Guide to applying OmniFramework to product labelling

Step	Type	Detail	Partners
1	Gap analysis	Collating product merits against the topics and indicators of the OmniFramework, including ingredient origins and method of production. Dashboard captures all certifications and merits. "At a glance" access to product merits, updated in real time. This dashboard can be integrated into any product owner or company API – allowing product owner to source and update the data at any time. All data held on this dashboard remains strictly confidential.	OmniAction (with software partner STAR INDEX), product owner
2	Life Cycle Analysis questionnaire	OmniAction's LCA lead will provide the product owner with a questionnaire regarding the environmental, social, and nutritional qualities of the product, based on the following approach: Integration of environment and nutrition in life cycle assessment of food items: opportunities and challenges. (FAO, 2021) and a follow up report	OmniAction LCA lead (ie Rothamsted Research), product owner, OmniAction managed independent data monitoring process.

		currently being written integrating the social analysis into the LCA process.	Software partners who could support data delivery and monitoring could include Earth PBC, PCI Technology, FarmForce and others.
3	Life Cycle Assessment exercise	The questionnaire's data is assessed in strict confidence and shared with the product owner. Questionnaire and analysis captured into the OmniAction dashboard.	OmniAction LCA practitioner. OmniAction dashboard partner STAR INDEX)
4	Data analysis	Questionnaire results are rated against OmniAction's framework weightings. Only the data collected in the questionnaire, which might include some secondary data, will be analysed. Still in strict confidence. This analysis will determine how the product will rate according to OmniAction's labelling mechanism. Outcome of this analysis is captured into the OmniAction dashboard.	OmniAction LCA practitioner, OmniAction analysis partner (Foodsteps or HowGood), OmniAction dashboard partner STAR INDEX)
5	Ongoing product enhancement	Product owners may choose to re-visit certain supplier relationships or terms, consider reformulation or other practices to continually improve the sustainability impact of the product on the basis of a first LCA process.	Product owners, OmniAction dashboard (supplied by partner STAR INDEX, HowGood).

		This journey can be captured and monitored in the OmniAction dashboard, which allows full integration into the product owner's supply chain management systems.	
6	Label is applied	OmniAction will certify the analysis result and confirm the label outcome, ie, what the label should look like and say. Application of the label is conducted by the product owner within its own business operations. OmniAction will partner with the product owner on marketing and communications to ensure the enhanced value of the labelled product is understood by consumers, the finance sector, and regulators. All data, aside from the data relevant to the label, remains strictly confidential until the product owner determines to share it via the QR code on the OmniLabel. This decision and data sharing is initiated by the product owner and simply certified by OmniAction. OmniAction will not publicly reveal any product data otherwise.	Product owner, OmniAction

7	Publicly disclose relevant documentation	OmniAction will support the product owner in ensuring that relevant benchmarking information is effectively publicly disclosed – allowing the product owner to benefit from third-party analysis in benchmarking including the World Benchmarking Alliance's Food and Agriculture Index, Access to Seeds Index and Financial System Benchmark, the Access to Nutrition Global Index and Coller FAIR Protein Producer Index. This workflow will be supported in the OmniAction dashboard.	Product owner, OmniAction (with software partner STAR INDEX), WBA, ATNI, FAIRR and other benchmarking allies.
8	Effectively share analysis with finance providers, ie, ESG reporting	OmniAction will support the product owner in ensuring that relevant ESG benchmarking information is effectively publicly disclosed – allowing the product owner to benefit from enhanced ESG reporting and access to finance. This workflow will be supported in the OmniAction dashboard.	Product owner, OmniAction ESG partners, OmniAction software partner STAR INDEX, HowGood)
9	Continually update and improve sustainability impacts	OmniAction's Framework will continue to benefit from improvements in science, regulation, business operations and benchmarking enhancements. Product owners will continue to improve sustainability impacts through reformulation, method of production, business operations and enhanced supplier relationships.	Product owner, OmniAction Community, OmniAction software partner STAR INDEX), HowGood, OmniAction benchmarking and ESG partners.

| | | OmniAction workflow supports planned and regular updates – supporting the communication of improvements via updated labelling, communications programmes and benchmark reporting. This includes:
- Rapid data updates accessible via the existing QR code on the OmniLabel
- Planned label update and communications programmes
- Publicly disclosing enhanced reports, to be accessed by third-party SDG / risk benchmarking and ESG indexes. | |