UNECE

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

Funded by the European Union

International Trade Centre
IN COLLABORATION WITH ITC

UNECE Sustainability Pledge and Toolbox – The Blockchain Pilots for Traceability and Transparency in Textile and Leather Value Chains

MARIA TERESA PISANI, Chief Trade Facilitation Section (OiC), United Nations Economic Commission for Europe (UNECE)

Consumers and investors' beaviours towards sustainability

54%

consumers wanted to make more sustainable choices

40-60%

consumers would pay more for products with better environmental performance

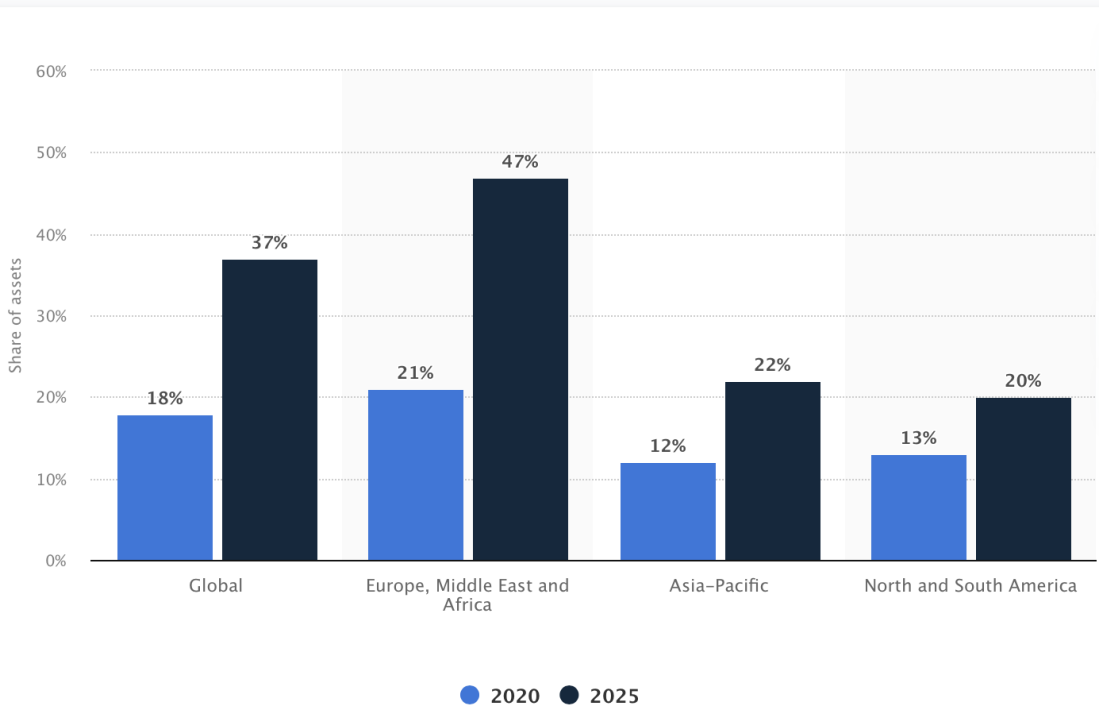
61%

consumers do not understand environmental claims

44%

consumers do not trust environmental claims

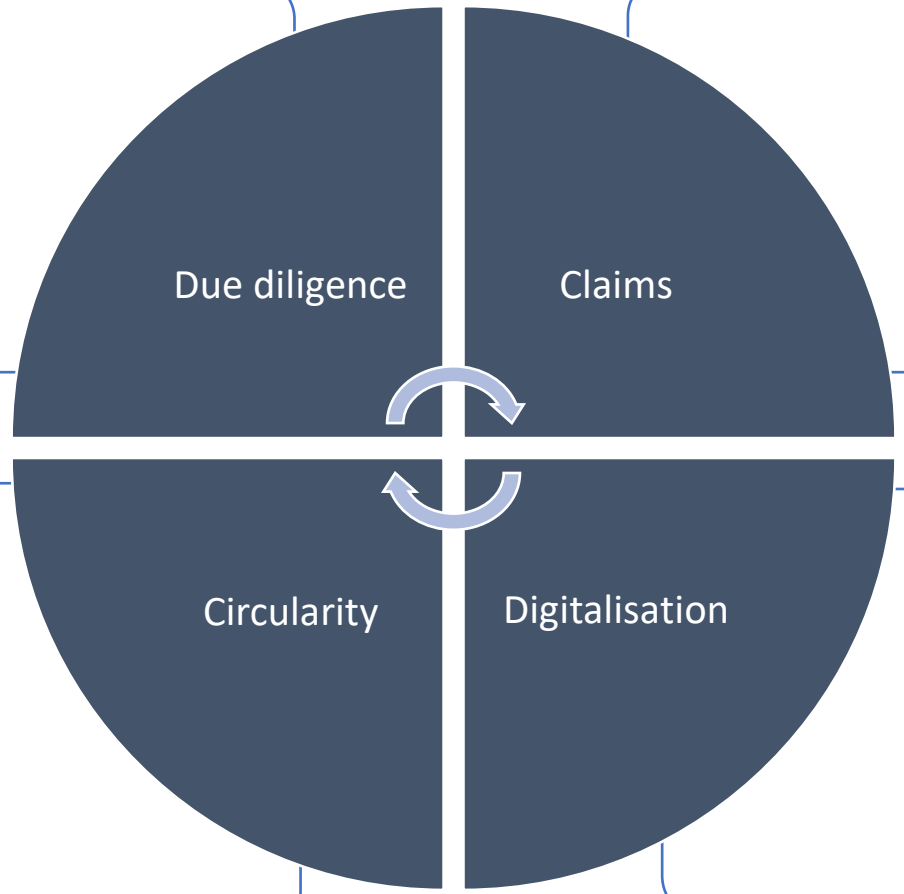
European Commission 2020



Sustainably invested assets among investors worldwide in 2020 with a forecast for 2025, by region
Statista 2021

Policy and Regulatory Developments on traceability in the EU

- Upcoming EU Due Diligence Directive
- National Due Diligence Laws
- Upcoming Amended Non Financial Directive



- Sustainable Products Initiative
- Proposal of a Directive on empowering consumers for the green transition
- Legislative Proposal on Substantiating Green Claim

- European Green Deal
- Circular Economy Action Plan
- Chemical Strategy for Sustainability
- Proposal of a Regulation on eco design requiremtns

- Data Strategy
- Digital Strategy
- Blockchain Strategy

The UNECE Framework Initiative

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

+250 project experts

+33 consultation meetings+**2000** participants

+900 experts in the wide network

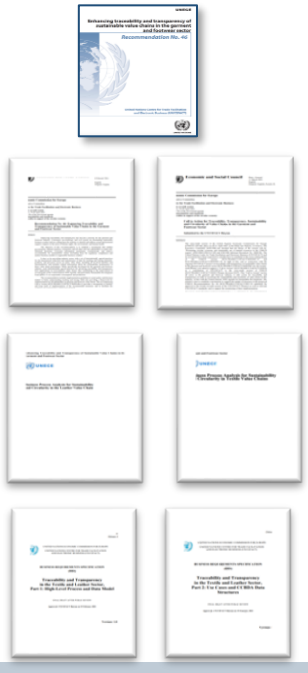
+190,000 companies represented

Blockchain pilots +**70 partners** (brands-manufacturers, IGOs, standard setters, academia/start-ups)

+**30** countries

April 2021

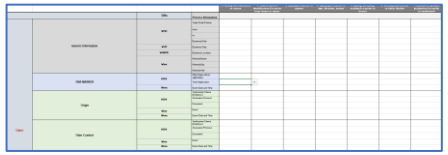
01. Policy Recommendation & Call to Action



02. Traceability & Transparency Standard & Imp Guidelines

April 201 – October 2022

03. Blockchain Pilots & Capacity Building

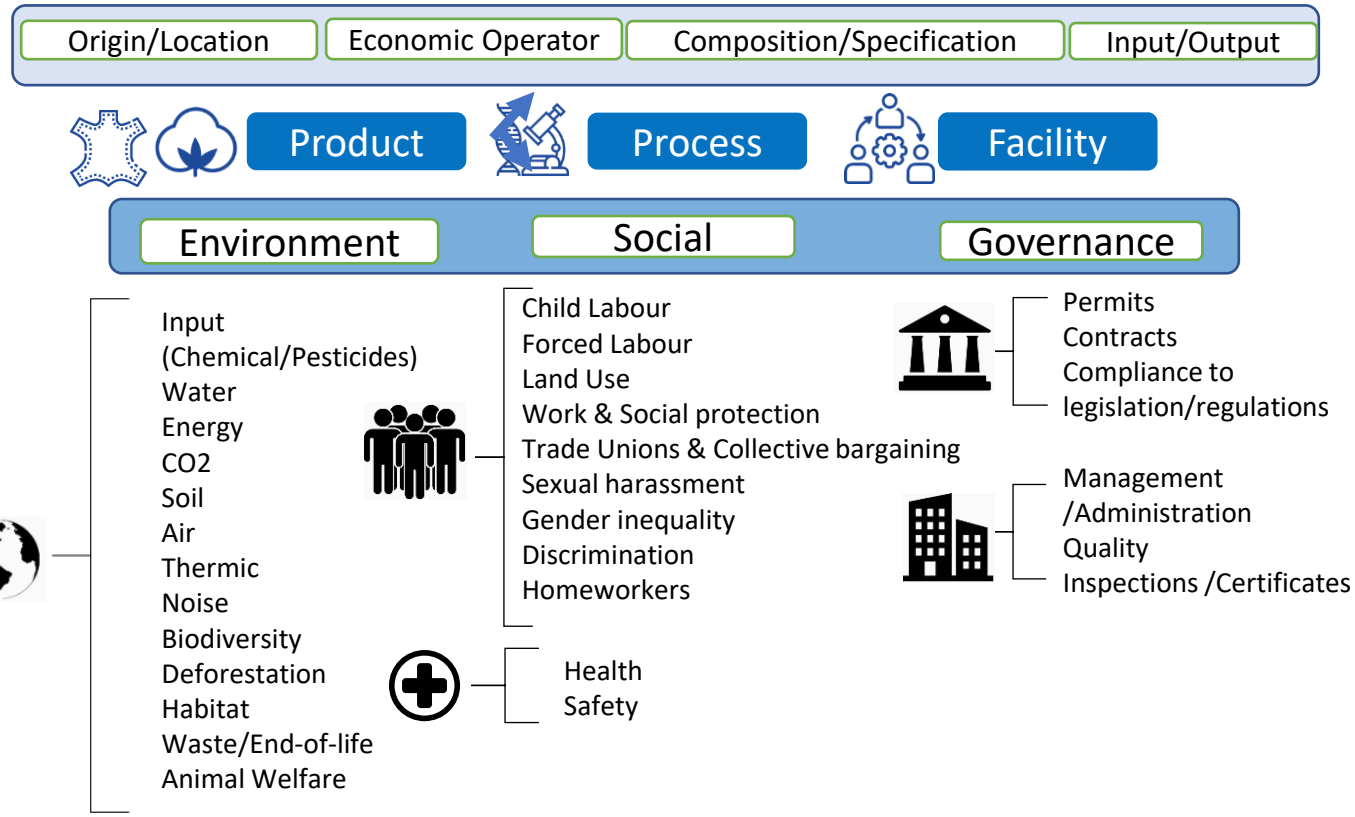


October 2022

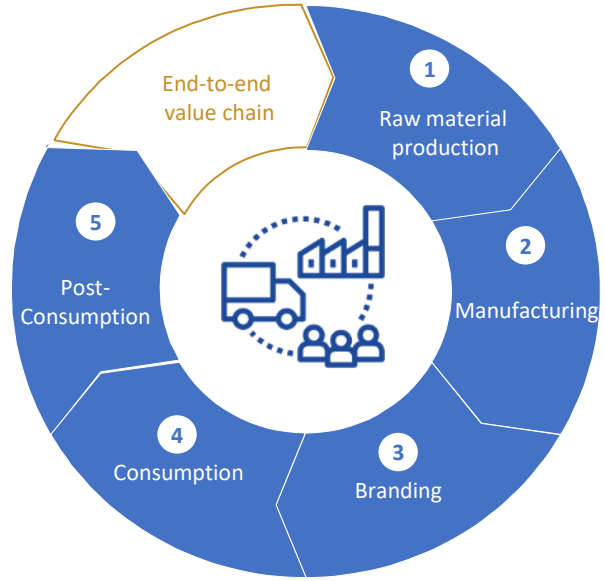
04. Draft Proof of Concept Report

Information Exchange for Traceability and Transparency

1. Sustainability-related information

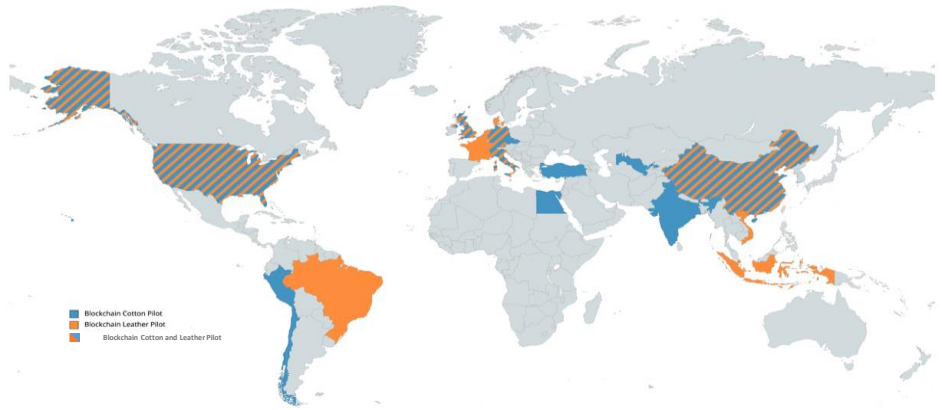


2. Scope covered



Blockchain Pilots

Pilots geographical coverage



Partners' selection

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

Overview of products' use cases and value chain coverage

Adidas Use Case

Traceable asset

Pair of Shoes

Claim

The leathers used in the manufacturing of this shoe were originated in farms carrying strict organic practices – in line with the USDA National Organic Program – that foster the responsible use of resources, conserves biodiversity and promotes the humane handling of animals. The hides were carefully processed on LWG Gold Rated tanneries working with efficient and cleaner processes, in safe work environments. All leathers were finished in facilities using responsible and safer chemicals compliant with ZDHC's Guidelines.

Companies

Minerva Foods · Curtume Centro-Oeste · Minerva Foods · PrimeAsia · PrimeAsia · PrimeAsia · PrimeAsia · Apache · adidas

Value chain

Information identified but out of scope | Not Applicable | Information identified and disclosed | Out of scope

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-comsummption

Sustainability risks covered

- Animal Welfare
- Air Pollution
- Water Pollution
- Hazardous chemicals
- Solid waste
- Energy consumption
- Health and safety/ PPE
- Water Use
- Labour Rights
- Human Rights

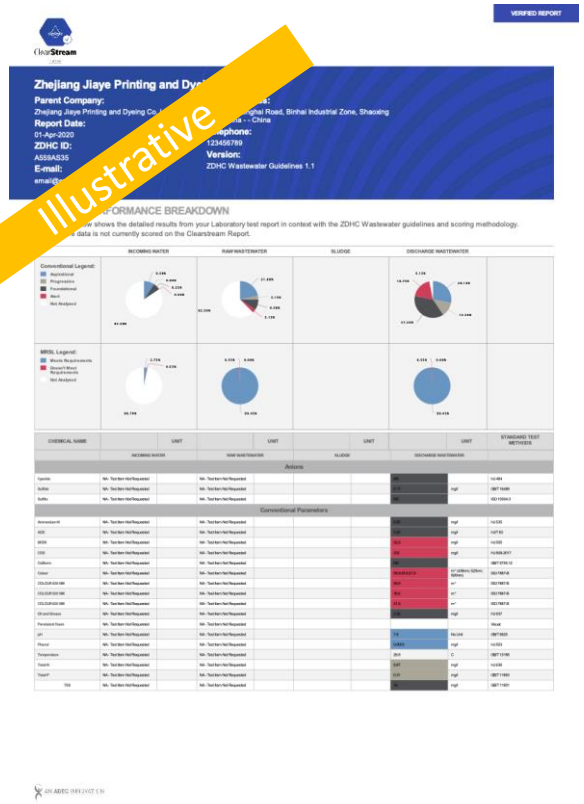
Transparency evidences

Animal Welfare Approved · USDA Organic · Leather Working Group · ZDHC · ZDHC · ZDHC · ZDHC

Treaceability evidences

NA → Delivery note → NA → Delivery note, bill of lading → Shipping note, delivery note → Shipping note

Adidas Use Case – Use of Chemicals



Sustainability Criteria

- Origin
- Animal welfare
- Fibre content
- Gas emission
- Product quality
- Social/environment...
- Use of chemicals

Documents

Document History

Producer

Name: Adidas

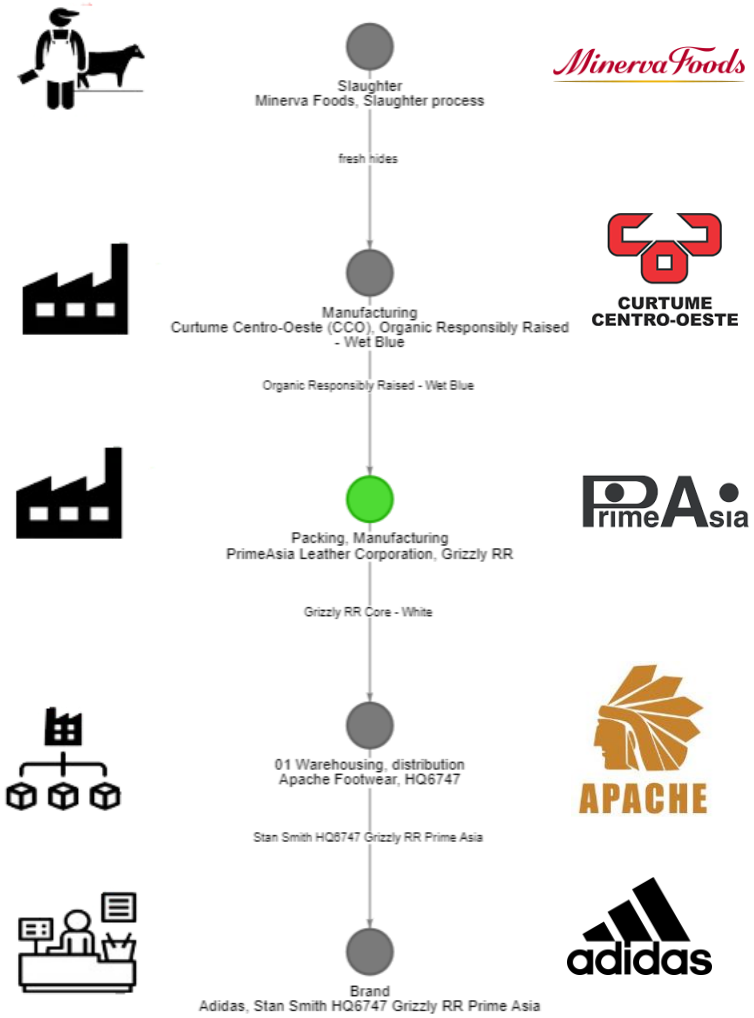
Address: ..

Region: ..

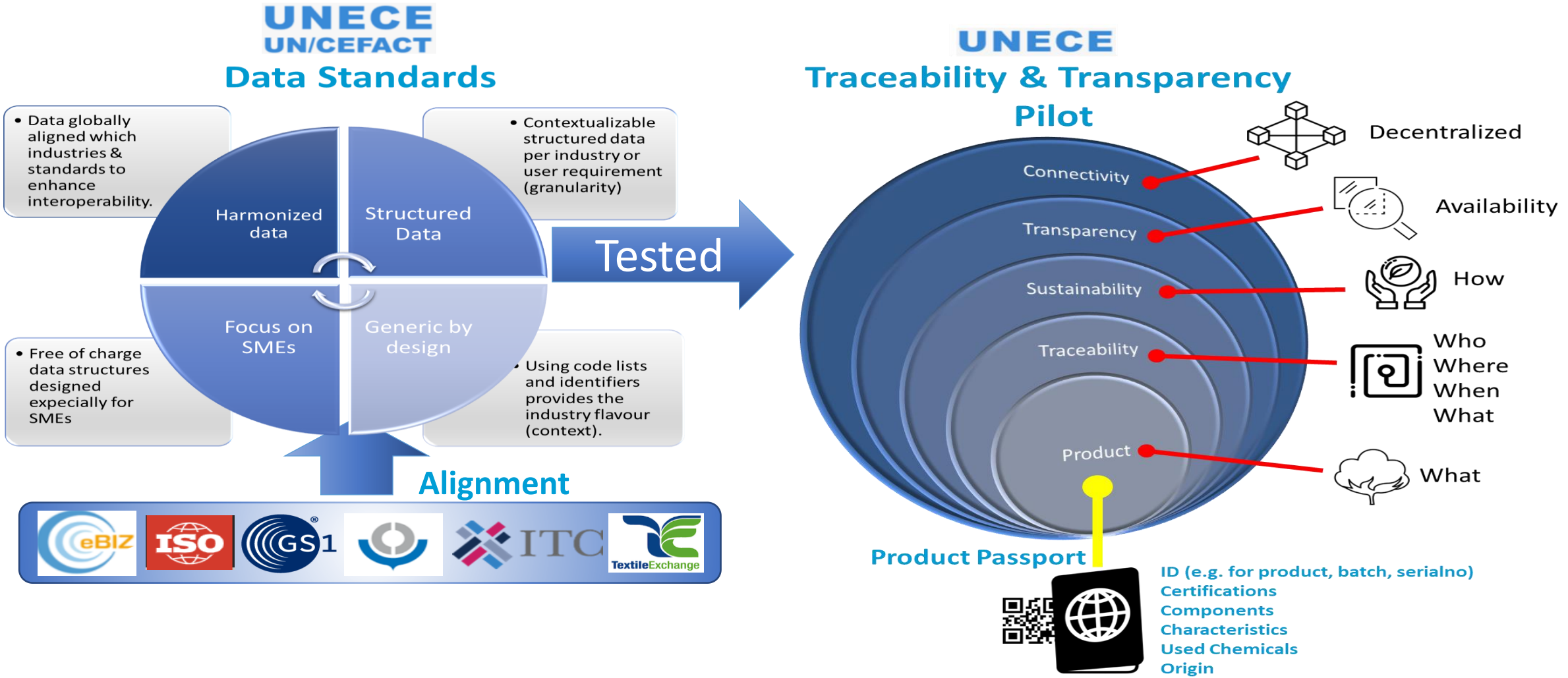
State: USA

Stan Smith HQ6747 Grizzly RR Prime Asia

Selected Claim Criteria = Use of chemicals



UNECE standard and the DPP



Pledges, Actors & Partners

THE SUSTAINABILITY PLEDGE

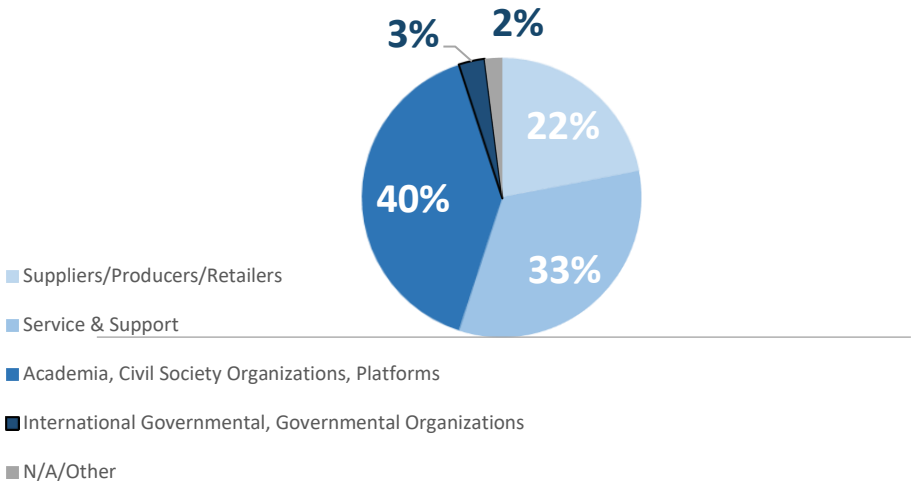
TRACK IT, TRACE IT, WEAR IT!

81 — **PLEDGES**

354 — **PARTNERS**

72 — **PLEDGING ACTORS**

Actors Breakdown



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Thank you

Links to project website:

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