

Submitting Country, Organization, Company

SUSTAINABLE BRAND PLATFORM, IDEE BRAND PLATFORM SRL, ITALY

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

5

Title of the action

Support fashion brand transparency

Upload an image



Relevant Website

<https://sustainable.ideebrandplatform.com/>

Partners

Beefay, Bonchey, Bragoon, Chitè Milano, Béhen, Elementum, Eticlò, Florania, Les Petits Basics, LimonRose, Livity Yoga, Lune Active, Mágata, Mahla, Maison Des Rêves New York, Mamazoo, Mishimi, Monte Home, No Trash on My Closet, Pistil, SNAP, TIZZ & TONIC, Sveta Milano, Kmana, By basics aps, Froy, Oscalito, SEP Jordan, ZEROBARRACENTO, Maqu, Madeli, AIA Wear, BAEMI, DUARTE, The Resort Co, Unfeigned, forêt, CDC_STUDIO, Coster Copenhagen, Cru Le, Lungomare Studio, Yatay, Three°°°, Abissi, Barbara Pala, Bennu, DEDICATED, EFFEI, erfurt luxury, Esmé Studios, FOXYLAB New York, Marigré, OF HANDMADE, R4 Clothing, Reuben Oliver, Sicels, Siz, Vous décidez

Type of initiative

Private initiative

Description of action

- SUSTAINABLE BRAND PLATFORM is the sustainable ID card for fashion brands.
- SBP assists brands to evaluate and communicate their sustainability performance.
- SBP is the brand assessment to make sustainability performance transparent to buyers and customers, by using a universal language.
- The platform aims to create a sustainable online community of brands and suppliers.

Type of action

Transparency

Please select the specific area/s of the action

Collaborative initiatives

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

Objective

Collecting supply chain information directly from brand suppliers in order to verify brand transparency.

Commitments

Tracking brand supply chain: raw materials suppliers, manufacturers, packaging and logistic suppliers.

Value chain scope

Creating a network of brands and suppliers driven by fashion sustainable approach.

Timeframe and/or milestones for the action

- September 2020: Launched of Sustainable Brand Platform
- October 2020: Partnership with ModaLisboa
- February 2021: Launched of Sustainable ID-Card. Tool to assess and communicate brand sustainable performance
- May 2021: Recognized by UN SDG Partnership Platform
- August 2021: Partnership with Revolver Tradeshow
- October 2021: +80 partners on Sustainable Brand Platform
- December 2021: Partnership with Riccardo Grassi showroom
- December 2021: Partnership with Green Decision (spin off of Ca' Foscari University)
- February 2022: Launch of new tools to assess and measure brand in terms of sustainability

Reference instruments and sources used

- SDG Goals
- GRI
- UNEP/SETAC 2009
- ECE_TRADE_C_CEFAC_T_2021 Recommendation No.46: Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Sector

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

Stakeholders involved

Business and industry associations

Key performance indicators for the action

- No. of brands involved
- No. of suppliers contacted and involved
- No. of suppliers that provided information

Good practices

- The action has been implemented once the supplier filled out the SBP survey.
- Once SBP has verified the survey will mention that on the brand page on Sustainable Brand
- Platform: <https://sustainable.ideebrandplatform.com/>

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

UNECE provides the guideline to create a transparent supply chain of the brands.

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

