

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

United Kingdom

**Submitting Organization/Company**

Stella McCartney Ltd

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

250 or more

**Title of the action**

UNECE Blockchain Traceability and Transparency Cotton Pilot Project

**Upload your logo or an image**

STELLA McCARTNEY

**Relevant Website**

www.stellamccartney.com

**Main Partners**

UNECE and SÖKTAS

**Type of initiative**

Private

### Description of action

As a progressive luxury brand, Stella McCartney has always looked to the future. Committed to being responsible, honest and accountable, we aim to increase our transparency across supply chains, achieving this through diligent reporting, measuring and tracking. As of 2022, we are proud to partner with UNECE on a blockchain technology pilot to further this goal. All of these insights help us to drive innovation and make better, more responsible decisions in everything we do. Since September 2022, we have been working alongside UNECE and our regenerative cotton supplier SÖKTAS to trace a garment throughout its supply chain through documentary evidence. This UNECE blockchain technology pilot is part of our 'The Sustainability Pledge' initiative, exploring the use of innovative technologies – like satellite imagery and environmental DNA – to substantiate the supplier's sustainability credentials, including no tillage, crop rotation, biodiversity monitoring and carbon capture rate measuring methods. Our Snog-a-Log Regenerative Cotton T-Shirt was at the centre of this pilot: the platform allowed us to capture all factors from the garment's value chain from farm level all the way through to product retailing.

In 2023, Stella McCartney continued this pilot to regenerative cotton shirting with SÖKTAS and in 2024 the brand extended to its RWS wool.

**Type of action**

Traceability & Transparency

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

Norms and standards

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): At Stella McCartney, the objective to partaking in the UNECE blockchain pilot is to enhance transparency, traceability, and due diligence in our product value chains with blockchain technology as an enabler. Through this project, we aim to obtain an initial understanding of how to advance traceability within Stella McCartney, leveraging sector collaboration to engage our supply chain stakeholders.

Commitments (max 200 words): Stella McCartney is committed to being responsible, honest, and accountable which we can validate through digital mediums that enable end-to-end traceability of our product value chains. As part of the UNECE blockchain pilot, Stella McCartney committed to assessing the value chains of two garments composed of regenerative cotton from our partner SÖKTAS. Upon successful completion, the pilot was extended to our RWS wool. Stella McCartney is committed to supporting such pilots and initiatives, to scale traceability within the fashion and textile industry and across our own operations, to validate our sustainability claims, and upscale internal traceability solutions.

Value Chain Scope: Across the initial pilot with our regenerative cotton from SÖKTAS the value chain scope that was assessed was from farm level at harvesting, farming, and ginning to packing, dyeing, manufacturing of the fabric, garment production by our Italian manufacturer Camac SRL, to final retailing of the Stella McCartney Snog-A-Log Regenerative Cotton T-Shirt in London.

### Timeframe and/or milestones for the action

Our pilot partnership with the UNECE commenced in September 2022 with completion of the first pilot in June 2023. In 2024, we extended the pilot to our RWS wool.

### Reference instruments and sources used

Initial data collection was completed by the framework as developed by the UNECE; the TT Matrix. Creation of the blockchain was completed through a web-based platform; <http://www.unecettbcpiilot.ch>

### 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

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

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for “suppliers to suppliers” in parts of the value chain that today are often “hidden”

## Stakeholders involved

Business and industry associations

## Key performance indicators for the action

Pilot two garments from our SÖKTAS regenerative cotton  
Extend pilot to one other fibre-type; RWS wool  
Assess data and engagement requirements for successful completion of value chain traceability  
Assess ease of engagement to upscale traceability solutions  
Define and leverage software providers and supply chain partners to pilot further traceability and transparency solutions towards full end-to-end integration across Stella McCartney’s product offerings in the coming years.

## Good practices

Engagement of all supply chain stakeholders  
Initial data collection through the UNECE framework; the TT Matrix  
Dedicated onboarding sessions with each supply chain stakeholder  
Continuous support from the UNECE team to ensure ease of completion; weekly or bi-weekly calls with the project team.

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

The UNECE blockchain pilot and Call to Action has been a great pilot to engage in to collaborate with our product value chain partners to effectively trace the supply chain of the Stella McCartney selected products. It has allowed Stella McCartney to understand it’s current position in traceability and the future strategic actions and partnerships it must take to advance in the near future. At Stella McCartney, we aim to leverage our supply chain partners and technology providers to extend towards full end-to-end traceability across the entire Stella McCartney product catalogue in line with relevant standards and regulations.

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

