

## RUBBERWAY CONTRIBUTES TO ACHIEVING GPSNR GOALS

The natural rubber industry contributes to millions of livelihoods and is critical for the global economy. Achieving the vision of a sustainable industry, however, requires overcoming barriers such as supply chain complexity and a lack of ground data. RubberWay® is a tool developed to address these challenges and catalyze impact-driven actions.

**“RubberWay directly contributes to 18 GPSNR Policy Components, and indirectly to 15, representing a combined 89% coverage”**

RubberWay contributes to achieving the goals of the Global Platform for Sustainable Natural Rubber (GPSNR) by either directly addressing some requirements of the GPSNR Policy Framework or providing valuable insight for actors to measure their progress. A crosswalk analysis indicates that RubberWay directly contributes to 18 GPSNR Policy Components, and indirectly to 15, representing a combined 89% coverage of 37 total components. Using RubberWay, members are empowered to tailor interventions to address risks to meet their obligations as responsible industry actors.

### RubberWay: A Robust Risk Mapping Solution.

RubberWay is a risk mapping solution that assesses environmental and social risks all throughout the natural rubber supply chain. A mobile application deploys a questionnaire in local languages to collect data on supply chain practices on the four broad themes of: Respecting People; Protecting the Environment; Agricultural Training and Commercial Transparency. The assessment data enables a risk-based approach, aligned with the approach taken by a number of stakeholder groups such as the GPSNR and the European Tyre and Rubber Manufacturers’ Association (ETRMA).

This data is then aggregated and analyzed on a web dashboard, where risk scores are presented according to themes. These risk scores are visualized on a customizable dashboard, and in geographic space on an interactive world map.



Fig 1. The RubberWay mobile application and web dashboard

## Assessing the Whole Natural Rubber Value Chain

RubberWay is able to assess risk at every stage of the natural rubber supply chain: natural rubber processing factories; dealers/intermediaries; industrial plantations and smallholder farmers. Each supply chain actor category has their own tailored questionnaire, and the application captures supply chain links between various actors.

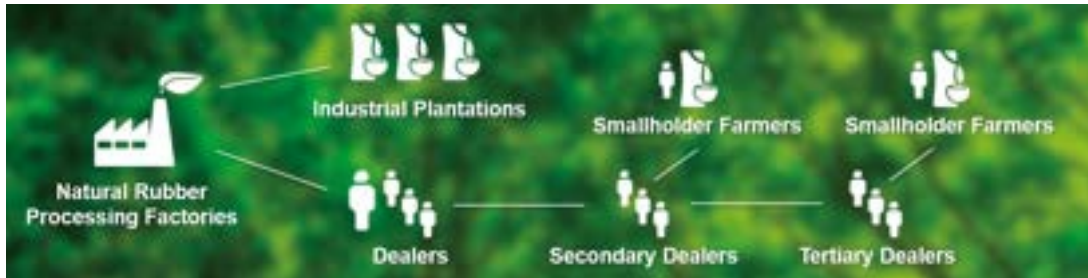


Fig 2. RubberWay assesses every stage of the supply chain and captures network interactions

## Addressing Smallholder Complexity

RubberWay was developed specifically to tackle the complexity of smallholder farmer dominant supply chains, which comprise a staggering 85% of world production. The mobile application overcomes issues of accessibility, and interviewers can be easily trained to deploy the questionnaire in the field. To address issues of quantitative complexity, where one processing factory can have tens of thousands of potential smallholders, RubberWay uses a statistical jurisdictional approach, where collected data is aggregated by jurisdiction to understand trends. This allows risks to be identified and tackled quickly.



Fig. 3 For smallholder supply sheds, RubberWay summarizes risks by jurisdiction for rapid analysis

## RubberWay's Contribution Towards GPSNR.

RubberWay was developed in the same philosophy as the GPSNR vision *"For a fair, equitable and environmentally sound natural rubber value chain"*. As a risk mapping solution, it empowers actors to adopt a risk-based approach as a key tool to pursue this vision. At its core, RubberWay is meant to catalyze impact, providing actors the data and means to identify risks and develop action plans to mitigate them, for a more sustainable supply chain. Furthermore, it has been developed specifically to provide data towards individual policy components within the GPSNR Policy Framework.

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## A Tool for Environmental and Social Risk Assessments and Supply Chain Mapping

RubberWay's contribution to the industry is best described in the overarching GPSNR Policy Component 7.1: *Conducting supply chain mapping and assessing suppliers for social and environmental risk to prioritize risk mitigation actions*". RubberWay allows actors not only to assess

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risks throughout their supply chain, but also provides the unique functionality of aggregating and analyzing data all in one platform. This allows actors to rapidly prioritize particular suppliers or jurisdictions and develop mitigation actions that are scenario and geography specific.

RubberWay's geotagging functionality also maps responses in geographical space on a jurisdictional basis (typically 'district' level). In smallholder supply sheds, this allows for a preliminary supply chain mapping exercise based on the density of responses, which can also be used to develop probability maps of a processing factory's supply sheds at a jurisdictional level.

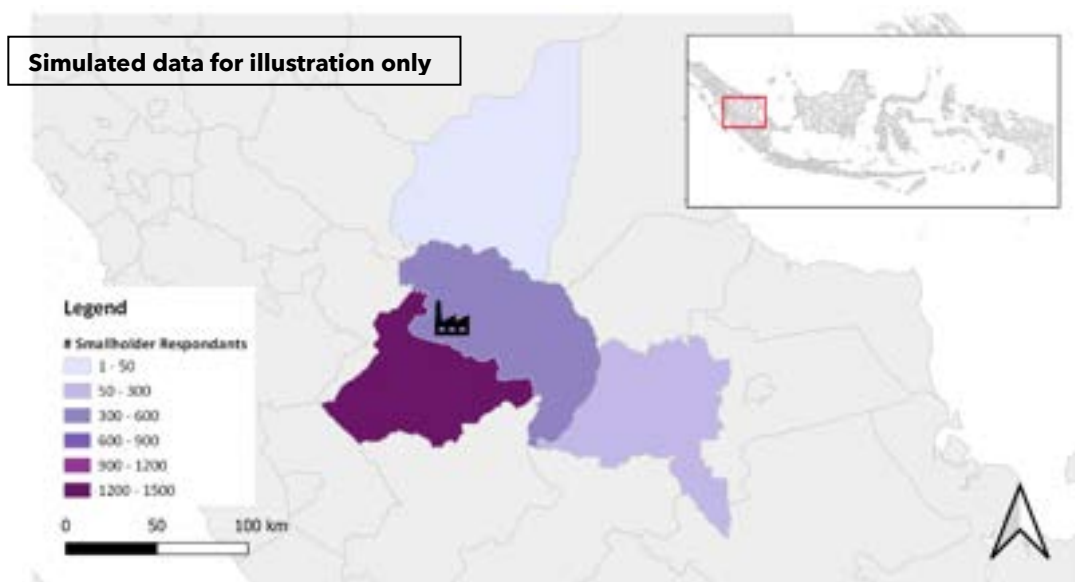


Fig 4. A processing factory's smallholder sample can convey probable sourcing areas

## RubberWay Crosswalk Against GPSNR Policy Framework

RubberWay contributes towards a large proportion of GPSNR Policy Framework components. A crosswalk analysis has determined that RubberWay contributes to 33 out of 37 GPSNR Policy Components, with 18 Direct<sup>1</sup> Contributions and 13 Indirect/Partial<sup>2</sup> Contributions, representing a combined 89% coverage. Contributions refer to either RubberWay satisfying Policy Component requirements or providing data towards understanding progress against the policy component.

<sup>1</sup> Contributes significant information to (1) demonstrating progress or (2) assessing progress, towards policy component (3) empowering action towards policy component.

<sup>2</sup> Contributes to certain elements of the policy component or provides preliminary assessment/data.

RubberWay's key strength is in its ability to risk assess and engage suppliers, to identify risks so as to develop mitigating actions (Policy Components 7.1 to 7.5). It also allows users to canvas information as a monitoring system and provides useful data that can be used for reporting (Policy Components 8.1.1 to 8.2).



Fig 5. A summary of RubberWay contribution to the GPSNR Policy Framework components

Various environmental and social parameters are assessed through RubberWay (Policy Components 2.1.1, 2.1.2, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 3.1, 3.3, 3.6), and RubberWay particularly excels in providing detailed insight on labor and health & safety practices, even at the smallholder level (policy Components 3.1 and 3.6).

GPSNR Policy Components		RubberWay Contribution		
Theme	Total #	Direct	Indirect/ Partial	Not in Scope
1 Legal Compliance	2	0	2	0
2 Healthy, Functioning Ecosystems	8	7	1	0
3 Respecting all Human Rights	8	5	1	2
4 Community Livelihoods	3	0	3	0
5 Increased Production Efficiency & Smallholders	4	1	3	0
6 Systems and Processes to Drive Effective Implementation	4	1	1	2
7 Supply Chain Assessment, Traceability, and Management Applicability	5	2	3	0
8 Monitoring and Reporting	3	2	1	0
<b>Total #</b>	<b>37</b>	<b>18</b>	<b>15</b>	<b>4</b>

**Table 1: Summary table of contributions per GPSNR Policy Component Group**

With questions that capture prevailing agricultural practices and training, RubberWay's unparalleled smallholder farmer dataset (more than 50,000 smallholder farmer respondents) provides actors the data they need to develop smallholder targeted capacity building programs, a commitment captured by Policy Component 5.1: *Offering or supporting training for natural rubber producers, including smallholders, to improve yield and quality.*

The full crosswalk analysis, which includes an explanation of how RubberWay contributes to each GPSNR Policy Component, is available on request. RubberWay encourages all actors involved in the natural rubber supply chain to learn more about RubberWay and how the solution can help you meet your sustainability goals. Today, more than 50,000 questionnaires have been completed in eight countries, and processing factories representing 20% of global tire supply are deploying RubberWay.

Learn more about RubberWay at: <https://rubberway.tech/>