RISEMAP: Ethical Fashion Initiative launches supply chain traceability and transparency platform with Sourcemap, March 2017.

In March 2017, the International Trade Centre's Ethical Fashion Initiative (EFI) and Sourcemap launch an online traceability platform, RISEMAP. Developed in collaboration with Sourcemap, the go-to experts in supply chain mapping, RISEMAP aims to map the complexity of supply chains and visually showcase the production process through the use of photos and videos. RISEMAP is an expansion of EFI's impact assessment system which measures the economic, environmental and social impact of orders placed by fashion brands in community groups of artisans. With transparency being an important step to building a fairer and more sustainable fashion industry, EFI is excited to share their supply chain with the public and contribute to shedding light to realities of the economic and social development in the countries it operates in.

Developing RISEMAP represents EFI's efforts to further expand consumer understanding on the complexity of supply chains and encourage consumers to ask questions about the production process of goods they buy (who made them? With what materials? Were workers paid and treated fairly?) As such RISEMAP pushes consumers and brands to become accountable for the purchase and production of goods.

A RISEMAP is created for each collection that a brand produces with EFI and can be accessed through the Quick Response code (QR code) displayed on product tags and through EFI's website. For the launch of RISEMAP, EFI has first focused on developing maps for its project in Kenya. Six RISEMAPS have been created for the following brands: Vivienne Westwood, Karen Walker, Mimco and sass & bide. In addition, a map presenting EFI's network of artisan communities in Kenya has also been developed, providing consumers an overview of its current network of artisans. Throughout 2017, EFI will continue to expand the RISEMAP platform, including more collections and more countries. View the maps online > https://open.sourcemap.com

ITC ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. The Ethical Fashion Initiative enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also works with the rising generation of fashion talent from Africa, encouraging the forging of fulfilling creative collaborations with artisans on the continent. Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry.

SOURCEMAP

Sourcemap is the supply chain mapping company, specializing in software that helps companies and consumers trace products to the source, evaluating the social, financial, and environmental risks along the way. Born from MIT research and based in NYC, the Sourcemap platform lets brands connect with their suppliers, and their suppliers' suppliers, until they can communicate directly with all of the stakeholders in their extended supply chains. Sourcemap provides supply chain social networking, visualization and analytics software to dozens of global multinationals, NGO's, and industry groups with supply chains spanning hundreds of thousands of factories and farms around the world. Consumers and small businesses also benefit from Sourcemap through the largest free and open database of product supply chains, available at open.sourcemap.com.

For more information:

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