

Submitting Country, Organization, Company	Vivienne Westwood Srl, Italy
If Organization or Company, please indicate the approximate number of employees	67
Title of the action	UNECE Blockchain Traceability and Transparency Vivienne Westwood Cotton Pilot Project
Relevant Website	www.viviennewestwood.com www.unecetbcipilot.ch www.cittadellarte.it
Associated Partners	Fondazione Pistoletto, Cotoni cio Albini Spa, Poletti Srl, Denim Service Srl, Berto E.G. Industria Tessile Srl, Marchi & Fildi Spa

Type of initiative Private initiative

Description of action

Since 2019, Vivienne Westwood Srl has taken part in the UNECE Traceability and Transparency project for the Cotton Value Chain, supporting in the validation and testing of the methodological standard for the supply chain data collection, which would allow to trace in a transparent manner all the value chain phases of the product from the distribution up until the upstream sourcing level of the cotton fiber. The pilot project will act as a "Proof of Concept" for the displaying on the Blockchain Platform of two sample supply chains: a regenerated denim jeans and an organic cotton shirt. This will be possible thanks to an extensive data collection that actively involved the supply chain partners, fostering a multi-stakeholder approach. The outcome of the mapping resulted in the collection of documentary evidence of transactions and certifications, to be crystallized on the blockchain platform. The UNECE and SUPSI team supported the capacity building through dedicated training sessions aimed at instructing partners on the functioning of the platform itself, in view of its future practical application. The Vivienne Westwood Pilot Project on the Blockchain Platform will allow to demonstrate its use and operational feasibility to the textile and fashion industry, allowing the spreading of the methodological standard also to the other brands.

Type of action Traceability Transparency

Please select the specific area/s of the action

Norms and standards

Research and Development of Innovative Solutions

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

To demonstrate the effectiveness of the collaborative multi stakeholder approach for traceability and transparency data collection and its digitization on the blockchain platform to support brand's claims. To test the application of Blockchain technology as an enabling resource for the collection and storage of information and documents related to the claims "traceable origin" and "organic content" for the product shirt in-scope and "traceable origin", "recycled content" and "chemical compliance" for the jeans product in-scope.

Commitments

The Vivienne Westwood brand - with the support of Fondazione Pistoletto - has committed to lead two selected supply chains in the collection of traceability and transparency data relating to two in-scope products. Partners were actively involved in the analysis of the UNECE methodology, in the application of standard criteria and in the testing of the blockchain platform. The data set collected refers not only to product, process and facility certifications, but also to sustainability best practices of suppliers belonging up until the upstream phases of the supply chain, responsible for performing initial phases such as fiber sourcing. Vivienne Westwood committed to act as project coordinator of its supply chain partners to guarantee active participation in the trainings organized by the UNECE project team and completion of project activities within the deadlines.

Value chain scope

Supply chain steps in scope are: Sourcing of raw materials, Manufacturing of semi-finished products, Manufacturing of finished products, Transport and logistics, all the way to the final phase of Distribution and retail pertaining to Vivienne Westwood Srl as the main brand of the project.

Timeframe and/or milestones for the action

Start date: September 2019

Slim Shirt Final Training date: 13/07/2021

Recycled Denim Final Training date: 15/07/2021

Reference instruments and sources used

- UNECE TTMatrix tool – framework excel file for data collection

- ECE_TRADE_C_CEFACCT_2021 Recommendation No. 46: Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Sector
- SUPSI Blockchain Platform: www.unecebcttpilot.com

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

Stakeholders involved

Business and industry associations

Intergovernmental organizations

Non-governmental organizations (NGOs)

Scientific and technological community

Key performance indicators for the action

- N. of traced supply chain phases / Total n. of supply chain phases defined by UNECE
- Product Phases finalized on Blockchain platform / Total Phases in scope

Good practices

1. A standardized data collection method (TT Matrix) was tested, capable of facilitating future data collection by other companies
2. Capacity Building with supply chain partners
3. Collaborative supply chain approach
4. Focus on innovation (testing and use of blockchain platform)

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

This project allowed us to validate a methodological standard for data collection through a strategic collaboration with the supply chain partners. Our project goal traceability and transparency of selected garments and disclosure of information has passed a first pilot phase in

which the methodology has been tested and validated, with the possibility of engaging other supply chain partners and extending to the latter the same methodology for future collections.

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

