

Submitting Country, Organization, Company

IFF

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

20

Title of the action

Furmark - Traceability

Upload an image



FURMARK
SUSTAINABLE NATURAL FUR

Relevant Website

<https://www.furmark.com/traceability>

Partners

ChainPoint, Nilorn, FACT, as well as a leading anti-counterfeit technology provider

Type of initiative

Private initiative

Description of action

• Aim is to track certified Furmark® furs from the auction through the supply chain to the end consumer.

- Individual farms are independently assessed and certified. From here individually barcoded pelts move to the auction, where they are sorted and sold as certified lots. The IFF has worked with leading traceability software solution provider ChainPoint to capture the movement of these furs from the auction to the consumer.
- Furs typically flow from the auction to the certified dresser and dyer (see action 2) and then on to the manufacturer. Before accessing the ChainPoint system each manufacturer must undertake a due diligence check by independent experts FACT. Once complete the manufacturer also completes a Furmark membership and code of conduct form which is linked to the completion of the due diligence process.
- Once inside the ChainPoint system manufacturers can also establish label accounts with labelling specialists Nilorn and the volume of labels that can be ordered is linked to the volume of pelts in the manufacturers online stock inside the ChainPoint system.
- Each label carries a unique alpha-numeric code which when scanned or the number is entered into the Trace Now platform on furmark.com provides information on the fur type associated with the garment or product. The IFF is also developing enhanced authentication and traceability which will be incorporated into the labels as part of phase two the implementation later in 2021.
- The system has been in development since 2018 and is being implemented at a retailer level in Q3 2021.

Type of action

Traceability

Transparency

Please select the specific area/s of the action

Norms and standards

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

product level traceability solution providing transparency and consumer reassurance.

Commitments

Implement at a retail level from Q4 2021.

Value chain scope

From the auction process to the retail consumer.

Timeframe and/or milestones for the action

- Traceability software solution development began in Q3 2018 with third-party provider ChainPoint
- Labelling solution development work with Nilorn began in Q1 2020
- FACT Due Diligence in place from Q3 2020
- Implementation of scannable labels on garments from Q2 2021
- Furmark® certified garments in-store from Q3 2021
- Next phase in label security features from Q4 2021

Reference instruments and sources used

<https://www.furmark.com/traceability>

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

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Intergovernmental organizations

Non-governmental organizations (NGOs)

Key performance indicators for the action

Onboarding to the ChainPoint System

- Onboard all certified (under Safe Fur standard) dressing and dyeing companies to the system by Q3 2021 with a rolling process for all newly certified dressing and dyeing companies
- Implement a due diligence programme with FACT by Q3 2020 ensuring that each manufacturing company and/or trader subsequently permitted access to the ChainPoint system has completed this process
- Complete due diligence on at least 10 recognized and established businesses per month during 2021 ensuring a smooth implementation process to the ChainPoint system

The ChainPoint System

- Automatic data uploads from the auction to the ChainPoint system. Process to be in place during Q4 2021
- All remaining APIs to be implemented during Q1 2022
- The traceability system will evolve to incorporate a more granular approach to traceability and sustainability reflecting the nature of the fur trade where all the material (where possible) is used in production. Working with ChainPoint and manufacturers this process will be implemented in Q1 2022

Labelling process

- To ensure label orders are commensurate with verified stocks in the ChainPoint system, an API is in place between ChainPoint and Nilorn (label provider) from Q3 2021.

- Each label carries a unique alpha-numeric code, when entered into the 'Trace Now' section of furmark.com it delivers the origin and further traceability details relating to the product. From 2022 all labels in production will carry an additional anti-counterfeit security feature and enhanced tracking feature

Compliance

- All companies onboarded within the ChainPoint traceability system must sign a membership and code of conduct agreement with IFF. This agreement will be in place by Q4 2021 and incorporates the term of the membership (linked to the due diligence process) and compliance matters.

Good practices

Traceability system live and increasing number of manufacturers entering the ChainPoint system.

A list of certified manufacturers and dressers and dyers is currently available from information@furmark.com

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

IFF perceives the UNECE/CEFACT Call to Action and the project on Traceability, Transparency, Sustainability and Circularity of Value Chains in the Garment and Footwear Sector as a best practice in seeking transnational and shared solutions in the transition towards a greener and circular economy. We expect the Call to Action to resonate strongly with policymakers and thus strengthen the credibility of IFF's commitment to create a traceable, transparent and accountable supply chain. At the same time, through the Call to Action, IFF will act as an ambassador of the project, aiming to raise awareness around it.

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

