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# Sustainable Development Goals

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The term “Sustainable Development Goals” (SDGs) is almost ubiquitous across business, but what are these goals really about and what are they trying to achieve? They are all part of a broad agenda – “The 2030 Agenda for Sustainable Development” – agreed and adopted unanimously by all United Nations Member States in 2015.

The Agenda sets 17 ambitious and specific goals in three areas of sustainable development: economic, social and environmental. Each goal has specific targets (169 in total) which must be achieved by 2030. The universal Agenda calls on all countries for action and highlights that all states must invest their efforts in achieving prosperity and peace.

The fact that countries alone have neither the power nor the resources to accomplish these goals is nothing new. Economic, social and environmental factors are influenced by several stakeholders, and so is the accomplishment of the SDGs’ targets. It is also known that the private sector has huge potential to contribute to the 2030 Agenda and that, with its enormous resources and capability, it can bring about a positive change for all.

Many in the private sector have already taken actions and integrated the SDGs into their corporate structure, through their sustainability objectives or their corporate social responsibility plan. There is growing awareness across the private sector that it is both a duty and in the interests of companies’ business to work towards achieving the targets. However, what is most needed is to translate interest and enthusiasm for the SDGs into concrete action. Raising awareness, partnering with other stakeholders, mobilising resources and investing in projects are all actions that the private sector must engage in, if it wants to contribute to the universal Agenda.



# Oritain

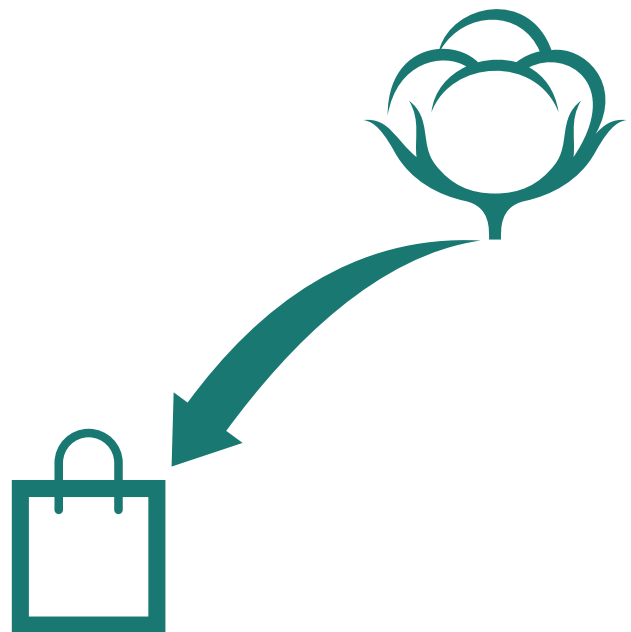
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At Oritain, we are committed to contributing to the achievement of the Sustainable Development Goals and we truly believe that our services can play a meaningful role in the implementation of the 2030 Agenda.

We use forensic science to trace the origin of products and raw materials. Nature instils all things with unique markers based on where in the world they were produced. These natural markers are created from the exact geochemistry of the product's environment: some environments are high in certain elements, some are low. These differences are what we measure, using statistical models to translate the data into an Origin Fingerprint. This acts as a fingerprint for a given product and verifies the exact location it comes from.

We are able to verify the origin of products at various stages throughout the supply chain. Unlike other traceability methods such as paper ledger systems, blockchain, barcodes, sprays, additives, or labels, the fingerprint we create cannot be forged or altered and is unique to the land the product was grown on. Our method is reliable and accurate, as we are able to differentiate origin by country, region and even farm/plot of origin.

With this method, we **ensure traceability** and can support companies operating in different industries by providing them with



**transparency and integrity along their supply chain.** Knowledge, transparency and traceability across supply chains is of crucial importance as it allows companies to detect and deter illegal practices such as deforestation and degradation of the environment, child labour, exploitation of workers and local communities, slavery, and land grabbing.

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**With the visibility we help bring to the supply chain, there is a direct link between our service and progress towards the achievement of the Sustainable Development Goals and Targets.**

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As part of our **Responsible Sourcing Programme**, we have developed databases of products with long and complex supply chains, such as palm oil, coffee, cocoa, cotton, vanilla, soy. We are, therefore, able to support companies involved in these industry sectors and help them progress towards a sustainable, ethical and traceable supply chain – and consequently support the international community in achieving the SDGs.

# How a partnership with Oritain supports the SDGs in practice.

**Each goal has specific targets (169 in total). Opposite are some of the targets most relevant to Oritain and scientific traceability.**



These are just some examples of how we can help promote good practices whilst protecting against threats. By adopting our method, companies can easily put a system in place which can advance the SDGs focused on preserving the environment, improving labour rights and farmers' livelihoods and, simultaneously, discard those practices that are adverse to the accomplishment of the SDGs. For example, we are able to ensure that products sourced to end-users do not come from high-risk areas. Similarly, we can test products that are claimed to come from lands where natural resources are managed sustainably and where products are produced with environmentally friendly agricultural practices, as well as from places where no forms of exploitation and human rights violation are in place.

We support companies that engage in programmes or projects aimed at training and empowering farmers, women, and young people, by monitoring whether products come from the smallholder groups enrolled in the projects. This not only strengthens the programmes by ensuring that a solid monitoring system is in place, but also allows us to add value to the cause of these projects, which are ultimately aimed at the implementation of the SDGs – ending poverty, improving livelihoods, producing sustainably, reducing inequality, empowering women, fostering growth and so on.



## ZERO HUNGER

**Target:** By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

## SOLUTION

ORIGIN VERIFICATION AS A MEANS TO PROTECT THE EFFORT AND INTEGRITY OF SUSTAINABLE FOOD PRODUCTION SYSTEMS.

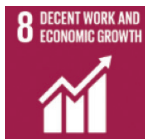


## GOOD HEALTH AND WELLBEING

**Target:** By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

## SOLUTION

PRODUCT VERIFICATION TO PROTECT PRODUCT AUTHENTICITY.



## DECENT WORK AND ECONOMIC GROWTH

**Target:** Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour [...]

## SOLUTION

DEMONSTRATE VALUE ADDED TO PRODUCT THROUGH ORIGIN VERIFICATION, CHAMPIONING SUSTAINABLE AND ETHICAL OPTIONS.



## RESPONSIBLE CONSUMPTION AND PRODUCTION

**Target:** Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.



## LIFE ON LAND

**Target:** By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.



## PEACE JUSTICE AND STRONG INSTITUTIONS

**Target:** End abuse, exploitation, trafficking and all forms of violence against and torture of children.

## SOLUTION

ORIGIN AND PRODUCT VERIFICATION TO PROTECT AGAINST THE INFILTRATION OF ILLEGAL PRODUCT INTO THE SUPPLY CHAIN (STIFLING THE PRACTICES THAT PRODUCE IT).



## Partnerships for the goals

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**Target:** Enhance the **global partnership** for sustainable development, complemented by **multi-stakeholder partnerships** that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals [..]



**Target:** Encourage and promote effective public, public-private and civil society partnerships, **building on the experience and resourcing strategies of partnerships.**

The unique feature of the **Sustainable Development Goals** is that they are all interlinked and that they complement each other. They are all necessary to achieve a prosperous and peaceful world.







The last SDG, “Partnership for the goals”, is essential if we are to achieve all the others. No single agent alone is able to solve the global economic, social and environmental challenges we are currently facing. A global partnership focused on accomplishing the goals is beneficial for all countries and stakeholders involved.

Embedding strong sustainability practices represents a huge opportunity for the private sector, as it helps create long-term value for their business. Companies able to prove the authenticity and quality of their products will gain a competitive advantage, ensuring long-term business by preserving the environment, mitigating product risks, lowering risks for investors, directors and officers, showing progression and innovation, enhancing their brand and communications, and demonstrating to clients and civil society that they adhere to ethical standards.

We are committed to partnering with stakeholders operating in a wide range of industry sectors, to help ensure that sustainable and ethical labour practices are carried out along supply chains. This has a powerful impact on the development of sustainable practices, the strengthening of labour standards and the improvement of the livelihoods of millions of people around the world.





# Truth lies within



## TRACEABILITY LIKE NO OTHER

At Oritain, instead of relying on the packaging to trace a product throughout the supply chain like many other traceability methods, we test the product itself. We've harnessed the power of science to provide businesses with a solution that helps them enhance their reputations and protect their products in market.

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