

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

Italy

**Submitting Organization/Company**

ZEROBARRACENTO

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

< 10

**Please indicate the number of employees**

2

**Title of the action**

Full supply chain mapping through blockchain

**Upload your logo or an image**

0/100

**Relevant Website**

<https://zerobarracento.com>

**Main Partners**

Xylene, Brunello spa, Berto Industria Tessile, Lanificio Zignone

**Type of initiative**

Private

**Description of action**

ZEROBARRACENTO is a gender-neutral emerging outerwear brand focusing on zero-waste product development.

0 means zero waste, less pollution and reduced emissions as well as 0% gender 100 means 100% high quality, Made in Italy, traceability, sustainability and transparency of production  
ZEROBARRACENTO does not revolutionize but restructure (re-shape) the values of the tex/le and fashion industry, freeing itself from seasonal trends and restrictions imposed by age and gender, giving life to a product that can embrace and accompany anyone who chooses it at different stages of their life, adapting to changes in body, style and personality: a uniform of identity, at the same /me armor and protection.

For ZEROBARRACENTO transparency and traceability have always been essential.  
The brand redefines the production processes and the choices that contribute to the creation of a collection since each element is designed to achieve zero-waste, model typology and commitment reached at 360 degrees, with monofiber products that include cimosas and avoiding accessories that are difficult to disassemble.

ZEROBARRACENTO team is very excited to be working with Xylene in achieving a transparent and responsible supply chain for its products. With the growing importance of sustainable fashion, ZEROBARRACENTO is at the forefront of innovation with the target of visualising the supply chain and identifying crucial risks before they occur and assessing suppliers based on sustainable and ethical practices. Xylene connects the companies in the supply chain on a single digital platform, guaranteeing an efficient management of transparency up to the raw material through the blockchain.

Xylene has been active since 2019 in working to provide this transparency in international raw materials supply chains through space technology and blockchain. Sustainable supply chains are achievable today. With supply chain visibility and traceability Xylene helps companies to create transparency in their supply chain and let's them show their customers the people and the journey behind their product.

We are working to involve all our suppliers, and their suppliers, to "re-create" the journey of our pieces.

Once the analysis is complete, the results will be communicated via QR codes that will tell the story of the garment.

**Type of action**

Traceability & 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 (max 200 words): to digitally trace the full supply chain of ZEROBARRACENTO

Commitments (max 200 words): At ZEROBARRACENTO sustainability has been at the core of the brand since the beginning through our design mission. From that, we continuously expand our attention into a traced supply chain, careful selection of sustainable materials and eco-packaging. As a small brand we hold the highest control over our suppliers.

Value Chain Scope: Involve all the T1 and T2 suppliers

## Timeframe and/or milestones for the action

- 2020: establishment of the brand | WORTH Partnership program | launch of the e-commerce platform
- 2021: Vogue YOOX challenge 2021 finalist | Designer for Planet Cameramoda June 2021 | Sustainable Contest Montecarlo Fashion Week 2021
- 2022: inclusion in YOOX and YOOXIGEN + partnership with Xylene

## Reference instruments and sources used

- Xylene system (www.xylene.io)
- ESG self-assessment questionnaire developed by Xylene

## 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

## Key performance indicators for the action

- Onboard all direct supplying companies to the Xylene system reaching 100% supply chain tier 1 visibility by Q2 2022
  - Implement a due diligence programme by Q3 2022 ensuring that each manufacturing company and/or trader onboarded to the Xylene system has completed this process. (for now we have 50% of our T1 suppliers onboarded and 1 T2)
  - Engage with direct suppliers to onboard indirect suppliers and push visibility of the supply chain beyond tier 1 and to the raw materials.
- Xylene system implementation:
- Provide access to all companies invited to a due diligence process comprising of code of conduct, ESG self-assessment questionnaire and certification management
  - Xylene system will evolve to incorporate a more granular approach to transparency including the traceability to the origin of all the material used in the final product (when possible). Working with Xylene and suppliers this process will be implemented in Q1 2023
  - Each of our 10 seasonal products (each of them in 2/3 variants) will carry a label with a unique QR code delivering the origin and further traceability details relating to the product by Q4 2023.

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

This UNECE-UN/CEFACT is putting traceability under the spotlight creating the right panorama for our actions.

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

