



## PRESENTATION

Session: **A Wider View**

Title: **Shaping a World of Trust**

Speaker: **Thilo Fiedler**, Bureau Veritas, Paris La Defense, France

Presentations are available in the conference archive: <https://baumwollboerse.de/en/competencies/international-cotton-conference/speeches/>

### Conference Organization

Faserinstitut Bremen e.V., Bremen, Germany. E-Mail: [conference@faserinstitut.de](mailto:conference@faserinstitut.de)

Bremer Baumwollbörse, Bremen, Germany. E-Mail: [info@baumwollboerse.de](mailto:info@baumwollboerse.de)





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INTERNATIONAL COTTON CONFERENCE BREMEN

# SHAPING A WORLD OF TRUST

A WIDER VIEW

2022





# THILO FIEDLER

VICE PRESIDENT AGRICULTURE GLOBAL SERVICE LINE

TECHNOLOGY ALONE WON'T DO IT.  
ALL DATA COLLECTED ACROSS THE SUPPLY CHAIN  
SHOULD BE AUDITABLE AT SOME LEVEL.



# SHAPING A WORLD OF TRUST

## A WIDER VIEW



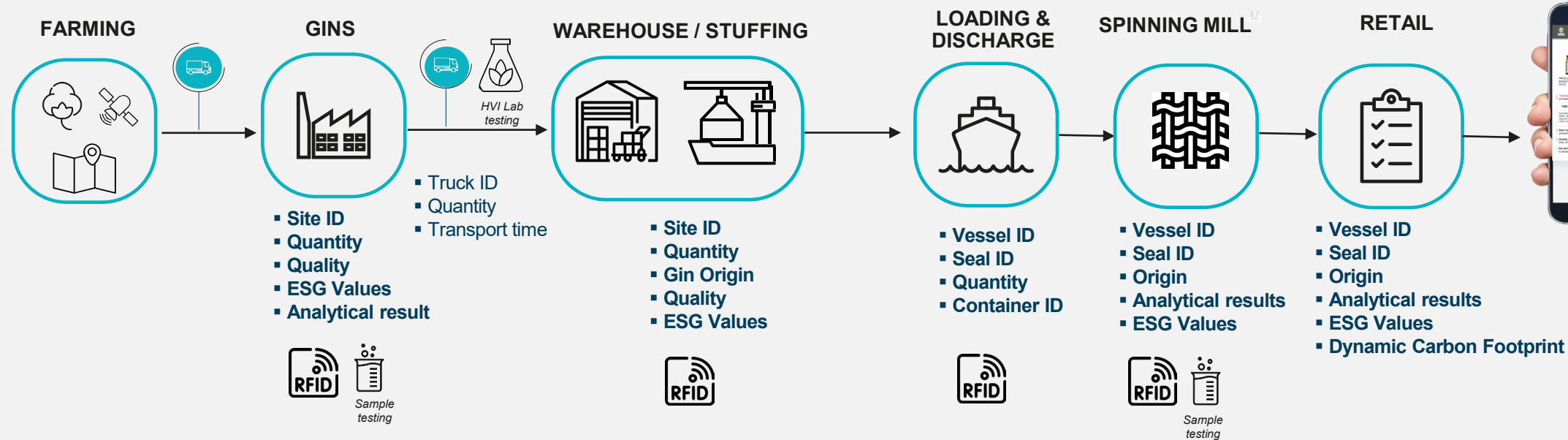
### CONTROL TOWER

Real time data collection accessible within dedicated platform and with Dashboard and KPI monitoring



### OPERATIONAL MONITORING

Support on dashboard results analysis, alert management and corrective action plan implementation at suppliers





# SUMMARY

01

Supply Chain  
Trust

02

Supply Chain  
Visibility

03

**Verified**  
Traceability



# SUPPLY CHAIN TRUST

DELIVER ON OUR PROMISES AND REBUILD TRUST

420 MILLION HECTARES OF FOREST  
WERE LOST TO DEFORESTATION  
BETWEEN 1990 AND 2020,  
ACCORDING TO UN DATA.

THIS IS AN AREA LARGER THAN  
THE EU

**90%**  
**of deforestation**  
**is driven by**  
**Agribusiness**



# SUPPLY CHAIN TRUST

DELIVER ON OUR PROMISES AND REBUILD TRUST

**60%** OF SUSTAINABLE FASHION CLAIMS ARE GREENWASHING

**90%** OF EGYPTIAN COTTONS ARE FAKE

**40%** OF ENVIRONMENTAL CLAIMS MADE BY FASHION BRANDS COULD BE MISLEADING, ACCORDING TO THE ICPEN

## CONSUMER TRUST IS GETTING LOW

**53%** OF AMERICAN CONSUMERS SOMETIMES OR NEVER BELIEVE COMPANIES ENVIRONMENTAL CLAIMS

IN EUROPE, MORE THAN HALF ALSO ADMITTED TO NOT BEING ABLE TO TELL BETWEEN TRUE AND FALSE CLAIMS

**64%**

OF THE CONSUMERS  
SUPPORT SUSTAINABLE  
FASHION AND  $\frac{1}{4}$  ARE WILLING  
TO PAY A PREMIUM



# SUPPLY CHAIN TRUST

DELIVER ON OUR PROMISES AND REBUILD TRUST

83% SAID  
TRACEABILITY OF THEIR PRODUCT  
IS VERY OR EXTREMELY IMPORTANT  
TO STAYING COMPETITIVE  
IN THE MARKET

## TRUST

- 📍 WHAT IS THE ORIGIN OF THE RAW MATERIALS?
- ⚙️ WHO MADE THESE GARMENTS AND IN WHAT CONDITIONS?
- 🌱 WHAT IS THE ENVIRONMENTAL IMPACT BASED ON VERIFIABLE DATA?





02

SUPPLY CHAIN  
**VISIBILITY**

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# SUPPLY CHAIN VISIBILITY

YOU CAN'T MEASURE WHAT YOU DONT KNOW AND YOU CAN'T FIX WHAT YOU CANT MEASURE

MAP YOUR  
SUPPLY CHAIN

BASED ON A SURVEY OF GLOBAL SUPPLY CHAIN PROFESSIONALS:

62% USE TRACEABILITY DATA TO **improve the customer experience** WITH THEIR PRODUCT.






THE CHALLENGE IS THAT MOST BRANDS **don't even know** WHAT IS BEHIND THE CURTAIN OF THEIR SUPPLY CHAIN WHICH IS OFTEN COMPLEX AND GLOBAL.





# SUPPLY CHAIN VISIBILITY

## DEPTH / GRANULARITY

 <b>QUALITY ASSURANCE</b>	> Identify weak quality actors in your supply chain and find alternatives	> Quantify & regulate exposure to weak quality actors	> Monitor bale quality and find immediately root cause when needed
 <b>ORIGIN ASSURANCE</b>	> Identify risk of exposure to certain countries	> Quantify origins for category of products on specific time frame (X% from A, Y% from B)	> Trace back locations involved in each unit produced
 <b>ENVIRONMENT - SUSTAINABILITY ASSURANCE</b>	> Assess environmental performance of each actor in your supply chain	> Measure environmental impact for category of products (GHG scope 3 for example)	> Measure environmental impact in each unit product
 <b>SOCIAL - SUSTAINABILITY ASSURANCE</b>	> Assess social performance of each actor in your supply chain	> Measure social impact for category of products	> Measure social impact in each unit product
 <b>GOVERNANCE - SUSTAINABILITY ASSURANCE</b>	> Assess governance performance of each actor in your supply chain	> Measure governance impact for category of products	> Measure governance impact in each unit product



# SUPPLY CHAIN VISIBILITY



## TECHNICAL EXPERTISE

- | Deep and wide technical expertise in any commodity



## TRACEABILITY EXPERTISE

- | Ability to connect input and output at every step of the supply chain
- | Ability to adjust right level of detail to need
- | Interoperability with multiple IT systems



## USER FRIENDLY TOOLS

- | Well proven platform (single and multi tenant)
- | Well proven applications to capture and upload data easily



## GLOBAL PRESENCE

- | Experts cover all stages of the supply chain from farm to fork





03

VERIFIED  
**TRACEABILITY**

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# VERIFIED TRACEABILITY



## MANAGEMENT & CONTROL

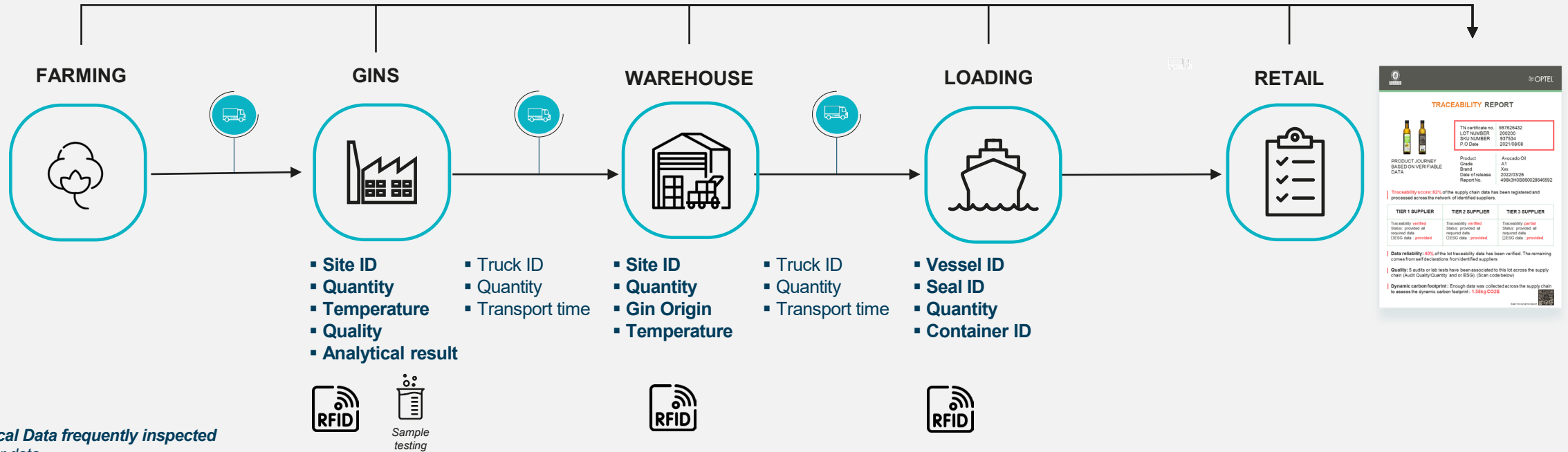
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# VERIFIED TRACEABILITY





## TRACEABILITY REPORT



TN certificate no.	987626432
LOT NUMBER	200200
SKU NUMBER	937534
P.O Date	2021/08/08

PRODUCT JOURNEY  
BASED ON VERIFIABLE  
DATA

Product	Cotton
Grade	A1
Brand	Xxx
Date of release	2022/03/26
Report No.	498k3H0B860028646592

**Traceability score: 82%** of the supply chain data has been registered and processed across the network of identified suppliers.


TIER 1 SUPPLIER	TIER 2 SUPPLIER	TIER 3 SUPPLIER
Traceability <b>verified</b> Status: provided all required data <input type="checkbox"/> ESG data : <b>provided</b>	Traceability <b>verified</b> Status: provided all required data <input type="checkbox"/> ESG data : <b>provided</b>	Traceability <b>partial</b> Status: provided all required data <input type="checkbox"/> ESG data : <b>provided</b>


**Data reliability: 40%** of the lot traceability data has been verified. The remaining comes from self declarations from identified suppliers

**Quality:** 5 audits or lab tests have been associated to this lot across the supply chain (Audit Quality/Quantity and or ESG). (Scan code below)

**Dynamic carbon footprint :** Enough data was collected across the supply chain to assess the dynamic carbon footprint : **1.58kg CO2E**

Scan for dynamic report





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A traceability solution is a seamless way to  
associate **reliable data with your product**  
along the supply chain.

Physical  
inspections

+

Digital  
traceability



= **Verified Traceability**





# VERIFIED TRACEABILITY

OVERCOMING CRITICAL CHALLENGES

TRACEABILITY AND THIRD-PARTY INSPECTIONS  
ARE PLAYING A KEY ROLE IN  
MAKING SURE THAT CLAIMS ARE  
BACKED BY RELIABLE DATA







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