Australian Start-up Pyx Leading the Charge for Global Supply Chain Transparency and Digital Product Passport protocols

UN Transparency Protocol Recommendation 49 Released for 60-Day Public Review

SYDNEY – 30 April 2024 – [PyxGlobal,](#) an Australian start-up, is pioneering trust architecture, global supply chain transparency and digital Environmental, Social, and Governance (ESG) credentials on a global stage.

As a leader in the digital trust landscape, **PyxGlobal senior executives provide project leadership for [UN Transparency Protocol](#) (UNTP) while advising Australian government bodies and international collaborators on open-source, verifiable digital credentials for ESG and trade.** The draft Recommendation No. 49: Transparency at Scale has been published here for a 60-day public review period. All enthusiastic experts in the field to contribute with comments and inputs.

PyxGlobal co-founder Steven Capell has 20 years of experience working at the intersection of technology, trade, government, and international standards. Capell **embarked on an international advocacy tour from 19 FEB to 5 MAR to drive awareness and adoption of UNTP standards for global trade transparency**. (See [UNTP Advocacy Tour Media Backgrounder](#).)

Enhancing Australia's Competitive Position

"Australia has the opportunity to play a world-leading role in supply chain transparency, and also to benefit commercially from the ability to provide globally accepted, verifiable credentials for its export products," said PyxGlobal co-founder and CEO, Zachary Zeus, a data engineer with two decades of experience and a global trust architecture expert.

"Making digital product passports viable on a global scale would mean Australia could outcompete on its natural advantages because exporters could consistently prove their ESG, product provenance and other credentials," said Zeus.

Giving Greenwashing Nowhere to Hide

"Regulatory and consumer pressures are driving up demand and justifying premium prices for goods with ESG credentials. Unless checked, the commercial incentive to falsify or exaggerate sustainability claims will only increase," said Capell.

"To stop greenwashing, we must make it difficult to falsify claims such as sustainability," said Capell. "More critically, the use of verifiable digital credentials must be made viable and scalable in a way that works regardless of borders, regulatory regimes, commercial sensitivity, or supply chain complexity."

"Moving past failed blockchain experiments, the UNTP technique enables data sharing underpinned by digital trust architecture using Verifiable Credentials. Digital Product Passports will become more ubiquitous for global trade than email."

– Zachary Zeus, CEO, PyxGlobal.

Capell and Zeus are project leads on [UN Transparency Protocol](#) (UNTP), an international project that has attracted hundreds of experts from around the world. This UN Recommendation will support governments and industry on practical measures to counter greenwashing by implementing supply chain traceability and transparency at the scale needed to achieve meaningful impacts on global sustainability outcomes.

"Our objective is to give greenwashing nowhere to hide. During our international advocacy tour I will secure pledges from industry bodies, commercial organisations and regulators to adopt the UN Transparency Protocol and advance the global adoption of supply chain traceability and transparency at scale," said Capell.

Developing the Tools to Make it Real

The start-up is driving progress towards a common digital trust mechanism, and developing the necessary tools to be shared with those working towards this goal.

"To make sure these efforts are viable and scalable, we are designing a set of open source, decentralised tools on behalf of the UN for the sharing of verifiable ESG, product provenance and other credentials," said Pyx co-founder Chris Gough, an award-winning software developer and solution architect with a 20+year career.

PyxGlobal is part of the team that is building the UNECE VCKit. This open source tool was originally built in Australia by the Australian Border Force and was contributed to the UN as an open source project that can be leveraged by anyone wanting to issue or verify Verifiable Credentials.

Key Initiatives and Collaborations

Zeus, Gough and Capell are registered expert contributors to the UN on behalf of Australia, which positions them at the forefront of shaping global standards. They are also actively collaborating on a range of programs including:

- Programs of National significance
    - Agriculture
        - Food Agility – **AgTrace** – Pyx founders are advising on a $5m proof of concept project is testing that the UNTP can be successfully extended for Australian Agricultural traceability.
            - Two more workstreams are coming online in 2024 to support the horticulture and grains sectors.
        - Working with Regen, to support traceability from paddock to Fulton Markets Group.
    - Critical Minerals traceability
        - **UN Critical Raw Materials Project** – Zach is leading the traceability component of this project, collaborating with the UN and the British Columbia Government to develop a traceability and sustainability framework for critical raw materials designed to combat greenwashing and uplift supply chain resilience and sustainability.
    - Building and structural steel traceability
        - Pyx is supporting Australia's structural steel sector to leverage the UNTP to implement traceability standards across Australia's building industry.
- Global open standards for supply chain traceability
    - Helping to develop UN Transparency Protocol (UNTP) and UN Critical Raw Materials Project (UNCRM) standards, and leveraging W3C
- UNECE Open source tooling VCKit
    - Developing tools to enable organisations to test and validate the implementation of UNTP
    - Developing tools to enable organisations to issue and verify credentials that comply with UNTP

Useful Links:

- [Un-CEFACT / Whitepaper - Verifiable Credentials for Cross Border Trade - Sept 22](#)
- [UN Transparency Protocol](#) (UNTP)
- [UN Critical Raw Materials](#) (UNCRM)
- [Trust Architecture Community](#) - includes Early Access to PyxGlobal's Trust Architecture tools

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About PyxGlobal
PyxGlobal's mission is to deliver transparency and security for trade communities using modern open standards (VC's and DID's) and decentralisation to protect independence and empower trust. It is establishing a community of trust architects that are solving the most challenging global problems. Pyx is creating a method for high-integrity product information that leaves nowhere to hide for unsustainable, unethical or poorly governed practices in the supply chain. [Pyx.io](#)

Media Contact
Richelle Gillett
Giant Squid Inc
+61 418 781 610
rg@giantsquidinc.com.au