

CO Harnessing Tech Towards Industry 5.0

Common Objective: Business that works better for everyone. And the planet.

Industry 5.0 Vision

Industry that respects the boundaries of our planet and places the well-being of workers at the centre of the production process.

Industry 5.0 is an emerging paradigm for a future-proof industry that goes beyond efficiency and productivity by restoring and regenerating planetary resources. It is based on three pillars: human-centricity, sustainability and resilience.
(European Commission, 06.2023)

A 5th Industrial revolution is urgent



The way we currently do business is creating a certain path to severe and irreversible climate breakdown, with *"no credible pathway to 1.5°C in place"* (UNEP, 2022)

Yet...



"The vast majority of the world's biggest companies have done almost nothing in the past five years to cut their planet-heating pollution enough to avoid catastrophic climate change" (CNN, ESG Book 2023)

"Over a billion working people worldwide -1/3 of all workers - are estimated to earn less than they need to afford a decent standard of living" (UNGC, 2023)



Yet...

"Less than 4% of the world's 2000 most influential companies commit to a living wage", and "90% are not even halfway to meeting fundamental societal expectations on human rights, decent work and ethical conduct." (WBA, 2024)



*See references and links for these statements on page 19

• **Business done well** - is transformative

Many pioneering businesses prioritise sustainability alongside profit, acting as a critical driver of inclusive wealth, sustainable development and economic resilience.

4.8million

smallholder farmers in Africa have seen an over 40% increase in income thanks to **ONE ACRE FUND**

75,000+

workers are benefiting from fair trade premiums, through **patagonia**

1.4m tons

over 1.4m metric tons of CO2 emissions mitigated thanks to



210million

trees planted thanks to **ECOSIA**

• But commitment to sustainability is too low

Only a fraction of global industry has formally committed to ESG best practice alongside profit. There is huge opportunity to scale this up.

0.007%  United Nations
Global Compact

of companies globally are participants in the United Nations Global Compact, the world's largest corporate sustainability initiative*.

0.0025%  SCIENCE
BASED
TARGETS

of companies globally are taking action on science based targets, a pathway to reduce emissions in line with the Paris Agreement goals*.

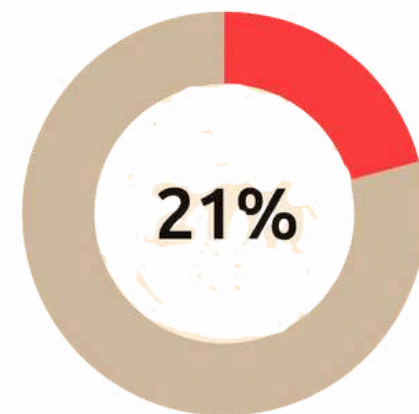
*25,000 participants of the UN Global Compact and 9015 companies taking action on science based targets as a percentage of 359m companies globally (Statista), Sept 2024

Because the business case is still unclear

79% of business leaders do not see a clear business case for operating sustainably.

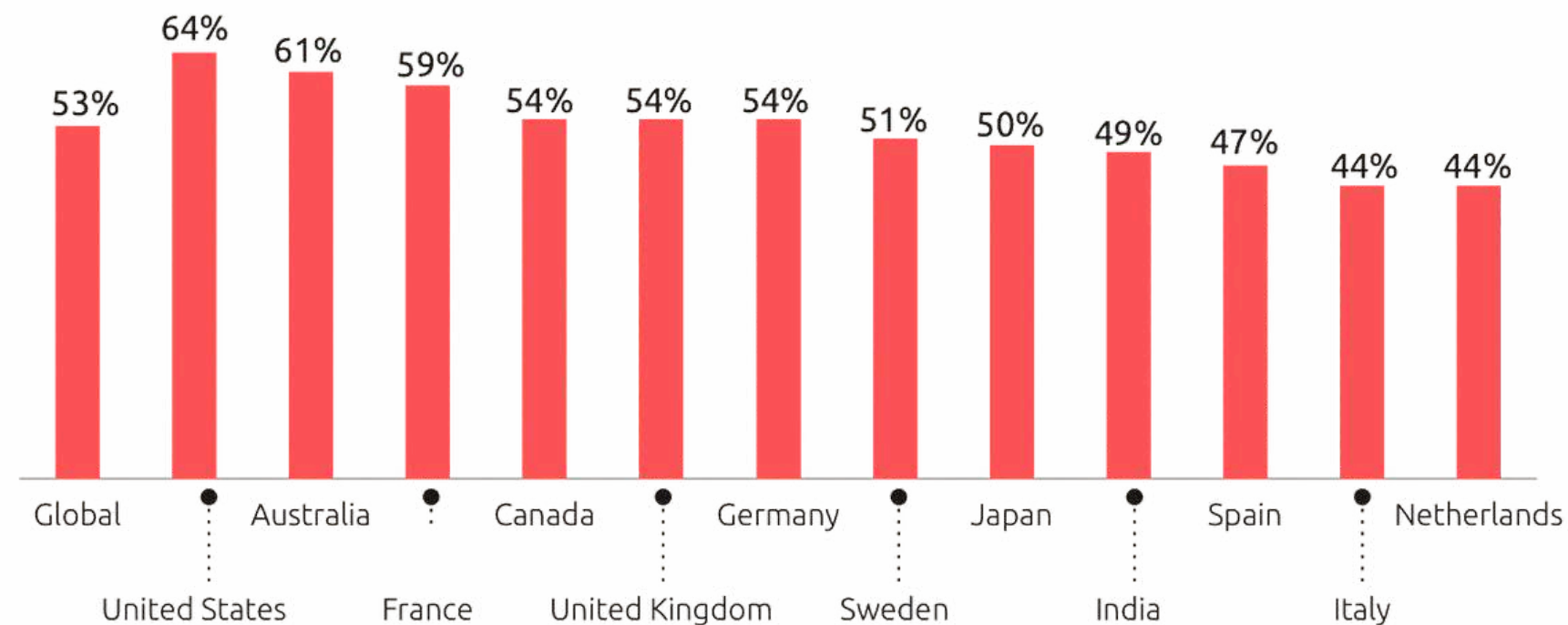
53% of executives agree that sustainability initiatives are “a financial burden”*

A clear business case will be a pre-requisite to achieving the vision of Industry 5.0.



% of executives who agree with the statement:

The business case for sustainability is clear



% of executives who agree with the statement: **Sustainability initiatives are a financial burden we have to bear in order to do business**

*Copy and diagrams from A World in Balance: Why Sustainability Ambition is not Translating to Action, Capgemini, 2022

Harnessing technology towards Industry 5.0

1. Accelerating engagement

0.007% of global businesses are members of the world's largest corporate sustainability initiative (UNGC). This compares to 57% on Facebook. We need to harness technology and AI to close that gap.

In the last two decades, technology has transformed the way industry operates online, engaging hundreds of millions of professionals and businesses with digital solutions. The same tech and innovation can be harnessed for good, towards the vision of Industry 5.0.

57mill companies in B2B network **KOMPASS INTERNATIONAL**

67mill businesses, 1 billion users on **LinkedIn**

200m business users on

facebook

2. Catalysing collaboration

Thousands of ESG initiatives, frameworks and platforms have been launched globally, supporting businesses to operate sustainably. Work and outputs are often duplicated, and lack a common framework or data system. Technology can change this.

Technology and AI can be harnessed to catalyse collaboration and a more strategic approach towards the goals of Industry 5.0, including systems and standards in line with ESG regulations in the EU and globally.



• 3. Creating a business case

A clear business case for sustainable and ethical best practice will be a pre-requisite to achieving the vision of Industry 5.0.

EU and international legislation is already requiring better practice. However innovative technology can also be instrumental in creating a business case for sustainability. Common Objective (CO) has created technology which rewards and incentivises best practice through higher rankings and more customers. This can be harnessed towards the Industry 5.0 vision.

5K%

The most sustainable businesses on Common Objective's fashion platform gain 5160% more views than the least sustainable.

65%

Up to 65% more businesses have gained the highest sustainability ranking year on year.

“80% of our customers come through CO”

Director, Sales & Marketing, Purnaa
(Fair Trade Supplier)

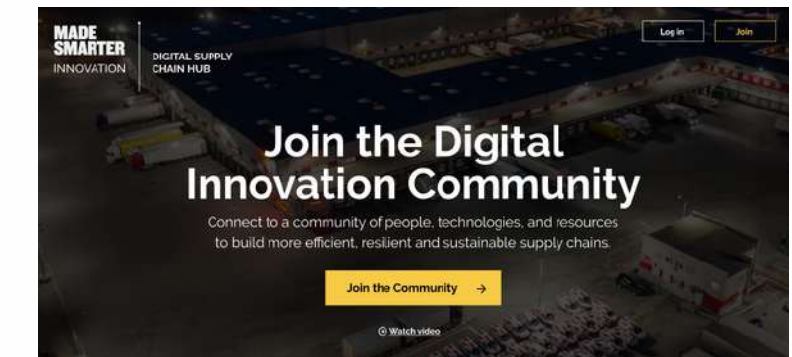
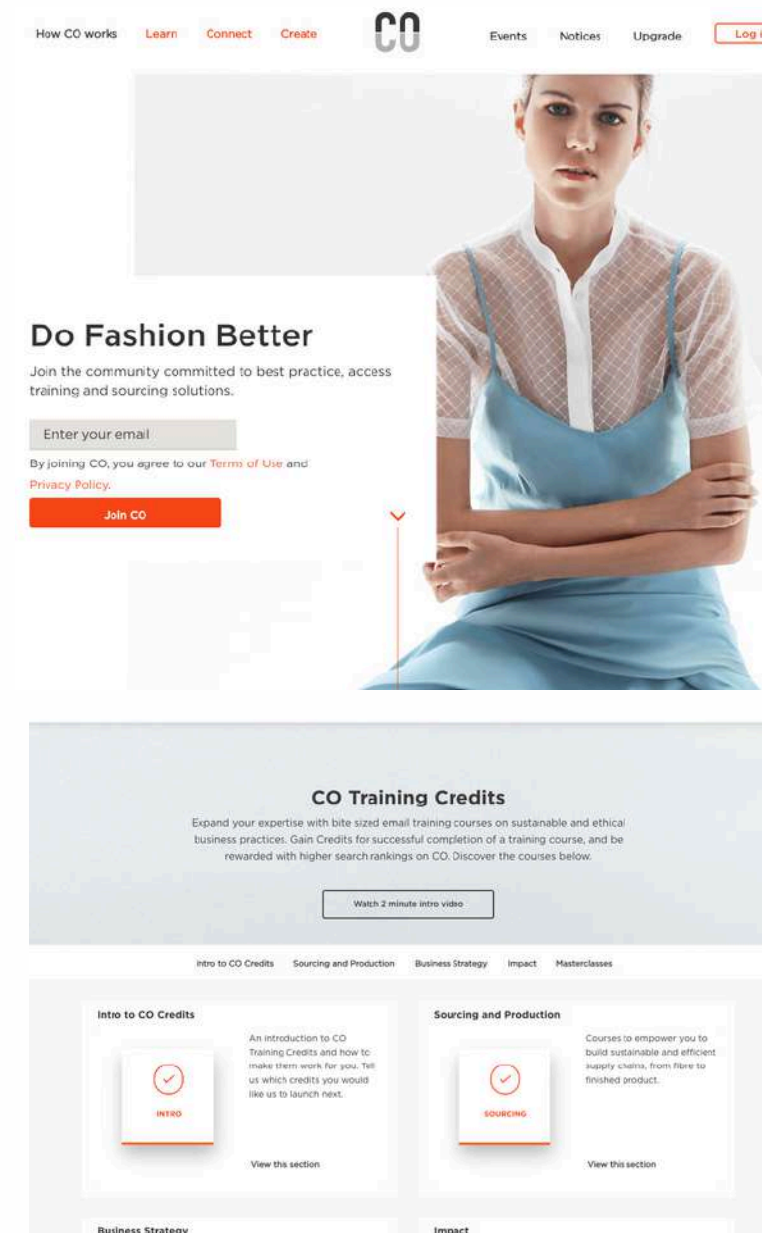
Common Objective collaborative tech

Accelerating business for good

Common Objective (CO) is an impact business, founded to harness technology to catalyse sustainable and ethical business practices globally.

We have created a raft of tech products and features that accelerate sustainable business action across multiple sectors, with proven results.

Our project partners include:



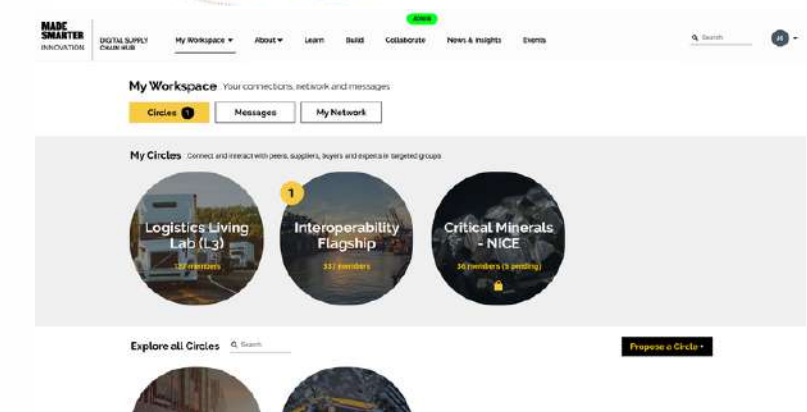
Join leaders, pioneers and innovators
Become a founding member of one of our innovator Circles. Connect with leaders from across industry. Do you have a technology solution? Share it with decision makers.



Logistics Living Lab (L3)

The Logistics Living Lab is one of the flagship projects of the Made Smarter Innovation | Digital Supply Chain Hub. Unfortunately, approximately 25% of trucks on the road are empty and 50% are only 25% full, putting significant cost pressures on participants across the end-to-end manufacturing supply chain. Providers are facing considerable challenges from a range of factors. Read more

[Join Circle](#)

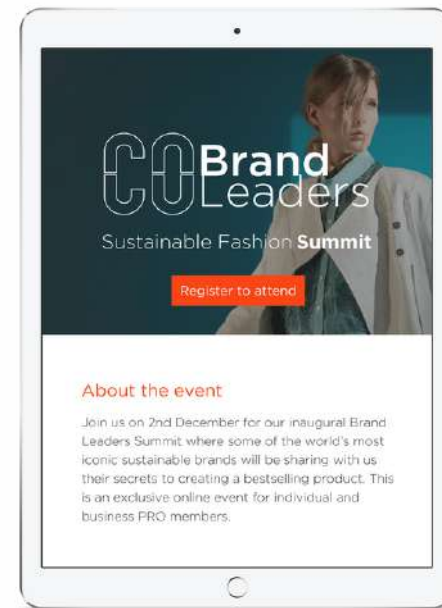


CO Technology

The Common Objective tech portfolio includes:

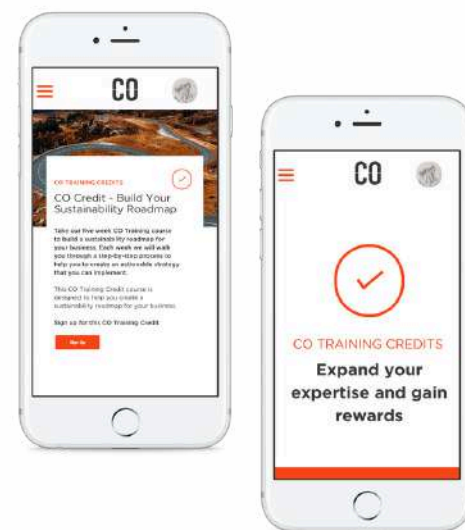
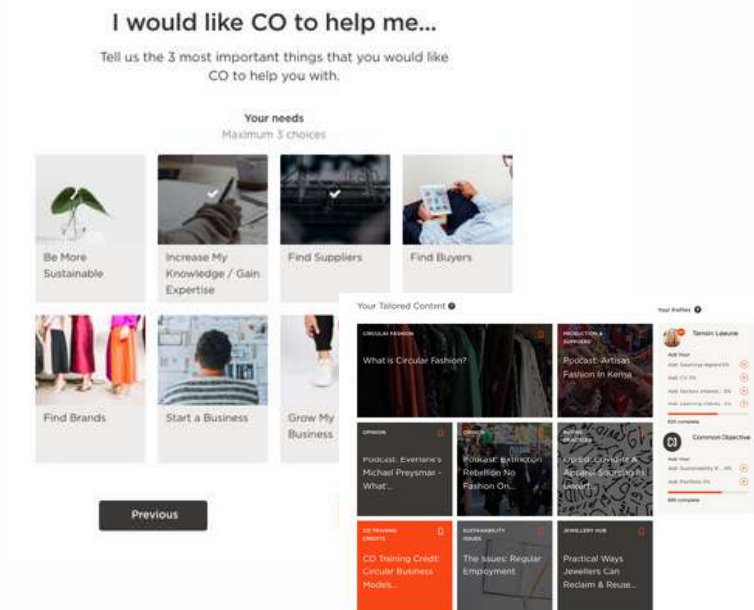
ESG Ranking

Business profiles gain an ESG score. More sustainable practices result in higher ranking, more views, and more customers.



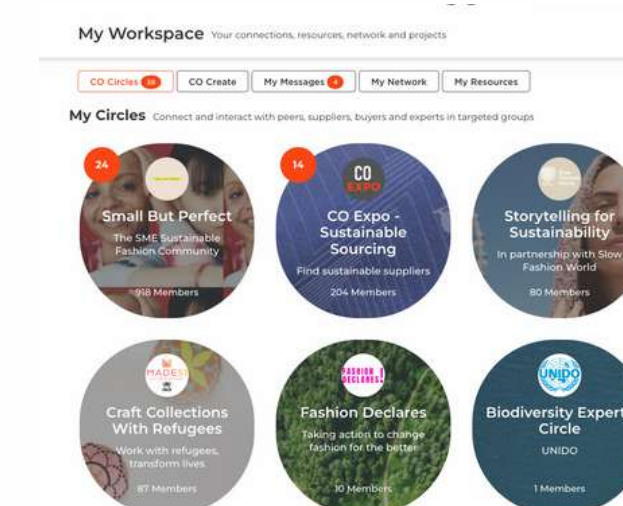
ESG Accelerator

Users are matched with ESG tools, training, and sustainable suppliers and prompted to increase their ESG score.



ESG Credits

Completing ESG training earns users credits which boost business profiles and customers, increasing training uptake.



Community features

Peer group circles and partner hubs foster strategic collaboration and reduce duplication between ESG initiatives.

Fashion's Community of Practice

Common Objective (CO) launched a fashion industry community of practice in 2018, harnessing technology to further collaboration and ESG best practice across the sector. The site has grown to:

65K+ individual members
28K representing 28k businesses
20x 20x the member base of next largest sector body

“CO has the best user interface that I have seen from any industry platform” Iconoclast - Supplier, USA

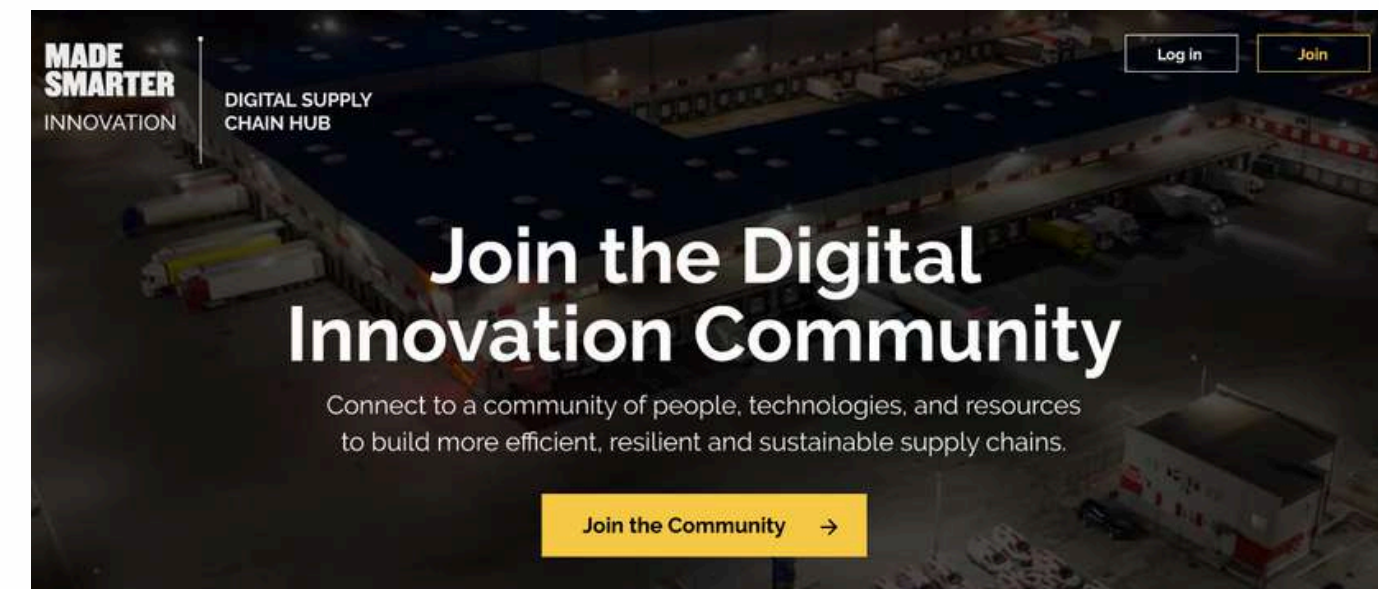
Members include representatives of:



Digital Supply Chain Hub

Common Objective (CO) partnered with Digital Catapult, the UK authority on advanced digital technology, to develop and launch a community of practice for digital and sustainable supply chains.

The Digital Supply Chain Hub harnesses digital technology towards more efficient, resilient, and sustainable supply chains. The platform leverages CO technology to accelerate engagement with supply chain best practice across multiple industry sectors from food to tech, to electronics and automobiles.



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Accelerator with UN Global Compact

Common Objective (CO) partnered with the UN Global Compact UK Network to harness tech to accelerate fashion industry action on the UN SDGs, developing and launching a digital community of practice.

The United Nations Global Compact is the world's largest corporate sustainability initiative, with 20k+ business members across 72 country networks. Over 100 senior industry leaders including representatives from 14 industry networks and initiatives have engaged with the accelerator since launch.



Engaged representatives include senior roles from:

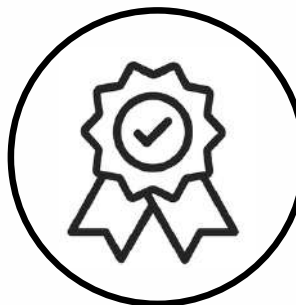


Theory of change

● Theory of change

Vision: Industry that respects the boundaries of our planet and places the well-being of workers at the centre of the production process.

Achieving the vision of Industry 5.0 will require radical collaboration and a solid business case for best practice in accordance with a common set of ESG standards. All of this is possible through harnessing innovation, technology and AI.



Steps towards Industry 5.0:

1. Collaboration

Collaboration between the initiatives that are advancing sustainability best practice across industry, to streamline activities and align with a common ESG framework for businesses in line with EU and international law..

2. A level playing field

Sustainability is still a commercial disadvantage for many businesses. A platform uniting ESG initiatives, on which best practice is rewarded, & lack of progress on ESG targets is a competitive disadvantage, will level the playing field.

3. A licence to operate

Alignment with a common set of ESG standards needs to become a licence to operate across global industry.

References

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"no credible pathway to 1.5°C in place" UNEP Emissions Gap Report, 2022

"Over a billion working people worldwide -1/3 of all workers" UN Global Compact, Forward Faster, 2023

"The vast majority of the world's biggest companies have done almost nothing..." CNN, ESG Book, 2023

"Less than 4% of the world's 2000 most influential companies..." World Business Alliance, Social Benchmark, 2024

PAGE 5

25,000 participants of the UN Global Compact and 9015 companies taking action on science-based targets as a percentage of 359m companies globally, Sept 2024

PAGE 6

Copy and diagrams from A World in Balance: Why Sustainability Ambition is not Translating to Action, Capgemini, 2022

COMMON OBJECTIVE

Business that works better for everyone. And the planet.

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www.commonobjective.co