INTERNATIONAL CONFERENCE


Accelerating Action for The Sustainable Garment and Footwear Industry of the Future: Harnessing the Potential of Innovation For Due Diligence and Reduced Environmental Impact - the Way Forward to UNFCCC COP27

24-25 May 2022
Hotel Sofitel Cairo Nile El Gezirah, Cairo
<table>
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<tr>
<th>Time</th>
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<tr>
<td>09.30 - 10.00</td>
<td>Registration and welcome coffee</td>
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<td>10.00 - 10.15</td>
<td>Wrap-up Day 1</td>
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<td>Panel discussion: How to integrate transparency and traceability in the overall corporate strategies to structure Environment, Social and Governance (ESG) profile in line with the European Union (EU) requirements and market demands</td>
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<td>Keynote speaker: European Bank for Reconstruction and Development, Reem EL Saady, Regional Manager - SVE Finance and Development Group - Advisory - EBRD</td>
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<td>Moderator: UNECE Project Expert, Piera Francesca Solinas</td>
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<td>10.15 - 11.45</td>
<td>Coffee break</td>
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<td>11.45 - 13.15</td>
<td><strong>Module 5: Introduction on Business Process Analysis (BPA) to Identify Sustainability Hotspots, Mitigation Measures and Develop Reliable Claims</strong></td>
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<td>Identify a methodology for BPA analysis for sustainability risks and mitigation measures identification at key data collection points. Look at the characteristics of reliable sustainability claims as per EU normative framework on claims development</td>
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<td>Leather Tanning Export Council Egypt, Mahmoud Sarg, Chairman</td>
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WELCOME

Registration and welcome coffee

09.30-10.00
WRAP-UP DAY 1
10.00-10.15

Maria Teresa Pisani
Economic Affairs Officer and Project Lead,
United Nations Economic Commission for Europe (UNECE)

24-25 May 2022 - Sofitel Cairo Nile El Gezirah, Cairo
MODULE 4: FORMULATION AND IMPLEMENTATION OF A TRACEABILITY AND TRANSPARENCY STRATEGY WITH THE INSTITUTIONAL AND FINANCIAL ENTITIES SUPPORT

10.15-11.15

Keynote Speaker
• European Bank for Reconstruction and Development, Reem El Saady, Regional Manager - SME Finance and Development Group - Advisory - EBRD

Moderator
• UNECE Project Expert, Piera Francesca Solinas

Discussants
• Green Environmental Facility for Egypt, Ashraf Zeitoun, Team Lead Green Value Chain
• Agenzia italiana per la cooperazione allo sviluppo (AICS), Martino Melli, Director
• Tolba Group, Magdy Tolba, Chairman
• Salamtex, Hany Salam, Chairman of Salamtex and Board member of Textile and Home textile export council
• Candiani Denim - Blue Collars Srl, Danielle Arzaga, Sustainability Manager
• Chamber of Leather Tanning Industries, Federation of Egyptian Industries (FEI), Hesham Gazar, President
Module 4: Formulation and Implementation of a Traceability and Transparency Strategy with the Institutional and Financial Entities support

Piera Francesca Solinas
Project Expert – Cotton Value Chain
UNECE

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
Investors are increasingly using the SDGs to better understand environmental, social, and governance (ESG) performance.

In September 2015, all United Nations (UN) member states agreed on the Sustainable Development Goals (SDGs).

All sectors—government, private, and civil society—have a role to play in bringing these 17 interrelated goals to life.

Four in ten of the world’s largest companies today reference the SDGs in their corporate reporting, suggesting that there is growing business interest in aligning with the SDGs.
Key global trends on sustainability reporting

**80%** of companies worldwide now report on sustainability
*See page 10*

**90%** of companies
*See page 11*

**100%** of the top 100 companies in Japan and Mexico report on sustainability
*See page 13*

There has been a surge in integrated reporting in France, Japan, India and Malaysia since 2017
*See page 21*

**GRI** remains the dominant global standard for sustainability reporting.
*See page 25*

**North America** has the highest regional sustainability reporting rate

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**Less than one-quarter of “at-risk” companies worldwide currently report risks from the loss of biodiversity.**
*See page 29*

**Mining is the only “at-risk” sector** in which a majority of companies report risks from biodiversity loss.
*See page 30*

**Latin American** companies lead in reporting of biodiversity-related risk; North American companies lag.
*See page 31*

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United for greater traceability, transparency and circularity in the garment and footwear sector.
Why sustainability matters for business and SMEs in particular?

- Certified supply chains and global markets
- Stakeholders & partnerships
- Dedicated funding for sustainable transition
- Access to sustainable finance and better financial conditions
- Public procurement
- Better competences and talents

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The EU Directive on corporate sustainability due diligence will impact SMEs too as key players in GVCs.

**The Commission’s 2030 Vision for Textiles**

- **All textile products** placed on the EU market are:
  - durable, repairable and recyclable
  - to a great extent made of recycled fibres
  - free of hazardous substances
  - produced respecting social rights

- "Fast fashion is out of fashion" - consumers benefit longer from **high quality textiles**

- Profitable **re-use and repair services** are widely available

- In a **competitive, resilient and innovative textile sector** producers take responsibility for their products along the value chain

- **Circular rather than throw-away clothes have become the norm**, with sufficient capacities for recycling and minimal incineration and landfilling

Keynote Speaker
- Reem EL Saady
  Regional Manager - SME Finance and Development Group – Advisory – EBRD, European Bank for Reconstruction and Development

Moderator
- Piera Francesca Solinas
  UNECE Project Expert

Discussants
- Martino Melli
  Director, AICS
- Hany Salam
  Chairman of Salamtex and Board member of Textile and Home textile export council, Salamtex
- Ashraf Zeitoun
  Team Lead Green Value Chain, Green Environmental Facility for Egypt
- Magdy Tolba
  Chairman, Tolba Group
- Danielle Arzaga
  Sustainability Manager, Candiani Denim - Blue Collars Srl
- Hesham Gazar
  President, FEI

International conference - Accelerating action for the sustainable garment and footwear industry of the future: Harnessing the potential of innovation for due diligence and reduced environmental impact - The way forward to UNFCCC COP27 – 24-25 May 2022 – Sofitel Cairo Nile El Gezirah Cairo Egypt

United for greater traceability, transparency and circularity in the garment and footwear sector
Module 4: Formulation and Implementation of a Traceability and Transparency Strategy with the Institutional and Financial Entities support

Martino Melli
Head of Cairo office,
AICS - Italian Agency for Development Cooperation

24–25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
Italian Agency for Development Cooperation
Cairo Office

UNECE - UNIDO INTERNATIONAL CONFERENCE
THE SUSTAINABILITY PLEDGE
24-25 MAY 2022
PRIVATE SECTOR ENGAGEMENT FOR SUSTAINABLE DEVELOPMENT AND ECONOMIC GROWTH

WHY?
- Sustainability of results
- Expertise and know-how
- Access to new markets
- Additional finance

HOW?
- On-site training opportunities
- Services to companies
- Technical assistance
- Access to financial services

Egyptian Cotton Project
- PPP in training and educational programme;
- Participation to Private Sector Working Group;
- Supporting environmental and social sustainability in the cotton industry;
- Positioning Egypt as main producer worldwide by promoting LS and ELS using the business linkages with high-end buyers.

Support to Rabbiki Leather City
- Technical assistance to support the management of the industrial districts;
- Improving and diversifying the services to private companies;
- Opening market opportunities between Italian and Egyptian companies.
Module 4: Formulation and Implementation of a Traceability and Transparency Strategy with the Institutional and Financial Entities support

Magdy Tolba
Chairman,
Tolba Group

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
T&C Garments video
Module 4: Formulation and Implementation of a Traceability and Transparency Strategy with the Institutional and Financial Entities support

Danielle Arzaga
Sustainability Manager, Candiani Denim - Blue Collars

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
ESG: The Foundation of Corporate Strategy
Candiani’s 2030 Strategy: A Blueprint for the Future

Redefining our sustainability pillars

Product & Process

Learning by doing:
Key considerations for robust action

- Buy-in at all levels of the organization
- Integrated, real-time monitoring of production processes
- Supply chain visibility and traceability
- Stakeholder engagement and collaboration
Guided by the SDGs

The SDGs provide concrete and actionable guidance on how to address the most critical issues of our time. After conducting a thorough analysis, the above SDGs were selected as relevant action areas based on Candiani’s key activities. With the adoption of the SDGs, Candiani will develop its company strategy and sustainability targets.

Reinforced by Certifications

PROCESS RELATED

PRODUCT RELATED
Thank you!
COFFEE BREAK
11.15-11.45
MODULE 5: INTRODUCTION ON BUSINESS PROCESS ANALYSIS (BPA) TO IDENTIFY SUSTAINABILITY HOTSPOTS, MITIGATION MEASURES AND DEVELOP RELIABLE CLAIMS

11.45-13.15

Keynote Speaker
- Ethical and Environmental Certification Institute, Italy (ICEA), Paolo Foglia, Non Food Certification Manager

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11.45-13.15 — Module 5: Introduction on Business Process Analysis (BPA) to identify Sustainability hotspots, Mitigation Measures and Develop Reliable Claims

Keynote Speaker
Paolo Foglia
Non Food Certification Manager, Ethical and Environmental Certification Institute, Italy (ICEA)

Moderator
Joseph Wozniak
Head of the Trade 4 Sustainable Development Programme, International Trade Centre

Presenters
Gerhard Heemskerk
UNECE Project Expert Business & Data model
Deborah Taylor
UNECE Project Expert Leather Value Chain
Claudia di Bernardino
UNECE Project Expert Legal advisor

Discussants
Sherin Hosni
Executive Director, Apparel Export Council of Egypt
Rasha Fahim
Executive Director, Textile and Home Export Council Egypt
Mahmoud Sarg
Chairman, Leather Tanning Export Council Egypt

International conference - Accelerating action for the sustainable garment and footwear industry of the future: Harnessing the potential of innovation for due diligence and reduced environmental impact - The way forward to UNFCCC COP27 – 24-25 May 2022 – Sofitel Cairo Nile El Gezirah Cairo Egypt

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The Business Process Analysis

Deborah Taylor
Managing Director, Sustainable Leather Foundation
and UNECE Project Expert in Leather Value Chain

24–25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
What is Business Process Analysis (BPA)?

It is a top-down analysis of a value chain in 5 steps.

1. Value chain
2. Processes & actors
   - Risks and mitigation instruments
   - Activities & events
3. Exchanged Information
4. Data required

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What is Business Process Analysis (BPA)?

**Why necessary?**
Understand processes
To visualize, uniformize and identify existing processes, identify risk areas and opportunities for improvement

**Who involve?**
Business & IT
Business Analysts, IT and system development, audit, potentially investors, management

**How use it?**
Use BPA tools
Use helpful Use Case, Activity diagrams and Business Process Descriptions in initial phases of a transparency & traceability project

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Creating BPAs

- **Same methodology**
  - Textile and leather BPAs use the same methodology however processes are different, leading to very different results.

- **Obtain data efficiently**
  - Identify existing information exchanges where it is already available, to obtain data to in the most efficient way.

- **Find any gaps**
  - First assess what currently exists and then assess any identified gaps.

- **Use same language**
  - Use common definitions and unique IDs/standard codes so that parties exchanging data can understand the data they find.
Identify processes for use cases - leather

- 1. Farming/Hunting of Livestock
- 2. Slaughter
- 3. Hide/Skin preservation
- 4. Tanning (Raw to Tanned)
- 5. Splitting, Shaving, Sorting
- 6. Retanning, Fatliquoring & Crusting
- 7. Dyeing, Setting Out, Sammying
- 8. Drying, Conditioning, Softening & Finishing
- 9. Product Assembly, Dispatch
- 10. Fulfillment and Retail
- 11. Post Consumption

Upstream Processes | Direct Processes | Downstream Processes
Identify processes for use cases - cotton

1. Planting and cultivation of cotton
2. Cotton harvest identification & transfer from farmer to ginner
3. Ginning & transfer to spinner
4. Spinning & transfer to dyer, bleacher, washer
5. Dyeing, bleaching, washing & transfer to weaver
6. Weaving & transfer to fabric finisher
7. Garment or product production & transfer to enoblement
8. Product enoblement & packaging and transfer to "retailer"
9. Placement of product in stores or online for sale
10. Consumption and disposal
11. Post consumption recycling

Upstream Processes

Direct Processes

Downstream Processes
Identify processes & actors: build use case

Actors | Other actors
--- | ---
Farmer
Breeder | Other Suppliers / Farm suppliers
Slaughter house | Other Service Provider – Waste Services / Treatment
Tanner | Other Product / Service Supplier for Transformations
Manufacturers – Garment / producers | Inspector / Certifier – Testing Services
Brand / Owner / Retailers | Warehouser Product Guardian

Actors | Processes | Other actors
--- | --- | ---
Farmer
Breeder | 1. Farming/Hunting of Livestock | Other Suppliers / Farm suppliers
Slaughter house | 2. Slaughter | Other Service Provider – Waste Services / Treatment
Tanner | 3. Hide/Skin preservation | Other Product / Service Supplier for Transformations
Manufacturers – Garment / producers | 4 – 8 Leather Manufacture | Inspector / Certifier – Testing Services
Brand / Owner / Retailers | 9. Product Assembly | Warehouser Product Guardian
Transporter Product Guardian | 10. Fulfillment /Retail | Other Product / Service Supplier for Transformations
Transporter Product Guardian | 11. Post consumption | Inspector / Certifier – Auditing and Certification

Upstream Processes | Direct Processes | Downstream Processes
--- | --- | ---

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Sustainability Risks

Principle references

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## Sustainability hotspots: Leather

### Sustainability Risks

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United for greater traceability, transparency and circularity in the garment and footwear sector.
Sustainability hotspots: cotton

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**Target Audience**: business analyst, IT systems and applications, training, business process optimization

**Target Audience**: business analyst, IT systems and applications, training, business process optimization

**Target Audience**: daily operations

The final stage of the BPA is to then overlay the generic traceability and transparency requirements over the now identified existing business processes as outlined in the BPDs.
Layering of generic traceability requirements and exchanges onto the related Activity Diagrams

Identification of the gaps

Recommendation for the solution

The green nodes represent the corresponding generic traceability activity
The leather in this Mulberry product has been sourced from Denmark and manufactured in Germany, in accordance with Leather Working Group, ISO and ZDHC standards which promote sustainable environmental and responsible chemical use practices.
Conclusion about LVC Business Process Analysis

Achievement

• BPAs to identify risks and information gaps to be collected.

Next steps

a) Potential for good data availability throughout the leather and textile value chains.

b) Where gaps exist:

Upstream
- From farm or fibre sources through to the first transformation facilities

Downstream
- From moving the finished leather or fabric to the product manufacturer and beyond
- Gaps are generally related to the recording of data.

That is not to say that data is not available, but that there is no current mechanism for the consistent transfer and sharing of that traceability and transparency data.
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BPA Leather

BPA Textile


Business Requirements and Data Model for Sustainable and Circular Value Chains

Gerhard Heemskerk
Project Expert Data & Business Model,
UNECE

24–25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
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Business Requirement Specification (BRS)

Initial Contributions
Policy Recommendation
Business Process Analysis
Workshops, experts feedback

Business Requirement Specification for Textile & Leather

Processes
Part 1

Use cases
Part 2

Published

Textile Value Chain
Leather Value Chain

Traceability Data
Transparency Data

UNECE
UN/CEFACT
IoBIZ 4.0
Business Requirement Specification (content)

Processes
Part 1

Use cases
Part 2

Functional & data requirements

Scope
Traceability
Buy
Ship
Pay

Actors involved

Data exchanges

Data definitions

Data structures

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United for greater traceability, transparency and circularity in the garment and footwear sector

Need for supply chain visibility

Many transformations, facilities, traders, sub-contractors, brands, retailers

- Entry Point
- Exit Point

Value chain

1. Planting & cultivation of cotton
2. Harvesting cotton
3. Ginning
4. Spinning
5. Dyeing, bleaching, washing
6. Weaving
7. Finishing
8. Enoblement, packaging
9. Placement in stores/on-line
10. Consumption & disposal
11. Post consumption & recycling
Providing a framework of standardized data

UN Core Component Library

Buy-Ship-Pay subset

- Supply Chain subset
- Multi Modal Transport subset
- Cross-Border Management subset
- Sustainable Development & Circular Economy

Textile & Leather subset

Standardized Messages

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United for greater traceability, transparency and circularity in the garment and footwear sector

Standardized data supporting traceability & transparency

Traceability data

Standardized data

Transparency data

Data Components

Code Lists & Identifiers

Events (what, why, when, where, who)

Data structures

Sustainability data (how)
Adding sustainability (right) to key information components (left)

Traceability key information:
- Party
- Facility
- Location
- Material
- Product
- Product Batch
- Process
- Transport

Components

Transparency key information:
- Standard
- Criteria
- Inspection
- Certification
- Claim
- Certificate

Components
Standardized data supporting transparency

Only snippets of data are being shared within the blockchain pilot.

Additional data can be shared bilateral among partners using the available standardized data components.
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Tracing the movement of an asset forward and backward through specified stages

Linking

INPUT & OUTPUT

at every stage

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United for greater traceability, transparency and circularity in the garment and footwear sector

Based on ISO/IEC 19987 Traceability standard Named EPCIS

Sharing small pieces of data
Proof of concept: UNECE Blockchain Pilot
Benefits:

- Accessible
- Interoperable
- Accurate
- Compare
- Findable
- Reusable
- Validate
- unique

Draft reference guide on code lists and identifiers for textile and leather sector

United for greater traceability, transparency and circularity in the garment and footwear sector
UNCEFACT Standards for Textile & Leather

1. PART OF UN/CEFACT BUY-SHIP-PAY MODEL
2. MODEL FOR CROSS INDUSTRY USE
3. GLOBAL SCOPE
4. FOR SME & LARGE ENTERPRISES
5. BASED ON STANDARDS
6. SUPPORTS TRACEABILITY
7. SUPPORTS TRANSPARENCY
8. STANDARDIZED DATA STRUCTURES
9. STANDARDIZED CODE LISTS
10. TECHNOLOGY INDEPENDENT
How to formulate sustainability claims?

Claudia di Bernardino
Legal Project Expert,
UNECE

24–25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
### Why do we talk about Sustainability Claims?

<table>
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<tr>
<th>Statistic</th>
<th>Percentage</th>
<th>Description</th>
</tr>
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<tr>
<td>No of ecolabels worldwide</td>
<td>430 → 458</td>
<td>~232 in the EU</td>
</tr>
<tr>
<td>Leading initiatives on GHG reporting</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Businesses use more than two methods to measure environmental performance</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>Cost of methods/initiatives used</td>
<td>€5,000 - €2 million</td>
<td></td>
</tr>
<tr>
<td>Consumers wanted to make more sustainable choices at the beginning of the COVID pandemic</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Percentage of consumers who would pay more for products with better environmental performance</td>
<td>40-60%</td>
<td></td>
</tr>
<tr>
<td>Of consultation respondents encountered misleading claims</td>
<td>56%</td>
<td>4% Filed a complaint</td>
</tr>
<tr>
<td>Consumers find it difficult to understand which products are environmentally friendly</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Growth of assets under green funds in last three years (ref. Yr 2018)</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Consumers do not trust environmental information</td>
<td>44%</td>
<td></td>
</tr>
</tbody>
</table>
Claims Concept for Traceability and Transparency

UNECE Policy Recommendation n. 46 and Implementation Guidelines

European Green Deal

Circular Economy Action Plan

Textile Strategy
Proposal of the Directive on Empowering Consumers for the Green Transition
Proposal of the Regulation on Ecodeign Requirements

2019
2020
2022

EU Initiatives

UNECE Guidelines on Sustainability Claims

What: Tool for Developing Claims
Why: To Support different Stakeholders
Who: Businesses/Consumers
How: Methodology

UNECE
THE SUSTAINABILITY PLEDGE: TRACIT IT, WEAR IT
UNIDO

United for greater traceability, transparency and circularity in the garment and footwear sector
United for greater traceability, transparency and circularity in the garment and footwear sector

Designing Claims for Traceability and Transparency

- **Product**
- **Process**
- **Organization**

**Hotspots Analysis**
- Types of Claims Linked to the Sustainability Hotspots
  - Social
  - Environmental
  - Economic

**Promoting for Consumers**
- Education on and Awareness of the Meaning and Proper Interpretation of Claims

**Promoting for Businesses**
- Education concerning the Proper Development and Use of Sustainability Claims
Definition and Components of Sustainability Claims

A high-level statement about a characteristic of a product, or about a process or an organization associated with that product

Claim

Sustainability Claim

A claim that covers one or multiple sustainability dimensions (economic, environmental, social)

Source: UNECE Policy Recommendation, Guidelines

Source: UN Environment Guidelines for Providing Product Sustainability Information

SUSTAINABILITY RELATED INFORMATION

Objective

Requirements

Description of the proposed claim

Description of the traceable asset

Verification criteria

01 02 03 04 05
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UNECE Guiding Principles Overview

Life cycle approach

- Clarity
- Truthfulness
- Relevance
- Reliability
- Disclosure
- Accessibility
- Business collaboration
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**UNECE Criteria For Developing Sustainability Claims**

- Criteria of a Claim
  - Clear
  - Understandable
  - Accurate
  - Substantiated
  - Visible and Accessible
  - Go beyond Regulatory Compliance
  - Not Create an Undue Transfer of Impacts
  - Be Updated

**Number of identified criteria to enhance the value and effectiveness of claims**
What actions could be put in place by governments in Egypt to improve the value and effectiveness of sustainability claims?

<table>
<thead>
<tr>
<th>Policy Actions On Sustainability Claims – Takeaways for Governments from the UNECE Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing sustainability claims guidelines</td>
</tr>
<tr>
<td>Setting mandatory sustainability labelling requirements</td>
</tr>
<tr>
<td>Promoting consumer awareness and education of the meaning and interpretation of sustainability claims</td>
</tr>
<tr>
<td>Incentivising businesses awareness and education on the development and use of sustainability claims</td>
</tr>
<tr>
<td>Establishing harmonized regulatory frameworks and enforcement of consumer protection laws (actions against sustainability claims)</td>
</tr>
<tr>
<td>Building a common methodology to measure products’ sustainability impacts and to substantiate sustainability claims</td>
</tr>
</tbody>
</table>
What actions could be put in place by industry players in Egypt to support the communication of products’ social and environmental impacts?

- Developing industry codes and guidelines on sustainability claims
- Allowing consumers to trace the information/data behind the claim also through the use of advanced technologies (e.g. blockchain)
- Using KPIs to measure the success of communication tools and to identify and address sustainability issues
- Engaging with consumers (e.g. using a combination of different communication approaches, educate consumers on how they can act more sustainably)
International Conference – 24-25 May 2022
Sofitel Cairo Nile El Gezirah Cairo Egypt

Q&A
INTERNATIONAL CONFERENCE

United Nations Industrial Development Organization (UNIDO)
& United Nations Economic Commission for Europe (UNECE)

Accelerating Action for The Sustainable Garment and Footwear Industry of the Future: Harnessing the Potential of Innovation For Due Diligence and Reduced Environmental Impact - the Way Forward to UNFCCC COP27

24-25 May 2022
Hotel Sofitel Cairo Nile El Gezirah, Cairo
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.45-15.00</td>
<td>Inspirational speech:</td>
</tr>
<tr>
<td></td>
<td>• WRAD, Matteo Ward, CEO and Co-founder (online)</td>
</tr>
<tr>
<td></td>
<td>The P.E.A.S Application to communicate environmental impact to consumers</td>
</tr>
<tr>
<td>15.00-16.00</td>
<td><strong>MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING</strong></td>
</tr>
<tr>
<td></td>
<td>Application of digital and physical technologies to enhance transparency and traceability to communicate environmental and social impact in textile value chains</td>
</tr>
<tr>
<td></td>
<td><strong>Keynote speaker</strong></td>
</tr>
<tr>
<td></td>
<td>• HUGO BOSS Ticino SA, Heinz Zeller, Principal Sustainability</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator</strong></td>
</tr>
<tr>
<td></td>
<td>• UNECE, Maria Teresa Pisani, Economic Affairs Officer and Project Lead</td>
</tr>
<tr>
<td></td>
<td><strong>Discussants</strong></td>
</tr>
<tr>
<td></td>
<td>• United Nations Framework Convention on Climate Change, Niclas Svenningsen, Manager Global Climate Action (online)</td>
</tr>
<tr>
<td></td>
<td>• Egyptian Environmental Affairs Agency (EEAA), Ali Abo Sena, CEO and Advisor to the Ministry of Environment</td>
</tr>
<tr>
<td></td>
<td>• P.I.S.I.E, Alice Vago, Project Manager for (Representing Assomac - National Association of Italian Manufacturers of Footwear, Leather goods and Tanning Technologies)</td>
</tr>
<tr>
<td></td>
<td>• Marzoli Textile Engineering &amp; Association of Italian Textile Machinery Manufacturers (ACIMIT), Cristian Locatelli</td>
</tr>
<tr>
<td></td>
<td>• Flat6Labs, Hassan Mansi, Head Ecosystem Development Programs</td>
</tr>
<tr>
<td>16.00-16.15</td>
<td><strong>Q&amp;A</strong></td>
</tr>
<tr>
<td>16.15-16.30</td>
<td><strong>CLOSING CEREMONY</strong></td>
</tr>
<tr>
<td></td>
<td>• UNECE, Maria Rosaria Ceccarelli, Chief Trade Facilitation Section</td>
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<td>• UNIDO, Riccardo Savigliano, Chief of Agro-Industries and Skills Development Division</td>
</tr>
<tr>
<td></td>
<td>• Ready Made Garments Export Council Egypt, Marie Louis Bishara, Chairwoman</td>
</tr>
</tbody>
</table>
International Conference – 24-25 May 2022
Sofitel Cairo Nile El Gezirah Cairo Egypt

Inspirational speech

The P.E.A.S Application to communicate environmental impact to consumers

14.45-15.00

Matteo Ward
CEO and Co-founder,
WRÅD (online)
MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING

15.00–16.00

Keynote Speaker
• HUGO BOSS Ticino SA, Heinz Zeller, Principal Sustainability

Moderator
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Discussants
• United Nations Framework Convention on Climate Change, Niclas Svenningsen, Manager, Global Climate Action (online)
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• Flat6Labs, Hassan Mansi, Head Ecosystem Development Programs
MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING

Heinz Zeller
Sustainability Principal
HUGO BOSS Ticino SA

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
COP27 - THE WAY FORWARD FOR FASHION AND TEXTILE

TRANSPARENCY AS PUSH FOR SUSTAINABLE DEVELOPMENT
HUGO BOSS engagement

− December 2018: HUGO BOSS signed the Fashion Industry Charter for Climate Action with the target to reduce the aggregate greenhouse gas emissions by 30 percent by 2030.

− April 2020: HUGO BOSS submitted to the SBTi the targets to reduce by 51% the CO2 emission for scope 1&2 and by 30% for scope 3 that were approved and the scope 1&2 reduction target is also inline with the maximum 1,5° temperature increase target.

− August 2021: HUGO BOSS has set itself the goal of being climate neutral for scope 1&2 by 2030 and for scope 3 by 2045.

− January 2022: HUGO BOSS committed to the new UNFCCC target to a maximum 1.5° temperature increase for scope 1&2 and as well scope 3 (min. 50% reduction of aggregated greenhouse gas emissions by 2030) and net zero by 2050.
TWO COMMITMENTS

• Limit 1.5 degrees means min. 50% effective (w/o compensation) reduction of CO₂ emission for scope 1&2 and 3 by 2030

• Net zero by 2050 is even more ambitious than climate neutral:

CLIMATE NEUTRAL

Climate neutrality result in no net effect on the climate system. Any GHG emissions or other activities with warming effects are fully compensated by GHG reductions or removals but irrespective of the time period or the relative magnitude of emissions and removals involved.

NET ZERO

Net zero is to reduce greenhouse gas emissions and/or to ensure that any ongoing emissions are balanced by removals.

In order for net zero to be effective, it must be permanent, that is, that any greenhouse gas removals do not leak into the atmosphere over time, for example through the destruction of forests or the improper storage of removed carbon dioxide.

Reason for the hype of regenerative farming: soil as a long lasting carbon sink linked to a company's activities.
United for greater traceability, transparency and circularity in the garment and footwear sector

GHG emission along the supply chain

Joint actions taken under the umbrella of the Fashion Charter

<table>
<thead>
<tr>
<th>Raw Material</th>
<th>Wet Processes</th>
<th>Dry Processes</th>
<th>Logistics</th>
<th>Administration</th>
<th>Retail</th>
<th>Packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CO₂</strong></td>
<td><strong>Climate Change</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14%</td>
<td></td>
<td>43%</td>
<td>27%</td>
<td>9%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Over 90% of all CO₂ emission are part of the scope 3 emissions with a particular high intensity within the wet process.

- **Raw materials** can have a moderate impact when using a high share of cotton and renewable raw materials.
- **For wet process** synergies with “clean water” and “safe chemicals” using “resource efficiency module (REM)” from zdhc.
- **For dry process**, REM or other tools can be applied implementing renewable energy and work on energy efficiency.
- **Awareness and training** made available by UNFCCC and partners.
- **Performance and target achievements** reported using the harmonized tool from CDP.
TRANSPARENCY THROUGHOUT THE SUPPLY CHAINS

CHALLENGE: KNOWING THE PARTNERS AND THEIR IMPACT

Visibility: An extract of the Transparency Index

Available data: Reliable energy and GHG data per supply chain partner and/or used process

Average data are mostly used to set targets but will not lead to improvements
JOINT EFFORT OF ALL ACTORS
TO 50% GHG REDUCTION BY 2030 AND NET ZERO BY 2050

- Shift of energy grid mix to renewable green energy like hydropower, wind energy and/or solar energy at country or regional or company level

- Use of Best Available Technology (BAT) to reduce energy consumption at company level and make it transparent

- Regulations such as the upcoming EU taxonomy to promote sustainable business practices and products

- Design for circularity with a particular focus on quality and longevity

- Make good business practices visible to brands/retailers as risk mitigation and unique selling proposition (USP) to increase competitiveness

- Communicate on achievements at level Fashion Charter but also as company and if possible on products

Keynote Speaker

Heinz Zeller
Principal Sustainability, HUGO BOSS Ticino SA

Moderator

Maria Teresa Pisani
Economic Affairs Officer and Project Lead, UNECE

Discussants

Ali Abo Sena
CEO EEAA and Advisor to the Ministry of Environment

Cristian Locatelli
Manager, Global Climate Action, United Nations Framework Convention on Climate Change

Niclas Svenningsen
Manager, Global Climate Action, United Nations Framework Convention on Climate Change

Alice Vago
Project Manager, P.I.S.I.E (Representing Assomac)

Hassan Mansi
Head Ecosystem Development Programs, Flat6Labs

International conference - Accelerating action for the sustainable garment and footwear industry of the future: Harnessing the potential of innovation for due diligence and reduced environmental impact - The way forward to UNFCCC COP27 – 24-25 May 2022 – Sofitel Cairo Nile El Gezirah Cairo Egypt

United for greater traceability, transparency and circularity in the garment and footwear sector
MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING

Alice Vago
Project Manager for (Representing Assomac - National Association of Italian Manufacturers of Footwear, Leather goods and Tanning Technologies, P.I.S.I.E)

24-25 May 2022 - Sofitel Cairo Nile El Gezirah, Cairo
**Commercial name:** prova2020  
**Product type:** Rapid prototyping

**WORK CYCLE**

**Short process description:** test macchina pelle

**ENERGY/ENVIRONMENTAL PERFORMANCES**

- **Installed power:** 22 kW  
- **Electrical energy consumption:** 0.25 kWh/kg of output material  
- **Thermal energy consumption:** N/A  
- **Compressed air consumption:** N/A  
- **Sound emissions:** <70 dB(A)

**BOUNDARY CONDITIONS**

- **Location country:** Italy  
- **Up-to-date data collection (Year):** 2020

**CARBON FOOTPRINT**

0.122 kg of CO₂ eq./kg of output material

*The Carbon Footprint value refers only to the real use of the machine/plant (product use and energy consumption of the machine/plant itself considered) and measured through Life Cycle Assessment methodology.*
MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING

Cristian Locatelli
Marzoli Textile Engineering & Association of Italian Textile Machinery Manufacturers (ACIMIT)

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
TECHNOLOGY & DIGITIZATION for a sustainable textile sector

DIGITIZATION

SUSTAINABILITY

E2E

TRANSPARENCY

TRACEABILITY

TECHNOLOGY

Last 30 years of innovation

+ 130% PRODUCTIVITY

- 47% ENERGY CONSUMPTION

1 kg SPUN YARN
3.5 – 4.0 kWh

United for greater traceability, transparency and circularity in the garment and footwear sector
MODULE 6: COP 27 - THE WAY FORWARD FOR FASHION AND TEXTILE THROUGH TRACEABILITY, TRANSPARENCY FOR ENVIRONMENTAL IMPACT REPORTING

Hassan Mansi
Head Ecosystem Development Programs,
Flat6Labs

24-25 May 2022 – Sofitel Cairo Nile El Gezirah, Cairo
United for greater traceability, transparency and circularity in the garment and footwear sector.

COP 27 - The Way Forward To Fashion And Textile Through Traceability Transparency For Environmental Impact Reporting
About Flat6Labs
Who We Are

Flat6Labs is the MENA’s leading seed stage VC platform & manager of the most renowned startup programs in the region.

Since 2011, we have been enabling thousands of passionate entrepreneurs to achieve their daring ambitions and ultimately becoming their institutional co-founders. We work with our investors and partners to support startups from idea-stage all the way to Series A.

- 7 LOCATIONS
- $85M ASSETS UNDER MANAGEMENT
- 8 INVESTMENT VEHICLES
- 300+ PORTFOLIO COMPANIES
- 20 STARTUP PROGRAMS
What We Do

Flat6Labs manages venture capital seed funds and runs programs throughout the entire lifecycle of the entrepreneur.

SEED FUNDS
Flat6Labs manages a number of seed funds with a total AUM in excess of $85M. Flat6Labs provides a wide range of investment ticket sizes ranging from $50k to $500k.

STARTUP PROGRAMS
Flat6Labs’ exceptional programs accelerate the growth of startups by providing them with a plethora of support services and connecting them to unparalleled opportunities.

CORPORATE INNOVATION
Flat6Labs is the go to partner for corporates looking to innovate from within by offering bespoke innovation and startup programs.
Our Locations

Launch and headquartered in Cairo since 2011, Flat6Labs has 7 offices across the MENA region, with ongoing plans to expand into other emerging markets.

**Egypt** 2011
The largest market in MENA by population and Flat6Labs’ headquarters since 2011.

**Saudi Arabia** 2013
The fastest growing market for tech and digital investments and Flat6Labs’ first expansion outside of Egypt.

**UAE** 2014
Ranked 1st in terms of total funding for startups in MENA and the 3rd market Flat6Labs enters.

**Tunisia** 2017
One of the fastest-growing startup ecosystems in the MENA region. Flat6Labs established the first seed program backed by a VC fund in the country.

**Lebanon** 2017
Flat6Labs established the first seed fund backed by BDL’s Circular 331 in the country.

**Bahrain** 2018
Ranked among the world’s top five fastest-growing and friendliest startup ecosystems and Flat6Labs’ 3rd location in the GCC region.

**Jordan** 2021
One of the most established and renowned startup ecosystem in region and Flat6Labs’ 7th location.
Background
Culture & Creative Industries

Cultural and Creative industries are important for ensuring the continued development of societies and are at the heart of the creative economy. Knowledge-intensive and based on individual creativity and talent, they generate considerable economic wealth. More importantly, they are critical to a shared sense of identity, culture and values.

According to Map of cultural and Creative Industries (UNESCO)

- CCIs are delivering annual revenues of $2,250 billion
- CCIs are generating approximately 30 million jobs
- CCIs contribution to Global GDP 10%
Culture & Creative Industries in Egypt

Our Arab region has a tremendous heritage of history and culture, creativity and the arts, specifically in literature, cinema and architecture. The region is also mostly fertile and that is a fantastic asset whereby we can easily build a system of “creative economy.”

Egypt has a long history as a leader in creative industries such as fashion, music, film and publishing, and is already building strategies for promoting and enhancing the wider cultural and creative industries such as handicrafts, heritage and software development.

CCIs contribute with **USD 1.25 billion** of total Egyptian exports

*(UNCTAD report issued in 2018)*

CCIs employs **29%** of the Egyptian workforce

*(Egypt Independent, 2021)*

Egypt ranks **94th** among 132 economies in the GII

*(Global Innovation Index, 2021)*
Fashion in Egypt

Egypt’s fashion and clothing production scene have been thriving for the last couple of years. There has been steady international recognition of brands such as Okhtein and Temraza, as well as providing the market with local alternatives to globalized, more expensive brands.

According to the Readymade Garments Export Council

- The garment industry generates **EGP 300 Billion** annually
- The apparel industry contributes **3%** of Egypt’s GDP
- The apparel industry represents **15%** of non-oil exports
- The apparel industry employs **33%** of the Industrial labor force
## Key Elements of the Circular Economy

Circle Economy has separately mapped the various terms and definitions related to the circular economy that have been used by more than 20 organisations, including non-governmental organisations (NGOs), government agencies, academia and consultancies, as well as conducted an in-depth literature review to identify eight key elements most crucial to the circular economy:

<table>
<thead>
<tr>
<th>Design for the Future</th>
<th>Rethink the Business Model</th>
<th>Team Up to Create Joint Value</th>
<th>Incorporate Digital Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account for the systems perspective during the design process, to use the right materials, to design for appropriate lifetime and to design for extended future use.</td>
<td>Consider opportunities to create greater value and align incentives through business models that build on the interaction between products and services.</td>
<td>Work together throughout the supply chain, internally within organisations and with the public sector to increase transparency and create joint value.</td>
<td>Track and optimise resource use and strengthen connections between supply chain actors through digital, online platforms and technologies that provide insights.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stretch the Lifetime</th>
<th>Use Waste as a Resource</th>
<th>Prioritise Regenerative Resources</th>
<th>Strengthen &amp; Advance Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>While resources are in-use, maintain, repair and upgrade them to maximise their lifetime and give them a second life through take back strategies when applicable.</td>
<td>Utilise waste streams as a source of secondary resources and recover waste for reuse and recycling.</td>
<td>Ensure renewable, reusable, non-toxic resources are utilised as materials and energy in an efficient way.</td>
<td>Develop research, structure knowledge, encourage innovation networks and disseminate findings with integrity.</td>
</tr>
</tbody>
</table>
### Some of Our Fastest-Growing Fashion Startups

<table>
<thead>
<tr>
<th><strong>REFORM</strong></th>
<th><strong>Dabchy</strong></th>
<th><strong>SPEETRA</strong></th>
<th><strong>Sept</strong></th>
<th><strong>OPIO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reform is an international award winning product design studio. Our goal is to design responsible products; products that benefit the environment, have a positive impact on the society and satisfy a user need.</td>
<td>Dabchy is a second hand clothing platform operating in Tunisia, Morocco and Algeria.</td>
<td>Speetra is a design-focused innovation firm that works at the convergence of architecture, product and fashion design.</td>
<td>SEPT is a new way of looking at online consumption of fashion, beauty, wellness and culture. We select, merge and curate from the best in class</td>
<td>Opio is a women’s wear clothing brand that offers everyday styles for everyone. They are redefining online shopping by offering a unique customized shopping and styling experience that is data driven.</td>
</tr>
<tr>
<td><strong>🇪🇪</strong></td>
<td><strong>2014</strong></td>
<td>FAC Fund</td>
<td>Cairo Seed Program</td>
<td><strong>🇫🇷</strong></td>
</tr>
<tr>
<td><strong>🇹🇹</strong></td>
<td><strong>2017</strong></td>
<td>Anava Seed Fund</td>
<td>Tunis Seed Program</td>
<td><strong>🇱🇧</strong></td>
</tr>
<tr>
<td><strong>🇷🇪</strong></td>
<td><strong>2020</strong></td>
<td>Anava Seed Fund</td>
<td>Tunis Seed Program</td>
<td><strong>🇹🇹</strong></td>
</tr>
</tbody>
</table>

**FIERCE**

FIERCE is a Tunisian sportswear and activewear brand providing high quality fashion outfits at a competitive price for the MENA market.

**Unik Chic**

Unik Chic is a fashion marketplace accelerator in partnership with major textile stakeholders and supporting up and coming fashion designers with the tools, skills and network to launch their business online.

**Ms. Marion**

Ms. Marion is a Tunisian clothing brand for working women, created to sell stylish and affordable workwear in order for women to feel empowered at work.

**POSH&PEPPER**

Posh&Pepper brings together a community of the most exciting independent luxury brands and contemporary, emerging designers hailing from different regions & diverse cultural backgrounds across the globe, to stand out and compete globally.

**MyMall**

MyMall is a Marketplace for flash and direct sales for high quality products.
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International Conference – 24-25 May 2022
Sofitel Cairo Nile El Gezirah Cairo Egypt

CLOSING CEREMONY
16.15-16.30

• **UNECE, Maria Rosaria Ceccarelli**, Chief Trade Facilitation Section
• **UNIDO, Riccardo Savigliano**, Chief of Agro-Industries and Skills Development Division
• **Ready Made Garments Export Council Egypt, Marie Louis Bishara**, Chairwoman
16.15-16.30 – Closing Ceremony

Maria Rosaria Ceccarelli
Chief Trade Facilitation Section, UNECE

Riccardo Savigliano
Chief of Agro-Industries and Skills Development Division, UNIDO

International conference - Accelerating action for the sustainable garment and footwear industry of the future: Harnessing the potential of innovation for due diligence and reduced environmental impact - The way forward to UNFCCC COP27 – 24-25 May 2022 – Sofitel Cairo Nile El Gezirah Cairo Egypt
THANK YOU
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http://thesustainabilitypledge.org/toolbox.html