

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

Egypt

Submitting Organization/Company

Cotton Egypt Association

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

< 50

Please indicate the number of employees

13

Title of the action

Global Authenticating the legacy of Egyptian Cotton

Upload your logo or an image



Relevant Website

www.cottonegyptassociation.com

Main Partners

Ministry of Trade & Industry, Alexandria Cotton Exporters Association, Ministry of Public Business Sector, Cotton Research Institute, UNIDO

Other Partners

Textiles, Apparel & Home Textiles Exports Councils

Type of initiative

Public-private

Description of action

Implementation of a pilot project for digital Egyptian Cotton Traceability using a system like the Blockchain

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Establishing methodology and implementation practices in order to make Egyptian Cotton traceable and transparent throughout the supply chain to prevent the misuse of the Egyptian Cotton claims in the Global market

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

Objective (max 200 words): Protecting and promoting the value added of the Egyptian Cotton Identity in supply chain end to end

Commitments (max 200 words): Traceability and Transparency

Value Chain Scope: Cotton trading, spinning, weaving, ready made garments, Home textiles, Retail

Timeframe and/or milestones for the action

- 2005: The launch of the Egyptian Cotton Logo Trade mark
- 2007: Cotton Egypt Association was founded and entrusted with the management of the Egyptian Cotton Trade Mark on behalf of the Egyptian Ministry of Industry
- 2015: the genomic fingerprint of Egyptian cotton was discovered and adopted by CEA in its traceability system
- 2017: Partnership with Bureau Veritas started
- 2018: Partnership with UNIDO for the Egyptian Cotton Project started
- 2021: Support to the launch of Better Cotton in Egypt
- 2022: Partnership with UNIDO-UNECE for implementation of a pilot project for digital Egyptian Cotton Traceability using a system like the Blockchain

Reference instruments and sources used

- Egyptian Cotton Logo Certificate
- DNA Test Certificate
- Bureau Veritas Audit Certificate
- Better Cotton

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

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

Key performance indicators for the action

- Increase in the number of the companies Licensed by CEA to use the Egyptian Cotton Logo
- Increase in the demand of the traceable Egyptian Cotton
- Decrease in the number of miss use of the Egyptian Cotton trade mark

Good practices

Traceability of the Egyptian cotton has been implemented partnering with Bureau Veritas through a robust audit and DNA testing system

www.cottonegyptassociation.com

<https://www.cottonegyptassociation.com/become-accredited/>

<https://www.cottonegyptassociation.com/become-accredited/egyptian-cotton-accreditation-procedure/>

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

The UNECE project is a very important platform to increase the awareness of the Commitment of Cotton Egypt Association towards Globally authenticating the legacy of Egyptian cotton through traceability, transparency and sustainability.

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

