Transparency, traceability and sustainability in the garment and footwear sector
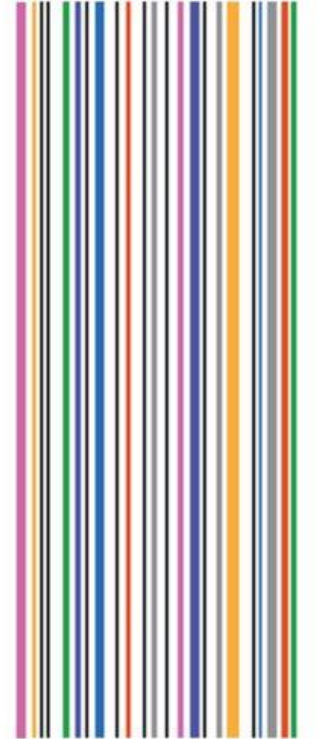
Mapping the ecosystem

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Overview

1. Mapping key stakeholders

2. High level ecosystem map

3. Mapping focus countries

4. The drill down

5. Next steps & consultation process

1.1 THE ECOSYSTEM APPROACH – WHY ARE WE DOING THIS?

The garment and footwear sector is global and complex.

Developing a successful traceability standard requires **engagement, buy-in, and cooperation** from many relevant actors and stakeholders within the system, both at **global and national level**.

HOW WILL WE DO THIS?

Map and identify:

a) the **macrosystem** (the types of organisations, what they do, what part in the ecosystem they play)

b) the **focus countries** (where the majority of goods are produced).

Output: **Individual organisations and associations** from each stakeholder group for the countries of most-importance (**drill down**)

1.2 THE ECOSYSTEM APPROACH

Phase 1: Map the macro ecosystem

Map the macro ecosystem of the garment and footwear sector, organised into quadrants and sub-categories:

- Those involved in producing garment and footwear across all tiers
- Those involved in providing services for the administration of goods within the value chain, such as freight forwarders
- Societal organisations including campaign groups, academia, donors
- Government, regulators and intergovernmental bodies

Phase 3: Identify critical groups

Identify critical sub-categories i.e super users of traceability and those with high levels of influence.

Phase 4: Rank stakeholders according to influence

- How are we defining influence?
- How do we rank influence across so many diverse stakeholders that all do different roles and contribute in different ways to the overall value chain?
- Do we know enough about the value chain to do this?

Business Ecosystem

Extended Enterprise

Core Business

Financial Institutions

Technology providers

General Footwear/Apparel Associations

Raw Material Providers : Plant
Raw Material Provider: Animal
Raw Material Providers : Synthetic

Manufacturers / C-M-T

Label / Accessory / Trim / Packaging suppliers

Fabric & Fiber Producers : Plant

Retailers/Brands

Fabric & Fiber Producers : Animal
Fabric & Fiber Producers : Synthetic

End of market / life processors

Platforms / Initiatives / Foundations

Freight & Shipping, sea, air, rail, road

Intergovernmental Organisations

Registers/Databases of Suppliers

Commodity Traders / Auction Houses

Auditors

Non-Governmental Organisations

Standards Bodies & Certifications

Sourcing Agents / Importers / Exporters / Distributors

National Government Bodies

Customs Administrators

Multi Stakeholder Initiatives

Academia/Thinktanks

Trade Unions

3.1 MAPPING FOCUS COUNTRIES

Phase 1: Map the countries using trade data

Map focus countries within the garment and footwear value chain based on trade data using World Trade Organisation figures (2019) on (i) countries exporting and importing textiles; and (ii) countries exporting clothing. Additional data to be added on leather.

Phase 2: Consultation with the expert working group

Include additional countries of interest / focus.

For example, countries with stated aims and strategies on traceability, or countries deemed important by our working group experts.

Q: We have a strong list of focus countries within Asia. Should we be including countries from other continents for parity?

Phase 3

During the value chain modelling for specific fabrics and fibres, we will conduct further mapping to identify:

(i) The **main producer countries of raw materials** under the scope of the project i.e. cotton, leather, synthetics. Q: when it comes to mapping synthetic materials, how are we defining raw material?

(i) **A risk-based approach** of identifying countries. Some countries may rate high based on known risk of environmental and social impacts and / or transparency and corruption.

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3.2 FOCUS COUNTRIES

4.1 DRILL DOWN

Phase 1: Integration and identification

For each of the focus countries, we want the specific national associations, organisations and actors that we identified in the ecosystem mapping.

We have some already, but consultation with our expert working groups will help us fill the gaps.

Phase 2: Consultation with the expert working group

Consultation with the expert working groups to further validate sub-categories and identify which additional stakeholders should be added.

Key observations

We need:

More **national representation** across all groups.

More representation in **lower tiers within the supply chain** group.

More representation in the **Extended Enterprise** group.

Business Ecosystem

Extended Enterprise

Core Business

Technology providers (35)

Financial Institutions (2)

General Footwear/Apparel Associations (50)

Raw Material Provider: Animal (4)

Raw Material Providers : Plant (4)

Manufacturers / C-M-T (10)

Multi Stakeholder Initiatives (10)

Raw Material Providers : Synthetic (5)

Label / Accessory / Trim / Packaging suppliers (3)

Platforms / Initiatives / Foundations (15)

Fabric & Fiber Producers : Animal (17)

Fabric & Fiber Producers : Plant (35)

Retailers/Brands (50)

Freight & Shipping, sea, air, rail, road (5)

Fabric & Fiber Producers : Synthetic (2)

End of market / life processors (3)

Intergovernmental Organisations (20)

Registers/Databases of Suppliers (3)

Commodity Traders / Auction Houses (22)

Auditors (2)

Non-Governmental Organisations (15)

Sourcing Agents / Importers / Exporters / Distributors (3)

Standards Bodies & Certifications (30)

National Government Bodies (10)

Customs Administrators (3)

Academia/Thinktanks (21)

Trade Unions (1)

5.2 CONSULTATION MATERIALS

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

Sustainability Stakeholder Mapping / Service & Support
Name:
Date:

Type: Freight & shipping /sea, air, road, rail

Country	Existing Stakeholders	Recommended Stakeholders	Comments/questions & next steps
Global	IATA/FIATA		
EU	Mega Spa ITI	Hermes Group / Maersk	
China			
USA		DHL	
Vietnam			
Bangladesh			
India			
Turkey			
Indonesia			
Republic of Korea			
Mongolia			
Cambodia			
Other			

Type: Technological Providers inc. blockchain & digital marker

Country	Existing Stakeholders	Recommended Stakeholders	Comments/questions & next steps
EU	GS1 / Ledge / HODLNG / Chain Ops / Goetze / Ecochain / New Generation Seniors / Arkieva / Global Traceability Solutions (GTS) / IBM/ INTTRA / Dutch Blockchain Coalition / Centre for Identification Systems / European Blockchain Federation / Ramboll / CEFEG / RDS / Bcoolab	Best360 / Taliatus / laGade, Technologies / Provenance	
China			

Mongolia		Wool: Mongolian Wool and Cashmere Association	
Ethiopia		General: Ethiopian Textiles and Garment Manufacturer Association	
Cambodia		General: GMAC	
Other			

Type: Commodity Traders / Inc. Auction Houses

Country	Existing Stakeholders	Recommended Stakeholders	Comments/questions & next steps
EU	Cotton: Ecom Agroindustrial Corp Leather:	Cotton: Plexus / RCMA / Louis Dreyfus / Noble Group / Paul Reinhart Leather:	
China			
USA	Leather: Leather & Hide Council of America / North American Meat Institute	Cotton: Cargill / Allenberg / Dunavant Enterprises / Organic Cotton Plus / Plains Cotton Growers Cooperative / Staplcotton Cooperative / Calcot Cotton Cooperative Leather:	
Vietnam			
Bangladesh			
India		Cotton: Birai	
Turkey			
Indonesia			

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5.1 NEXT STEPS / CONSULTATIONS

Consultation with the expert working group

Consultation is currently taking place with the expert working groups to identify which additional stakeholders should be added.

Phase 1: Including OECD, Euratex SAC, Textile Exchange, ZDHC, Cotance.

Phase 2: Full consultation with all experts in the working group.

Q: should we aim to focus on identifying national associations OR national associations AND individual organisations? For example, in country X, the manufacturing association AND some key leading suppliers.

Consultation process

- Have we included all the stakeholder categories required for traceability?

- Within your sector(s) or area(s) of expertise, which other stakeholders do you recommend should be added at global and national level?

- Do any of these recommended stakeholders already have initiatives underway or planned on traceability? How do they approach traceablity?

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Thank you
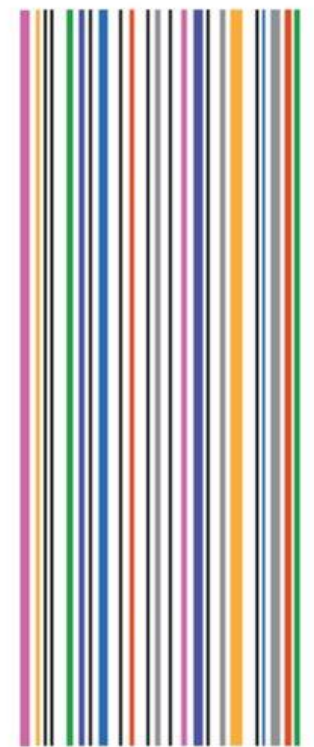
WTO FIGURES

Exporters of clothing and textiles and importers of textiles, 2018 by % world share				
	Exports clothing	**Exports textiles**	**Imports textiles**	**Combined**
European Union	28.4	23.5	23.1	74.9
China	31.3	37.6	5.3	74.2
Extra-EU Exports	6.8	7.2	9.7	23.8
United States of America	1.2	4.4	9.1	14.7
Viet Nam	6.2	2.6	5.3	14.2
Bangladesh	6.4		3.3	9.7
India	3.3	5.8		9.0
Turkey	3.1	3.8	1.8	8.7
Indonesia	1.8		2.1	3.8
Korea, Republic of		3.1		3.1
Chinese Taipei		2.9		2.93
Japan			2.7	2.7
Pakistan		2.5		2.5
Mexico			2.0	2.0
Cambodia	1.6			1.6

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