

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

United Kingdom

**Submitting Organization/Company**

CottonConnect

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

< 250

**Please indicate the number of employees**

121

**Title of the action**

Textile Traceability and Transparency: Unveiling the Journey from Fiber to Fashion

**Upload your logo or an image**



**Relevant Website**

[www.cottonconnect.org](http://www.cottonconnect.org), [www.tracebale.com](http://www.tracebale.com)

**Other Partners**

Retailers and Brands on CottonConnect's TraceBale platform

**Type of initiative**

Private

**Description of action**

An award-winning proven approach to improving the supply of sustainable cotton since 2013. CottonConnect deeply understands the entire cotton production, procurement, and manufacturing process. We have established strong relationships with all stakeholders along the supply chain, allowing us to trace garments from Tier 1 suppliers right back to the cotton farm. Our dedicated supply chain specialists are strategically located in key cotton-origin markets, including India, Pakistan, China, Bangladesh, Egypt, and Turkey. CottonConnect offers a unique software tool called TraceBale, which serves as a customizable traceability platform tailored to meet retailers' specific supply chain mapping requirements. TraceBale is designed to create robust, resilient, and traceable cotton and raw material supply chains. This platform relies on a bottom-up data-gathering approach, offering comprehensive visibility into the cotton journey, from farm groups to finished products. It even covers the often challenging-to-track last mile, encompassing the path from farm to ginners to spinner. Additionally, TraceBale provides profiles of the processors who have handled the material at each stage, allowing brands to precisely identify the origins of their products. In essence, TraceBale empowers retailers to gain an understanding of their supply chains, enabling them

to target sustainability improvements and substantiate claims regarding product quality and ethical practices that they convey to their customers

#### Benefits of TraceBale

- Farmland and production information captured 'on the field' and entered into TraceBale.
- The TraceBale platform is enabled with integrated traceability digital and physical (DNA marker) which ensures evidence-based end-to-end traceability for brands and retailers.
- The platform is structured around segregation for precise tracking.
- Real-time data updates are consistently gathered at both the farm and gin levels, ensuring up-to-the-minute information on seed cotton and lint availability.
- Unique IDs enable the tracking of bales back to the farm group level.
- Comprehensive recording of every transaction at all stages is maintained.
- The system actively monitors loss percentages at each stage of the process.
- It seamlessly integrates with other platforms and data sources, offering flexibility and easy access to relevant information.
- Data is continually updated in real-time for accuracy and currency.

#### Type of action

Traceability & Transparency

#### Please select the specific area/s of the action

Norms and standards

Research and Development of Innovative Solutions

Awareness and Education

Collaborative Initiatives

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

Objective (max 200 words): To enable sustainable cotton supply chain traceability, establish transparency among processors across the supply chain of sustainable cotton, and instil confidence among end users in sustainable supply chains.

Commitments (max 200 words): To enable and provide an innovative solution for the traceability of sustainable cotton across the supply chain with real-time data of transactions.

Value Chain Scope: TraceBale will be applicable from farm to end garment manufactured.

#### Timeframe and/or milestones for the action

CottonConnect has developed the TraceBale solution, drawing from years of successful piloting and more than a decade of experience. This proven solution is now accessible to all brands and retailers, offering comprehensive traceability and transparency for cotton, from the farm to the final garment production stage.

#### Reference instruments and sources used

A. REEL Cotton Code of Conduct: The REEL Cotton Code covers both environmental and social criteria, with a big focus on enabling and supporting sustainable agricultural practices, such as sustainable pest management, improved soil health, and reduced fertiliser and water use.

<https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/6194cbc423f52c385328360c/163>



Furthermore, we have initiated the implementation of the Responsible Business at Gin Code of Conduct, aimed at addressing responsible business practices within the neglected sector of the textile supply chain. For additional information, please click on the link below:

(  
<https://static1.squarespace.com/static/5ff5d85f409193661a071749/t/64b686657b3bc85140d705cb/1689683561534/CC+RBG+CoC+Factsheet.pdf> )

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

The UNECE-UN/CEFACT Call to Action will act as a driving force for CottonConnect to amplify the visibility of the TraceBale solution. Additionally, it will foster connections with like-minded organizations, paving the way for the establishment of traceability and transparency within their supply chains.

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

