

SEMO

PARTNERSHIPS

■ B2B PARTNERSHIP BRIEF · 2026

Transparency that goes beyond your marketing stories.

- Real-time, crowd-validated, verifiable by anyone.
- Works without your permission. Your products are valued either way.
- Built for what is coming: CSRD and the Digital Product Passport.

■ HOW SEMO REPLACES LABELS

Hundreds of labels. One score you can trust.

Semo folds the public information behind existing labels (Nutri-Score, Fairtrade, FSC, EU Ecolabel, MSC and more) into one live score, and goes beyond their badge.

Verified data always scores better, so revealing information becomes rewarding for sellers.

NUTRI-SCORE	FAIRTRADE	USDA ORGANIC	EU ORGANIC
EU ECOLABEL	RAINFOREST	MSC	ASC
FSC	GOTS	OEKO-TEX	VEGAN
NON-GMO	CRUELTY-FREE	DOLPHIN SAFE	DEMETER
CARBON NEUTRAL	B CORP	RSPO	SOIL ASSOCIATION
ENERGY STAR	CRADLE2CRADLE	NORDIC SWAN	?

Hundreds of labels. Semo is one single source of truth. Your truth.

■ WHAT SEMO IS

An open valuation system for the things we buy

Semo gives each product a live score across four dimensions, over its full life cycle. Shoppers scan, search and compare in the app.



Ecology

footprint, sourcing, end of life



Health

ingredients, safety



Social

labour, fairness



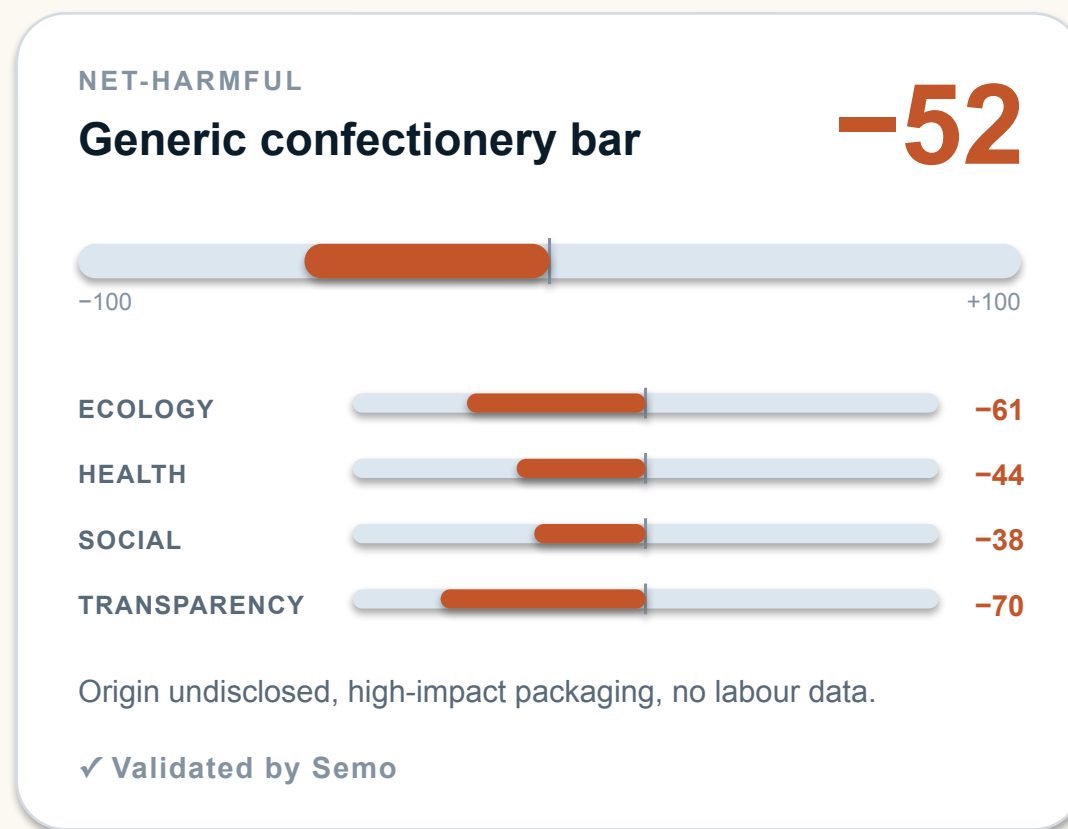
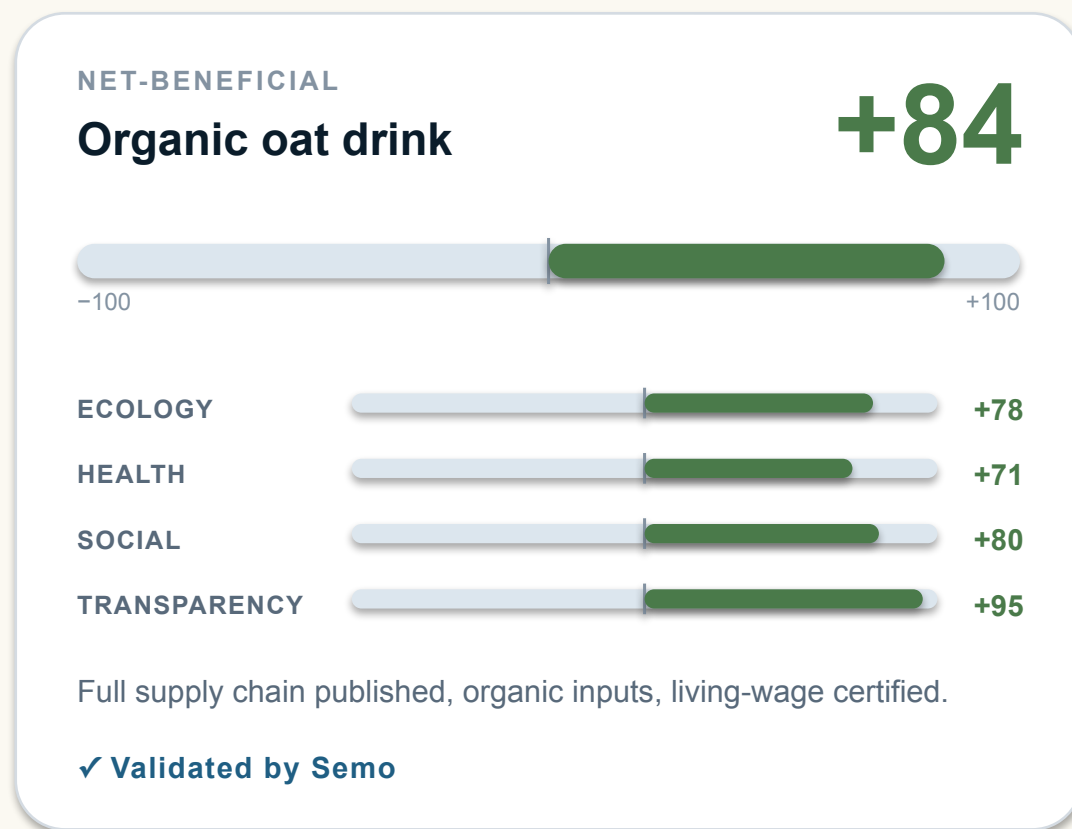
Transparency

what is disclosed

Built from open data, a community of real users and an AI layer that shows its reasoning. It works in real time and needs no company participation. Your products are valued either way.

■ SEE THE SCORE

Same scale. Same scorecard. The difference is the product.



Five reasons to join

COMPLIANCE

From 27 September 2026, self-certified eco-labels become illegal. Semo is the independent, scannable score that stays legal, ready now. *(EU Directive (EU) 2024/825)*

SALES

Claims-led products grew 28% over five years against 20%, and 80% of shoppers pay 9.7% more on average. Today that premium leaks to greenwashers. A Semo score captures it. *(McKinsey & NielsenIQ 2023 · PwC 2024)*

DIFFERENTIATION

62% of people assume companies are greenwashing. The score you cannot buy is the one signal that proves you are the real one. *(ISEP 2024)*

CONTROL

You are scored with you, not about you. Bring first-party data, own your accuracy, improve over time. Semo is the version of Yuka you can join. *(Yuka, 80M+ users)*

FUTURE-PROOF

A live score, not a frozen stamp. It updates as you improve and gives you the SKU-level impact data the new regulation requires. *(EU Digital Product Passport)*

Five ways partnership works

A legal, verified mark

Verification-as-a-service, the Validated by Semo mark, ready for when self-certified labels are banned.

Capture the premium

Your high-scoring products surfaced to shoppers choosing on impact, so the premium goes to you, not a greenwasher.

Regulation-ready data

Continuously updated, SKU-level impact data CSRD and the Digital Product Passport require, as a by-product.

Proof you are the real one

The earned, unbuyable score shown across the Semo interface as your credibility.

Own your accuracy

First-party data in, your profile improving over time. Scored with you, not about you.

Credibility you earn, not a logo you buy. You can pay to be in Semo. You can never pay to move your score.

■ WHO IS BEHIND SEMO

A team that has built supply chains and communities before



Bart Elbertse

CEO

Project & innovation



Blaine Panares

CTO

Technology



Niek van der Kuijl

CCO

E-commerce & Partnerships



Lucas van Brakel

CFO

Business development



Matthias te Braake

COO

App UX & Functionality



Marielle Gussenhoven

CBCO

Marcom & Brand

ADVISORS

Founders of ID&T · WOOV app · ChainPoint supply-chain & community-building

■ JOIN US

Join as a launch partner.

Integrate your supply-chain data, and let your transparency speak for itself.

GET IN TOUCH

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