Some thinking about the approach to TRACEABILITY in Fashion industry: towards a path for the Fashion industry

- ## 1) different objectives for traceability
  - '**trace**' versus '**track**'
 - <u>Sustainability</u> versus <u>Consumer engagement</u>

<u>Sustainability</u>
- Necessity of reducing IMPACTS and reputational risks (etic and social issues, chemical risk, ..) ,
- **firm** based (*I stress the quality of my copany and Supply Chain, not only of a single product*)
- **Evidences or certification** based (I demonstrate that all my supply chain is verified through third party auditors, factual data, etc etc)
- I need to be confident on my claims in case of an inquiry from authorities or consumers

<u>Consumer engagement</u>
- Necessity of engagement, elements for a fascinating story telling
- It is relevant to have data related to **lot** or –better- **single SKU**
- Logistics play a relevant role (*you can know where your product comes from*)
- New business models needed in order to take advantage from this
- **Product (or lot) certificates** and **laboratory tests** play a relevant role (*I need to know exactly my product features)*

- 2) mind the schema of the 'confidentiality bubbles'
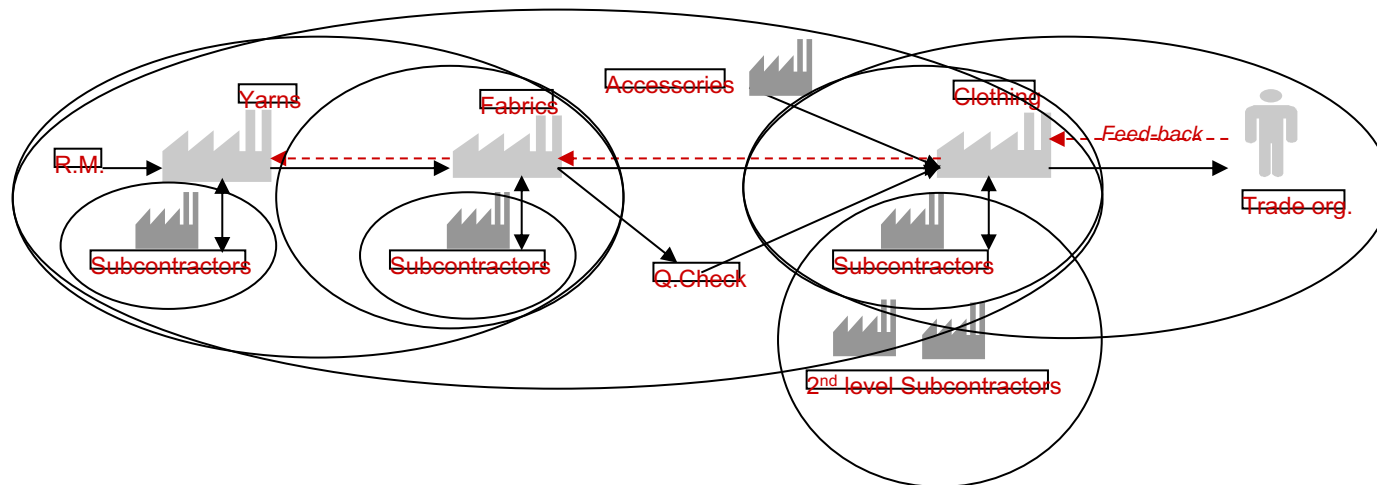
- This is an obstacle preventing the adoption of third party data repositories and of transparency policies (platforms and others… the 'one-stop' solutions).

- On the other hand consumers ask for transparency and do not fully believe 'internally hosted' evidences.

- What must always be disclosed, what should be disclosed only to inquiring authorities?

- **3) easier technical implementation and guidance**

- Lower the technological threshold to begin to play (technology, skills, guidance)

- Sector specific language and know-how facilitate the start up: consider to create e bidirectional mapping with the eBIZ specifications (we already share some code lists) that are supporting the operation and strongly focused upstream.   The effort of the TRICK project might help on this.

- Automatic semantic checking and reduction of degree of freedom in the implementation of the standard reduce the risk of lack of interoperability (usually overcome vi 'bilateral agreements' and large paper based 'implementation manuals'.

- Reducing the certification jungle, probably through a more evidences based/analytical approach (a study on 4 questionnaire for diffused third and second party certifications in Carpi observed that more than 80% of the requirements for ethical/social issues are the same)

- **Paradigm**: Events (EPCIS) *versus* Messages (UBL, eBIZ, ..) *V*

  that is also (almost) centralised data collection *versus* data flows

- **Input points (who inputs what)**: actors and their transactions *V*
  versus neutral automatic IOT (i.e. RFID-like gates)

- **Proof of truth (data validity)**: certificates *versus* indirect *V*
  evidences (p.es. logistic addresses and transported quantity)

- **Granularity of data (data related to):** firm/process/lot/serial id **?**

- **Governance**: public / consortia / private **?**

- **Actors** ecosystem should include: Customs, logistics operators, **?**
  certificators, analysis and test laboratories…

THANKS for YOUR ATTENTION

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