

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

Paraguay

Submitting Organization/Company

INDOPAR

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

< 50

Please indicate the number of employees

32

Title of the action

trace

Upload your logo or an image



Relevant Website

<https://www.indopar.com.py>

Type of initiative

Private

Description of action

At INDOPAR, we are committed to enhancing traceability and transparency in our garments and footwear value chains. As part of our effort to join the UNECE call to action, we have developed the TRACE platform within INDOPAR Online. This innovative platform is designed to provide detailed and accessible information about each product we produce, supporting our sustainability goals and demonstrating our dedication to transparency.

The TRACE platform assigns a unique QR code to every product. This QR code links to a dedicated website where customers can access comprehensive information about their garment. This initiative aligns with our goal of promoting transparency and empowering consumers to make informed choices.

Key Features of the TRACE Platform:

Designer Information: Each product page includes details about the designer, giving credit to the creative minds behind our garments.

Composition and Weight: Customers can view the specific materials used in their garment, including detailed composition and weight information. This transparency helps customers understand the quality and origin of the materials.

Environmental Certifications and Scorecard: We display our environmental certifications prominently. Additionally, we provide an environmental scorecard based on the Ellen MacArthur Foundation's Jeans

Redesign project. This scorecard highlights our efforts to meet high environmental standards and promote sustainability.

Cost Breakdown: We provide a detailed cost breakdown, showing customers what goes into making their garment. This includes material costs, labor, transportation, and other expenses.

Wash Care Instructions and Tips: Proper garment care is essential for longevity. We provide wash care instructions along with tips on how to extend the life of the garment. This encourages sustainable consumption and reduces the environmental impact of frequent replacements.

Educational Sections on Environmental Certifications: We include sections that explain the significance and impact of various environmental certifications. This educational approach helps customers understand the importance of these certifications and our commitment to meeting them.

Repair Locations: To further extend the lifespan of our products, we offer information on nearby locations where customers can have their garments repaired. This reduces waste and supports a circular economy.

By implementing the TRACE platform, INDOPAR aims to set a benchmark for transparency and sustainability in the garments industry. Our commitment to these values is reflected in our LEED Platinum certification and our ongoing efforts to achieve ISO 9001:2015 and ISO 14001:2015 certifications.

Through TRACE, we empower our customers with the knowledge and tools to make more sustainable choices, while fostering a deeper connection between them and the products they purchase. Our desire to join the UNECE sustainability pledge underscores our dedication to continuous improvement in traceability and transparency across our value chain.

We believe that by sharing detailed information about our products, we can inspire others in the industry to follow suit, creating a more sustainable and transparent future for all. INDOPAR is proud to be at the forefront of this movement, driving positive change through innovation and a steadfast commitment to our environmental and social responsibilities.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Norms and standards

Incentives

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): INDOPAR aims to enhance the traceability and transparency of our garments and footwear value chains by joining the UNECE sustainability pledge. Our objective is to provide consumers with comprehensive information about their garments, fostering informed and sustainable choices. Through our TRACE platform, integrated within INDOPAR Online, we ensure that each product has a unique QR code linking to detailed information about the designer, materials, environmental certifications, and cost breakdown. This platform also offers wash care instructions and tips, educates customers on the significance of environmental certifications, and provides locations for garment repairs to extend product lifespan. By joining the UNECE pledge, INDOPAR seeks to lead by example in the industry, promoting sustainable practices and transparency. Our goal is to inspire other companies to adopt similar initiatives, contributing to a more sustainable and accountable fashion industry. We are committed to continuous improvement and innovation in sustainability, as evidenced by our LEED Platinum certification and ongoing efforts to achieve ISO 9001:2015 and ISO 14001:2015 certifications. Through this pledge, we reinforce our dedication to environmental and social responsibility, aiming to drive positive change and create a sustainable future for all.

Commitments (max 200 words):

Enhancing Traceability and Transparency: INDOPAR is dedicated to improving traceability and transparency in our garments and footwear value chains. Through our TRACE platform, we provide detailed product information, including designer details, material composition, environmental certifications, cost breakdown, and wash care instructions.

Promoting Sustainable Practices: We are committed to promoting sustainable practices by educating our customers. Our TRACE platform offers insights into environmental certifications, their significance, and impact, empowering consumers to make informed, eco-friendly choices.

Extending Product Lifespan: INDOPAR is focused on extending the lifespan of our products. We provide information on repair locations to encourage garment repairs, reducing waste. Additionally, our wash care instructions and tips help customers maintain their garments longer, supporting a circular economy.

Achieving and Maintaining Certifications: We strive to meet high environmental and quality standards. INDOPAR has achieved LEED Platinum certification and is working towards ISO 9001:2015 and ISO 14001:2015 certifications. These certifications underscore our commitment to continuous improvement and best practices in sustainability.

Industry Leadership and Inspiration: By joining the UNECE sustainability pledge, INDOPAR commits to leading by example in the fashion industry, inspiring others to adopt similar transparency and sustainability initiatives.

Value Chain Scope: At INDOPAR, our value chain encompasses the entire lifecycle of our garments and footwear, from design to post-consumer care. Our scope includes: Design and Development: We start with sustainable design practices, focusing on creating products that are durable, timeless, and environmentally friendly. Our designers are integral to this process, ensuring that each piece aligns with our sustainability goals. Sourcing of Materials: We source materials responsibly, prioritizing suppliers with strong environmental and ethical standards. Our materials are selected based on their quality, sustainability, and traceability. Manufacturing: Our manufacturing processes adhere to strict environmental standards. We aim to minimize waste, reduce energy consumption, and limit emissions. Our facilities are designed to be energy-efficient and we continuously seek to improve our environmental footprint. Distribution and Logistics: We optimize our distribution and logistics to reduce carbon emissions. This includes efficient transportation methods, packaging materials that are recyclable or biodegradable, and a commitment to reducing our overall environmental impact. Collaboration with Customers: Instead of retailing, we collaborate with our customers to implement the TRACE system on their garments. This partnership allows us to extend our sustainability practices and transparency efforts directly to the end consumers through our customers' retail channels. Post-Consumer Care: We support the longevity of our products by offering repair services and providing care instructions. This includes a network of repair locations and tips for extending the life of our garments, fostering a circular economy. By focusing on these key areas within our value chain, INDOPAR ensures a comprehensive approach to sustainability, aligning with our goal to join the UNECE sustainability pledge.

Timeframe and/or milestones for the action

January 2024 - March 2024:

Platform Development: Completion of initial development of the TRACE platform within INDOPAR Online.
Soft Launch: Soft launch of the TRACE platform with one customer to gather initial feedback and identify any issues.

April 2024 - August 2024:

Customer Integration: Onboard two additional customers to the TRACE platform by the end of August 2024.

Feedback and Optimization: Collect feedback from initial customers and optimize the platform based on their input to enhance user experience and data accuracy.

September 2024 - December 2024:

ERP System Integration: Begin integrating more areas of our ERP system with TRACE to provide comprehensive product information.

Supplier Data Integration: Start integrating supplier data through APIs to offer detailed and accurate information to end customers, including material sourcing and production processes.

January 2025 - June 2025:

Full ERP Integration: Complete the integration of all relevant ERP modules with the TRACE platform to streamline operations and enhance data transparency.

API Expansion: Expand API integrations with additional suppliers to ensure a broader range of data is available for end customers.

July 2025 - December 2025:

Platform Expansion: Scale the TRACE platform to more customers, leveraging the improved integrations and expanded data capabilities.

Continuous Improvement: Implement continuous improvement processes based on user feedback and technological advancements to maintain and enhance the platform's effectiveness.

Long-term Goal:

Industry Leadership: Establish INDOPAR as a leader in traceability and transparency within the garments and footwear industry, setting a standard for sustainable practices and consumer education.

By adhering to this timeframe and achieving these milestones, INDOPAR aims to fully integrate the TRACE platform with our ERP system and supplier data, providing unparalleled transparency and sustainability insights to our customers.

Reference instruments and sources used

LEED Platinum Certification: The Leadership in Energy and Environmental Design (LEED) Platinum certification serves as a benchmark for sustainable building design and operations. It demonstrates INDOPAR's commitment to environmental responsibility in its facilities. (Source: US Green Building Council)

ISO 9001:2015 and ISO 14001:2015 Standards: The International Organization for Standardization (ISO) 9001:2015 and ISO 14001:2015 standards provide guidelines for quality management and environmental management systems, respectively. INDOPAR's pursuit of these certifications reflects its dedication to ensuring high-quality products and minimizing environmental impact. (Source: ISO and ISO)

Ellen MacArthur Foundation's Jeans Redesign Project: The Jeans Redesign project by the Ellen MacArthur Foundation establishes guidelines for circular economy principles in denim manufacturing. INDOPAR's environmental scorecard is based on this project, demonstrating its commitment to circularity and sustainability in garment production. (Source: Ellen MacArthur Foundation)

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

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

Intergovernmental organizations

Investors/shareholders

Local authorities

Non-governmental organizations (NGOs)

Workers and trade unions

Key performance indicators for the action

Platform Engagement Metrics: Track metrics such as average session duration, page views per session, and bounce rate to assess customer engagement with the TRACE platform. Higher engagement indicates a stronger interest in the transparency and sustainability information provided.

Customer Adoption Rate: Measure the percentage of customers who have adopted the TRACE platform compared to the total customer base. This KPI reflects the platform's acceptance and effectiveness among customers.

We will be developing more KPI's as we complete the soft launch stage.

Good practices

Extended Product Lifespan: By providing customers with detailed care instructions and repair services, INDOPAR encourages consumers to take better care of their garments, thereby extending their lifespan. This reduces the frequency of replacements and contributes to a more sustainable approach to consumption.

Reduction of Environmental Impact: Proper garment care and reparability help minimize the environmental impact associated with clothing production and disposal. Extending the life of garments reduces the need for new raw materials and energy-intensive manufacturing processes, resulting in lower carbon emissions and resource consumption.

Promotion of Circular Economy Principles: Repairing and maintaining garments aligns with the principles of the circular economy by keeping products in use for longer periods. Instead of being discarded, garments are repaired, refurbished, and reused, contributing to a more efficient use of resources and waste reduction.

Educational Opportunities: The TRACE platform serves as an educational tool, raising awareness about sustainability issues in the fashion industry. Through informative content on environmental certifications, repair options, and garment care, consumers are educated about the environmental and social impacts of their purchasing decisions.

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

strategically engage with stakeholders, raise public awareness about sustainability, access resources, influence policies, and demonstrate our commitment to sustainable practices in the fashion industry. This collaboration aligns our efforts with international standards and enables us to contribute to broader sustainability goals while enhancing our brand reputation and fostering a more sustainable future for the industry.

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

