

SUSTAINABILITY CASE STUDY:

IMAGINE IF SUPPLY CHAINS COULD CHANGE LIVES

Whether producing tea or technology, global businesses have long and complex supply chains which have a powerful impact – on the environment, communities, and the lives of workers. But UK fintech innovator Halotrade is directly addressing these challenges. This pioneering start-up has developed a platform that's making supply chains more ethical and sustainable. And Addleshaw Goddard (AG) has been supporting them as they grow, providing mentoring and strategic advice as they embark on their journey.





THROUGH INTELLIGENT TECHNOLOGY, BUSINESSES ARE FINDING WAYS TO SOLVE VERY REAL, ENDURING PROBLEMS. AND WE'VE BEEN APPLYING OUR LEGAL EXPERTISE TO MAKE ADOPTION OF THESE 'UNKNOWN' TECHNOLOGIES PRACTICAL. TAKING THEM FROM THE DATACENTRE INTO THE REAL WORLD.

Fiona Ghosh, Partner, Addleshaw Goddard

WHAT WAS THE CHALLENGE?

Global trade often comes at a cost. From 'throwaway' fast fashion to modern slavery allegations you needn't look far to find stories of exploited workers or environmental malpractice. So, how can enlightened companies address this and bring integrity to their supply chains, when they lack the clarity to make informed decisions? Without a clear picture, buyers aren't able to verify and control behaviour. And sellers aren't incentivised to follow sustainable and ethical business practices.

HOW WE HELPED

Halotrade aims to transform the way supply chains work. Using trusted data, captured in the blockchain, it brings visibility to global trade networks from end to end. It puts businesses in control, shining a light on unethical behaviour and misdemeanours. This, in turn, helps incentivise producers to take steps to raise environmental and labour standards.

AG has played a central role in Halotrade's pilot project for PG tips - connecting farmers in Malawi to Unilever to Sainsbury's. We've provided IP support, helping Halotrade secure its assets. We've shared strategic, directional advice on growing the business. And we've provided support around banking and trade finance, including advice on how to conduct business.

THE RESULT

Halotrade is a game-changer in the market, enabling corporates and financiers to create more ethical, sustainable supply chains - and be rewarded for doing so. It directly addresses issues such as environmental degradation, discrimination, labour standards, bribery and corruption. And, so far, it's made a real difference on the ground, ensuring more than 10,000 farmers in Malawi get better data and improved margins.

LEARNINGS

This is an example of the power of partnerships to create change. Together with banks, corporates and universities, Halotrade has started to recalibrate supply chains, putting people (and the planet) first. At AG, we're proud to have helped to unlock the potential of this technology and protect the client's innovative approach.

FOR MORE INFORMATION, CONTACT

Fiona Ghosh
Partner - Head of Fintech

+44 (0)207 788 5120

fiona.ghosh@addleshawgoddard.com

[Connect with Fiona](#)

www.addleshawgoddard.com/en/sustainability-climate-change