

**Submitting Country, Organization, Company** Mulberry

**If Organization or Company, please indicate the approximate number of employees** 1100

**Title of the action** Made to Last

**Upload an image**

# Mulberry

**Relevant Website** [www.mulberry.com](http://www.mulberry.com)

**Partners** Confidential (at this point)

**Type of initiative** Private initiative

### Description of action

- Striving to improve traceability and transparency in the leather supply chain.
- Around 90% of Mulberry products feature leather, so this action is incredibly important and supports our Made to Last manifesto.

**Type of action** Traceability Transparency

**Please select the specific area/s of the action** Norms and standards 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**

FARM TO FASHION.

**Commitments**

Improve traceability through the whole product supply chain.

**Value chain scope**

From brand upstream to leather suppliers/tanneries.  
Downstream to customer/end of life.

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

Build on work already in progress.

**Reference instruments and sources used**

- Cattle Tracing Scheme (UK)
- Blockchain
- Sustainable Leather Foundation
- Leather Working Group
- Nordic SPOOR

**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

## Key performance indicators for the action

Still in development

## Good practices

In development

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

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



## Other comments

More on: <https://www.mulberry.com/gb/madetoast>