

**Submitting Country, Organization, Company**

retraced GmbH

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

20

**Title of the action**

Leading sustainable change in fashion

**Relevant Website**

retraced.co

**Type of initiative**

Private initiative

**Description of action**

The retraced platform supports your business on its journey towards transparent and sustainable supply chains. Efficiently monitor your suppliers and improve their sustainability. Together for your business, together for our planet

**Type of action**

Traceability

Transparency

**Please select the specific area/s of the action**

Collaborative initiatives

Business management systems or instruments

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

**Objective**

Collaboratively improving sustainability in fashion supply chains

**Commitments**

Enabling 200 fashion brands to better manage their social and environmental sustainability within their supply chains by 2022

**Value chain scope**

From farm to garment

**Timeframe and/or milestones for the action**

First launched in 2019 and now serving 50 fashion brands to transparently manage their supply chains.

**Reference instruments and sources used**

UN Guiding Principles on Business and Human Rights  
GOTS

Fairwear  
ETI  
GRS  
HIGG

### 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

Consumers and consumer associations

Scientific and technological community

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

Encourages supply chain stakeholders to transparently share information about their manufacturing and sourcing practices

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

