

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

United Kingdom

**Submitting Organization/Company**

RoundRack

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

< 10

**Please indicate the number of employees**

4

**Title of the action**

Streamlining the adoption and integration of sustainable materials.

**Upload your logo or an image**

*roundrack*

**Relevant Website**

<https://www.roundrack.co/>

**Type of initiative**

Private

**Description of action**

Supplying brand stakeholders with coherent and shareable material information, including technical logistical and sustainability data, in order to execute successfully the integration of new materials into their supply chain and production lines.

**Type of action**

Transparency

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

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 (max 200 words): To develop a collaborative platform which aligns and standardizes a material or process technical and logistical data, as well as sustainability credentials and communication, making in coherent for all stakeholders to work with.

Commitments (max 200 words): RoundRack will personally vet the suppliers they work with, and collaborate with the Royal College of Art and the Textile Circular Centre to develop an architecture of sustainability callouts, and communicate sustainability values responsibly

Value Chain Scope: From material innovator to brand implementation

## Timeframe and/or milestones for the action

12 months

## Reference instruments and sources used

Methodology developed with the Royal College of Art and Textile Circular Centre

## 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

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

Scientific and technological community

Workers and trade unions

## Key performance indicators for the action

Number of brands using the platform

Number of materials on the platform

Number of suppliers on the platform

Time from first contact (between brand and supplier/innovator) until bulk order

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

We constantly search for new initiatives and partnerships to improve our own transparency, community and knowledge base, which will hopefully translate to our customer, partners and broader sector.

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

