Leveraging blockchain, artificial intelligence & big data to link financial & sustainability impacts throughout the value chain

Glenn Frommer
(Reporting 3.0)
Chapter 6: Activation & Acceleration – Catalyzing context-driven stakeholders
In Meadows’ vision, truly integral information systems do three things. They

• **Integrate** the multiple capitals to link Ultimate Means (natural capital) through Ultimate Ends (well-being);
• **Contextualize** company impacts on the carrying capacities of the capitals; and
• **Activate** responses when the sustainability of any capitals – and hence the potential for biota well-being and human fulfillment – is placed at significant risk.
The information system… will measure capital stocks at every level and the flows that increase, decrease and connect these stocks. [S]ustainability indicators should be related to carrying capacity or to threshold of danger or to targets.
My particular interest, since I first heard about the Platform, has been in helping Reporting 3.0 activate evidence-based stakeholder advocacy that uses data from corporate reports to contextualize the sustainability of company performance.

Brendan LeBlanc
Ernst & Young
Reporting 3.0
Steering Board
### Recommendations in Chapter 6

**3 Maturities:**
- Educate
- Advocate
- Accelerate

**4 Constituencies:**
- Reporting
- Standard Setters
- Corporations
- Governments & Multilaterals
- Investors

<table>
<thead>
<tr>
<th>Stage</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate</td>
<td>1 – Identify opportunities to activate sustainability progress within direct spheres of influence</td>
</tr>
<tr>
<td></td>
<td>2 – Identify opportunities to catalyze sustainability progress through indirect spheres of influence</td>
</tr>
<tr>
<td>Advocate</td>
<td>1 - Harmonize context-based multicapital data across geographic scopes, from global to national to regional to local</td>
</tr>
<tr>
<td></td>
<td>2 - Reconcile / harmonize between public sector and private sector approaches and methodologies for multicapital contextualized data</td>
</tr>
<tr>
<td></td>
<td>3 – Use open data platforms to display &amp; benchmark company-level performance across multiple capitals against sustainability thresholds</td>
</tr>
<tr>
<td></td>
<td>4 – NGOs should embrace evidence-based, context-driven advocacy, and investors should embrace forceful stewardship</td>
</tr>
<tr>
<td>Accelerate</td>
<td>1 – Investors can drive demand for multicapital, context-based blockchain implementations that track financial &amp; sustainability performance across value chains</td>
</tr>
<tr>
<td></td>
<td>2 – Track regional sustainability impacts using blockchain implementations that enact smart social contracts for preserving common capital resources</td>
</tr>
<tr>
<td></td>
<td>3 – Set more aggressive goals than simply aligning with sustainability thresholds to build buffer zones</td>
</tr>
<tr>
<td></td>
<td>4 - Support &lt;2°C scenario analysis and transition planning to &lt;2°C business models</td>
</tr>
</tbody>
</table>
Overview Workshop 2C – The Data Blueprint

**Programme:**
- 0 min: Introduction
- 10 min: Presentations focusing on Process, Success and Scalability
- 35 min: Q&A between panel participants
- 50 min: Questions from the plenum
- 65 min: Round-up with focus on core recommendations
- 75 min: End

**Speakers:**
- Niels Faber, Radboud University – *Blockchain as a crowbar for sustainability*
- Jiro Olcott, Guard Global – *Automating use of blockchain for reporting*
- Anne Huibrechtse, Deloitte – *Contextualizing data usage and its reporting*
Session context and focus questions:

- Clear focus on the Data Blueprint
- Strong emphasis on sustainability context (links between micro, meso, macro)
- How do we validate the data we use, and how do we empower that data to be used?
- What is the role of blockchain technology, and technology more broadly?
- How do we accelerate the pace and scale of change?