



**TRACK IT,
TRACE IT,
WEAR IT!**

UNITED FOR GREATER TRACEABILITY,
TRANSPARENCY AND CIRCULARITY
IN THE GARMENT AND FOOTWEAR SECTOR



UNECE

250+ EXPERTS, ACADEMICS AND INDUSTRY INSIDERS
HAVE COLLABORATED TO DEVELOP THE UN-BROKERED:

THE SUSTAINABILITY PLEDGE

a series of policy **recommendations, guidelines** and **standards**
that enable industry actors to authenticate
sustainability claims



Companies can join
**THE SUSTAINABILITY
PLEDGE** by joining our
CALL TO ACTION



and committing
to implementing actions
from our toolbox
of solutions



WHY IT'S TIME FOR ACTION ON SUSTAINABILITY

Transparency and traceability are essential if, globally, we are to achieve
responsible consumption and production patterns that will enable more
countries and regions to transition to a circular economy

WHO WILL BENEFIT?



POLICY MAKERS
will have the
information they need
to better regulate
the sector

CITIZENS
will have access
to information for
informed purchases

COMPANIES
will be able to market
and verify their
sustainability claims

While great transparency and traceability
will protect **PRODUCERS** from false claims
of provenance and expose companies that
exploit **WORKERS**

GROWING DEMAND FROM CONSUMERS

88%

of consumers want more attention to be paid to reducing pollution

More than half

of consumers have already made lifestyle changes to reduce environmental impact

60%+

are going out of their way to recycle and purchase products in environmentally friendly packaging

SOURCE: survey of over 2,000 adults conducted in 2020 by McKinsey

POLLUTION

Total greenhouse gas emissions from textiles production amount to 1.2 billion tonnes annually - more than the emissions of all international flights and maritime shipping combined.

RESOURCES

It takes approx. 20,000 litres of water to make 1 pair of jeans and 1 T-shirt.

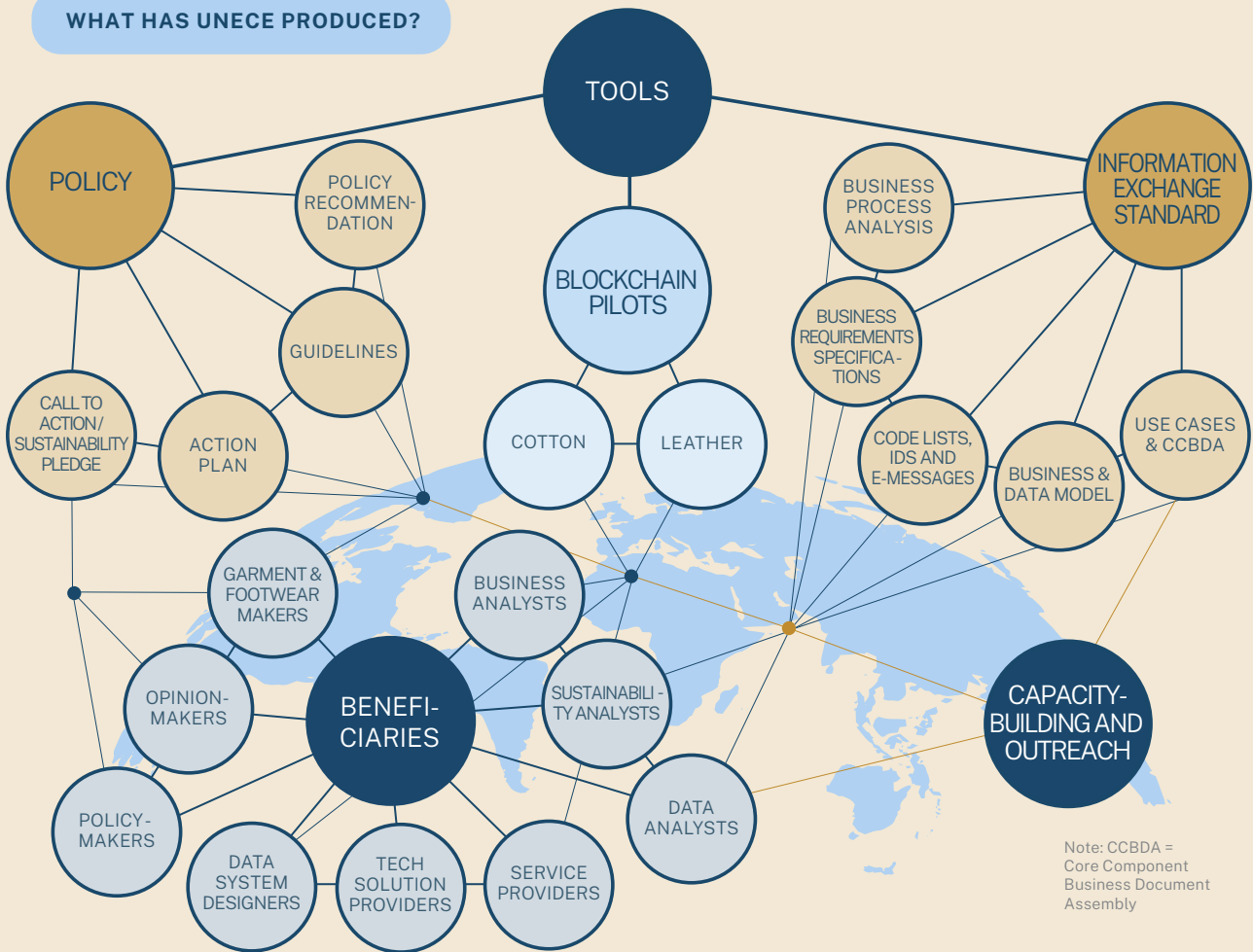
ETHICS

The National Football kit of the England football team at the 2018 World Cup were sold to fans for as much as €180 - while the workers in Bangladesh who made them were earning less than €2 per day.

WASTE

Three out of five of the 100 billion garments made in 2018 will end up in landfill within a year.

WHAT HAS UNECE PRODUCED?



WANT TO KNOW MORE?

Access the project documents online

<https://unece.org/trade/traceability-sustainable-garment-and-footwear>



This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of UNECE and do not necessarily reflect the views of the European Union.