UNECE

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

Egypt

Submitting Organization/Company

Sacer

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

< 10

Please indicate the number of employees

8

Title of the action

Transparency & Traceability

Upload your logo or an image

Relevant Website

https://sacer.me/

Main Partners

AYADEE Foundation

Other Partners

SEKEM for Sustainable Development

Type of initiative

Private

Description of action

We are partnering up with Ayadee Foundation (based in Tunisia) to use block chain technology in documenting our entire supply chain from seed to closet. We wanted to push the boundaries of transparency and traceability to the max. Even though it is still not a consumer driven decision on our end to do this but we felt it would inspire others in the MENA region to follow in our footsteps. We are also exploring other local partners on the ground.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Awareness and Education   Collaborative Initiatives

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

Objective (max 200 words): Slowly and gradually reaching full transparency and traceability for the entire supply chain from seed to closet for our consumers.

Commitments (max 200 words): Activating and publishing images and videos of our supply chain using block chain technology so we would have a snapshot of our operations as they authentically are. The good, the bad and the ugly would be there for everyone to see themselves. This allows us to work on improving everything to be more ethical and sustainable and consistently increase our standards.

Value Chain Scope: Farms, ginning, weaving, dyeing, factory production, packaging

Timeframe and/or milestones for the action

Due to the economic crises and currency devaluation the launch was delayed. This gave us more time to explore different ways of showing our transparency and traceability. Currently being tested.

Reference instruments and sources used

This is done with the technical support and technological know how of the Ayadee Foundation based in Tunisia. We are also exploring other partners locally in Egypt for ease of on the ground work.

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)

Key performance indicators for the action

We will have a QR code with every product that carries our name and we will offer it as an extra fee for our B2B customers to trace their supply chain for their customers as well . The KPIs at this point are to see how many people actually utilized it and get their feedback to improve.

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

It is pushing us to make it happen. Committing to this pledge allows us to inspire others in Egypt and the region understand the importance of transparency and traceability.

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