Submitting Country, Organization, Company	Material Exchange Ventures AB

If Organization or Company, please indicate the approximate number of employees	60

Title of the action	T.I.D.E.

Upload an image

Relevant Website	https://material-exchange.com/

Type of initiative	Public-private initiative

Description of action

• The Transparency Innovator Digital Engagement (T.I.D.E.) – is a multi-stakeholder strategy convened by Material Exchange to harmonize the sustainability and ethical transparency initiatives in the apparel and footwear sectors.
• Recognising that sourcing and transparency present the greatest opportunity to reveal, shape and enhance both environmental and social impacts, TIDE consists of leaders of the industry, innovation, policy, and NGO's, as well as various stakeholders from along the value chain to find synergy and overlap in transparency reporting.

Type of action	Traceability Transparency

Please select the specific area/s of the action	Awareness and Education Collaborative initiatives Business management systems or instruments

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

Objective

Transparent Sourcing for ALL.

Commitments

1) Convene various stakeholders involved in Transparency Innovation. 2) Map the eco-system and identify gaps. 3) Map the eco-system and identify areas for investment. 4) Create transparency within the eco-system and opportunities to open-source/pass data across the eco-system. 5) Unify data across ecosystem for policy and sustainable development. 6) Create a community dedicated to continued transparency.

Value chain scope

Every entity involved in responsible sourcing, from raw materials to distribution and retail.

Timeframe and/or milestones for the action

• Currently in stage:
1) Convene various stakeholders involved in Transparency Innovation, the Material Exchange has just released the Sustainability Playbook that outlines how apparel and footwear brands can easily source for sustainability
• 2022 will see the roll-out of:
2) Map the eco-system and identify gaps
3) Map the eco-system and identify areas for investment
4) Create transparency within the eco-system and opportunities to open-source/pass data across the eco-system
5) Unify data across the ecosystem for policy and sustainable development
6) Create a community dedicated to continued transparency

Reference instruments and sources used

• The Material Exchange recognises ~80 sustainability programs and certificates in our sustainability search tool.
• Next will be to partner with API verification tools, like OAR and TGid.

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

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

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

Non-governmental organizations (NGOs)

Scientific and technological community

Key performance indicators for the action

• Our proprietary Business Intelligence tool will track the searches and requests for sustainable and responsible materials and we plan to report and share the data with our value chain.
• Key KPIs include increased search and requests of sustainable materials.

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

We are in a 'continuos improvement' loop for transparency. Always onboarding new partners and participating in new initiatives to expand transparency across the sector.

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