

Country (Insert country of origin of your company / organization or its headquarters' location)

Chile

Submitting Organization/Company

Cadenas de Valor Sustentables SpA

If Organization or Company, please indicate the approximate number of employees

< 10

Please indicate the number of employees

4

Title of the action

Circula.Metrics®: Transparency, traceability and circularity in the textile industry

Upload your logo or an image



Relevant Website https://www.cavsustentables.com

Associated Partners Chilean Environmental Ministry, Universo Mola, Falabella

Type of initiative Public-private

Description of action

Action 1: Scaling Circula.Metrics®, a digital tool that enables the tracing of stages and validation of sustainable attributes in various textile products throughout the supply chain. This involves collaborating with regional retailers and brands to support their commitment to sustainability and transparency.

Action 2: Supporting companies and brands in advancing the circular economy by utilizing transparency and traceability tool Circula.Metrics®, as a strategy to develop more resilient and regenerative supply chains.

Action 3: Assisting and facilitating the implementation of a Circular Economy Strategy for the Chilean Textiles ecosystem. This strategy, developed in 2023 through a participatory methodology involving stakeholders from the public and private sectors and civil society, aims to accelerate the transition to a Circular Economy within the industry. This strategy getting ready to be evaluated through public consultation.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Research and Development of Innovative Solutions

Collaborative Initiatives

Business Management Systems or Instruments

Scope of the action, including a description of the value chain processes that are covered

Objective (max 200 words): Action 1: Collaborate with Latin American brands to validate Circula.Metrics® in various sizes of companies and regional contexts. Action 2: Assist and support Latin American brands on collecting essential information about their value chains, taking inspiration from the European Digital Product Passport. This will help prevent greenwashing and promote the development of resilient and regenerative supply chains based on transparency and traceability data. Action 3: Partner with brands, companies, and organizations to transform the Chilean textile industry into a circular economy, following the Circular Economy

Commitments (max 200 words): To collaborate in the effort to build more transparent and traceable supply chains by Circula.Metrics®, a digital tool that analyzes products throughout their life cycle. Our goal is to ensure the sustainability attributes of products are transparent, evaluate the social and environmental practices of their value chains, and assess their circularity starting from the design phase.

Value Chain Scope: Whole supply chain (both projects)

Timeframe and/or milestones for the action

Action 1: In 2023, through Circula.Metrics® about 40 million of textile products with sustainable attributes (in total 9.9 tons of sustainable material) were evaluated with the purpose to avoid greenwashing. By 2025, about 60 million of textile products with sustainable would have enough information that confirm its declaration to consumer is truth.

Action 2: in 2023, through Circula.Metrics® about 290 facilities performance (from Tier 1 and Tier 2 suppliers) were analyzed; and as consequence working conditions for about 49.000 workers in the textile supply chain were observed and improved If it were required. By 2025, about 300 more facilities would be analyzed and improvement plants would improve working conditions for about 80.000 workers in the textile supply chain.

Action 3: in 2023, Cadenas de Valor Sustentables SpA (CAV+S) with Chilean Environment Ministry in the development of a Circular Economy Strategy for Chile, By 2025, this strategy will be officially approved and published, and the results from the National Circular Textiles Survey will be published as well.

Reference instruments and sources used

PACE, 2021; GACERE, 2020; Coalición de economía circular América Latina y el Caribe, 2021; European Commission, 2020; European

Commission, 2022; European Commission, 2019; Pacto de la Moda, 2019; UNFCCC, 2019; SOFOFA Hub, 2022; Proyecto de Ley greenwashing, 2022; BCN, 2016 (Ley 20.920); MMA, 2021

PACE (2021) - Circular Economy Action Agenda Textiles. Disponible en:

https://pacecircular.org/sites/default/files/2021-02/circular-economy-action-agenda-textiles.pdf

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GACERE (2020). Global Alliance on Circular Economy and Resource Efficiency (GACERE). Disponible en:

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Coalición de Ecnomía Circular América Latina y el Caribe (2021). Disponible en:

https://coalicioneconomiacircular.org/ https://coalicioneconomiacircular.org/

EUROPEAN COMMISSION, 2020 Nuevo Plan de acción de Economía Circular. Disponible en:

https://environment.ec.europa.eu/strategy/circular-economy-action-plan_en

EUROPEAN COMMISSION, 2022 -Textiles Sostenibles y circulares 2030. Disponible en:

https://environment.ec.europa.eu/publications/textiles-strategy_en

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EUROPEAN COMMISION, 2019. Pacto Europeo Verde. Disponible en:

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en

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Sofofa Hub, 2022. Territorio Circular. Disponible en: https://territoriocircular.sofofahub.cl/

Proyecto de ley greenwashing, 2022. Disponible en: https://www.camara.cl/verDoc.aspx?

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MMA, 2021. Ministra Schmidt anuncia la incorporación de la industria de la ropa y textiles a la ley REP para impulsar su reciclaje. Disponible en: https://mma.gob.cl/ministra-schmidt-anuncia-la-incorporacion-de-la-industria-de-la-ropa-y-textiles-a-la-ley-rep-para-impulsar-su-reciclaje/ https://mma.gob.cl/ministra-schmidt-anuncia-la-incorporacion-de-la-industria-de-la-ropa-y-textiles-a-la-ley-rep-para-impulsar-su-reciclaje/

European Commission, 2016 https://eur-lex.europa.eu/legal-content/EN/TXT/? uri=CELEX%3A52016DC0773

Textiles 2030 Roadmap, Waste and Resources Action Programme (WRAP), 2021

https://wrap.org.uk/resources/guide/textiles-2030-roadmap

Ellen MacArthur Foundation, 2022 Building a circular economy for textiles supported by common rules on Extended Producer Responsibility (EPR) in the EU - https://ellenmacarthurfoundation.org/extended-producer-responsibility-for-textiles

Sustainabiltiy and Circularity in the Textile Value Chain: Global Stocktaking, 2020

https://wedocs.unep.org/handle/20.500.11822/34184

Economía circular en Latinoamérica y el Caribe: una visión compartida, 2022

https://www.unep.org/resources/publication/circular-economy-latin-america-and-caribbean-shared-vision

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for "suppliers to suppliers" in parts of the value chain that today are often "hidden"

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Local authorities

Non-governmental organizations (NGOs)

Universities

Key performance indicators for the action

Action 1. By 2025, about 60 million of textile products with sustainable would have enough information that confirm its declaration to consumer is truth.

Action 2. By 2025, about 300 more facilities would be analyzed and improvement plants would improve working conditions for about 80.000 workers in the textile supply chain.

Action 3. By 2025, this strategy will be officially approved and published, and the results from the National Circular Textiles Survey will be published as well.

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

The ecosystem of companies supporting the effort of building more transparent and traceable supply chains, is becoming more relevant in Chile due to the Atacama Desert textile crisis. We expect that with our participation in UNECE, we can reach more companies, stakeholders and brands, and work together on solutions to reverse this crisis.

Link to relevant goal(s) and specific target(s) of the United Nations

