



Introduction foundation BPP

Best Practice Price Foundation, a not-for-profit organisation

The market, based on private cost and benefits, is not perfect. Externalities are excluded from the market, not all goods have a price and actors in the market lack information. Furthermore, the market fails to provide access to information on social costs. Social costs amount to the sum of private costs and the costs of externalities. Due to the lack of good information producers and consumers base their decisions mainly on the market price and are strongly influenced by marketing. This results in decisions which result in production and consumption of products causing societal costs.

The Best Practice Price (BPP), the sustainability metric, can fill this information gap. BPP is an approach that measures the prevention costs or the costs of the best practice, rather than the damage our decisions provoke. BPP sets sustainable goals, identifies the best practice and determines the price of that practice - the BPP for basic production factors and processes - taking social, environmental and economic aspects into account. The BPP foundation, as a not-for-profit organisation, is responsible for the BPP sustainability metrics.

Unique selling point

BPP is a guide for producers and consumers throughout the supply chain to incorporate societal costs into their decisions, without disturbing the market mechanism.

Core competences

- We enable researchers from all over the world to contribute via our open-source research infrastructure.
- We connect to society via an information infrastructure to find norms and values which reflect society.
- We develop scientific based models which are linked to science and to the society.

Context of the problem / reason why BPP exists

Producers, consumers, governments and market actors lack information to be able to make decisions that reflect their norms and values. In the market, expressed in private costs, not all goods are priced and the market lacks to inform about the societal costs of production, consumption and discard of products. Societal costs are private costs plus the costs of externalities. An externality is the benefit or damage caused by the production, consumption or discard of a product which is excluded from the market.. Beside the externalities and the market lacks information, even though there are hundreds of labels and claims.

Vision

Producers and consumers can make balanced choices based on the BPP information and create awareness of the societal costs of production and consumption causes to environment, society and economy.

Mission

The mission of the BPP Foundation is to provide data concerning societal costs of primary production factors and facilitate all the actors in the supply chain to calculate the societal costs of their products / acquisitions.

Ambition

The ambition of the BPP Foundation is to be the metrics for producers and consumers and become a benchmark for governments. BPPPrice is mentioned on every product, informing producers and consumers.

Principles

The word sustainability is often associated with subjectivity and is used whether it is relevant or not. It is a challenge and at the same time a necessity to handle subjectivity in a scientific way.

The BPP Foundation aims to provide a tool to measure sustainability based on the precautionary principle and chooses breadth before depth. It needs to be reliable, transparent and scientifically based and BPP (not for profit) should not have any (financial) interests.

Strategy

The BPP Foundation probes society by an information infrastructure and integrates scientific data to find best practices of production and consumption and discard. The information regards the whole production chain and has a global scope. Models are built to calculate the price of these best practices.

This price, the BPPrice, illustrates the societal costs in the supply chain and is a tool for producers and consumers to make informed choices. The sustainability of a product is therefore expressed in the same currency as in which the product is sold. Comparison of the market price and the price of the best practice called the BP-ratio allows to compare apples to oranges.

The BPP Foundation is successful when BPPrice is used on a global scale as an independent indicator for sustainability.

We gather information as well factual as subjective data about products and their supply chain. Our sources will be research institutes, professional experts and general public (crowd). Outcomes will be validated by a board of experts.

Information infrastructure (Sustainability Information Questionnaire, SIQ)

Making decisions about what is sustainable often relies on subjective input, since we as society are to decide what norms and values we want to pursue. Therefore, the subjective character of many goals regarding sustainability to be set have to be handled in a Decision Making Infrastructure. Stakeholders' opinions, as an input for the models, are weighted to ascertain a 'virtual consensus' on topics, which, in practice, will otherwise never happen.

Research infrastructure (Research Questionnaire, RQ)

A globally accepted standard to measure sustainability can only be supported by a global research platform. The BPP research infrastructure facilitates scholars from all over the world to contribute to the challenging amount of research that has to be done.

Our activities

- Construct an information infrastructure
- Construct a research infrastructure
- Arrange funding
- Collect data
- Analyse data
- Develop models
- Disseminate the information to the stakeholders