

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

Netherlands

Submitting Organization/Company

Renoon

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

< 10

Please indicate the number of employees

7

Title of the action

Transparency by mapping, imaging and engaging consumers with green claims in compliance with the new legislative requirements

Upload your logo or an image



Relevant Website

<https://renoon.com/>

Main Partners

Green Tech Alliance, Remake, Artknit, Dondup, Copenhagen Cartel, Poupette St Barth

Type of initiative

Private

Description of action

Renoon is a software that empowers companies to measure and communicate their environmental and social sustainability impact to the final consumer in a trustworthy, objective, and quantifiable way that avoids greenwashing and is compliant with the new legislative requirements from the EU and member

states.

The communication to the final consumer is integrated with the digital product passport in the form of a widget for the online e-commerce experience, as well as the offline in-store journey through QR codes.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Norms and standards

Business Management Systems or Instruments

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

Objective (max 200 words): Connecting people and companies in transparency and responsible practices

Commitments (max 200 words): We commit to continuously offer the end consumer transparency and traceability information that is trustworthy, engaging and understandable for them. We believe this is crucial by being compliant to what the EU and member states define a clear communication to the end consumer and we commit to contribute to shaping this perspective.

Value Chain Scope: Brands and retailers, Direct suppliers such as garment manufacturers or textile manufacturers

Timeframe and/or milestones for the action

1. The software cloud solution has already been launched and used by almost 20 companies. The widget is also live on more than 10 brand websites.
2. Going live with offline and Digital Product Passports integrations.
3. Partnering with a retailer to bring this information live to more end consumers.
4. Working with current partners to review consumer response and iterate on the product.

Reference instruments and sources used

Renoon's platform makes use of multiple certification schemes and standards, such as UN SDGs, Textile Exchange Guidelines.

Recently we opened to Open Supply Hub data points.

The platform is also open for additional standards and connections to brands' internal systems (PLM, Ecommerce).

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

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

Key performance indicators for the action

- Number of Renoon customers (brands)
- Number of Renoon partners (retailers)
- Number of users utilizing the widget or scanning the QR codes (smart labels)
- Time spent on the smart labels
- Number of SKUs/products having smart labels
- Number of partnership integrations (PLM, ERP, e-commerce, etc.)

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

By uniting stakeholders, sharing knowledge and connections UNCE-UN / CEFACT accelerates transparency and responsibility in the industry. This is directly connected to Renoon's mission, values and ambition.

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

