



Beyond the ESG Compliance Rush: Traceability's Next Era



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Executive Summary

The ESG landscape is evolving at unprecedented speed. What once felt like distant expectations—spanning Europe’s deforestation-free supply chain standards to Canada’s forced-labour safeguards—now call for immediate, board-level attention. Procurement and supply chain leaders are racing to keep pace with shifting timelines, align stakeholders, and protect trust in the market.

But here’s the truth: compliance is only the starting line. Passing an ESG audit doesn’t automatically build resilience, reduce risk, or prove to stakeholders that a brand is walking the talk. And in a market where accusations of greenwashing can tank valuations overnight, leaders can’t afford to stop at checkboxes.

This white paper, a collaboration between the BSI Group, the world’s first national standards body, and OPTEL, a pioneer in supply chain traceability technologies, goes beyond the compliance rush. It explores how the most forward-thinking organizations are turning regulatory pressure into long-term impact, what holds others back, and the leadership mindset that is essential to create supply chains that are transparent, compliant, and ready for the next wave of regulations.



The Compliance Rush



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The Compliance Rush

One catalyst for the compliance rush was the EU Deforestation Regulation (EUDR). For the first time, companies trading in everything from coffee to timber must prove their supply chains are deforestation-free, down to the farm or forest of origin. Although implementation may change unpredictably, the regulation is inevitable. This makes the current moment ideal for organizations to prepare and to gain visibility into their upstream supply chains before the rules take effect.

Similar unpredictability shadows other frameworks. Changing deadlines, liability scopes, and disclosure requirements continue to be subject to ongoing debate.

Together, these shifting timelines and unsettled rules create a compliance rush unlike anything supply chain executives have faced before. Leaders describe the pressure as relentless—“trying to finish today’s audit while tomorrow’s law is already breathing down your neck.” Inside organizations, the rush feels less like a program and more like controlled chaos. Teams rush between audits, supplier questionnaires, and disclosure



templates, often with overlapping owners and little clarity on accountability. Dashboards multiply, program boards fill up, and urgent data requests pour in, but the pressure to show proof quickly overtakes the harder task of building lasting controls. Evidence of compliance is mistaken for evidence of control, and energy is spent designing rules before aligning incentives. The pace is relentless, like running a marathon at sprint speed, with fatigue and fragmentation setting in long before the finish line.

Passing an audit may buy time, but it won’t stop the next regulation from landing. And it won’t reduce the very risks these laws are designed to expose.

The Compliance Rush

That's why the compliance rush, while overwhelming, is also a turning point. The businesses that see beyond the auditing checklists will use this moment to rethink how they operate. The winners won't just avoid fines; they'll prove resilience, reduce costs, and foster the kind of trust regulators can't legislate.

"As ESG deadlines approach, boardroom conversations are shifting from 'Will we comply?' to 'Will our controls withstand scrutiny and scale?'"

Boards now expect independent assurance, stronger investment in data and traceability, clear alignment between executive KPIs and ESG outcomes, and robust scenario planning for supply disruptions or reputational risks."

Frederico Caporali,
Procurement Transformation Advisor, Smart Bottom
Line Pty Ltd



Where Compliance Stops, Risk Remains

Passing an audit can feel like a win. The evidence is uploaded, the requirements are met, the auditors give their sign-off, and leadership breathes a sigh of relief. Yet a successful audit does not mean the risks have disappeared, nor does it confirm full compliance with ESG regulations. Audits capture a single moment in time, reflecting what systems, controls, and documentation were in place that day. But organizations evolve. Suppliers change, ownership shifts, and new risks emerge. What was true yesterday may not hold tomorrow. Without continuous oversight and adaptive governance, an audit report can create a false sense of security. ESG compliance demands more than periodic check-ins; it requires ongoing vigilance, real-time data, and proactive risk management.

EUDR is a perfect example. A company might demonstrate that its soy imports are traceable today, but if it cannot see what is happening at the second or third tier of its supply chain, potential deforestation remains hidden. The stamp of compliance may hold up in the short term, but blind spots linger. And those blind spots are where reputational crises begin.

Executives we spoke with described three recurring pain points:

Multi-tier, multi-geography complexity. Data does not flow evenly across regions, industries, or suppliers, making it difficult to see what is happening beyond the first tier.



Data fragmentation. Systems rarely connect, leaving companies with piles of spreadsheets, PDFs, and supplier attestations they cannot verify.



Supplier engagement. The lower down the chain you go, the harder it is to secure buy-in. Smaller suppliers often lack the necessary resources or understanding of what compliance entails. Some, faced with confusing regulation criteria, simply opt out.



“As supply chains expand, visibility thins and risk grows. Many organizations still don’t know who their lower-tier suppliers are, where they operate, or whether they follow the same standards applied to first-tier partners. The deeper the tiers, the greater the opacity. And the greater the exposure.”

Lisa Ellram,
Professor of Supply Chain Management, Miami University

There is also the tension between confidentiality and transparency. Suppliers want to protect sensitive information such as sourcing relationships or production methods, while regulators demand more visibility. The result is a standoff that slows compliance projects and keeps risk management reactive instead of proactive.

As one supply chain director told us,

“It’s like assembling a house of cards. One piece is out of place, and the whole structure can collapse. The problem is you don’t know which card until it’s too late.”

Audit compliance might satisfy regulators in the short term. However, unless leaders address these systemic gaps, the real risks remain hidden, unquantified, and poised to surface in the next disruption.

The Gap Between Compliance and Impact

The Gap Between Compliance and Impact

On paper, compliance looks like progress. The audit is complete, the certificates are filed, and the company can point to proof of due diligence. But in practice, the needle has hardly budged. Supply chains are still opaque, data remains fragmented, and suppliers continue with a “business as usual” approach.

This gap between compliance and impact is exactly where companies stumble. The board believes the risk is covered, but stakeholders, including investors, regulators, and consumers, are asking tougher questions. Passing an audit does not guarantee that a company is reducing deforestation risk, eliminating forced labour, or cutting emissions. At best, it proves a snapshot in time.

The danger is twofold. First, companies that lean too heavily on compliance reports without credible, real-time data invite accusations of greenwashing. Second, they miss the opportunity to capture the business results that genuine sustainability creates: stronger supplier relationships, lower costs, and greater resilience in the face of supply chain disruptions.

Executives admit this is where they feel most exposed. One interviewee described it as

“spending millions to satisfy ESG reporting, only to be asked by investors to prove what’s actually been achieved, and not having the data to answer.”

The reality is simple: audits confirm compliance, but only sustained traceability proves impact. Without a framework for continuous improvement, companies risk treating ESG as a one-time hurdle instead of a long-term strategy.



Establishing Traceability That Matters



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Establishing Traceability That Matters

If compliance is the minimum, then impact-oriented traceability is the real prize. It is the difference between showing regulators a paper trail and showing stakeholders a supply chain that can stand up to scrutiny, disruption, and future demands.

At the heart of this shift is a mindset we call **seek to see**. Leaders who prevail are the ones who push for visibility, even when the data is messy or incomplete. They understand that you cannot manage what you cannot see, and that the greatest supply chain risks and opportunities often lie in the unseen areas.

True traceability is not a compliance exercise. It is an operating model transformation. Leaders who **seek to see** forge supply chains where data triggers action, impact can be measured, and growth continues over time.

Interviews across sectors revealed three other qualities that set these leaders apart:

- **Clarity:** They work with consulting and technology firms to cut through regulatory noise and translate it into simple, strategic priorities for their teams.
- **Persistence:** They stay the course when regulations evolve or supply chains resist, understanding that resilience is built step by step.
- **Collaboration:** They break silos inside their own organizations, aligning all teams around a shared goal. They also bring suppliers into the conversation as partners in improvement.



Establishing Traceability That Matters

So what does “traceability that matters” look like? At its core, it is about capturing and validating the right data at the right depth, then using that data to steer decisions, not just provide reports that appease regulatory authorities. In other words, meaningful traceability means verifiable, event-level lineage from source to finished good that is timely, testable, and tied to commercial decisions.

One executive put it bluntly:

“I don’t need another dashboard full of pretty graphs. I need traceability that shows me where the real risks are and tells me what to do about them.”

The playbook is not about technology alone. It is about designing frameworks that make data usable. BSI brings the structure through standards, training, and assurance. OPTTEL provides a platform that integrates data from portals and APIs, along with automated validations and advanced analytics. Together, they enable companies to develop systems that are not only audit-ready but also designed for continuous improvement.

Companies that outperform tend to share a few practices:

- **Data you can act on.** Moving beyond supplier attestations to verifiable inputs, such as batch numbers, geolocation data, and digital documents that can be cross-checked and audited automatically.
- **Supplier integration.** Providing clear onboarding tools, training, and easy-to-use portals so that even smaller suppliers can contribute credible data.
- **Automation at scale.** Using APIs and analytics to pull information directly from the source instead of relying on manual reporting and spreadsheets.
- **Balance of visibility and trust.** Protecting sensitive business information while still providing regulators and stakeholders with proof of compliance.



Beyond the ESG Compliance Rush: Traceability's Next Era

The Business Payoff of Supply Chain Transparency

Regulations may set the floor, but transparency sets the ceiling. When supply chains can be traced, verified, and clearly explained, companies unlock tangible business advantages. The next step is to make **those advantages measurable**. By identifying and tracking industry benchmarks, whether in cost reduction, supplier reliability, or audit efficiency, organizations can **quantify the real value of transparency** and use it to guide continuous improvement.

In practice, companies that embrace supply chain transparency experience a wide range of operational and strategic benefits, including:

- 1. Efficiency gains.** Clear visibility exposes duplication, bottlenecks, and waste. One global retailer cut audit expenses by tens of millions by eliminating overlap and consolidating supplier checks.
- 2. Agility under pressure.** Transparent operations recover more quickly when disruption strikes because leaders are aware of exactly where liabilities lie and how to respond.
- 3. Credible differentiation.** Stakeholders accept claims without question. Brands that back commitments with data earn loyalty and stand out in crowded markets.
- 4. Risk insulation.** Transparency lowers the odds of regulatory penalties, being barred from important markets, consumer backlash, and obstacles in securing new financing.
- 5. Investor confidence.** Transparent reporting reduces perceived risk, which can lower the cost of capital and attract ESG-focused investors.
- 6. Talent attraction and retention.** A verifiable commitment to sustainability appeals to employees who want to work for purpose-driven organizations.
- 7. Innovation fuel.** Clean, accessible supply chain data uncovers new opportunities for product design, sourcing, and partnerships.
- 8. Customer trust and loyalty.** Beyond differentiation, transparency helps secure long-term relationships with B2B clients who need reliable and verifiable partners.
- 9. Operational continuity.** Greater visibility helps organizations anticipate and manage disruptions before they escalate into crises.
- 10. Competitive intelligence.** Benchmarking supply chain data against that of industry peers reveals where companies are leading or lagging.

Traceability as a Compliance Cost Reducer



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Traceability as a Compliance Reducer

For many executives, compliance feels like a tax on doing business. Every new regulation brings another round of audits, consultants, and firefighting, with little to show for it except a bigger bill. But companies that invest in supply chain traceability are finding the opposite: compliance costs start to fall, sometimes dramatically.

One of the top 5 F&B brands we spoke with used to spend millions each year on overlapping audits. Different divisions hired different firms to check the same suppliers, because no one trusted the data. Once they introduced a traceability platform that captured and verified supplier information in one place, the duplication stopped. Within two years, their audit costs had dropped by millions.

The same pattern shows up in operations. Without traceability, compliance staff spend weeks chasing PDFs and supplier attestations, emailing reminders, and piecing together spreadsheets. With automated data capture, much of that grunt work disappears. Compliance teams shift from clerical work to higher-return risk analyses, and headcount no longer grows with every new law.

Suppliers notice the upside, too. Instead of juggling different templates and requests from multiple customers, they can work from a single set of standards. That consistency speeds up responses, lowers their own costs, and improves accuracy across vendors.

Perhaps the biggest savings come from what never happens. Companies with early warning signals, such as a supplier falling behind on training, a region facing new sanctions, or a commodity tied to deforestation, can act before the problem becomes a costly crisis. The expense of a recall, a last-minute sourcing emergency, or a public penalty is avoided because the issue was visible early enough to fix.

In other words, traceability is not a compliance cost. It is a compliance cost reducer. By investing upfront in systems that make supply chain data credible and accessible, leaders leverage a disciplined process that saves money year after year.

“The most effective way to secure supplier buy-in is to combine carrots, contracts, and cadence. Co-design a simple, staged roadmap. Embed clear ESG clauses with measurable KPIs and remedies. Invest in supplier capability through toolkits, training, and preferred consultants. And review performance quarterly, linking progress to real consequences and rewards.”

Frederico Caporali,
Procurement Transformation Advisor, Smart Bottom
Line Pty Ltd

Building the Business Case



Building the Business Case

Convincing a board to invest in supply chain traceability should be based on showing that the money saved and risks avoided outweigh the upfront costs. The business case for supply chain traceability should not be focused on a fear of fines.

One procurement leader we interviewed described her pitch this way:

“I stopped talking about regulation and started talking about money we were wasting. Once the board saw audit duplication and supplier churn in dollar terms, the decision was made for me.”



What is the first tip? Frame compliance as cost efficiency. Demonstrate how lengthy audits, fragmented data systems, and archaic ESG compliance methods drain resources. Then, contrast that with the savings from a traceability system that cuts duplication, automates reporting, and reduces supplier turnover.

Second, link compliance to resilience. Boards care about continuity. Map how better visibility prevents crises: avoiding a recall, keeping production steady when a supplier falters, or protecting brand equity during regulatory crackdowns. Turning “risk mitigation” into a positive financial scenario makes the benefits real.

“Supplier education is critical, especially for smaller partners that lack formal ESG programs. Clear guidance helps them understand priorities, focus on what matters most, and build momentum through quick, measurable wins.”

Lisa Ellram, Professor of Supply Chain Management,
Miami University

Third, benchmark against peers. Investors, employees, and even regulators look at relative performance. If competitors are already publishing verified ESG data and you are not, the business case writes itself. Falling behind is no longer an option when procurement standards become the ticket to market access.

Next, highlight reputational upside. It is harder to quantify, but executives understand that trust is currency, particularly in hyper-competitive markets. Brands that can prove sustainability with data attract investors, retain talent, and earn consumer loyalty that marketing alone cannot buy.

Finally, showcase small wins. Big ESG ambitions can feel too distant to motivate investment. Show boards the early steps that create immediate payback: consolidating ESG audits, onboarding a pilot group of suppliers, or automating one reporting workflow. These quick wins build confidence, prove ROI, and prove the case for larger investments.

**Don't miss this conversation between
OPTTEL and Innovation Forum.**

**Podcast: Traceability is like air traffic
control: Why companies can't fly blind**

[Listen to the conversation](#)

From Buy-In to Execution: Cracking the “How”



From Buy-In to Execution: Cracking the “How”

Most organizations understand the *what* and the *why* of ESG regulations, but not the *how*. Leaders nod along when the board signs off on sustainability targets. Budgets are approved. Slide decks are polished. But when it comes to translating ambition into action, momentum often stalls.

The gap appears right after buy-in. Companies set bold goals such as “deforestation-free by 2025,” “zero tolerance for forced labour,” or “net zero by 2030,” but struggle to turn them into concrete steps. Procurement teams face the daunting task of onboarding hundreds of small suppliers. IT departments wrestle with disconnected systems. Legal teams push for watertight contracts, while suppliers hesitate to share data. The intent is strong, but the roadmap can remain very unclear.

Closing that gap begins with a single, high-impact category. The most effective organizations start by building a minimum viable chain of custody: mapping each actor, codifying key events, collecting verifiable proofs through documents, geolocation, and payment data, and tying them back to purchase orders. Within ninety days, the foundation for traceability is laid, ready to be scaled across categories.

Technology is the backbone of this transformation. API-first integration with ERP and PLM systems allows traceability data to flow automatically instead of being trapped in spreadsheets. Generative AI validates that data in real time, identifying gaps or anomalies before they turn into risks. Risk assessments help target vulnerabilities, while third-party verification provides trusted assurance that the data meets recognized global standards.

Over time, modular capabilities can be added to address new regulations and reporting needs, such as Product Carbon Footprint, Scope 3 emissions, Digital Product Passports, or Human Rights Due Diligence.

The impact will inevitably and positively affect every part of the network. Suppliers, often burdened by manual reporting, benefit from standardized templates and shared platforms that reduce repetitive work. A single upload can serve multiple clients. Benchmarking data helps them understand where they stand against peers, and shared visibility tools let them see further up and down the chain. Transparency becomes mutually beneficial: less friction, fewer errors, and stronger trust on all sides.

Moving from buy-in to execution should not mean expanding paperwork, but about building systems that evolve and relationships that strengthen over time.



Turning Compliance Into Lasting Value



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Turning Compliance Into Lasting Value

The ESG landscape is only getting more complex. From Europe's deforestation rules to modern slavery laws and new due diligence directives, the pressure is mounting on procurement and supply chain leaders. But the story of this white paper is clear: compliance is not the destination; it is the entry point.

The companies that thrive will be the ones that **seek to see** — pushing for visibility across their value chains, investing in systems that make data credible, and treating traceability as a driver of resilience and growth.

This is where **BSI and OPTEL** come in. Together, we offer the standards, expertise, and technology that help organizations go beyond passing audits. Our joint solutions make supply chains transparent, verifiable, and ready for what's next — no matter which ESG regulation comes first.

Download the brochure: Trusted Partners for End-to-End ESG Compliance

Explore how BSI and OPTEL's ESG compliance solution—Optchain—can help your business:

- Simplify compliance across multiple regulations.
- Reduce costs with automation and integrated traceability.
- Build lasting trust with investors, consumers, and stakeholders.

[Get the brochure](#)



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