

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

France

Submitting Organization/Company

itmatters-oneserve

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

< 10

Please indicate the number of employees

2

Title of the action

Cradle to Grave traceability 4.0 Digital Product passport (DPP) solution

Upload your logo or an image



Relevant Website

<https://itmatters.fr/>

Main Partners

N/A

Type of initiative

Public-private

Description of action

At it matters we:

Support to Brands & raw material industry in D.N.A. analysis of plant fibers, including isotopic analysis

to determine the geographic location of the growth.

Support to Brands & raw material industry in tracking and authenticate every raw material origin with it matters By Olnica A patented taggant chemical DNA tracer, harmless, odorless, easily readable with a pocket lab and a mobile App,

These 2 technologies have been officially audited et confirmed by the FFG report (Fashion for Good and textile exchange org)

Activate & Authenticate every product during their

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Research and Development of Innovative Solutions

Business Management Systems or Instruments

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

Objective (max 200 words): Transparent traceability, authenticity, micro and macro merchandise flow in real time. DPP digital product passport integrated solution and tracking

Commitments (max 200 words): Commitment through Blockchain technology at scale. KPI to Brands and Governments. End consumer transparency, Unique Textile garment & shoes

Value Chain Scope: End to end impact merchandise flow monitoring

Timeframe and/or milestones for the action

launched in September 2021, our Cradle to Grave traceability technology 4.0 solution is ready for scale up implementation

Reference instruments and sources used

N/A

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"

Provide accurate KPI on textile recycling per type of used draw materials to embark the entire industry in their circularity business model journey

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Intergovernmental organizations

Investors/shareholders

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

cross border A&F federation

Key performance indicators for the action

% of textile recycling generated

% of end users smartphone activation

N° of unique digital twin ID generated for DPP Cirpass

% of Blockchain tokenization along the value chain

Good practices

N/A

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

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

