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

Italy

Submitting Organization/Company

Certilogo Spa (eBay Group)

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

250 or more

Title of the action

Enabling circularity through secure connected products that can be authenticated instantly

Upload your logo or an image

Relevant Website

https://discover.certilogo.com/

Main Partners

80+ brands including Armani, Versace, Stone Island, Diesel, Off White, Palm Angels, Save the Duck

Other Partners

eBay, The ID Factory, Renoon, Fairly Made, Sustainable Brand Platform, Reskinned

Type of initiative

Private

Description of action

Our purpose is to empower brands to build the most trusted, engaging, measurable, and sustainable relationships with consumers through products. We do that by enabling physical products to securely see, hear, think and speak for themselves, so they can convey and generate greater value for brands, consumers, and the planet alike.

Our mission is to democratise connected products.

We connect people and brands together by turning analogue products into secure smart digital assets that make it easy for brands of any size to build the most valuable, long-lasting and trusted relationships with their consumers worldwide, by communicating transparently and promoting circularity and sustainable consumption behaviors.

We strive to empower affordable delivery of the most reliable authentication, relevant information, compelling services and engaging experiences, enabling brands to manage their products' circular lifecycle wherever their products are, wherever their consumers are.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Research and Development of Innovative Solutions

Secure DPPs embedding AI based digital authentication unlocking circular services

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

Objective (max 200 words): To make circularity accessible, engaging and safe for brands and consumers, providing secure and reliable information to authorities and business stakeholders

Commitments (max 200 words): To protect brands and consumers from counterfeit products, unmasking fakes and delivering secure DPPs that activate circular services and promote virtuous consumption behaviorr

Value Chain Scope: We make the connection between the physical item and its digital twin secure, reliable and unclonable

Timeframe and/or milestones for the action

We are market leaders in the secure digitisation of products thanks to AI-based digital authentication since 2006. Our client brands already use our solution to deliver product-specific information (item-level), care instructions, sustainability certifications, and circular services such as resale. We're fully interoperable and can integrate with third party systems used by brands to manage traceability, compliance and post-sale services.

Reference instruments and sources used

GS1, interoperable with any third party platform, including Digital IDs provided by third parties

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

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

concerned

Measurable results for brands committed to positively influence consumer behaviour by reducing the impact of counterfeit products, promoting sustainable consumption choices and enabling circular services in one click while monitoring the life of products in the market

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Intergovernmental organizations

Investors/shareholders

Local authorities

Key performance indicators for the action

Number of products in the market embedding Secure by Deisgn Digital ID (currently 500 million); number of fakes unmasked per year (currently hundreds of thousands), number of consumer scans to verify authenticity and access product info and circular services per year (currently around 8 million)

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

Facilitating cooperation among its member countries to reduce the environmental impact of the textile industry promoting the dialogue between governments, regulators and key stakeholders to ensure that measures are truly applicable and sustainable to implement. In particular, making sure that the DPP framework is designed to generate benefits to all the stakeholders, including brands and consumers.

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