Questionmark
check choose change
A future we want to inherit?

The world’s population

Source: OECD, UN Population Division, Eurostat, FAO, USDA, CIA, MPI, World Bank,
Cohen Sachs Investment Research as of 27.11.10
Questionmark

By creating radical transparency and engaging consumers we turn this race to the bottom into a race to the top!
Check

Choose

Change

Questionmark
Where does this product come from?

50,000 consumers / month find our product information
Crisps ranked most sustainable

Marketing for front runners
Struijk soup ranked least healthy

Struijk brand innovates product with less sugar
Nutella transparent about child labour

Transparency leads to ambitions made public
The INHERIT project (2016-2019), coordinated by EuroHealthNet, has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 667364. Transparency on bonded labour in shrimp industry leads to MSC label publicly stating it’s working on social criteria.
Lessons learned

Trust in Questionmarks information is key

- Income model
- Neutral and independent position
- The right partners
Challenge to roll out in Europe

- Finding the right partner
- Government participation
- Charity funding up front