



BLOCKCHAIN

THE RED STRING

Video Transcript

What if we could know the name of those that grow our food or make our clothes?

If we could see those that work every day to sustainably create the products we need?

In a time when our global economy is more anonymous than ever, what if we could connect people like never before?

If people were empowered to buy from companies that shared their values, and each and every one of us were able to directly contribute to an inclusive green economy, what would it change?

With blockchain, we now have a trusted, secure connection with producers all around the world, no matter how small.

Wiping away the anonymity and opening the world of possibilities by closing the loop from producer to consumer.

STORE CLERK: Ma'am? Ma'am?

CUSTOMER: Yes?

STORE CLERK: Do you have some questions I can help you with?

CUSTOMER: No, I... I think I'll take this one.

STORE CLERK: Great choice.

CUSTOMER: Yeah, I really love the bamboo.

STORE CLERK: I'll get started.

At Accenture we believe this is the first step toward making a more fair and better world for everyone.

Super: 500 million small-scale producers live on less than \$5.50 a day.

If faced with a choice between feeding their family and addressing environmental impact, there is no choice.

Incentives are misaligned.

Consumers and business leaders alike want change... and so do we.

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