

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

Netherlands

Submitting Organization/Company

Aware™

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

< 50

Please indicate the number of employees

16

Title of the action

Aware™: Daringly Simply Traceability

Upload your logo or an image



Relevant Website

www.wearaware.co

Main Partners

Yarn Spinners and final Brands / Retailers

Other Partners

Producers and Consumers

Type of initiative

Private

Description of action

Aware™ offers radical transparency for textile products. We collect primary data directly from producers, mapping the entire journey from raw materials to the finished product using cutting-edge technologies like public blockchain and physical tracers.

We provide automatically Digital Product Passports powered with this data. This empowers consumers to make informed choices and allows companies to demonstrate their integrity and sustainable responsibility, providing evidence for ESG and legal compliance while reducing liabilities.

As the first autonomous traceability platform globally, Aware™ seamlessly combines physical and digital tracking, creating a "phygital" experience. Our fiber-forward approach lays the groundwork with authentic material data for a circular economy.

Feico van der Veen, founder of Aware™:

"The textile sector is often seen as extremely opaque. Having spent over three decades in the outsourcing industry across production countries in Asia, I confidently claim to understand not only the where and how cheating is taking place regarding compliance but also the underlying reasons caused by control

mechanisms. Leveraging this extensive experience, I am committed to steering the industry towards a new paradigm built on trust and transparency, integrating cutting-edge technologies for the future.”

Aware™ introduced the Crypto TC, the world's first Transaction Certificated generated by blockchain. Free and instantly.

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

Business Management Systems or Instruments

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

Objective (max 200 words): Maximizing traceability to minimize our collective impact. We aim to empower consumers with accurate information, enabling them to make informed purchases that add value to their acquisitions. We're on a mission to encourage brands to offer more sustainable products and embrace circular practices. The textile industry's impact on our world will only lessen when products can demonstrate the use of truly sustainable materials.

Commitments (max 200 words): TRUE DATA: We're all about getting real, genuine data directly from every producer. Making that info clear and accessible is our top priority. DARINGLY SIMPLY: Our approach is all about keeping things simple and easy to understand. We want our solution to be straightforward, easy to use, and ready to scale up. INDEPENDENT: We're not tied to old ways of doing things. As a stand-alone solution, we break free from traditional controls. Using cutting-edge tech like blockchain, we ensure secure transactions with a Crypto TC for a new kind of economy. However, we support the sharing of true data between transparency platforms. BUILD ON TRUST: Trust is key, and we earn it by being transparent and traceable. That trust leads to control.

Value Chain Scope: Aware™ believes in a fiber-forward approach to get the most reliable product and material data. Therefore, we secure material and producer data during each step of the production of a product. This involves deep supply chain integration to get this Primary Data. We have strong domain experience and existing relationships/agreements with large and important producers in Asia. We provide a unique Phygital Proposition for the exchange of materials and use Public Blockchain for a secure, open, and immutable exchange of data.

Timeframe and/or milestones for the action

The textile industry, known for its environmental impact, is in the midst of a significant shift towards sustainability. However, the complexity of supply chains poses challenges for brands to make trustworthy sustainability claims.

Recent research reveals that a substantial percentage, ranging from 60-80%, of declared sustainable features lack credibility. New legislation adds pressure, with the EU mandating Digital Product Passports for all textile products by 2027, highlighting the industry's urgent need for reliable information on materials, producers, social compliance, and environmental impact.

Reference instruments and sources used

Décret n° 2022-748 under the French Anti-Waste for a Circular Economy (AGEC)

Issuing body: France

Status: Enacted as of January 1, 2023

The Climate & Resilience Law
Issuing body: France Status: Enacted in July 2021

German Supply Chain Due Diligence Act (SCDDA)
Issuing body: Germany
Status: Enacted as of January 1, 2023

Waste Framework Directive
Issuing body: EU Status: Enacted

Corporate Sustainability Due Diligence Directive (CSDDD)
Issuing body: EU
Status: Law under revision (March 2024)

Green Deal
Issuing body: EU Status: Enacted

Extended Producer Responsibility
Issuing body: Netherlands Status: Enacted

Regulation on Waste Shipments
Issuing body: EU Status: Proposal

Revision of the textile labeling regulation
Issuing body: EU Status: Draft

Norwegian Transparency Act
Issuing body: Norway Status: Enacted

European Union Corporate Sustainability Reporting Directive Proposal (CSRD)
Issuing body: European Union
Status: Enacted

EU Directive on Green Claims
Issuing body: European Union Status: Enacted (March 2024)

EU ban on Forced Labor Regulation Proposal
Issuing body: European Union Status: Enacted

The Uyghur Forced Labor Prevention Act (UFLPA)
Issuing body: US Customer and Border Protector Status: Effective since 2022

The Garment Worker Protection Act
Issuing body: California State Status: Effective since 2022

New York State Fashion Sustainability and Social Accountability Act
Issuing body: New York State Status: Effective since 2022

FABRIC Act
Issuing body: The US Government Status: Effective since 2022

The United States Securities and Exchange Commission (SEC) Proposed Climate-Related Disclosure Rules
Issuing body: The US Government
Status: Effective since 2022

Assembly Bill 1817 The California Safer Clothes and Textiles Act
Issuing body: California State Status: Will apply to textile in 2025

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

Intergovernmental organizations

Investors/shareholders

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

Workers and trade unions

Key performance indicators for the action

- Number of Fiber/Yarn Spinners as Aware™ partners (defining committed quantity of tokenized fibers/yarn)
- Number of Brands / Retailers as Aware™ partners (defining committed quantity of Digital product Passports)
- Number of Producers on the Aware™ Platform (defining quantity of transparent data points)
- Total number of CO2 reduction calculate based on the use of proven better materials registers via on the Aware™ platform

Good practices

Market momentum is evident. Brands and producers may either intentionally or unintentionally lack knowledge or exhibit reluctance in embracing the shift toward the new economy and society.

Under external pressure (like legislation), however, brands and retailers are transitioning towards genuine traceability, an area where Aware™ is already contributing value. This shift is a gradual process.

Our vision is to transform Aware™ from a Traceability Platform to a Marketplace Platform and ultimately into a Circularity Platform, all grounded in Primary Data. This progression will shape Aware™ into an open network, facilitating comprehensive circularity within the platform.

Some websites of Aware™:

<https://vimeo.com/853277800?share=copy>

<https://gemline.com/s/news/gemline-and-aware-join-forces-to-unleash-revolutionary-sustainable-textile-trace-MCMUBWNVGPXBEQXGSSLXT52FCZAQ>

<https://www.ecotextile.com/2023121431518/materials-production-news/milestone-for-recycled-polyester-traceability.html>

<https://www.fibre2fashion.com/interviews/industry-speak/aware/feico-van-der-veen/13601-1>

<https://news.wearaware.co>

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

This UNECE-UN/CEFACT (Track IT-Trace IT-Wear IT) Call to Action, will create the foundation of a community, a framework and awareness on which Aware™ can build its technology to bring back trust in the textile industry.

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

