

<b>KPI / Indicator</b>	<b>Primary SDG target</b>	<b>Secondary SDG target</b>	<b>Justification (short)</b>	<b>Framework reference</b>
Consumer scan rate per 100 units sold	12.8 (Ensure people have access to information and communications technology)	9.c (Access to ICT)	Scanning indicates consumer engagement with origin data.	SDG 12.8; GS1 Digital Link; IRIS+ (Business Case)
Share of transactions with an origin-data label	12.8	12.6 (Encourage companies to adopt sustainable practices and promote sustainable development)	Views during shopping reflect practical use of transparency information	SDG 12.8; SDG 12.6; GS1 EPD Global
Share of products with verified traceability	12.6	9.4 (Upgrade infrastructure and industrial processes to make them sustainable)	Batch-level traceability improves accountability in production	SDG 12.6; SDG 9.4; GS1 EPD Global
Reduction in customer-reported information sufficiency	12.8	16.6 (Effective, accountable and transparent institutions at all levels)	Perceived information sufficiency is a direct user-level outcome	SDG 12.8; SDG 16.6 (transparency)
Active monthly users among impact stakeholders	9.3 (Increase access of small-scale farmers and others to agricultural technologies and knowledge)	8.3 (Support productive use of technology for sustainable development)	Active usage by early-stage ventures indicates adoption of e-commerce	SDG 9.3; SDG 8.3; IRIS+ (Business Case)
Share of SMEs reporting at least one improvement	12.6	17.17 (Partnerships for sustainable development)	Regular reporting operationalises sustainability management	SDG 12.6; SDG 17.17; impact reporting
Decrease in process energy use per unit	7.3 (Double the global rate of energy efficiency improvement)	13.2 (Integrate climate change measures into national policies, strategies and programs)	Energy intensity improvements reduce emissions and operating costs	SDG 7.3; SDG 13.2; GHG Protocol
Share of participants from underrepresented groups	10.2 (Promote social, economic and political inclusion)	5.5 (Ensure women's full and equal participation and decision-making in political, economic and public life)	Participation rates indicate whether capacity-building formats are inclusive	SDG 10.2; SDG 5.5; DEI reporting