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

Incentives

Research and Development of Innovative Solutions

Awareness and Education

Collaborative Initiatives

Business Management Systems or Instruments
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

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
17 PARTNERSHIPS FOR THE GOALS