

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

Italy

Submitting Organization/Company

Must Had SRL Società Benefit

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

< 10

Please indicate the number of employees

1

Title of the action

Everything Deserves a Second Chance

Upload your logo or an image

MUST HAD

Relevant Website

<https://musthad.com/>

Main Partners

Fashion Technology Accelerator, Uniqlo, Spartan Tech, Movimoda, Fashion Revolution

Other Partners

SDA Bocconi, Vinokilo, D-house

Type of initiative

Private

Description of action

Our solution is to develop a b2b matching platform that helps reduce the massive amount of textile waste that is destroyed every year.

By creating a network of circular solutions, our platform is able to promote the growth of a supply chain focused on rescuing, reusing and repurposing textile waste. This leads to significant environmental resource savings and an important reduction of new raw materials production.

This process allows a company to reduce the amount of excess material that is sent to landfills or destroyed, while stimulating virtuous practices such as reusing excess material for internal processes or for making it available for external circular projects.

We are confident the UNECE Community of Practice could benefit of MUST HAD participation to implement traceability to upcycling.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Incentives

Research and Development of Innovative Solutions

Awareness and Education

Collaborative Initiatives

Business Management Systems or Instruments

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

Objective (max 200 words): Supporting brands and manufacturers in finding circular solutions (upcyclers, resellers, recyclers) to give a second chance to their deadstock textile waste sitting in their warehouses.

Commitments (max 200 words): Must Had commits in facilitating companies transition towards circular economy, specifically intervening at the "end of life" stage. The blockchain technology and the impact calculator tool will provide transparency and traceability regarding the second life of the waste.

Value Chain Scope: The value chain is expressed throughout the following activities: - digitalization of the company's deadstock in order to map their waste - a b2b matching platform will show to the company to which circular solutions they can address their waste. - an impact calculator tool will measure and quantify the environmental and social impact generated by the project. - a blockchain technology will trace the whole chain.

Timeframe and/or milestones for the action

- Jan 2023: implementing our solution without technology
- Sept 2023: MVP platform and impact calculator
- Jan 2024: Official platform and impact calculator, including the blockchain technology

Reference instruments and sources used

ESG, GRI, LCA

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

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Intergovernmental organizations

Investors/shareholders

Non-governmental organizations (NGOs)

Scientific and technological community

Key performance indicators for the action

currently not available

Good practices

For example, our first significant customer has been Uniqlo, with whom we work addressing their defected and unsold garments to circular destinations such as upcyclers and recyclers. We have also supported Uniqlo in the production (starting from recovered materials) of the fitting room curtains of their store and pillows of their offices.

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

Once we will have collected a significant amount of data, we believe we can contribute to the discussions on KPIs related to the management of the "end of life" with UNECE Community of Practices. The end of life is still a very "grey area" in terms of data and case studies.

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

