

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

France

Submitting Organization/Company

Clear Fashion

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

< 50

Please indicate the number of employees

20

Title of the action

Fashion Score

Upload your logo or an image



Relevant Website

<https://www.clear-fashion.com/>

Main Partners

GEMTEX, ADEME & French Ministry, Link-up Factory

Other Partners

Jack & Jones, Hugo Boss, Galeries Lafayette, Balzac Paris, Promod, Lacoste, Cyrillus, Chantelle, ba&sh, Etam, Decathlon, Monoprix, Claudie Pierlot, Sandro, The Kooples, Aigle, Petit Bateau, Le Slip Français, Bonobo, La Redoute, Pimkie, People Tree, Superdry, Maison Standards, Kookaï, C&A, Esprit, Adidas, GÉMO, Maje, Jules, H&M, A.P.C., VEJA, Celio, etc.

Type of initiative

Private

Description of action

Clear Fashion ranks brands according to how much they disclose about their social and environmental policies, practices and impact, in their operations and supply chains. Clear Fashion verifies brands' commitments and analyzes the impact of their clothing. Brands are selected at the request of consumers or on a voluntary basis, ranging from small, committed creators to fast-fashion brands, in all sectors, including luxury, sportswear, accessories and footwear.

The Fashion Score assesses brand products' impact on social and environmental issues across 4 key areas including: environment, human rights, health and animal welfare. Displayed directly on the

product page of the brands' websites, our score allows you to understand the impact of a garment at a glance. The Fashion Score also inform about the product traceability, with the country of all production steps.

The 150 actions' criteria address the following issues: decent work, forced-labour, living wages, risk management; sustainable sourcing and materials; overconsumption and business model; waste and circularity; water and chemicals; controversial markets, animal welfare and finally, climate change and resource depletion.

The methodology was designed in 2019 through a consultative process with over 75 industry experts and surveys of 15,000 consumers. As an independent trusted third party, our scientific evaluation and business model guarantees that brands have no influence or right to decide how the score is constructed. To constantly improve our assessment system, the Clear Fashion methodology is optimized during monthly meetings with our independent scientific committee to take into account the latest research and developments in the sector.

Clear Fashion is uniquely positioned to address consumer needs, assist brands through our disclosure process, and work with institutions for stricter industry regulation. In this way, we achieve greater transparency and accountability along the value chain in three main areas: consumer behavior change, industry change and policy change. The mobile application has over 260,000 downloads to date and 500 brands referenced. The Fashion Score, released in May 2022, is one of the results of Clear Fashion's outreach efforts. More than 50 brands trust it to evaluate their products and inform consumers directly on their e-shops.

Type of action

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): Clear Fashion's goal is to make transparency the norm. Our mission is to allow a clear understanding of complex information in order to facilitate better informed choices. We believe, create and share effective tools to enable concrete action. Whoever has the information has the power. Whoever has the solutions to the problems is an actor of change. The result of our independent, objective and fact-based reporting methodology is the Clear Fashion Scoring. Brands and products obtain a score at a given moment. They can then identify risks and opportunities, set ambitious goals, make impactful decisions and improve their environmental and social impacts, year-to-year. Using the Clear Fashion Scores to evaluate their practices and products, brands are incentivized to consistently disclose more detailed and comparable information and consumers better understand their disclosures by comparing the level of human rights and environmental transparency of brands. With our solution, and experience with brands and consumers, we aim to help policy makers better understand the state of the industry, influence future legislation, raise public awareness and educate the people about the social and environmental challenges facing the global fashion industry.

Commitments (max 200 words): To allow a clear understanding of complex information, Clear Fashion committed to: (1) Measure the impact of brand practices and products, to reach complete traceability and transparency in compliance with regulations. (2) Develop and refine a method for monitoring and scoring social and environmental impacts (3) Provide effective, readable and accessible information solutions to consumers.

Value Chain Scope: The Fashion Score assesses brands across 150 indicators, looking for disclosure of relevant information applicable to the whole supply chain, from fiber production levels to finished products.

Timeframe and/or milestones for the action

Clear Fashion's methodology was developed in 2019, and is continuously being improved.

- In 2020, the first users and brands joined us.
- In 2022, there are more than 497 brands ranked by our evaluation method, with a participation rate of 325/497, or 65,4% of brands. To prepare for our international development, we are working with international brands across the world.
- We advocate gradual year-on-year improvements in transparency and traceability for all 150 Fashion Score indicators of all brands.

Reference instruments and sources used

Main website : <https://www.clear-fashion.com/>

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

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

Key performance indicators for the action

Clear Fashion informs and increases consumers awareness:

Number of mobile application downloads: 270 000. Consumers are seeking information on brands and clothes' impact.

The Clear Fashion publication social media reach (score views/month): 150 000 consultations per month.

- Clear fashion has an impact on consumers' habits:

More than 50% of Clear Fashion users have changed their consumption practices since the use of the app: buying less but better!

- Clear Fashion enables brands to change their practices:

270 brands participate to the evaluation of their practices and their products (free audit). This process enables fashion brands to do an intern analysis and identify areas of improvement. 69% of evaluated brands have reviewed their production process.

- Other KPIs: Brand participation rate; number of brands reviewed in the application (500); the Clear Fashion publication press reach; improvement across any of the 150 indicators within the four different sections of the Fashion Score, i.e.

- "X% of brands now disclose their Tier 1 supplier lists, compared to X% last year."

- "X% increase in the overall average score of all brands reviewed in 2022."

- "Brands included since 2020 have increased their overall scores by an average of X percentage points."

Good practices

The methodology was designed in 2019 through a consultative process with over 75 industry experts, stakeholders from academia, and surveys of 15,000 consumers.

- The methodology is updated every year to ensure it is comprehensive, robust and progressive in what information we are asking brands to disclose.

- The Fashion Score methodology is free and transparent, as well as the questionnaire template.

- More information about our methodology : <https://brands.clear-fashion.com/methode-d-evaluation>

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

Engagement with the UNECE measures will support Clear Fashion through collaboration such as feedback on current key performance indicators to facilitate alignment with industry goals. Clear Fashion is participating to French and European workshops on environmental labelling and other regulations in the fashion industry. Engagement with UNECE will help us identify key stakeholders and build strong alliances to benefit joint advocacy strategies.

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

