

ChainReact

**Encouraging transparent, reactive and responsible
corporate networks**

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Introduction to ChainReact

Supplier networks touch virtually every corner of the globe. While everyone is familiar with some of these companies, the network itself is largely invisible. Purchasing a device in Madrid can indirectly perpetuate debt slavery in Multan. Unless the supplier network connecting the two is made visible, the purchaser has no way to react to the supply chain's problems. So long as **public data on corporate supplier networks remain poor and scarce**, stakeholders are powerless to remedy the networks' faults.

ChainReact is an effort to make supplier networks transparent, understandable, and responsive, so that companies and their stakeholders can see, react to, and ultimately transform corporate network impacts. The main objectives of the project are:

- Identify irresponsible corporate activity
- Connect issues at corporate networks' edges to network drivers
- Incentivize companies to address the issues

Project Objectives

Objective 1: Identify irresponsible corporate activity

- While it is already possible to aggregate existing source material (news, CSR reports, etc) about corporate activity on WikiRate.org, WikiRate is primarily presented as a site for data interpretation and as such is not ideally placed for soliciting and managing original source material, particularly from disadvantaged populations. Therefore ChainReact proposes to create TalkFree.

Objective 2: Connect issues at corporate networks' edges to network drivers

- TalkFree reports need to be tagged with companies, and those companies need to be connected via network maps to the larger companies that ultimately drive the corporate networks in question.

Objective 3: Incentivize companies to address network issues

- Companies will be incentivized to act on the above data via metric-driven media campaigns.

Overview of Partners



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ChainReact approach

ChainReact will create an integrated data network supported by three platform struts:

1. A new informer platform (**TalkFree**) will help advocacy groups manage campaigns to solicit flexible bottom-up reports about corporate behaviour.
2. The world's largest open repository of corporate information (**OpenCorporates**) will be enhanced to connect these reports to major corporate brands through multi-level corporate network mapping.
3. An open analysis platform (**WikiRate.org**) will integrate data from both sources (and others, including direct corporate disclosure) and support their interpretation via collaboratively developed, dynamic, network-aware CSR metrics.

