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
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

**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, and Community. Key indicators include:

- 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 Substantially 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 I Environmental Impact I Social integration I Skills/Knowledge Gained I Work Integration I
Mental Health I Physical Health I Financial I 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 SOFFA impact report 2015-2020
https://drive.google.com/file/d/1yWR3OE0XoigN65y8XcS2iYB69_yA6gyR/view?usp=sharing
https://www.soffa.gr/why-we-do-it/#our-social-impact Sustainable Textile Catalogue for traceability on all suppliers, here is a preview

How has this UNECE-UN/CEFACT Call to Action contributed to strategic
eagagement 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

5 Gender Equality
8 Decent Work and Economic Growth
10 Reduced Inequalities
11 Sustainable Cities and Communities
12 Responsible Consumption and Production
13 Climate Action
17 Partnerships for the Goals