Submit Country, Organization, Company: Ngaire Takano

If Organization or Company, please indicate the approximate number of employees: 1

Title of the action: Sourcing of circular and traceable materials

Type of initiative: Private initiative

Description of action:
- to evaluate materials that are required for the production of shoes and incorporating their full traceability analysis
- working with producers ie manufacturers of the materials to origins of materials - to engage so these participants in the whole supply chain feel included and involved in the whole process - not occurring at the moment in the industry
- provide a standard (to create) that shows how manufacturers and raw material suppliers adhere to the importance of traceability.

Type of action: Traceability, Transparency

Please select the specific area/s of the action:
- Norms and standards
- Incentives
- Research and Development of Innovative Solutions
- Awareness and Education
- Collaborative initiatives
directly sourcing and working with manufacturers to understand the importance of knowing the traceability
Objective
To engage with all participants throughout the chain of production to consumer - raw material, material production, assembly production, buyers, sales, retail, consumers, recyclers

Commitments
To create a standard and engagement which enables producers to sign up and undertake training and guidance along with consumers for education on the importance of traceability

Value chain scope
Across full chain

Timeframe and/or milestones for the action
It is presently being finalised and discussions with factories and producers are undergoing. Timeframe is by end 2021.

Reference instruments and sources used
- Reviewing present standards and certification schemes from HIGGS index, GOTS, Oeko-tex to ISO; too many and too variable; therefore need to align and bring under one focus for traceability.

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
- 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”
- Consumers - those we forget in the industry to clearly understand the importance of traceability and transparency. Though also within marketing and sales teams to ensure they get their story right, minus the greenwashing.

Stakeholders involved
- Business and industry associations
- Consumers and consumer associations
- Non-governmental organizations (NGOs)
How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

Still reviewing....

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

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals