

**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

**Upload an image**



**Relevant Website**

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

**Type of initiative**

Private initiative

**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 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

<https://www.dnv.com/article/the-shift-of-trust-from-brands-to-products-and-how-it-impacts-assurance-135734>

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

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

