

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

France

**Submitting Organization/Company**

SloWeAre

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

&lt; 10

**Please indicate the number of employees**

4

**Title of the action**

Tier of confidence for sustainable fashion

**Upload your logo or an image**



**Relevant Website**

<https://www.sloweare.com/>

**Main Partners**

Fashion Revolution, Fashion Green Hub, Paris Good Fashion, Green Friday, Impact France

**Other Partners**

DreamAct, Une autre mode est possible, Collectif Ethique sur l'étiquette, APF France handicap, La Caserne

**Type of initiative**

Private

### **Description of action**

SloWeAre is an independent label, created in 2017 by Éloïse Moigno and Thomas Ebélé, whose mission is to authenticate the eco-responsibility of sincerely committed fashion brands. It was born out of a desire to bring more transparency and readability to consumers looking for eco-responsible clothing. Éloïse and Thomas started from the observation that there are more than a hundred labels in the fashion sector. Some focus on the raw material (organic, recycled, of animal origin, etc.), others on fair trade, the circular economy or the origin of manufacture. Each label has its own specifications and guarantees, which makes reading all the more complicated for a consumer.

To overcome these difficulties, the founders of SloWeAre have created a frame of reference that performs a complete 360° analysis of the brand's eco-responsible approach. The label also aims to help the fashion industry become sustainable and fight injustice, by inspiring, informing and supporting brands.

SloWeAre strengths:

- A holistic view. The comprehensive and cross-cutting framework adopts a predominantly qualitative approach. It takes into account the governance, mission and culture of the company, its

social, environmental and economic practices, circular use, etc.

- Certifying brands. SloWeAre labels the eco-responsible approach of a brand and not only of a product, a process or a supply chain.
- A double interest. The label allows consumers to identify truly eco-responsible brands, and brands to legitimize their approach, to differentiate themselves from other less committed brands and to know on which subjects they must improve as a priority.
- A label dedicated to consumers. SloWeAre has created and animates a community, addressing everybody via its social networks, talks and events.
- A desire for popularization. Creating content with in-depth articles based on a journalistic methodology (sourcing, investigation) in order to allow readers to form their own opinion.

#### An anti-greenwashing methodology

SloWeAre has developed a frame of reference based on existing standards (Fundamental Conventions of the International Labor Organization, ISO 9001, ISO 26000, ISO 14001, ISO 14006).

It is composed of more than 350 questions divided into 13 themes: value chain, sourcing, conception, production, distribution, circular use, eco-responsible commitments, social practices, environmental practices, economic practices, brand transparency, mission and culture of business, and governance. To be labeled, brands must provide evidence, such as their list of suppliers and components, their specifications, their charter, their CSR policy, their invoices, certificates, labels, attestations and approvals.

This 360° methodological analysis makes it possible to verify the eco-responsible consistency of the brand. Some elements, such as overproduction, greenwashing, child labor or wastage, are unacceptable.

#### Type of action

Traceability & Transparency

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

Awareness and Education

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

Objective (max 200 words): Allow consumers to identify truly eco-responsible brands, and brands to legitimize their approach, to differentiate themselves from other less committed brands and to know on which subjects they must improve as a priority.

Commitments (max 200 words): OUR PURPOSE • Mission: to make fashion one of the most honest and respectful industries in the world by facilitating the integration of good CSR practices throughout the value chain. • Ambition: to become the reference eco-responsible standard in the textile sector. • Objective: to help brands improve by evaluating the consistency of their approach.

Value Chain Scope: value chain, sourcing, conception, production, distribution, circular use, eco-responsible commitments, social practices, environmental practices, economic practices, brand transparency, mission and culture of business, governance

## Timeframe and/or milestones for the action

Launched in 2017.

## Reference instruments and sources used

Own frame of reference based on existing standards (Fundamental Conventions of the International Labor Organization, ISO 9001, ISO 26000, ISO 14001, ISO 14006).

## 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

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

Investors/shareholders

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

Press & media

## Key performance indicators for the action

- More than 100 brands have been certified since 2017.
- 4 millions views, 900 000 users, 230 press releases.
- 237 articles published since 2017 (<https://www.sloweare.com/magazine/>).
- In september 2021, Thomas and Eloïse have published their first book "The dark side of the label" thanks to the expertise over the last years (<https://www.sloweare.com/la-face-cachee-des-etiquettes/> )

## Good practices

Certification is renewed on a yearly basis. Brands currently certified are visible under this link (<https://www.sloweare.com/carnet-d-adresses/> ). Quarterly update with labeled brands.

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

Being recognized by a body dependent on the UN would be great recognition for the work that SloWeAre does on a daily basis to guide consumers towards responsible consumption and support sustainable brands in their continuous improvement process.

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

