

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

Italy

Submitting Organization/Company

SUSTAINABLE BRAND PLATFORM, ITALY

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

< 50

Please indicate the number of employees

25

Title of the action

Unleashing the power of data to hit climate targets

Upload your logo or an image



Relevant Website

<https://www.sustainablebrandplatform.com/>

Main Partners

Albini Group, CP Company, Eurojersey, Eusebio, Filmar, Tintoria Emiliana, Yamamay...

Type of initiative

Private

Description of action

Sustainable Brand Platform is a tech startup helping companies across the fashion supply chain to accurately and credibly set and hit impact reduction targets. Its SaaS solution automates the calculation of environmental KPIs at company and product level and streamlines the data sharing across textile companies, manufacturers and brands, enabling the adoption of Ecodesign and green procurement practices focusing on company environmental impact reduction.

Type of action

Transparency

Please select the specific area/s of the action

Collaborative Initiatives

Business Management Systems or Instruments

Transparency

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

Objective (max 200 words): SBP is building the digital infrastructure for the sustainable transition of the fashion industry. Our SaaS software enables companies across the whole value chain to access and manage their sustainability performances and leverage these data to collaborate effectively.

Commitments (max 200 words): - An all-in-one data measurement and management platform - Tools to measure sustainability performances - Access to real-time end-to-end sustainability data - Data credibility based on international standards - Strategic decision-making backed by reliable data - An industry-specific data infrastructure that facilitates supply chain collaboration and data sharing among all value chain actors

Value Chain Scope: From yarn to finished product and after-life.

Timeframe and/or milestones for the action

September 2020: Launch of Sustainable Brand Platform

February 2021: Launch of Sustainable ID-Card to display fashion brand transparency

May 2021: Recognized by UN SDG Partnership Platform

October 2021: +80 partners onboarded on Sustainable Brand Platform

January 2022: Merge with additional two co-founders to leverage a mix of scientific and product skills for fashion sustainability

February 2022: Launch of new tools (Product LCA, Product iD Card, Carbon Footprint Calculator) to assess and measure brands & manufacturers sustainability performances

March 2023: New software delivery and feature updates enabling collaboration between brands and manufacturers

April 2023: Release of manufacturer module

Reference instruments and sources used

- SDG Goals
- Global Reporting Initiative
- UNEP/SETAC 2009
- LCIA databases: Ecoinvent, Carbonminds, Agribalyse, WEEE LC, Industry Data 2.0, EF 3.1
- Green House Gas Protocol, Product Environmental Footprint (PEF), OEF, EPD, ISO Standards
- ECE_TRADE_C_CEFACT_2021 Recommendation No.46: Enhancing Traceability and Transparency of Sustainable Value Chains in the Garment and Footwear Sector

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

Stakeholders involved

Business and industry associations

Key performance indicators for the action

- No. of brands involved
- No. of manufacturers involved
- No. of collaborations between brands & manufacturers

Good practices

Since the launch of Sustainable Brand Platform's digital solutions specifically tailored for the fashion industry, we have helped more than 50 brands and 30 manufacturers to measure, reduce and communicate their environmental sustainability performances. We enable a smooth collaboration between fashion brands and manufacturers and the exchange of primary data via our platform which ensures the best calculation results for environmental impact reduction.

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

UNECE provided the guidelines to create a transparent supply chain for brands. Thanks to the strong network UNECE has created we could identify partners and stakeholders and find allies with a common mission. This Sustainability Pledge will help us strengthen our public relationships and partnerships.

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

