

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

United Kingdom

Submitting Organization/Company

CottonConnect

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

< 250

Please indicate the number of employees

121

Title of the action

Textile Traceability and Transparency: Unveiling the Journey from Fiber to Fashion

Upload your logo or an image



Relevant Website

www.cottonconnect.org, www.tracebale.com

Other Partners

Retailers and Brands on CottonConnect's TraceBale platform

Type of initiative

Private

Description of action

An award-winning proven approach to improving the supply of sustainable cotton since 2013. CottonConnect deeply understands the entire cotton production, procurement, and manufacturing process. We have established strong relationships with all stakeholders along the supply chain, allowing us to trace garments from Tier 1 suppliers right back to the cotton farm. Our dedicated supply chain specialists are strategically located in key cotton-origin markets, including India, Pakistan, China, Bangladesh, Egypt, and Turkey.

CottonConnect offers a unique software tool called TraceBale, which serves as a customizable traceability platform tailored to meet retailers' specific supply chain mapping requirements. TraceBale is designed to create robust, resilient, and traceable cotton and raw material supply chains. This platform relies on a bottom-up data-gathering approach, offering comprehensive visibility into the cotton journey, from farm groups to finished products. It even covers the often challenging-to-track last mile, encompassing the path from farm to ginners to spinner. Additionally, TraceBale provides profiles of the processors who have handled the material at each stage, allowing brands to precisely identify the origins of their products. In essence, TraceBale empowers retailers to gain an understanding of their supply chains, enabling them

to target sustainability improvements and substantiate claims regarding product quality and ethical practices that they convey to their customers

Benefits of TraceBale

- Farmland and production information captured 'on the field' and entered into TraceBale.
- The TraceBale platform is enabled with integrated traceability digital and physical (DNA marker) which ensures evidence-based end-to-end traceability for brands and retailers.
- The platform is structured around segregation for precise tracking.
- Real-time data updates are consistently gathered at both the farm and gin levels, ensuring up-to-the-minute information on seed cotton and lint availability.
- Unique IDs enable the tracking of bales back to the farm group level.
- Comprehensive recording of every transaction at all stages is maintained.
- The system actively monitors loss percentages at each stage of the process.
- It seamlessly integrates with other platforms and data sources, offering flexibility and easy access to relevant information.
- Data is continually updated in real-time for accuracy and currency.

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

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

Objective (max 200 words): To enable sustainable cotton supply chain traceability, establish transparency among processors across the supply chain of sustainable cotton, and instil confidence among end users in sustainable supply chains.

Commitments (max 200 words): To enable and provide an innovative solution for the traceability of sustainable cotton across the supply chain with real-time data of transactions.

Value Chain Scope: TraceBale will be applicable from farm to end garment manufactured.

Timeframe and/or milestones for the action

CottonConnect has developed the TraceBale solution, drawing from years of successful piloting and more than a decade of experience. This proven solution is now accessible to all brands and retailers, offering comprehensive traceability and transparency for cotton, from the farm to the final garment production stage.

Reference instruments and sources used

- A. REEL Cotton Code of Conduct: The REEL Cotton Code covers both environmental and social criteria, with a big focus on enabling and supporting sustainable agricultural practices, such as sustainable pest management, improved soil health, and reduced fertiliser and water use.

<https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/6194cbc423f52c385328360c/163>

[7141479285/CC REEL_cotton_code.pdf](https://www.cottonconnect.org/stories/https://wwwcottonconnectorg/stories/https/minnow-octopus-6e68squarespacecom/config/pages/601ab8c88cb2436e1e036b8a-ylr7h-fmydw-sbr23-2842z-gzs4ck3m23-5k9td-arzvg-b3yea-drajj-6brng-2lslg-pcfe7)

B. Responsible Business at Responsible Business at Cotton Gins Code of Conduct: The aims of gin CoC are to continuously improve health and safety at gins and raise standards in the whole sustainable cotton supply sector. Improving the productivity of gins strengthens the whole value chain of cotton. And it is a significant part of ensuring that brands comply with new regulations governing claims about green credentials.

[https://www.cottonconnect.org/stories/https://wwwcottonconnectorg/stories/https/minnow-octopus-6e68squarespacecom/config/pages/601ab8c88cb2436e1e036b8a-ylr7h-fmydw-sbr23-2842z-gzs4ck3m23-5k9td-arzvg-b3yea-drajj-6brng-2lslg-pcfe7](https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/64a26d3fa64c476f10a0e0d9/1688366400987/CC_M%26E_traceability.pdf)

C. REEL Cotton Chain of Custody and Traceability Framework: The REEL Code of Conduct verification and assurance system ensures that farmers in the REEL Cotton Programme are using sustainable practices, with added elements that ensure traceability and decent work. To ensure this claim is accurate there are clear auditing, verification and traceability processes in place that ensure the chain of custody and traceability of REEL Cotton throughout the supply chain. A three-stage audit process is maintained for quality implementation and monitoring of the programme.

https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/64a26d3fa64c476f10a0e0d9/1688366400987/CC_M%26E_traceability.pdf

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

Stakeholders involved

Business and industry associations

Non-governmental organizations (NGOs)

Key performance indicators for the action

- Number of farmers registered in TraceBale
- Number of retailers on board
- Number/Equivalent of garment mapped.
- Quantity of sustainable cotton processed (Lint MT).

Good practices

We have invested several years in piloting, testing and developing the robust TraceBale platform to ensure its establishment as a reliable solution within the sector. For more detailed information about the platform, you can visit the following link:

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https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/644b965f546338689d45dc26/1682675296903/CC_TraceBale_2023.pdf

Furthermore, we have initiated the implementation of the Responsible Business at Gin Code of Conduct, aimed at addressing responsible business practices within the neglected sector of the textile supply chain. For additional information, please click on the link below:

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<https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/64b686657b3bc85140d705cb/1689683561534/CC+RBG+CoC+Factsheet.pdf>)

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

The UNECE-UN/CEFACT Call to Action will act as a driving force for CottonConnect to amplify the visibility of the TraceBale solution. Additionally, it will foster connections with like-minded organizations, paving the way for the establishment of traceability and transparency within their supply chains.

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

