

KPI / Indicator	Primary SDG target	Secondary SDG target	Justification (short)	Framework reference
Consumer scan rate per 100 units sold	12.8 (Ensure people have access to accurate information)	9.c (Access to ICT)	Scanning indicates consumer engagement with origin data. It also indicates that the supply chain is transparent and traceable.	SDG 12.8; GS1 Digital Link; IRIS+ (Business Model Innovation)
Share of transactions with an origin-data link	12.8	12.6 (Encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting)	Views during shopping reflect practical use of transparency information.	SDG 12.8; SDG 12.6; GS1 EPCOR
Share of products with verified traceability	12.6	9.4 (Upgrade infrastructure and resilient economic infrastructure)	Batch-level traceability improves accountability in production.	SDG 12.6; SDG 9.4; GS1 EPCOR
Reduction in customer-reported information gaps	12.8	16.6 (Effective, accountable and transparent institutions)	Perceived information sufficiency is a direct user-level outcome.	SDG 12.8; SDG 16.6 (transparency)
Active monthly users among impact stage ventures	9.3 (Increase access of small and medium-sized enterprises to financial services)	8.3 (Support productive activities, employment and decent work for all)	Active usage by early-stage ventures indicates adoption of e-commerce.	SDG 9.3; SDG 8.3; IRIS+ (Business Model Innovation)
Share of SMEs reporting at least one impact metric	12.6	17.17 (Partnerships for sustainable development)	Regular reporting operationalises sustainability management.	SDG 12.6; SDG 17.17; impact management
Decrease in process energy use per unit	7.3 (Double the global rate of energy efficiency)	13.2 (Integrate climate change measures into economic policies)	Energy intensity improvements reduce emissions and operational costs.	SDG 7.3; SDG 13.2; GHG Protocol
Share of participants from underrepresented groups	10.2 (Promote social, economic and financial inclusion)	5.5 (Ensure women's full and effective participation and equal opportunities for leadership)	Participation rates indicate whether capacity-building formats are inclusive.	SDG 10.2; SDG 5.5; DEI reports