BlueView - Supply Chain Transparency to Protect People and Places

Name of Resource	BlueView - Supply Chain Transparency to Protect People and Places
Type	Platform for co-operation, Knowledge/information hub
Country/jurisdiction	Global
Organization	Bluenumber
Initiative launch date	1 November 2017

Description	Bluenumbers were introduced at the UN in 2015 as a tool to track and measure the Sustainable Development Goals (SDGs) from a beneficiary-centric perspective. Bluenumbers can identify, enable and empower individuals, such as small farmers or conscious consumers. We help businesses trace their supply chains, verify and analyse their data, and generate evidence to support their sustainability claims. BlueView is a public good using anonymized Bluenumbers to show the location of people relative to global risks and impacts such as fires and burning, deforestation and other hazards. These data sets of people and organizations at locations enable instant understanding of who is impacting, or being impacted, in climate zones or human development. Companies and governments work with Bluenumber to reach farmers and workers in complex and dynamic supply chains. Bluenumbers are currently focused on smallholder palm oil farmers in Malaysia and garment factory workers in Bangladesh. To avoid data slavery, farmers and workers own their own data. Companies share non-competitive data from private Bluenumber supply chain maps, which provide full traceability to the last farmer or worker. The companies visualize who produces their products, and gains valuable insight and analysis to report on livelihoods, education, health and other indicators for human rights and development.
Availability	ENG: https://www.bluenumber.com/en/2017/11/01/blueview-supply-chain-transparency-to-protect-people-and-places/