

Enhancing credibility through transparency

Join the world's first global repository on sustainable businesses and be part of the UN initiative on creating a sustainable future for trade.

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A digital solution for sustainable trade

There are an estimated one million businesses around the world with valid and trusted sustainability credentials. However, information about these businesses is fragmented. There is no one go to platform or registry providing visibility to these businesses which may be missing out on commercial and financing opportunities.

To address this challenge, the International Trade Centre (ITC) - the joint agency of the WTO and the UN - is initiating the Certified Business Registry (CBR). It is built on ITC's decade-long experience working with over 300 sustainability standards through [Standards Map](#) - the largest and most reputable platform worldwide on sustainability standards.

How does it work?

The CBR is an initiative led by the United Nations to build the world's largest database of certified businesses. The platform is a Global Public Good, which provides basic information about businesses and their sustainability credentials. Certified business data is directly contributed and managed by sustainability enablers such as certification bodies, standard setting organizations, or sustainable development initiatives.

Certified business data contributed by sustainability enablers is integrated and exposed on their websites and the CBR.

Information on the CBR enables certified businesses to increase their visibility to potential buyers and investors. In addition, certified businesses can

claim or verify their digital profile, which contains unique information on their business operations and sustainability practices.

Buyers or financial investors can access the CBR to identify new sustainable suppliers and check the validity of existing ones.

When contributing certified business data to the CBR, sustainability enablers can leverage additional services from an integrated suite of tools. These tools include data visualization application in the form of maps or tables as well as an API that enables data sharing with authorized partners. The CBR can assist sustainability enablers to streamline their data management process and enrich their service offerings to certified businesses.

One solution that benefits all actors in the value chain



Small Businesses

- Enhance business prospects by boosting visibility and credibility among buyers who prioritize sustainable sourcing.
- Strengthen trust among buyers and investors by providing them easy access to verify the authenticity of companies sustainability credentials.
- Improve eligibility for green financing by demonstrating compliances or adherence to sustainability standards and processes.
- Obtain a complimentary online business profile that showcases company operations and achievements.

Buyer & Retailers

- Utilize a repository to verify the authenticity of suppliers' sustainability credentials.
- Collaborate with individual sustainability enablers to acquire access to their secured API, allowing for the integration of their CBR registry into buyer's supplier list, resulting in an automated validation process.
- Leverage the CBR to comply with due diligence laws, such as EU regulations, that mandate greater transparency in sustainability assertions.
- Enhance consumer trust by presenting a transparent and verifiable catalog of certified businesses and projects.



Sustainability Enablers

- Enhance the prominence of certified businesses and establish greater credibility in sustainability claims through transparency and accountability.
- Simplify data management, visualization, and sharing process using a free online toolkit.
- Empower certified businesses with access to their digital profile containing validated sustainability credentials.
- Instantly validate partner data sets by using an online checker.

Building a sustainable future through collaborative action



Certified Businesses

Enhance your business opportunities and claim your sustainability business profile.



Buyers/Financiers

Check businesses credentials by accessing trustworthy data.



Sustainability Enablers

Access tools to streamline data management, visualization and sharing (API).

What makes the Certified Business Registry unique?



Neutral & Trustworthy

Registry of sustainable actors originating from credible contributing partners.



Secured

Non commoditized data stored on trusted UN datacenters.



Harmonized

Common data management, taxonomy and sharing protocols setup by ITC.

Want to take part in ITC Certified Business Registry?

Are you a sustainability certification body, standard setting organization, or sustainable development initiative?

Contact us to setup a platform demo and we will provide a test environment so you can try out the CBR and see its potentials.

