Submitting Country, Organization, Company: DNV (Det Norske Veritas)

If Organization or Company, please indicate the approximate number of employees: 10000

Title of the action: What is in my clothes

Description of action: A blockchain based traceability platform for the fashion supply chain from fiber/forest to fashion brand to primarily address:
1. Transparency & supply chain visibility
2. Sustainability
3. Circularity

Type of initiative: Private initiative

Relevant Website: https://www.dnv.com/services/my-story-a-blockchain-powered-digital-assurance-solution-141277

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**
To enable circularity in the fashion apparel space by providing a digital identity to clothes. To increase visibility and provide transparency on Authenticity, environmental footprint and Ethical Sourcing for the clothes.

**Commitments**
We are committed to using our technical expertise to accelerate the transformation to a future in line with the Sustainable Development Goals (SDGs) and the 1.5°C target of the Paris Climate Agreement.

**Value chain scope**
From Fibre/Forest to Fashion brand.

**Timeframe and/or milestones for the action**
Initiative Launched in 2021.

**Reference instruments and sources used**
EU CEAP,
UNECE Textile4SDG12,
ECE/TRADE/439,
EU strategy for sustainable textiles.

**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.
- Consumers and consumer associations.
Key performance indicators for the action
Percentage of clothes successfully returned to be recycled after use of Platform
Percentage of clothing purchases made after scanning for verifiable information

Good practices

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

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