

Submitting Country, Organization, Company

Fairly Made

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

25

Title of the action

FAIRLY MADE

Upload an image



Relevant Website

www.fairlymade.com

Partners

LVMH, SMCP, Balzac, Asphalte, Des Petits Hauts...

Type of initiative

Private initiative

Description of action

Fairly Made® is the unique platform where fashion brands can monitor and score their supply chain while also measuring the impact of their products. We are a SaaS platform to track and measure ESG data.

Type of action

Traceability

Transparency

Please select the specific area/s of the action

Business management systems or instruments

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

Objective

Fairly Made® is a "Société à Mission" aiming to reduce the environmental & social impact of the fashion industry at a global level. Our goal is to empower brands with a powerful tool for traceability path, compliance check and impact measurement for their products. Fairly Made is helping brand progress on their traceability and then showcase these info in a total transparency to their final clients. Thanks to our solution, brands can disclose to their clients where each step of the product is done. If the information is not available, brands will showcase this lack of information in a transparent way too.

Commitments

Our platform allows brands to measure the impact of their products and to reach the complete traceability of their supply chain to identify their level of compliance. Finally, brands can showcase this information to their client. Our action is related to the whole value chain : cropping, ginning, spinning, weaving/knitting, dyeing, manufacturing and selling. Every fiber can be analyzed.

Value chain scope

We help brands to identify the impact of their whole supply chain. From yarn to finished product.

Timeframe and/or milestones for the action

- Fairly Made® was launched in 2018
- Since 2021 Fairly Made is helping many brands progress on their traceability, impact measurement and transparency. From DNVB to luxury and mass-market brands.
- In 2022, Fairly Made has accelerated even more and has started to work with international brands and with more than 1500 factories across the world.

Reference instruments and sources used

- On a national side, Fairly Made® methodology is certified by the AFNOR as a legal tool to address the French environmental labeling according to ADEME technical base and is compliant with the Articles L.541-9 & L.541-10 of the French Environmental Code.
- Moreover, Fairly Made® can assist brands with the Product Environmental Footprint (PEF) (European regulation).
- Finally, Fairly Made® platform is also in accordance with International Standards such as those for LCAs (ISO 14040, ISO 14044) Environmental Claims (ISO 14020 to 12027) and Eco-design (ISO 14006).

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

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

Intergovernmental organizations

Local authorities

Scientific and technological community

Workers and trade unions

Key performance indicators for the action

From our creation in 2018:

- More than 1500 suppliers identified for more than 1000 products evaluated
- 184T Carbon emission saving
- More than 350 Millions liter of water saved

These KPIs are based on our past action. On the number of product we have analyzed and we have helped on the eco conception.

Good practices

This year, we have been working with many groups and brands to help them improve their traceability and the eco-conception of their products. We have helped them double the number of suppliers they know.

<https://www.fairlymade.com/clients>

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

It has helped us to identify stakeholders. Thanks to UNECEUN/CEFACT CTA we have identified public actors in Europe working on fashion sustainable regulation. We expect to support brands all over the world in the coming years. Today we are already engaged into french and european workshop regarding sustainable regulation in fashion industry. This Sustainability Pledge engagement will help us strenghten even more our public relationships.

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

