

## CALL FOR ACADEMIC CONTRIBUTORS

# A socio-economic and environmental analysis of the Nutella value chain

C.UBI is looking for academic contributors to join us in calculating what a truly inclusive, circular Nutella would cost. The research is conducted within the context of the underlying pillars of C.UBI and their interconnections: the circular economy, the commons, universal basic income and distributed technologies.

## Problem

We believe that if supply chains are as intransparent as they are today, a circular economy is not possible in the first place. We are therefore focusing on supply chain transparency - specifically on Nutella. Other than being a useful constraint for our research scope, this is one of the most iconic products of our economy. It has a highly globalised supply chain, a global consumer base, as well as an important social and environmental impact on the places in which it operates.

## Research questions

**1. What is the current social, environmental and economic value along the Nutella supply chain?**

This is the research question on which you would start working on.

**2. What is the true social, environmental and economic value along the Nutella supply chain?**

Including the so-called "externalities" such as waste water, soil pollution, underpaid labour.

**3. Compare the results from 1) and 2) and explore the implementation of C.UBI.**

How much would the implementation of C.UBI cost, and how would it improve the value chain of Nutella? How exactly could it be implemented?

## Your tasks

Taking our methodology and research approach as a reference, you will tackle Research Question 1. You will be responsible for organising, conducting and writing your research part, focusing on one of the ingredients contained in a jar of Nutella. The analysis is holistic and addresses the entire supply chain - from sourcing to consumption - using the Doughnut Economy model as a framework.

The research will run in parallel to the work being done by our two other academic contributors, and you will be discussing your progress and challenges with the rest of the team on a regular basis. Your research will also be part of a larger, collaborative online environment which we are currently developing.

## The people behind C.UBI

Our current team comprises of 2 academic contributors - Sara and Paula - with whom you will be conducting your research activities in parallel. Additionally, Lennard and Paul act as challengers and strategic advisors, drawing upon a strategic design background. We all share a common goal - creating a more just world which works in the long term.

## Become a collaborator

The website mentioned below contains links to our Dropbox, where you can browse through our ongoing research.

If you are interested in becoming an academic collaborator, write us at [lennard@circularubi.org](mailto:lennard@circularubi.org).

Explore our ongoing research  
[circularubi.org/research](https://circularubi.org/research)

