

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

Italy

Submitting Organization/Company

WRÅD

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

< 10

Please indicate the number of employees

9

Title of the action

Challenge the Status Quo

Upload your logo or an image



Relevant Website

www.wradliving.com

Main Partners

Regione Lombardia of Italy, Politecnico of Milan, luxury fashion manufacturer MOOD, blockchain technology provider 1TrueID and app developer WWG.

Type of initiative

Private

Description of action

We co-developed P.E.A.S., a smart game which brings together traceability, AI and gamification to make it fun for everyone to connect to their clothes and get rewarded everytime for extending their life in a more responsible way.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Incentives

Awareness and Education

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

Objective (max 200 words): Helping all of us reconnect to our clothes and extend the durability of what we wear, rewarding responsible use through time.

Commitments (max 200 words): Support everyone's desire to reconnect to the truth about who makes our clothes, where and how. Unlock our ability and desire to live our clothes in a more responsible way.

Value Chain Scope: From the farm / factory to the end of use.

Timeframe and/or milestones for the action

- 1 - pilot project was launched in January 2022
- 2 - currently in roadshow with several brands interested in integrating PEAS intelligence and technology in their clothes
- 3 - make PEAS technology available to the direct to consumer market in 2023

Reference instruments and sources used

P.E.A.S. Technology offers clients the possibility to connect, through their smartphones, with their clothes, to interact with them and monitor in real time how much our lifestyle can have a tangible impact on their initial environmental cost.

To do so P.E.A.S. intelligent system needs data which, for this first pilot version, was given by a Life Cycle Assessment analysis conducted on the supply chain of a hoodie manufactured in Italy (Milan). This analysis unlocked the environmental cost of this garment with respect to 13 different dimensions, information frozen in a custom-made blockchain system specially engineered to reduce energy consumption and CO2 emissions.

At every interaction with the user P.E.A.S. recognizes the amount of time the hoodie has been worn or washed and provides updates on the dilution of its environmental cost, rewarding users for their virtuous behaviors thus inspiring them to extend the life of the garment itself.

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

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Scientific and technological community

Workers and trade unions

Key performance indicators for the action

- Reduction in the cost-per-wear of the items integrated with PEAS technology thanks to an extended durability of the item as a result of users' action
- Dilution of the water footprint: based on calculation of the water consumed by each item (calculated through a LCA) we are able to create an algorithm which assess and communicates to the user the dilution of the initial water footprint as a result of extended lifetime. Users are rewarded for extended durability resulting in waterfootprint dilution
- Dilution of carbon footprint: based on calculation of the energy consumed by each item (calculated through a LCA) we are able to create an algorithm which assess and communicates to the user the dilution of the initial energy consumption (and related CO2 emissions) as a result of extended lifetime. Users are rewarded for extended durability resulting in energy consumption dilution

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

Yes, as a long time supporter of UNECE-UN / CEFACT programs and active participants in its programs we have started to investigate the potential of blockchain technology after attending one of its events in 2018. One of the partners of P.E.A.S. is also a member of the UNECE-UN /CEFACT community, as a matter of fact we have met and started collaborating thanks to UNECE-UN.

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

