

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

Singapore

**Submitting Organization/Company**

FibreTrace Solutions Pty Ltd

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

< 50

**Please indicate the number of employees**

24

**Title of the action**

To give textile brands and suppliers 20/20 vision of their supply chain at every step from raw fibre to store.

**Upload your logo or an image**



**Relevant Website**

fibretrace.io

**Main Partners**

Fashion Enterprise, Mundifios, Sapphire Textiles, N.R.Group, Delight Group India

**Other Partners**

ICI Pakistan, Kipas Textiles, Chaintex

**Type of initiative**

Private

**Description of action**

FibreTrace® gives textile brands and suppliers 20/20 vision of their supply chain at every step from raw fibre to store.

FibreTrace® provides brands and retailers with true custody of supply, the ability to quantify and audit fibre content, and access primary impact data for natural and man-made solutions. As an advanced traceability technology provider, FibreTrace® is a tool that can empower brands to accurately trace, validate, share, and promote their fibre choices. It is only through the power of this transparency that FibreTrace® can assist the global fashion and textile industry in reducing its environmental impact.

The core of the FibreTrace® VERIFIED technology is a patented luminescent pigment that is embedded in raw fibres and is traced, verified and audited in real-time at each step of the global textile supply chain. This is achieved via a proprietary handheld FibreTrace® Bluetooth Scanner that identifies and quantifies pigments in fibre, yarn, fabric and finished goods that send encrypted data into secure blockchain and software that was specifically designed and engineered for the textile and apparel supply chain.

FibreTrace® VERIFIED is applicable to cotton, wool, recycled polyester and other synthetics, responsible viscose, linen and is under research and development for application to leather, other bast fibres and beyond.

FibreTrace® MAPPED is an advanced digital transparency solution which maps the global textile supply chain from fibre to retail, allowing brands, manufacturers and fibre producers to power transparency across all materials today.

**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 (max 200 words): To ensure every member of the textile supply chain has the ability to take direct accountability to reduce the environmental impact of the global industry. In doing so, we aim to bring trust and integrity to the global fashion supply chain by connecting physical and digital technology to provide unparalleled results. FibreTrace® empowers responsible brands and suppliers to reduce their impact on the planet, through radical transparency.

Commitments (max 200 words): FibreTrace® is an advanced textile traceability solution, providing physical and digital traceability to the global textile and fashion industry and addressing long-standing gaps for brands and retailers to verify provenance and substantiate environmental claims. FibreTrace® validates the source, location and movement of fibre as it moves throughout the supply chain, securing vital information onto the blockchain. FibreTrace® is available to the industry in two forms, the first is a digital only traceability solution, FibreTrace® MAPPED, the second, FibreTrace® VERIFIED, connects digital traceability with physical verification to allow for complete supply chain transparency. FibreTrace® VERIFIED is applicable to cotton, wool, recycled polyester and other synthetics, responsible viscose, linen and is under research and development for application to leather, other bast fibres and beyond. By embedding a luminescent pigment into the raw fibre, brands can share with their consumers a product's entire journey, from farm to shelf. FibreTrace® MAPPED is an advanced digital transparency solution which maps the global textile supply chain from fibre to retail, allowing brands, manufacturers and fibre producers to power transparency across all materials today. FibreTrace® is committed to always providing a level of free access to traceability, to support the global industry in accelerating towards transparency.

Value Chain Scope: FibreTrace® allows global brands and retailers to demonstrate exemplary custody of supply, and authenticate their product claims. FibreTrace® supports fashion manufacturers, from spinners to garment makers, trace their products and showcase integrity through verification. FibreTrace® elevates the role of the responsible farmer or raw fibre producer, by tracing and protecting fibre integrity as it moves throughout the global supply chain. We partner with like-minded businesses who are passionate about reducing the environmental impact of the fashion industry improving traceability and supply chain.

### **Timeframe and/or milestones for the action**

First launched in 2018, FibreTrace® is available today through 32 manufacturing partners across cotton, wool, recycled polyester, and post industrial waste cotton and linen.

On the 17th of January 2023, FibreTrace® will be launching MAPPED, a digital transparency solution which will have a free and paid subscription option.

### **Reference instruments and sources used**

N/A

## 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

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

Consumers and consumer associations

Non-governmental organizations (NGOs)

## Key performance indicators for the action

Launching a free open source platform for the global textile industry to accelerate the move to transparency. Applying traceability solutions to over 50M garments by end 2024.

## Good practices

FibreTrace® MAPPED will be released for the industry in Q1 2023 for free with unlimited users and enough audit credits to map a complete collection from raw fibre to retail (available until December 31st 2023, following this there will be an always free product option with limited digital audit credits).

Link: <https://www.fibretrace.io/technology>

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

FibreTrace® aligns with the UNECE-UN/CEFACT Call to Action in believing that the industry must improve the sustainability of its operations within the value chain, with the hope that more industry players will implement traceability tools in order to create complete transparency for all.

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

