

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

Greece

**Submitting Organization/Company**

The Nest SOFFA Social Cooperative for Work Integration of Vulnerable Groups

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

< 50

**Please indicate the number of employees**

10

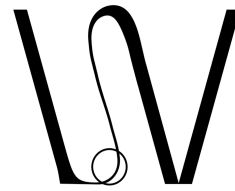
**Title of the action**

Wear Your Origins and WYO Award

**Upload your logo or an image**



WEAR YOUR ORIGINS



WEAR YOUR ORIGINS

AWARD

WOMEN EMPOWERMENT MOVEMENT



**Relevant Website**

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

**Main Partners**

SOFFA-Social Fashion Factory, Greek Ministry of Culture, Municipality City of Athens, Greek National Tourism Organisation, Greek National Social Solidarity Centre,

**Other Partners**

2 Industry Associations: Hellenic Associations of Ready Made Garments (SKEE & SEPEE) Fashion Revolution Greece

NGO, Athens University of Economics & Business Research Centre on Sustainable Fashion, 99 registered Civil Society Partners for the recruiting of women: A21 Action Aid Action for women ANKAA Asso EKO Moria Camp knitting project ARSIS Athens for Kids Babel Bravo Awards Caritas Chamogelo tou Paidiou CSR Hellas Curing The Limbo city of athens, Damaris Desmos Diktyo gia ta dikaiomata tou paidiou Diotima DRC Echo 100 plus Ena Paidi Enas Kosmos Equal Society Estia δημοσ αθηναίων ethelon Ethniko Kentro Koinonikis Allilegyis European Area of the Church of Jesus Christ of Latter Day Saints' program Evangelian Church of Greece Glyfada Falun Dafa Faros Fashion Revolution CC of local offices generation 2.0 Greek Council for refugees greek forum for migrants Greek Forum for Refugees Hellenic Platform help refugees Hestia Hellas NGO Home Project HOPEgenesis NPO <> Human Rights 360 IOM - International Organization for Migration, IRC Katseli Think Tank Khora Free Shop KEAN Diversity Charter LDS Charities, friendship centre athens NGO Love without borders 4 refugees in need Living Postcards Medecins du Monde Médecins Sans Frontières (MSF) Melissa Network Metadrasi, Myrtillo Café Nea Zwi Nostos Organization for Social Integration Odysseya Organization Earth PASYKAF Cyprus Petals of Greece Project Positive Voice - red Umbrella Praxis, project Elea camp revive greece School Conference UN Simulation (45 schools) SHEDIA SOFE, MIF, YFEP, BLue, SmallButPerfect partners Social Hacker Academy Solidarity now Solidarity for Fashion Soma Ellinikou Odigismou The No Project The Thrift (Cyprus) Threads of Hope UNISCRAP vegan Life festival Victoria Square Project Women Act Women Birth World Human Forum WWF Yellow Dayw Festival Zaatar NGO, zeuxis NGO

## Type of initiative

Civil Society

## Description of action

With our minds on the planet and our souls on women a new brand is born!

Wear Your Origins (WYO) is a sustainable luxury brand with a strong environmental, social, and cultural impact.

Our garments narrate the story of women, of any woman, born in any place, in any period of time. WYO is an ode to female power advocating for the elimination of violence against women.

SUSTAINABILITY. Every garment bears a QR code that offers information of all the supply chain from farming/recycling point to rag, all information about production processes used to eliminate environmental impact, Carbon footprint, Certifications of all suppliers, etc.

We control our supply chains from farming to rag for the protection of human rights of workers.

WYO is becoming a circular close loop brand. We have eliminated plastic and created clothes that can be fully compostable if they reach landfill. We use innovative raw materials, such as recycled, natural, vegan and plant-based textiles produced with low water consumption. We collect back clothes from our customers to either resell as used, or up-cycle as new textiles for our new collections. We are offering selected garments for rental aiming for full circular usage in the near future.

Every garment is designed using zero waste practices, and circular fashion principles. Each collection bears the aim to leave the lightest possible environmental footprint. We eliminate waste. We are committed to being carbon neutral by offsetting our footprint but also control our CO2 emissions by having a local supply chain from farming to manufacturing.

Stakeholder Impact Measurement

We measure our impact on our  
Beneficiaries  
Customers  
Suppliers  
Staff/Volunteers  
NGO Partners  
Community  
key indicators:  
Gender Empowerment | Environmental Impact | Social integration | Skills/Knowledge Gained | Work Integration |  
Mental Health | Physical Health | Financial | Satisfaction  
SOCIAL. Our social value and objective is to empower and support the work integration of women victims of violence and at risk of exploitation.  
Our garments are crafted with creativity and soul in SOFFA studio downtown Athens by our women empowerment program in sewing and tailoring and populations living in risk of exploitation.  
HERITAGE. Every garment of WYO narrates a different story, the story of the woman who designed it. The women awardees of the WYO Award create their own Capsule Collections deriving inspiration from their own cultural heritage and life experience. The Hidden Figures Behind Our Clothes are in the spotlight of WYO.  
The WYO Award 30 women, 15 new designers and 15 women survivor victims of violence, come together to create their first Capsule Collection through sustainable and ecological methods. For every winner, one (1) woman survivor victim and at risk of exploitation is offered the same opportunity to become a designer. Every awardee is paired with a survivor victim to support her learning path. An opportunity to express the thoughts and the soul through clothes.  
A cultural meeting centered on clothing.  
A visual journey of the culture, tradition and histories of these women

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Norms and standards

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): we trace and communicate all stages and tiers from raw material to rag, including: "Textile/TRIM Producer Name K:for knitting W:for weaving T: for trims production" "Dyeing/Finishing (when implemented) Y:yarn level F:fabric level G: garment level" Spinning Mill Combing Carding Ginning Drying "cotton farming/ harvesting" "Wool scouring carbonization" Shave of the sheep Animal cultivation-farm Certifications calculate CO2 chemicals hazardous waste water energy consumption renewable energy waste management plastic non GMO deforestation land pollution initiatives

Commitments (max 200 words): We are committed to inform our customers on how they do good by offering all information regarding the production processes, stages, people and materials involved/used in the production of their garments/accessories. & to educate our partners/suppliers to collect this information from their own suppliers and report it to their customers brands and factories

Value Chain Scope: all stages from farming and recycling source to rag (stages mentioned above)

## Timeframe and/or milestones for the action

social impact measurement designed and measured Oct 2019-Dec 2020

first permanent collection The Grecian created & crafted Dec 21- March 2022  
photoshoot March 2022

second permanent collection Amorgos Alas created & crafted May-Aug 2022  
photoshoot august 2022

eshop launched August 2022

WYO Award designed Nov 2020-July 2022  
WYO Award call to action & website launched August 2022

QR code & traceability information research in progress  
rental, reuse, collect-back platform in R&D phase

## Reference instruments and sources used

- Green Deal
- Circular Economy Action Plan
- Mandatory Human Rights and Environmental Due Diligence initiative
- Revision of Non-Financial Reporting Directive
- Eu Strategy for Sustainable Textiles
- European Parliament Resolution on the EU Flagship Initiative on the Garment Sector
- European Economic and Social Committee (EESC) Towards an EU Strategy for Sustainable

## Consumption

- UN 2030 Agenda for Sustainable Development – UN Guiding Principles on Business and Human Rights
- UN Global Compact
- ILO Declaration on Fundamental Principles and Rights at Work and ILO Conventions on Labour Standards, Better Work
- OECD Guidelines for Multinational Enterprises - Guidelines for Due Diligence in Garment & Footwear
- OSCE Model Guidelines & Compendium on Government Measures to Prevent Trafficking & Labour Exploitation in Supply Chains

## 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

Consumers and consumer associations

Intergovernmental organizations

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

Media & Journalists, Volunteers (students & youth)

## Key performance indicators for the action

Stakeholder Impact Measurement

We measure our impact on our

Beneficiaries

Customers

Suppliers

Staff/Volunteers

NGO Partners

Community

key indicators:

Gender Empowerment | Environmental Impact | Social integration | Skills/Knowledge Gained | Work Integration |

Mental Health | Physical Health | Financial | Satisfaction

Traceability & Transparency KPI incl full Sustainable Textile Catalogue of suppliers

## Good practices

Impact Report 2020 SOFFA

SOFFA impact presentation 2019 (with full media list & customers)

[https://drive.google.com/file/d/1yWR3OE0XoigN65y8XcS2iYB69\\_yA6gyR/view?usp=sharing](https://drive.google.com/file/d/1yWR3OE0XoigN65y8XcS2iYB69_yA6gyR/view?usp=sharing) SOFFA impact report 2015-2020

[https://drive.google.com/file/d/1yWR3OE0XoigN65y8XcS2iYB69\\_yA6gyR/view?usp=sharing](https://drive.google.com/file/d/1yWR3OE0XoigN65y8XcS2iYB69_yA6gyR/view?usp=sharing)

<https://www soff a gr/why-we-do-it/#our-social-impact> Sustainable Textile Catalogue for traceability on all suppliers, here is a preview

<https://drive.google.com/file/d/1HofqKlvP9tBOMgpmTYKUtpq1sxf34AE/view> Wear Your Origins

Award <https://www.wearyourorigins.com/the-award/> Wear Your Origins close the loop commitments and policies <https://www.wearyourorigins.com/collections/>

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

We have been inspired by the UNECE call for commitment. We would like to join the pledge, receive further support and resources in our traceability objective and network with like-minded organizations, brands and initiatives

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

