in the country of production and standards set by the Conventions of the International Labor Organization.	Labour rights
18	Indigenous peoples have the right to participate in decision-making in matters which would affect their rights, through representatives chosen by themselves in accordance with their own procedures, as well as to maintain and develop their own indigenous decision-making institutions.	Ensure Indigenous People wholly and extensively invited and welcome to participate in OmniAction and all contributions captured in the OmniFramework	All five topics: Environmental impact, Land sovereignty, Labour rights, Nutrition, Food safety
20	Indigenous peoples have the right to maintain and develop their political, economic and social systems or institutions, to be secure in the enjoyment of their own means of subsistence and development, and to engage freely in all their traditional and other economic activities. 2. Indigenous peoples deprived of their means of subsistence and development are entitled to just and fair redress.	Ensure Indigenous People wholly and extensively invited and welcome to participate in OmniAction and all contributions captured in the OmniFramework. Does the supply chain involve displacement? Are Indigenous workers being paid a living wage? Is a product lacking in nutrition, or over priced, being sold in a food desert? Are environmental impacts affecting access to tradition or local food – are greenhouse gas emissions causing climate change making traditional food systems difficult, is water pollution affecting fishing?	Land sovereignty Labour rights Nutrition Environmental impact



10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
24	Indigenous peoples have the right to their traditional medicines and to maintain their health practices, including the conservation of their vital medicinal plants, animals and minerals. Indigenous individuals also have the right to access, without any discrimination, to all social and health services. 2. Indigenous individuals have an equal right to the enjoyment of the highest attainable standard of physical and mental health. States shall take the necessary steps with a view to achieving progressively the full realization of this right.	Are local, traditional foods which are nutritious, health giving and considered medicinal available, or access is being impacted?	Land sovereignty Nutrition
25	Indigenous peoples have the right to maintain and strengthen their distinctive spiritual relationship with their traditionally owned or otherwise occupied and used lands, territories, waters and coastal seas and other resources and to uphold their responsibilities to future generations in this regard.	Did the supply chain cause deforestation, water or land pollution? Was tradition land or water re-appropriated?	Environmental impact Land sovereignty
26	Indigenous peoples have the right to the lands, territories and resources which they have traditionally owned, occupied or otherwise used or acquired. 2. Indigenous peoples have the right to own, use, develop and control the lands, territories and resources that they possess by reason of traditional ownership or other traditional occupation or use, as well as those which they have otherwise acquired. 3. States shall give legal recognition and protection to these lands, territories and resources. Such recognition shall be conducted with due respect to the customs, traditions and land tenure systems of the indigenous peoples concerned.	Was this product the result of land theft or displacement? Have Forestry protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	Environmental impact Land sovereignty

10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
27	States shall establish and implement, in conjunction with indigenous peoples concerned, a fair, independent, impartial, open and transparent process, giving due recognition to indigenous peoples' laws, traditions, customs and land tenure systems, to recognize and adjudicate the rights of indigenous peoples pertaining to their lands, territories and resources, including those which were traditionally owned or otherwise occupied or used. Indigenous peoples shall have the right to participate in this process.	Was this product the result of land theft or displacement? Have Forestry protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	Environmental impact Land sovereignty Nutrition
28	Indigenous peoples have the right to redress, by means that can include restitution or, when this is not possible, just, fair and equitable compensation, for the lands, territories and resources which they have traditionally owned or otherwise occupied or used, and which have been confiscated, taken, occupied, used or damaged without their free, prior and informed consent. 2. Unless otherwise freely agreed upon by the peoples concerned, compensation shall take the form of lands, territories and resources equal in quality, size and legal status or of monetary compensation or other appropriate redress.	Was this product the result of land / water theft or displacement? Have Forestry protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	Environmental impact Land sovereignty Nutrition

10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
29	Indigenous peoples have the right to the conservation and protection of the environment and the productive capacity of their lands or territories and resources. States shall establish and implement assistance programmes for indigenous peoples for such conservation and protection, without discrimination. 2. States shall take effective measures to ensure that no storage or disposal of hazardous materials shall take place in the lands or territories of indigenous peoples without their free, prior and informed consent. 3. States shall also take effective measures to ensure, as needed, that programmes for monitoring, maintaining and restoring the health of indigenous peoples, as developed and implemented by the peoples affected by such materials, are duly implemented.	Was this product the result of land / water theft or displacement? Have Forestry protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	Environmental impact Land sovereignty Nutrition Food safety
31	1. Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts. They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions. 2. In conjunction with indigenous peoples, States shall take effective measures to recognize and protect the exercise of these rights.	Does this product wrongly appropriate Indigenous People's cuisines, symbology, or culture in any way?	Nutrition

10.2. Tables: The connection between sustainability impacts and the [United Nations Declaration on the Rights of Indigenous Peoples... continued](#)

Sample article No.	Article says	Possible food system impact/s	Relevant OmniFramework topic
32	Indigenous peoples have the right to determine and develop priorities and strategies for the development or use of their lands or territories and other resources. 2. States shall consult and cooperate in good faith with the indigenous peoples concerned through their own representative institutions in order to obtain their free and informed consent prior to the approval of any project affecting their lands or territories and other resources, particularly in connection with the development, utilization or exploitation of mineral, water or other resources. 3. States shall provide effective mechanisms for just and fair redress for any such activities, and appropriate measures shall be taken to mitigate adverse environmental, economic, social, cultural or spiritual impact.	Was this product the result of land / water theft or displacement? Have environmental protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	Environmental impact Land sovereignty
37	1. Indigenous peoples have the right to the recognition, observance and enforcement of treaties, agreements and other constructive arrangements concluded with States or their successors and to have States honour and respect such treaties, agreements and other constructive arrangements. 2. Nothing in this Declaration may be interpreted as diminishing or eliminating the rights of indigenous peoples contained in treaties, agreements and other constructive arrangements.	Was this product the result of land / water theft or displacement? Have environmental protection regulations displaced Indigenous Peoples from the land or water this was produced on/in?	All five topics: Environmental impact, Land sovereignty, Labour rights, Nutrition, Food safety



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The agreed food metric