



UNECE TRACEABILITY AND TRANSPARENCY PILOT PROJECT

28th April 2020



CONTEXT AND OBJECTIVES

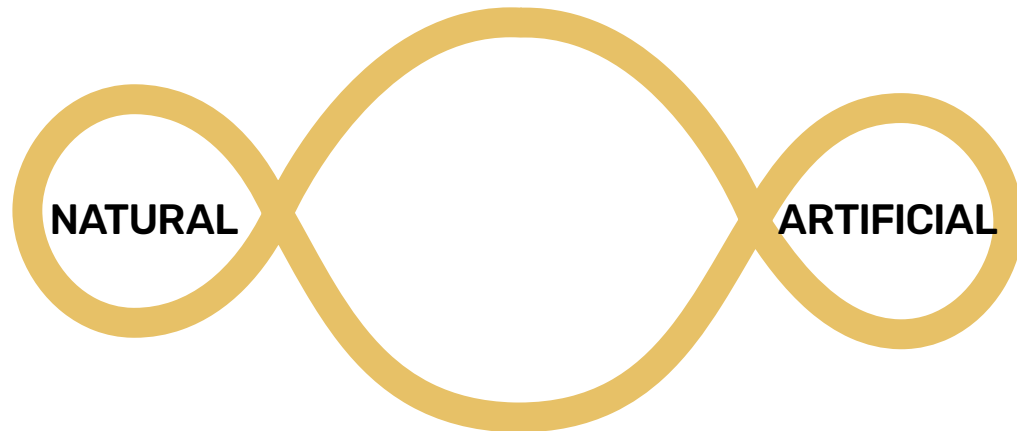
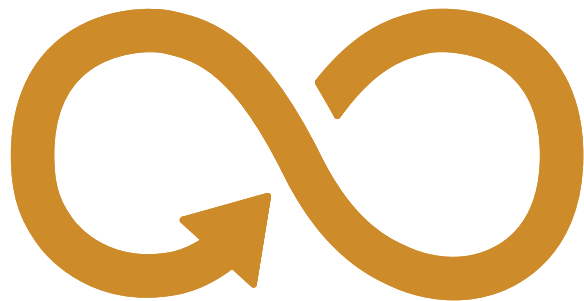
Cittadellarte - Fondazione Pistoletto invited **Vivienne Westwood** to collaborate in a pilot project launched by **UNECE - The United Nations Economic Commission for Europe** with the aim of testing a methodology that would enhance traceability and transparency in fashion supply chains.

The major goal is the one of helping United Nation setting a common standardised method to trace and map products from field to shelf, that would enable consumers' informed and responsible choices. VW's pilot is an operational tool to dive into supply chains, going back to the different tiers. Also, it will provide firstly all UNECE initiative members - and then all parties within fashion value chain - with feedbacks and lessons learned from this process, thanks to the involvement of all relevant actors.

VW identified with their product developers and fabric department the styles of AW20 collection to concentrate on, which potentially would match the suggested sustainability criteria, both at a fabric and production level. The sustainability hotspots to be assessed take into account social/ethical, environmental and quality/consumers protection aspects



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



HOW?

ADVOCACY

CULTURE



Musée du Louvre

INDUSTRY



National Chamber
of Fashion

INSTITUTIONS



United Nations Geneva



HOW?



ADVOCACY INDUSTRIES EDUCATION



ACCELERATION

MEETING WITH MANUFACTURERS



MEETING WITH BRANDS



MEETING WITH MEDIA PARTNERS





AGENDA

1. CONTEXT AND OBJECTIVES
2. OUR APPROACH
3. CHALLENGES
4. NEXT STEPS





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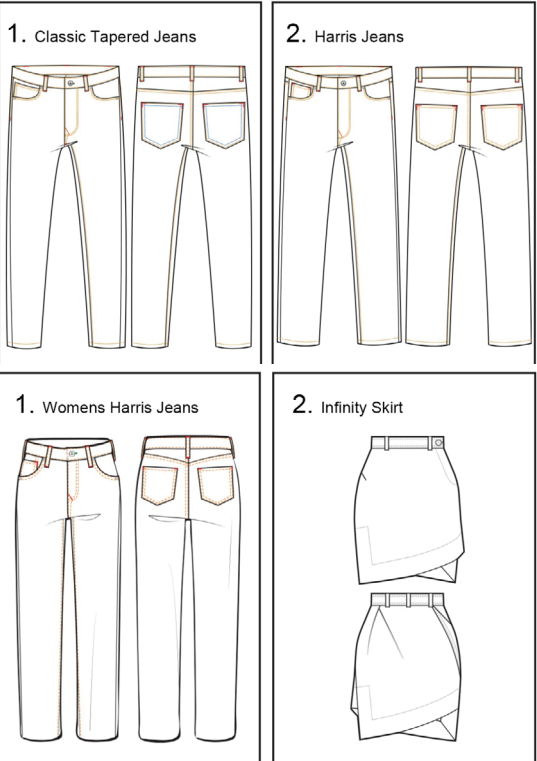


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OUR APPROACH

TIER 1:
MANUFACTURER/
ASSEMBLER



TIER 2:
FABRIC
MANUFACTURER



RECYCLE DENIM

TIER 3:
RAW MATERIAL
PROCESSESER

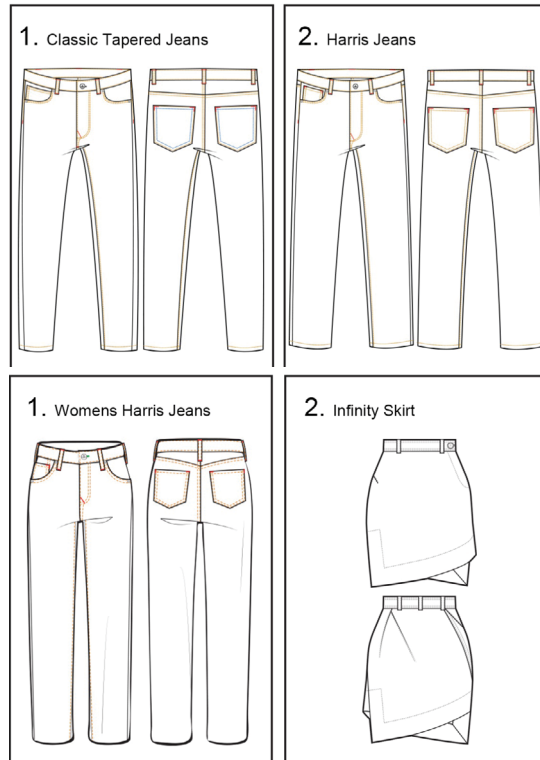


TIER 4:
RAW MATERIAL
FARMING AND EXTRACTION



OUR APPROACH

TIER 1: MANUFACTURER/ ASSEMBLER



TIER 1 PRODUCT MANUFACTURING AND ASSEMBLING		
PRODUCTION STEP COVERED/ROLE OF IDENTIFIED COMPANY/ORGANIZATION	SUSTAINABILITY HOTSPOTS	PRODUCT (TYPE, PURPOSE, QUANTITY, QUALITY, IDENTIFICATION)
CUTTING ASSEMBLING FINISHING	<p>ENVIRONMENTAL Manufacturing and finishing waste (cuts and sewings, samples), dyeing waste, water use (garment finishing), water pollution & lack of waste-water treatment, energy efficiency of equipment/machinery, hazardous chemicals and toxics (for prints)</p> <p>SOCIAL/ETHICAL Low-wages, non-compliance to minimum wage legislation, health & safety in the workplace, gender equality, discrimination, disciplinary practices, right of association and collective bargaining, working hours</p>	<p>PRODUCT DESCRIPTION: ASYMMETRIC JEANS, CLASSIC TAPERED JEANS, HARRIS JEANS, INFINITY SKIRT, TYPE 3 JACKET, W HARRIS JEANS</p> <p>PRODUCT CODE: 19020020-11666-DE, 28020026-11666-DE, 28020027-11666-DE, 19030009-11666-DE, 39010006-11666-DE, 19020019-11666-DE</p>

- STANDARD / CERTIFICATE / SUSTAINABLE PRACTICES (initiatives, approaches, methodologies)



OUR APPROACH

PRODUCTION STEPS COVERED

TIER 2:
FABRIC
MANUFACTURER



DIRECT WARPING
CONTINUOUS YARN DYEING
WEAVING
FINISHING
QUALITY CONTROL

TIER 3:
RAW MATERIAL
PROCESSESER



FIBER PROCESSING
SPINNING

TIER 4:
RAW MATERIAL
FARMING AND
EXTRACTION



FARMING/
EXTRACTION

INSIGHTS ON PRODUCTION STEPS, MANAGEMENT OF SUSTAINABILITY HOTSPOTS

The cotton yarn used to make this fabric, comes from the production waste of the supplier. After the indigo dyeing process, there is always unavoidable waste. This waste is re-generated and transformed into a new yarn. Thanks to this re-generated cotton yarn, we use 65% less water. During the indigo dyeing process we use a natural and totally biodegradable sizing film.

The indigo we use is PREREDUCED, it is more sustainable than others because it uses less water and less chemicals during production.

The fabric is finished with a new process that saves 85% water and 32% grams of CO2 emissions per meter of fabric. The production of this recycled denim is 100% sustainable. THIS DENIM FABRIC IS GRS CERTIFIED. 65%RECYCLED CO 35%CO



CHALLENGES

- First of all, trust has to be considered the most valuable asset.
Working with suppliers, who are open to collaborate and share data, it has been the crucial step.
Without further technological support, this process is time-consuming and involves a lot of effort both parties.
Only thanks to the willingness of our most virtuous suppliers we were able to test the framework so far.
- Tracing back from TIER 3 to TIER 4 after more or less one year from production it has been challenging and still it is not an information available in some 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.
- Moreover, a cotton batch, if sourced from different supplier and mixed in the initial phase, creates a greater complexity to manage.
- 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.

NEXT STEPS

- Diving deeper in the bottom tiers that are missing, in order to state a fully traceable garment according to the UNECE criteria.
- Parallely, we are working with other supply chains as trims and packaging to roll-out the same process we attempt for the fabric and clothing value chain, with the hope of collecting valuable insights.
- To update and improve the framework use, which is still evolving with the Pilot Project related to cotton value-chain.



THANK YOU

