THE SUSTAINABILITY PLEDGE
TRACK IT, TRACE IT, WEAR IT!

Tuesday, June 1, 2021

Submitting Country, Organization, Company	Footbridge, produced by Good Fabric x Tilkal (France)
If Organization or Company, please indicate the approximate number of employees	22
Title of the action	FOOTBRIDGE
Upload an image	
Relevant Website	https://footbridge-impact.com/
Associated Partners	Good Fabric, Tilkal
Type of initiative	Private initiative

Description of action

• Footbridge is a traceability & LCA (Life Cycle Analysis) platform dedicated to the fashion industry, a first in the sector.

• The fashion and textile sector is frequently criticized for its opacity and the lack of transparency in its manufacturing processes.
• For the NGO Greenpeace, “the disposable fashion industry symbolizes the dead-end of our economic system”, citing “pollution and destruction of ecosystems, violation of human rights, irresponsibility of multinationals, frenzied obsolescence of products”.
• To respond to this crucial issue, GOOD FABRIC, a pioneer in ethical fashion, joined forces with TILKAL, an expert in blockchain traceability, to design and offer FOOTBRIDGE, a traceability and LCA platform for textile products.

• For brands: FOOTBRIDGE allows to trace end-to-end and calculate the environmental footprint of a product
• FOOTBRIDGE was specially designed for those involved in fashion and apparel. This unified offer of a SaaS traceability platform and a Life Cycle Analysis (LCA) service allows better control of the manufacturing conditions of textile products and meets consumers' expectations of transparency. Indeed, to reduce the environmental footprint of a product, it is essential to know the real conditions of its manufacture, from the production of the raw material to the making. Recorded via blockchain technology, the information accessible via FOOTBRIDGE is auditable and tamper-proof, a characteristic that empowers each actor in the sector and builds transparency based on evidence.
• The specific FOOTBRIDGE databases developed by GOOD FABRIC thus make it possible to carry out an in-depth LCA, a real tool for managing the eco-design of collections.
• FOOTBRIDGE is therefore a diagnostic tool involving all stakeholders in the supply chain, but also a

lever for progress for the brands that use it.

• For consumers: FOOTBRIDGE provides access to clear and transparent information on the manufacturing conditions of the products they buy.
• According to a survey carried out by Ipsos MORI in 2019, eight in ten French consumers believe that clothing brands should provide information on their environmental commitments, and around two-thirds (64%) would be dissuaded from buying a brand associated with polluting production.
• FOOTBRIDGE is designed to meet these expectations: all consumers need to do is scan the QR code on the label of the product they wish to purchase and they will have instant access to all the information concerning the stages of its manufacture. They can thus make their purchase knowingly. Footbridge's mobile app helps restore trust between brands and consumers.

Type of action

Traceability | Transparency

Please select the specific area/s of the action

Business management systems or instruments

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

Objective

To boost eco-design & strengthen the link between producer and consumer in the fashion industry.

Commitments

FOOTBRIDGE allows companies to deploy their CSR strategy in leaps and bounds by making the right eco-design decisions and having real control over your supply chain while measuring the footprint of their productions.

Value chain scope

End-to-end traceability, involving all stakeholders and all steps of production, from raw materials to transport, transformation and distribution.

Timeframe and/or milestones for the action

• Footbridge was launched in May 2021.
• The first demos are already taking place with leading brands in the textile industry.
• The platform is fully operational and ready to be launch in production with its first customers.

Reference instruments and sources used

• FOOTBRIDGE is a global traceability and LCA offer, imagined and developed based on the combined expertise of GOOD FABRIC, a pioneer in ethical fashion, and TILKAL, an expert in blockchain traceability.
• It is designed to meet the challenges of a more responsible fashion by providing the tools and analytics for companies to operate their duty of vigilance, verify in real-time their entire supply chain's compliance with certifications (GOTS, OEKO-Tex, etc), and anticipate Law No. 2020-105 (AGEC) and future regulations on environmental labeling .

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

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Retailers

Key performance indicators for the action

- Number of brands and actors connected to Footbridge's network
- Positive evolution of clients' LCA
- New features and new processes included in the tool

Good practices

- Maintain agility in technology and governance
- Offer the same level of governance for small and large players (network access)
- No consortium but rather contractual commitments for network access
- More on: https://footbridge-impact.com/

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

It hasn't so far.

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