UNECE

THE SUSTAINABILITY PLEDGE
TRACK IT, TRACE IT, WEAR IT!

Funded by the European Union

International Trade Centre
IN COLLABORATION WITH ITC

Digital transformation based on ICT innovations for the development of the digital economy

Approaches of the UN System to support digital transformation

15 December 2021 – 13:00 - 14:30 CET
ITU and the State University of Telecommunication of Ukraine

Maria Teresa Pisani, Economic Cooperation and Trade Division, United Nations Economic Commission for Europe

Drivers for Traceability and Transparency

Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Industry

1. Drivers

2. Actors/ Enablers

Social forces

1

Civil Society

- Plays an increasing role in demanding greater scrutiny of private sector actors and in driving demand for more sustainable products

Market forces

2

Consumers

- Ready to pay a premium for products with greater transparency
- Will boycott / punish products and investors with opaque credentials

3

Industry

- Aware of reputational risk
- Strive to be ahead of regulation to reduce compliance risk
- Sees opportunity in demand growth for sustainable products

4

Investors

- Increasingly shifting their portfolios towards ESG investments
- Wary of exposure to planetary boundaries and stranded assets

Regulatory forces

5

Law makers

- Responding to civil society demand for greater transparency and traceability

Technological forces

6

Technology

- New digital and physical technological innovation reduce barriers and costs

3. UNECE toolbox

Policy Model

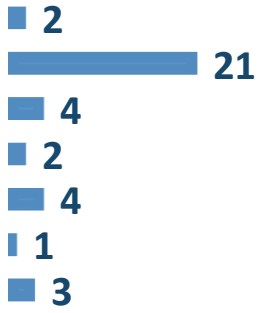
Business & Data Model

Technology Model

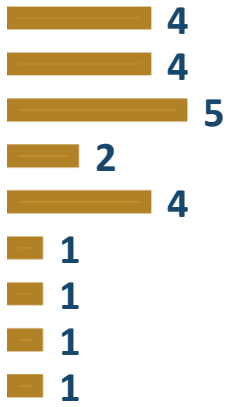
Blockchain Pilots

Harnessing the potential of blockchain technology for sustainability and due diligence in cotton value chains

Cotton Pilot



Leather Pilot



UNECE Pilot Leadership

> 60 Pilot partners
End-to-end VC traceability

18 Countries in
Africa, Asia, Europe,
North and South America

Haelixa
ZDHC
OEKO-TEX® CONFIDENCE IN TEXTILES
GLOBAL ORGANIC TEXTILE STANDARD · GOTS ·
FONDAZIONE PISTOLETTO CITTADELLARTE BIELLA
FAO FIAT PANIS
IFC International Finance Corporation WORLD BANK GROUP
Salvatore Ferragamo
POLETTI SHIRTS
Albini GROUP
ICA YARNS
HUGO BOSS
FILMAR
WEBA Switzerland
BERTO INDUSTRIA TESSILE
Vivienne Westwood
INDORAMA
DS DENIM SERVICE
MARCHI & FILDI END TO END SOLUTION PROVIDER
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bcn
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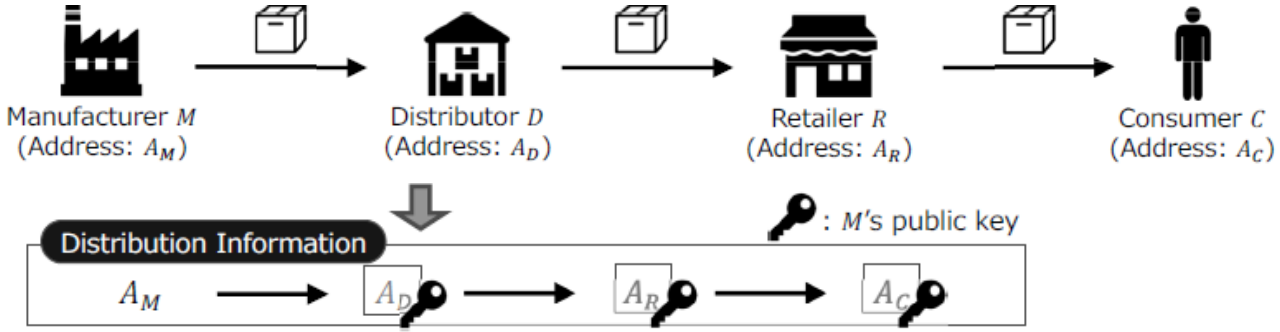
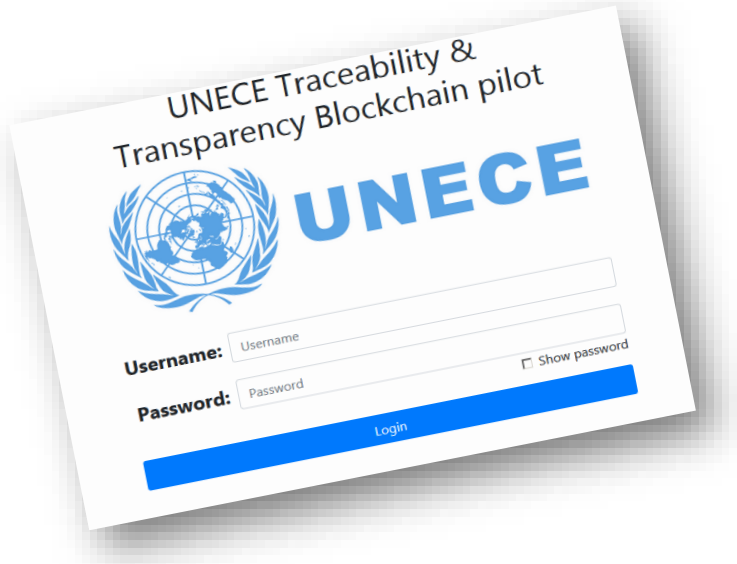
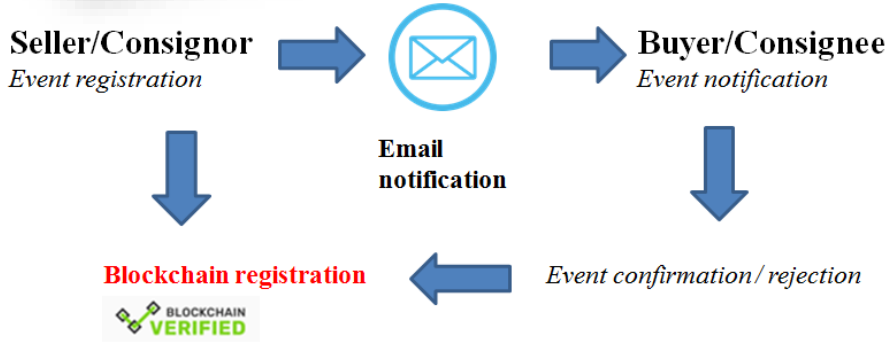
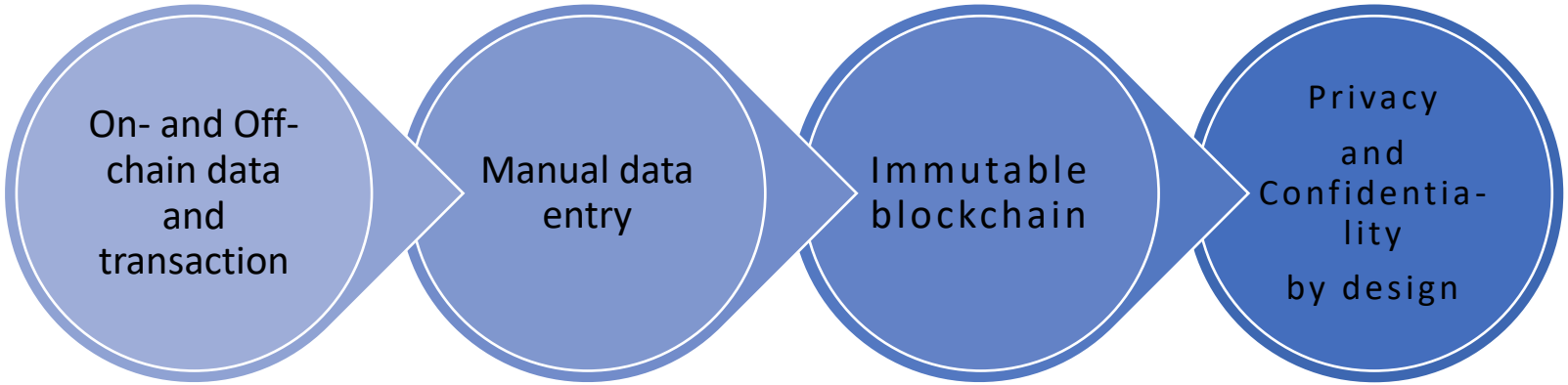
Leather Links
RICHARD HOFFMANS LEATHER SINCE 1899

Blockchain features & functionalities









SELECTION OF PRODUCTS AND CLAIMS TO BE TESTED

SLIM SHIRT
Season SS21

CLASSIC TAPERED JEANS
Season SS21

CLAIMS

- Traceability of Origin
- Organic Content

- Traceability of Origin
- Recycled Content
- Chemical Compliance

The flow of data – Recycled Denim

Value Chain

Companies			Karakas + Berto Srl	Marchi e Fildi SPA	Berto Srl	Berto Srl	Berto Srl	Denim Service Srl	Denim Service Srl	Vivienne Westwood Srl	
Traceability evidences	Commercial Invoice	Commercial Invoice	Shipping Note	Commercial Invoice	Shipping Note	Shipping Note	Shipping Note	Shipping Note	Shipping Note	Shipping Note	
Transparency evidences				1. TE GRS 3 certificate 2.Laboratory test report 3.OEKO Tex 100 certificate	1. TE GRS 3 certificate 2. Laboratory test report 3. OEKO Tex 100 certificate	1.TE GRS 3 certificate 2.Laboratory test report 3.OEKO Tex 100 certificate	1.TE GRS3 certificate 2.Laboratory test report 3.OEKO Tex 100 certificate	1.TE GRS3 certificate			

Pledges, Actors & Partners

THE SUSTAINABILITY PLEDGE

TRACK IT, TRACE IT, WEAR IT!

48 — **PLEDGES**

124 — **PARTNERS**

40 — **ACTORS**

Actors Breakdown

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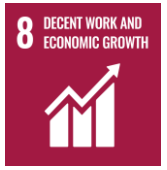
Towards an enabling environment



- Allows tracking of products back to **raw material** extraction and processing
- Enables manufacturers to create **product digital and physical twins**

- Benefit **market** surveillance and **customs** authorities
- Make reliable information available to **policy makers**
- Link **incentives** to sustainability performance

- Allow **citizens** to have access to relevant and verified product information
- Enables services related to circular business models

#TheSustainabilityPledge
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