A REAL CASE of APPLICATION of the Methodology developed by UNECE Transparency and Traceability of Sustainable Value Chains Initiative, by Cittadellarte Fashion B.E.S.T. PLATFORM in partnership with Vivienne Westwood
### Overall Aim:

“Field-to-Shelf" Tracing and Mapping

### Main Sustainability Hotspots:

<table>
<thead>
<tr>
<th>Ethical/Social</th>
<th>Manufacturing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental</td>
<td>Dyeing Waste</td>
</tr>
<tr>
<td>Supply of the Raw Material</td>
<td>Water Use</td>
</tr>
<tr>
<td>Phases and Processes of Production</td>
<td>Energy Efficiency of Equipment/Machinery</td>
</tr>
<tr>
<td>Transport</td>
<td>Hazardous Chemicals and Toxics</td>
</tr>
</tbody>
</table>

### Supply Chain Breakdown:

- **Tier 1**: Manufacturing & Assembling
- **Tier 2**: Fabric Manufacturer
- **Tier 3**: Raw Material Processing
- **Tier 4**: Raw Material Farming & Extraction

### Examined Parameters:

- **Role of Identified Company**
- **Material Composition** (Raw Material Type, Material Attributes Description)
- **Yarn/Fiber/Fabric Characteristics**
- **Product** (Type, Purpose, Quantity, Quality, Identification)
- **Standard Certificate**
- **Sustainable Practices** (Initiatives, Approaches, Methodologies)
- **Location of Company**
- **Location of Production Facility**
- **Transport**
AGENDA

1. TIMELINE
2. RESULTS
3. OUR APPROACH - DENIM SUPPLY CHAIN

© Ki Price
TIMELINE

SEPT 2019 – JULY 2020

1st TEST SEASON
START OF THE UNECE PILOT METHODOLOGY ANALYSIS & IMPLEMENTATION

AW20

2nd TEST SEASON
ROLL-OUT OF UNECE METHODOLOGY TO MULTIPLE SUPPLY CHAINS

SS21

3rd TEST SEASON
INTEGRATION OF METHODOLOGY INTO SOURCING PROCESS

AW21

4th TEST SEASON
EXTENSIVE COVERAGE OF FABRIC SUPPLY CHAINS

SS22

TODAY

JULY 2021

NOV 2021
## RESULTS

<table>
<thead>
<tr>
<th>Tier 4</th>
<th>Tier 3</th>
<th>Tier 2</th>
<th>Tier 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAW MATERIAL FARMING &amp; EXTRACTION</td>
<td>SPINNERS &amp; WEAVING</td>
<td>FABRIC MANUFACTURER</td>
<td>MANUFACTURER</td>
</tr>
</tbody>
</table>

### AW20
**Identification of Countries of Origin**: 2
**2 Spinners and Weavers Identified**: 2
**2 Fabric Supply Chains**: Cotton Shirting, Cotton Denim
**8 Styles Traced Back at Up to Tier 3**

### SS21
**Identification of Countries of Origin**: 2
**5 Spinners and Weavers Identified**: 5
**5 Fabric Supply Chains**: Cotton Shirting, Cotton Denim, Wool
**15 Styles Traced Back at Up to Tier 4**
OUR APPROACH - DENIM SUPPLY CHAIN

TIER 0
BRAND

TIER 1
MANUFACTURER

TIER 2
FABRIC MANUFACTURER

TIER 3
SPINNERS & WEAVING

TIER 4
FARMER

Name of Farmer: Cumhur Karakas
Location: Turkey Izmir, Menemen, Kesik
Region: Aegean
Ginnery: Karakas Circir Factory

TIER 1 - SUB
FACON

CUTTING: TAGLIERIA SELLI
FACON: PRISTY SRL
IRONING: CONFEZIONI 2M SRL

bluefashion
YKK
ZIP
GOFFREDO
CHALLENGES & OPPORTUNITIES

• **TIME-CONSUMING**: Trust has to be considered the most valuable asset. Working with suppliers, who are open to collaborate and share data, has been the key. Without further technological support, this process is time-consuming and takes a lot of effort from both parties. Only thanks to the willingness of our most virtuous suppliers we were able to test the framework so far.

• **RIGHT TIME OF REQUEST**: Tracing back from TIER 3 to TIER 4 after more or less one year from production has been challenging and still information is not always available in all cases. This insight may be helpful to underline that the methodology set by UNECE must consider the variable of time and ex-post information collection.

• **PRODUCTION COSTRAINTS**: A cotton batch, if sourced from different supplier and mixed in the initial phase, creates a greater complexity to manage.

• **INDIRECT RELATIONSHIP**: In order to have a straightforward access to traceability data, an agreement between TIER 2 and 3 should happen at the beginning of the purchase order.
THANK YOU