BLOCKCHAIN I BUSINESS & DANSK DESIGN

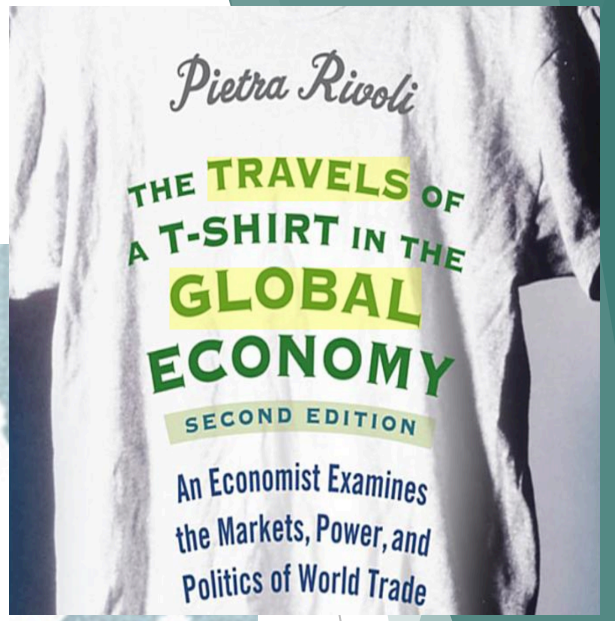
Blockchain & IoT for handel og design produkter – use case scenarios

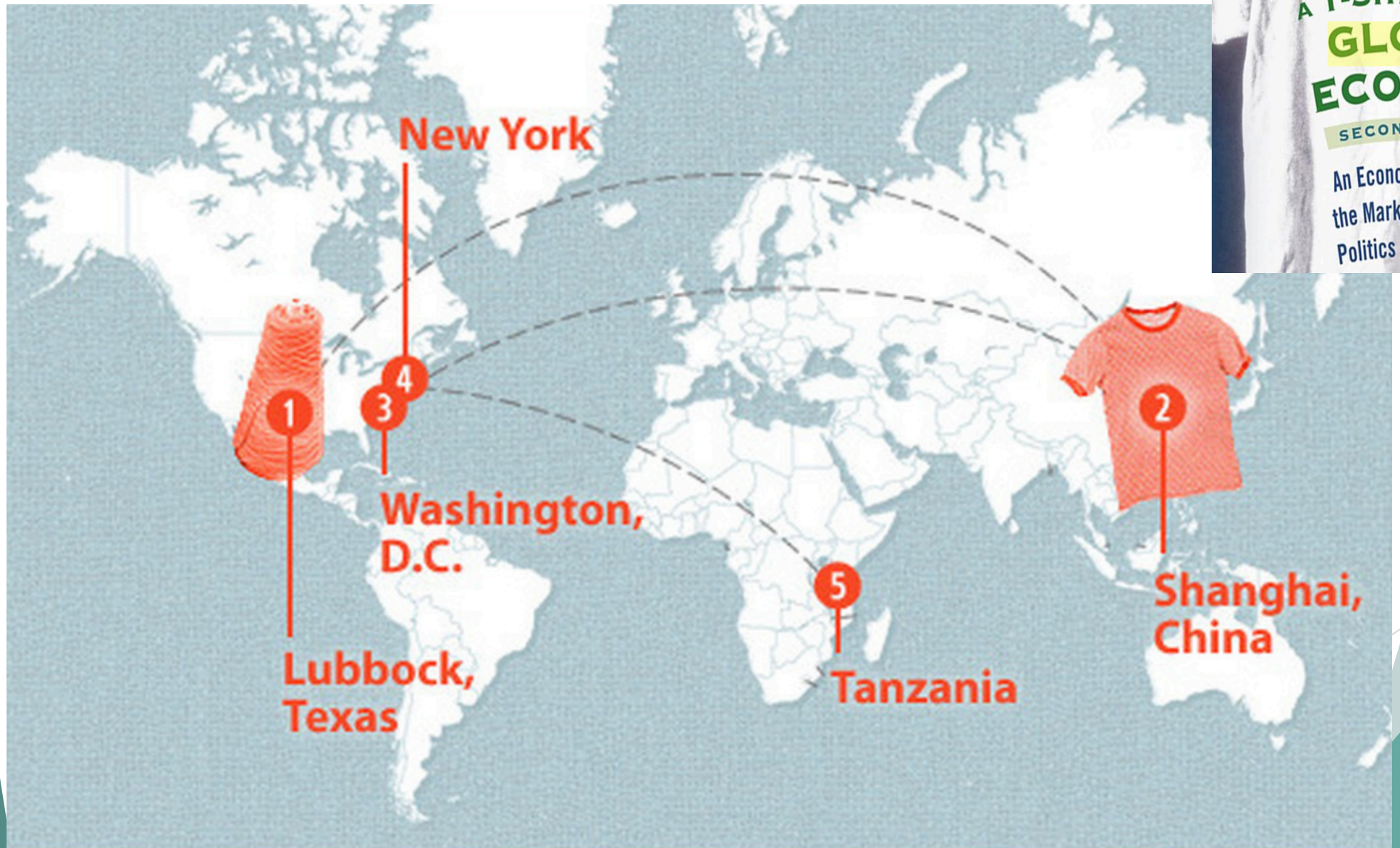
Thomas Jensen, CBS

8. september 2020

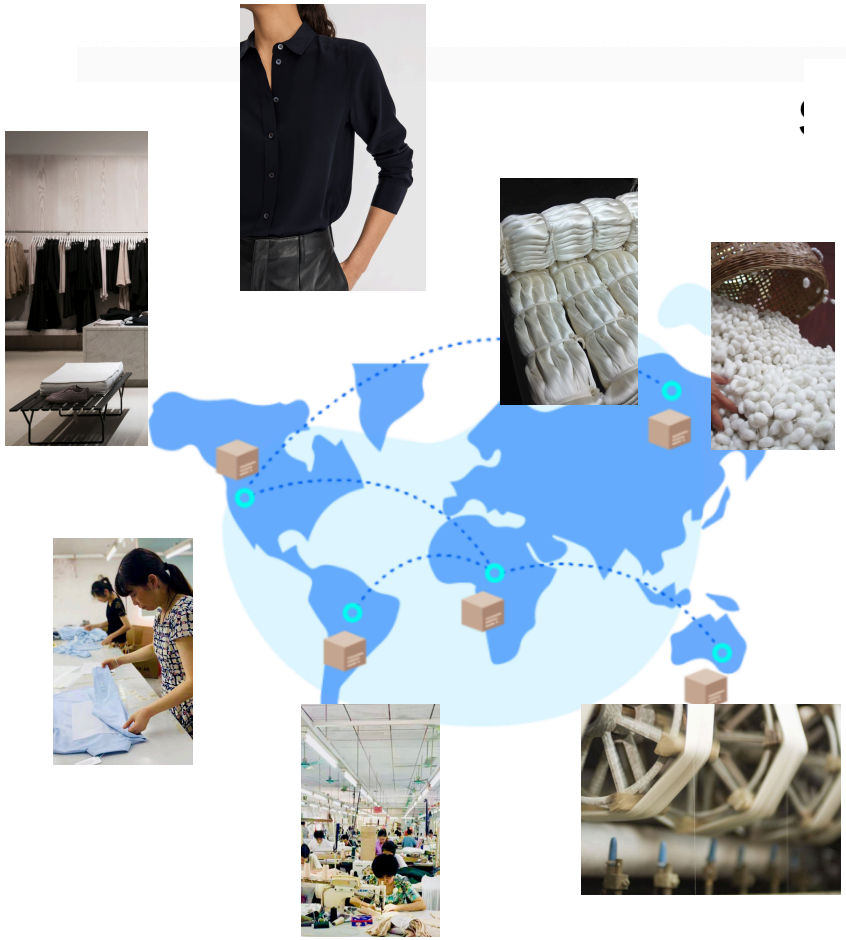
INDUSTRIENS FOND FREMMER DANSK KONKURRENCEEVNE
The Danish Industry Foundation
CBS COPENHAGEN BUSINESS SCHOOL HANDELSHØJSKOLEN
DI Handel
Lifestyle & Design Cluster.

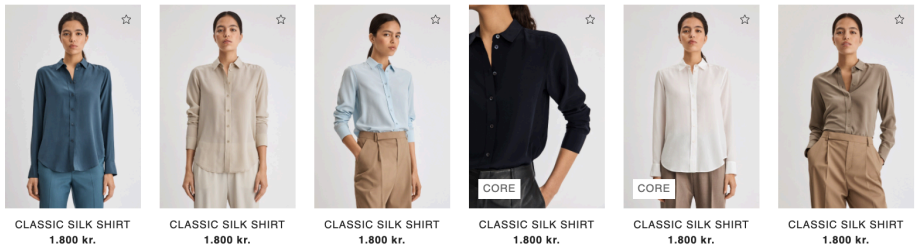
The Travel of a T-shirt in the Global Economy





The Travel of a Fillippa K shirt





Meet the Classic Silk Shirt: in silk crepe de Chine, it's been in our collections since 2015. Not only is it luxurious and elegant, it is also a natural and biodegradable fibre that is durable and a renewable resource.

Follow the journey of this Filippa K favourite: our team has visited each location and works closely with them to create garments you can wear and love for years

STEP ONE: RAW SILK SUPPLIER – SICHUAN TIAN HONG SILK

This is where the silk comes from in its rawest form, just after the silkworms work their magic.

- Certified materials free from harmful substances in environmentally-friendly, safe, and socially responsible facilities
- The first raw silk producer to use 100% natural products with organic certification

STEP TWO: FABRIC MILL – BONUS HIGH FASHION GROUP

The fabric mill is where the silk becomes a roll of fabric through a meticulous process of spinning, weaving, dyeing, and finishing.

- Certified for environmentally friendly and socially responsible textile production facilities
- Green systems recycle 2000 tonnes of water per day, while reducing pollutants and emissions (the equivalent of planting 40,000 trees!)

STEP THREE: GARMENT FACTORY – XU MING

The factory receives fabric from the mill and the garment design from Filippa K, ensuring perfection down to the final stitch.

- QuizRR Platinum certified for educating full taskforce on their rights and responsibilities
- Conducts business with the values of quality and credibility

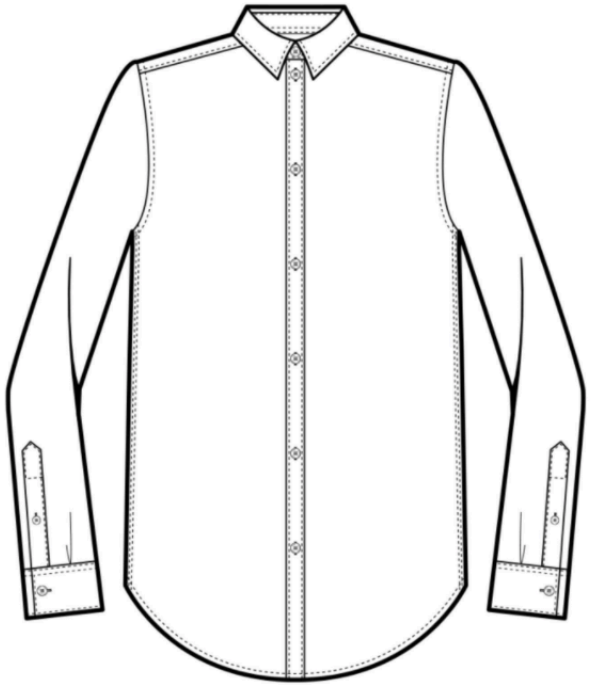
STEP FOUR: FILIPPA K WAREHOUSES & STORES

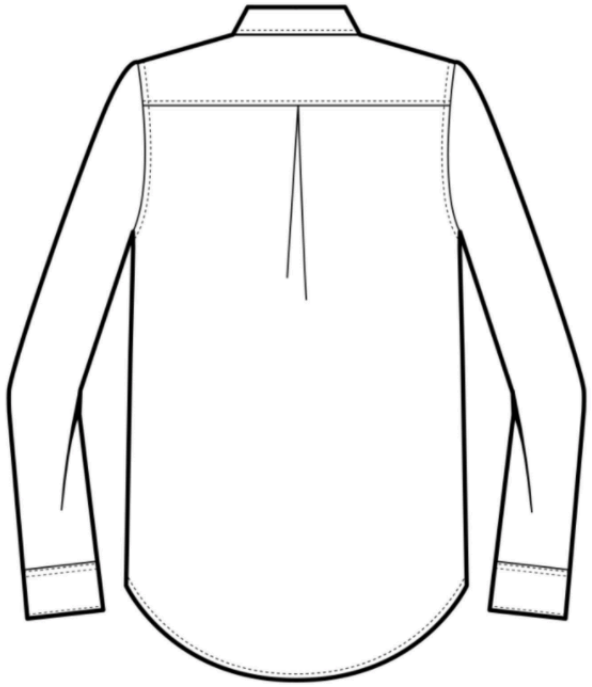
The Classic Silk Shirt is transported to Filippa K by boat to Gothenburg, then it goes by truck to our warehouse in Borås. The pieces are then prepared for our stores, or to be sent directly to your closet

TRACEABILITY: THE CLASSIC SILK SHIRT

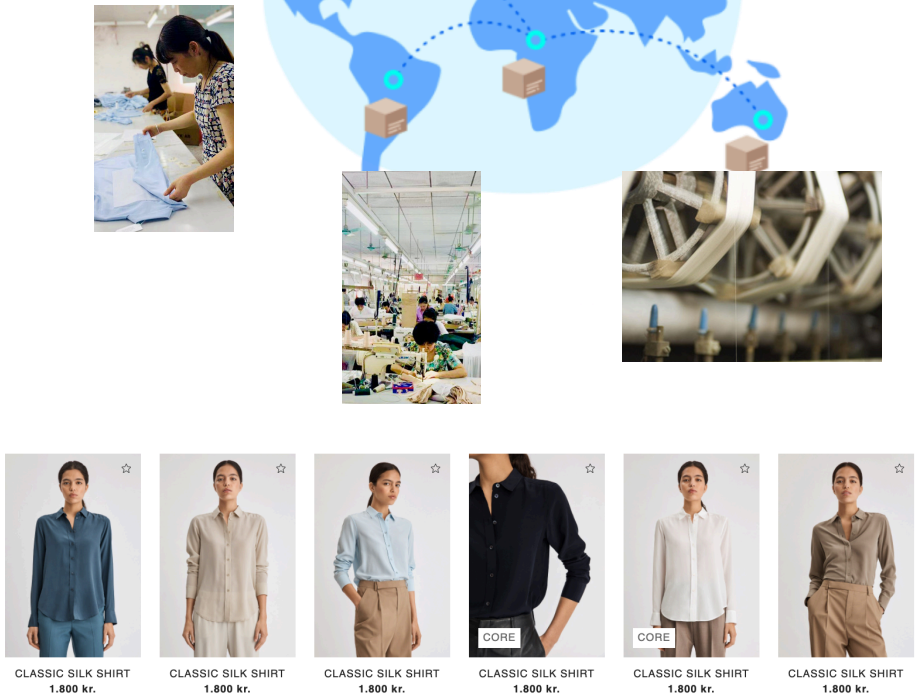
OUR COMMITMENT

This year, we've started a partnership with TrusTrace to use groundbreaking blockchain technology that supports the transparency of our garments. We're starting with 10 pieces that now have full traceability – aiming to increase this number with each season.





Solution



T-Trace - Traceability Redefined

- Identify suppliers beyond Tier-1, map them to the various materials, styles and orders.
- Trace material movement at an individual LOT/batch level.
- Establish and visualize the product journey and product sub-components.
- Ensure product compliance to design guidelines using certifications and validations.
- Secure every transaction on a product using tags (QR, DNA, RFID etc.,) and blockchain.

NEWS SHOP WHO WE ARE SUSTAINABILITY

RESIDUS
STOCKHOLM, SWEDEN

SEK, Kr. 0

MOSS RIB TOP – WHITE SAND

~~795.00 Kr.~~ 477.00 Kr.

SELECT OPTION Choose a size

Quantity ◄ 1 ►

Add to cart

A luxurious rib top in a lustrous viscose blend. Moss has a relaxed body, a long slim T-shirt sleeve and a small turtleneck.
Composition: 93% FSC Certified Viscose, 5% Polyamide, 2% Ea

SIZE GUIDE

Free shipping and Free returns within 14 days.

Trace this product

Material
- 93% Viscose
- 5% Polyamide
- 2% Elastane

Moss Rib Top
73.25% Traceable

Made by
Residus

Traceability | Sustainability & Care | Footprint Data

RIBEIRO & CAMPOS, Ltd , Portugal — Portugal
CMT
Porto

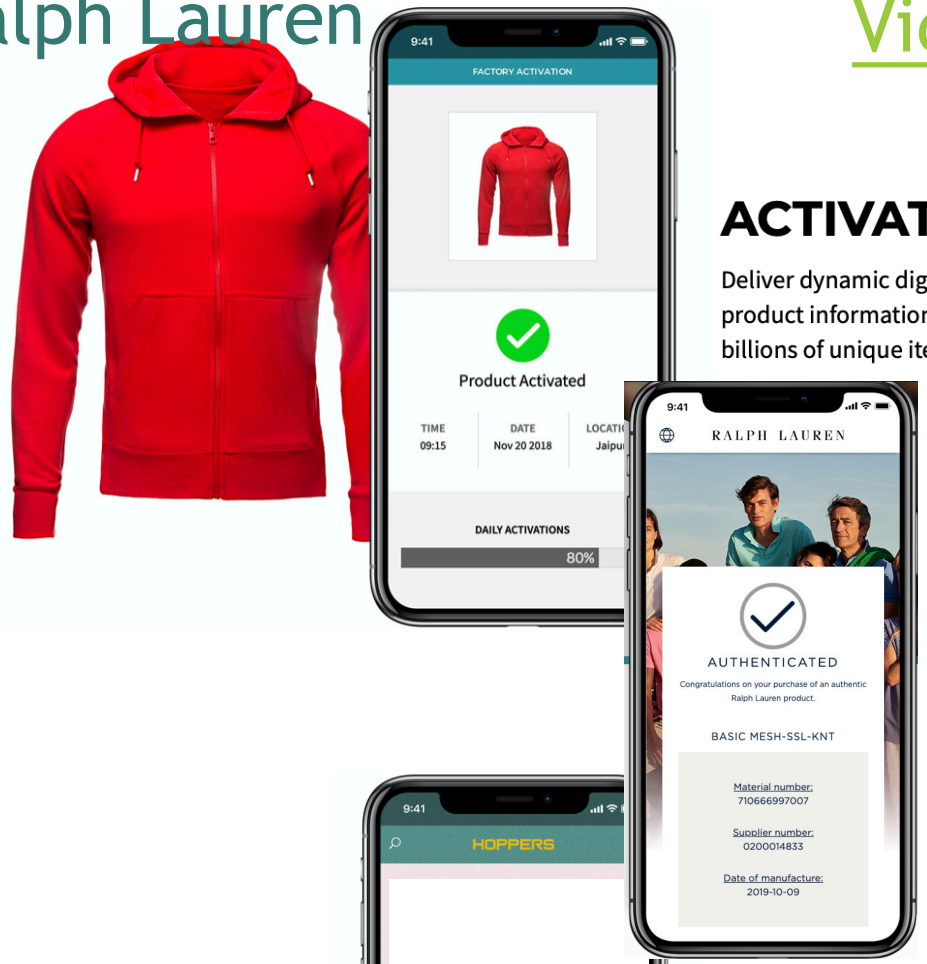
MATIAS & ARAÚJO — Portugal
Weaving&Dyeing
Porto

ENKA International GmbH & co — Germany
Fibre production
Wuppertal

TRUSTRACE

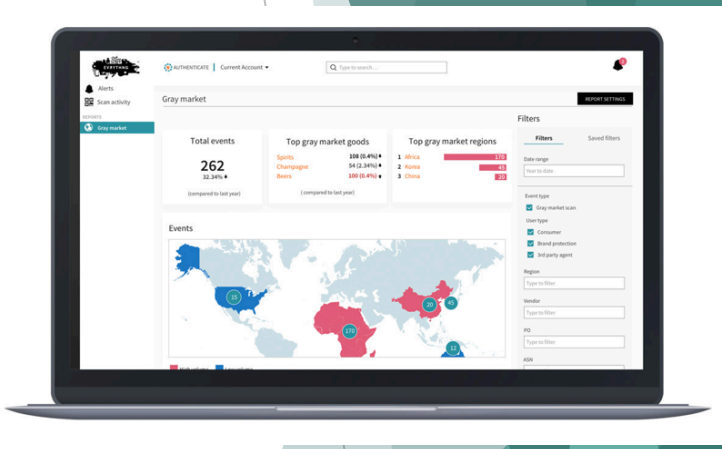
Ralph Lauren

Videos about EvryThng



ACTIVATE

Deliver dynamic digital services with trusted digital identities and product information. Industrial scale product data management for billions of unique items, from factory to consumer to recycle.



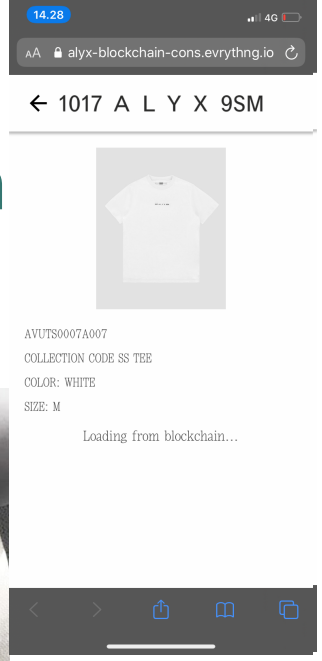
AUTHENTICATE

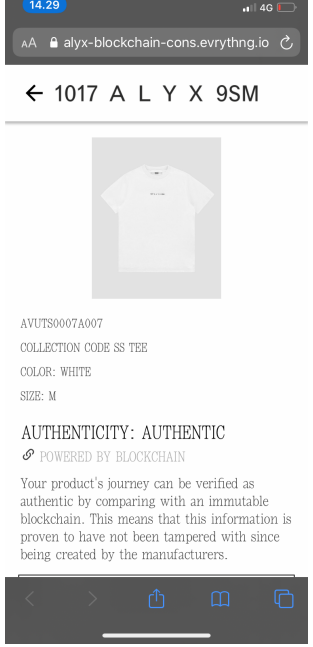
Protect brand trust, increase earnings and preempt supply chain integrity problems with data science intelligence applied to your products for visibility throughout the supply chain and with the consumer.

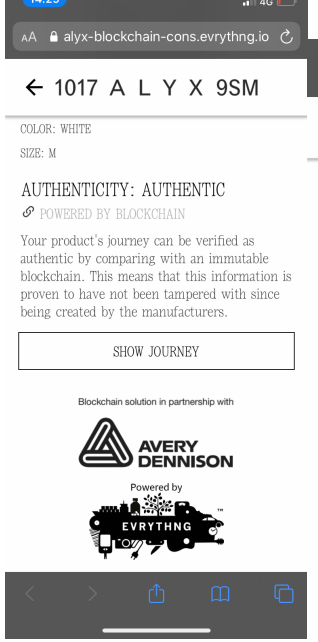
AMPLIFY

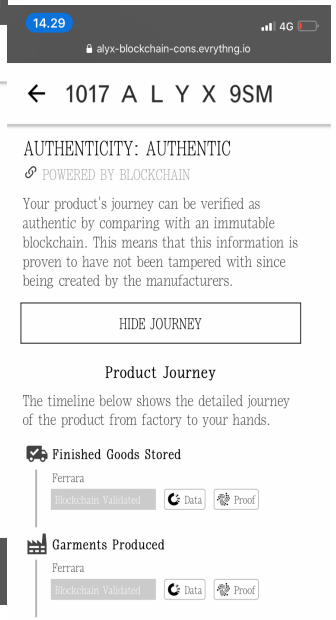
Build direct customer relationships, grow lifetime value and acquire first party customer data by transforming your products into a direct engagement channel to connect with consumers.

Avery Dennison

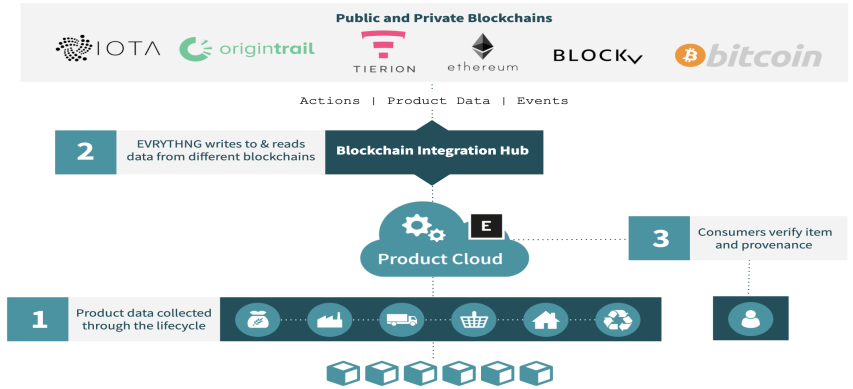




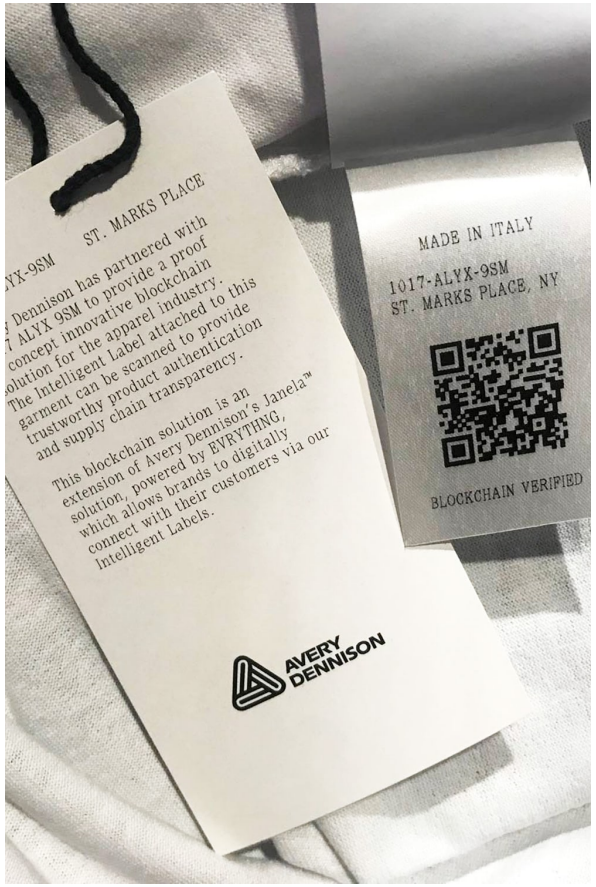


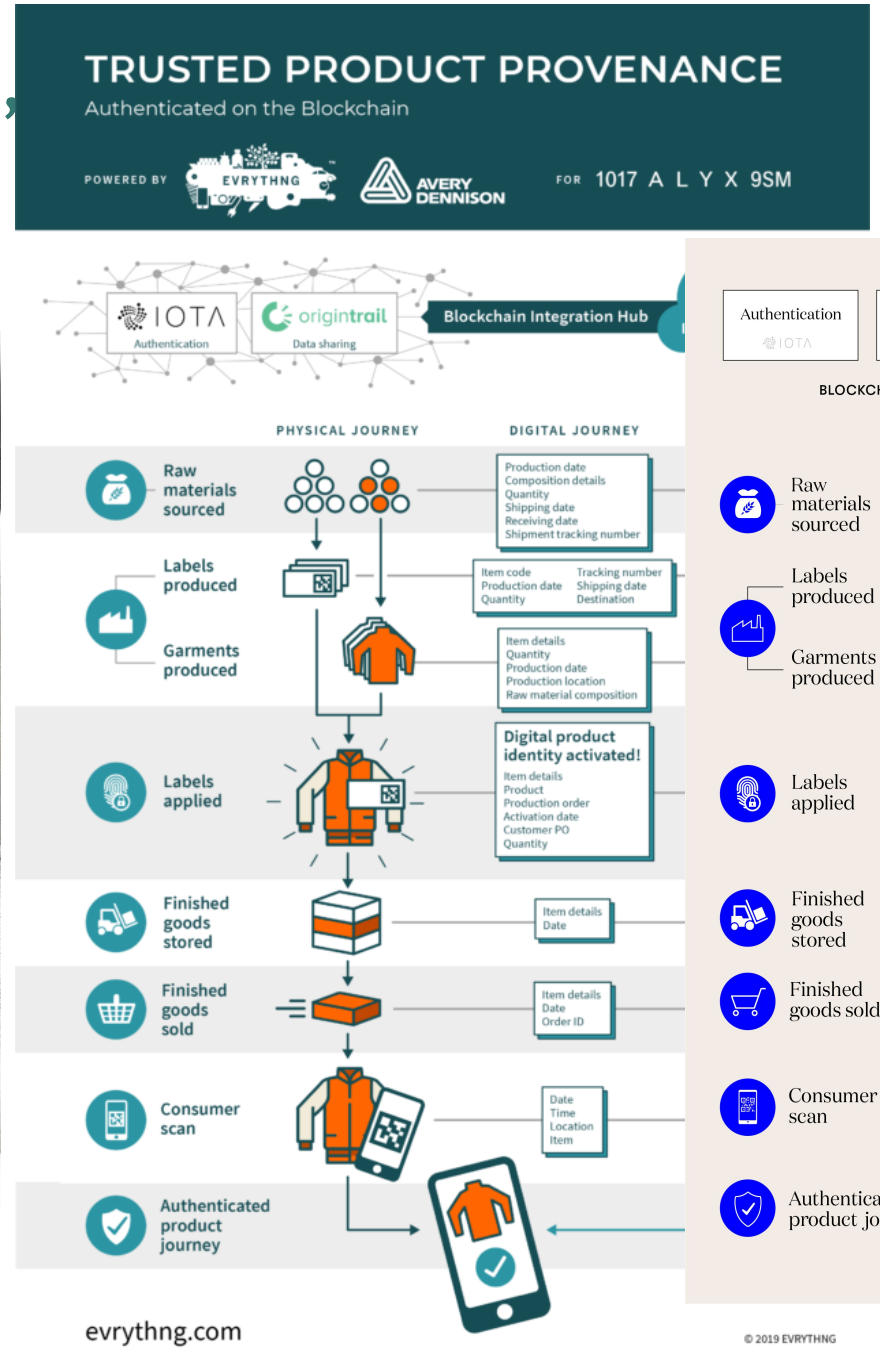


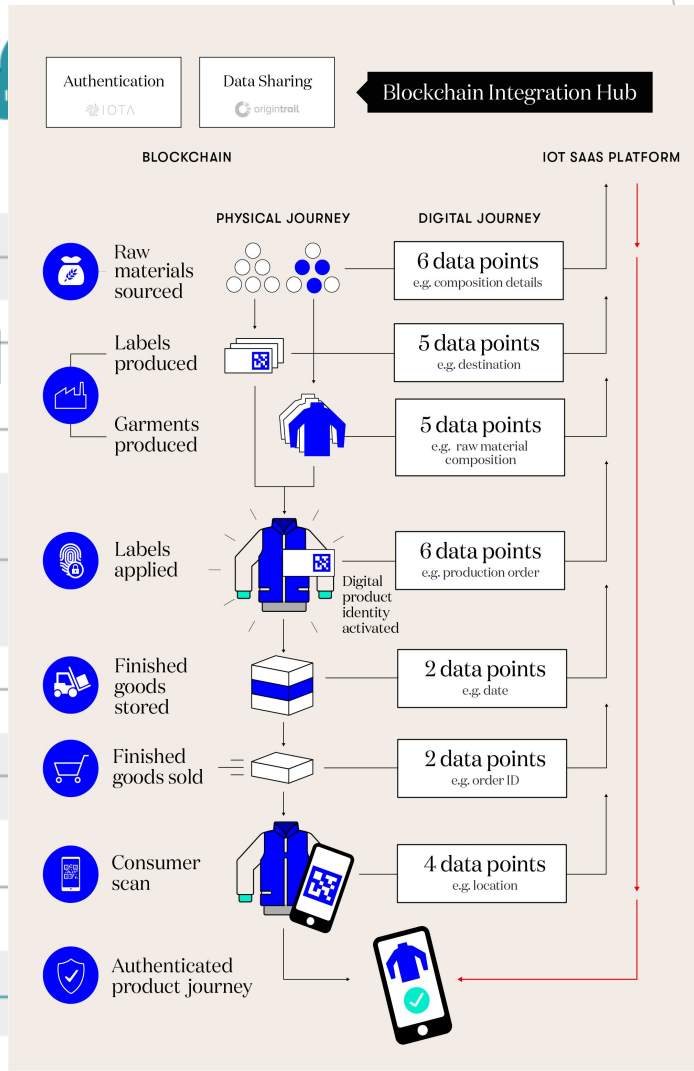
[Brands that have integrity and purpose are supported by conscious consumers](). Powered by EVRYTHNG, Avery Dennison's blockchain solution provides brands such as the 1019 ALYX 9SM fashion label, designed by Matthew Williams ([Interview]()), with full supply chain transparency.



Avery Dennison’





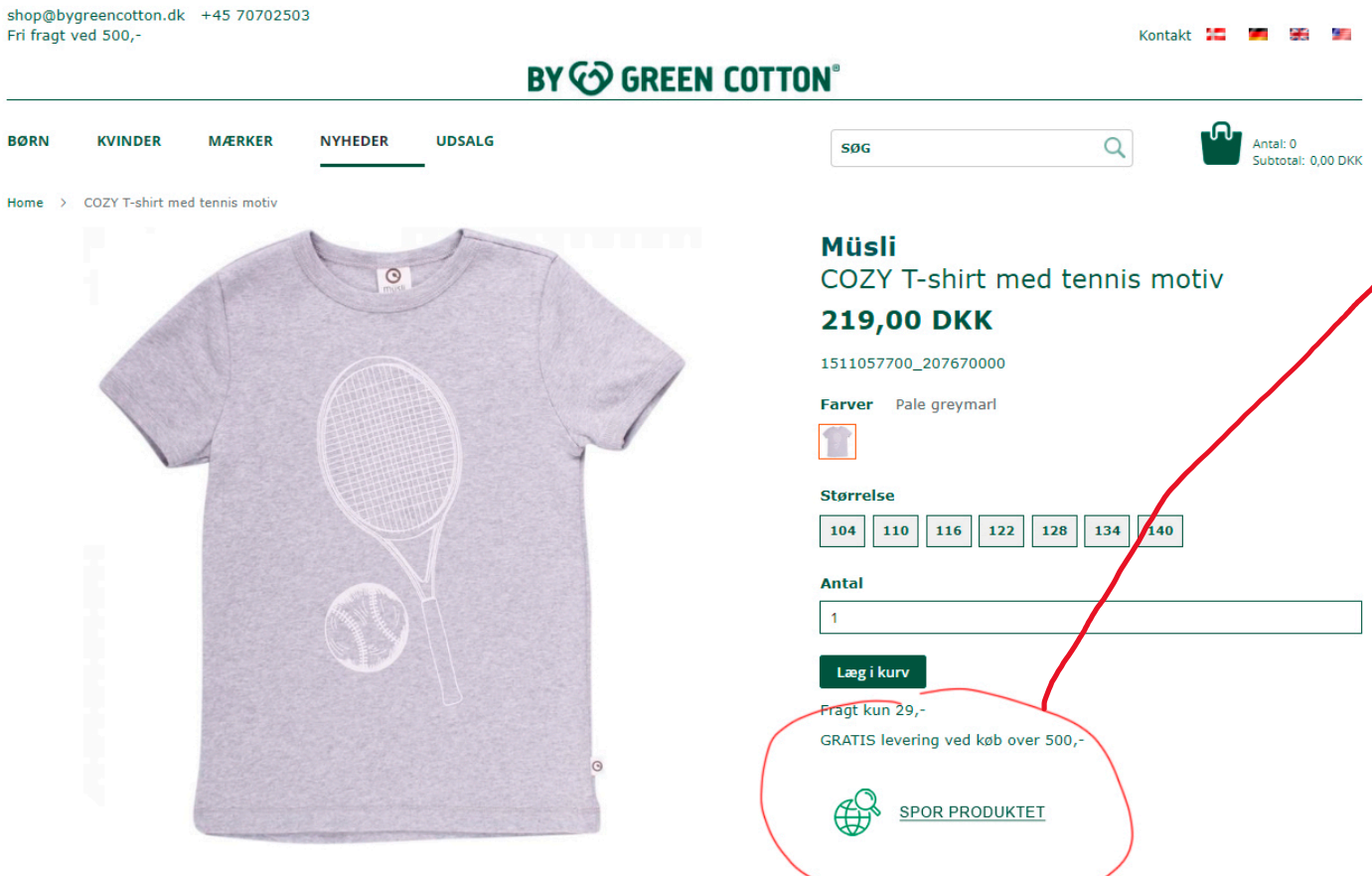


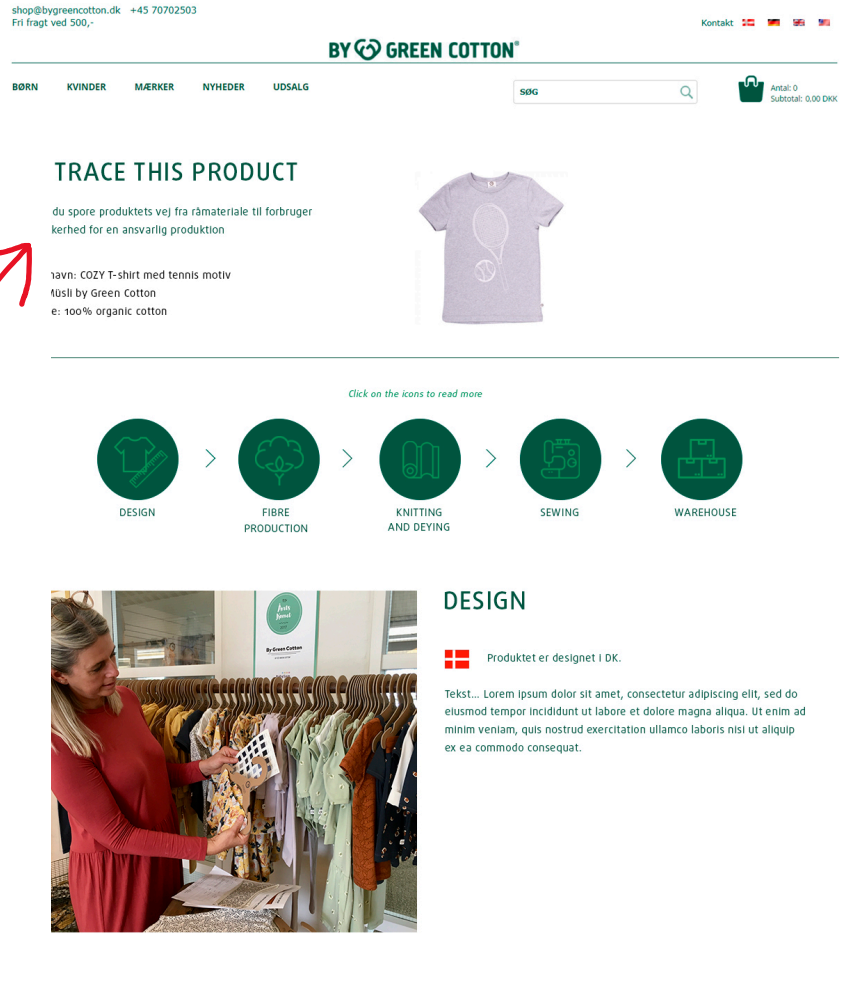
Green Cotton http://green-cotton.com/ – sustainable cloth/bæredygtig beklædning

- Use case herkomst
- Use case certifikater
- Use genbrug / gensalg
- Use case smart contract
- Use case miljøpåvirkning/co^2 regnskab

Green Cotton http://green-cotton.com/ - sustainable cloth/bæredygtig beklædning

- Use case herkomst





Louis Vuitton Owner LVMH Is Launching a Blockchain to Track Luxury Goods

coindesk

Story from **Business** →

Louis Vuitton Owner LVMH Is Launching a Blockchain to Track Luxury Goods

Mar 26, 2019 at 12:00 UTC ▪ Updated Mar 27, 2019 at 17:59 UTC

Ian Allison

Luxury brand conglomerate LVMH, owner of the iconic Louis Vuitton label, is preparing to launch a blockchain for proving the authenticity of high-priced goods, CoinDesk has learned.

Code-named AURA, the cryptographic provenance platform is expected to go live in May or June with Louis

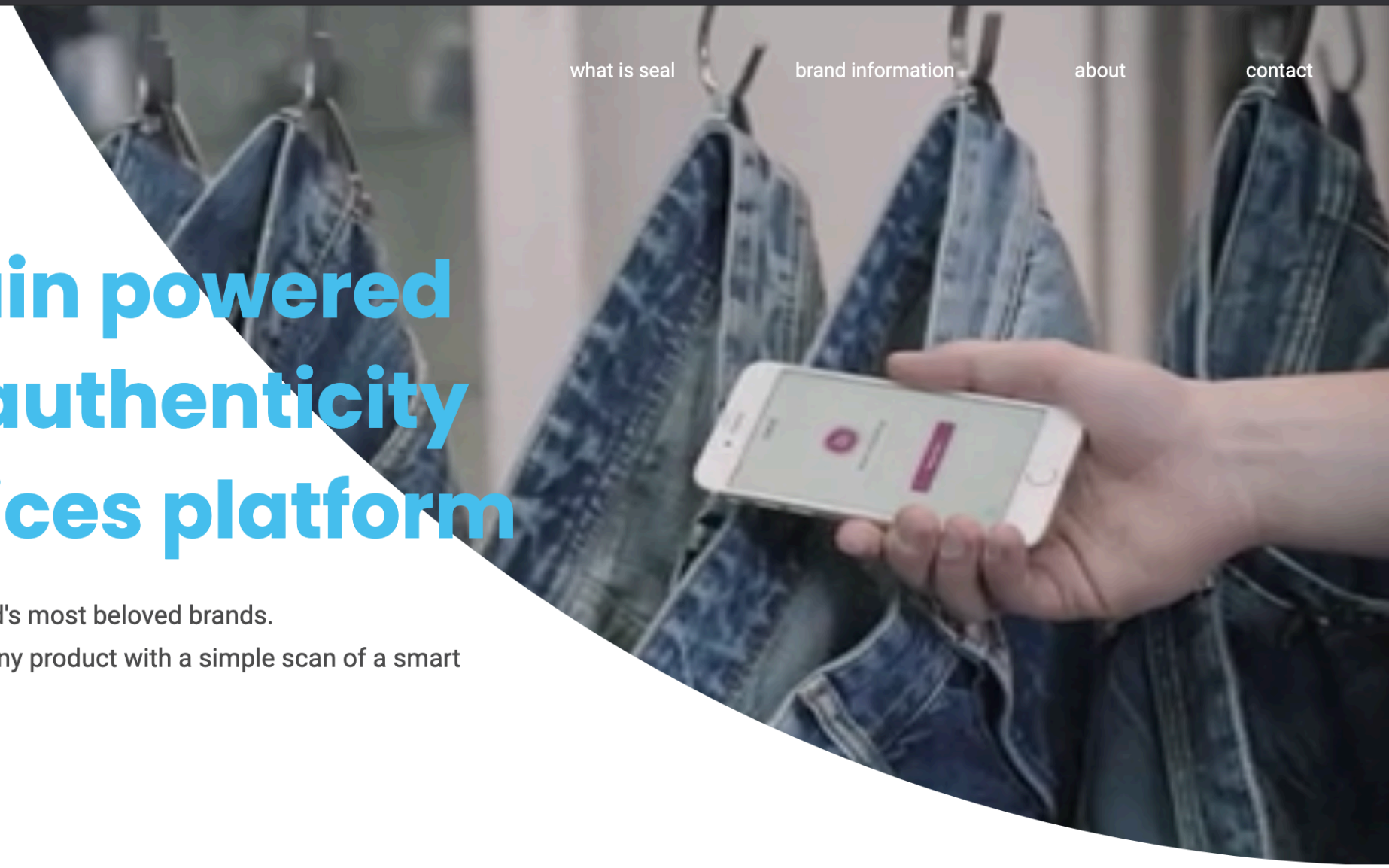
seal.network

Apps | figure 1_3_8_TJ_2... | 360 camera basic... | Hassio ESPHome

Paused

seal

what is seal | brand information | about | contact



blockchain powered product authenticity and services platform

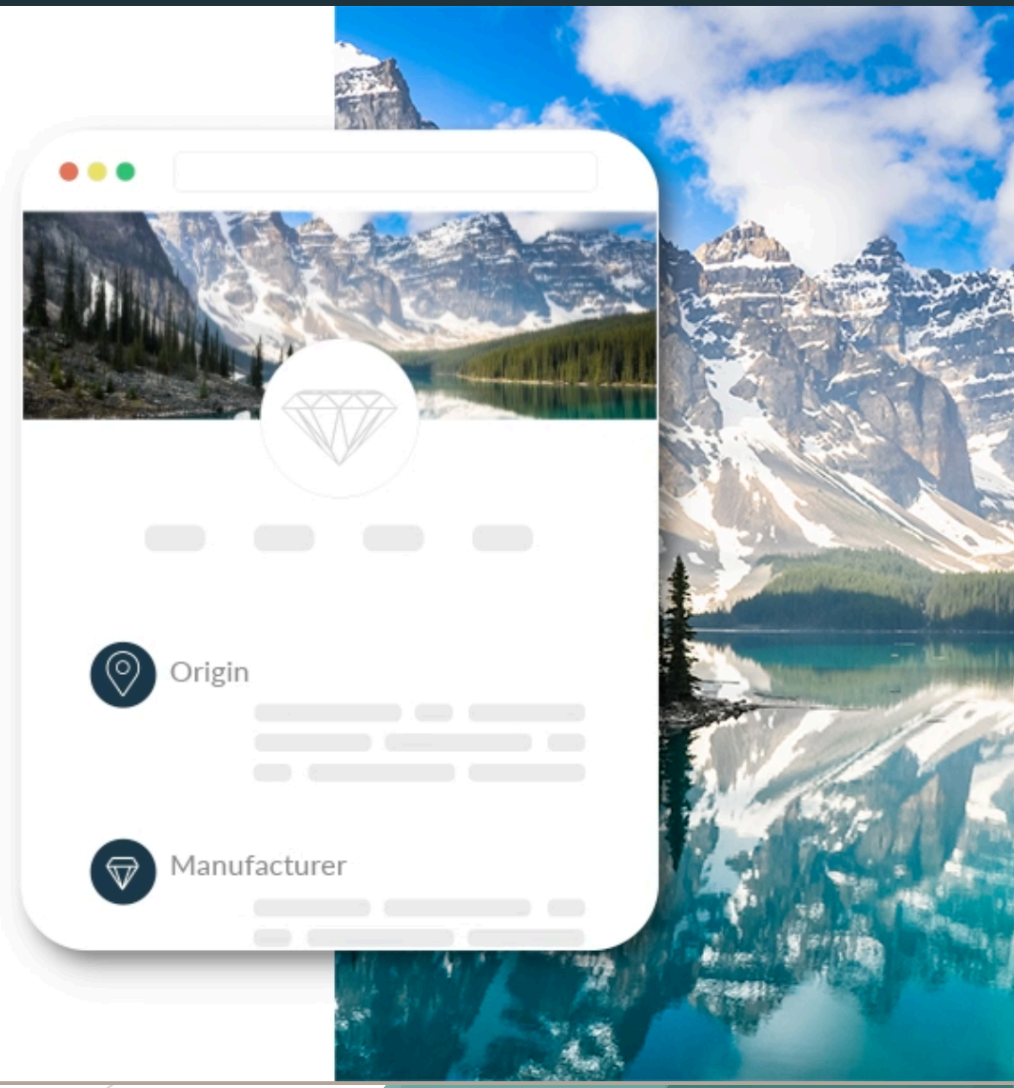
We protect the value of the world's most beloved brands.
Easily verify the authenticity of any product with a simple scan of a smart phone.

everledger.io
Paused
Apps
figure 1_3_8_TJ_2...
360 camera basic...
Hassio ESPHome

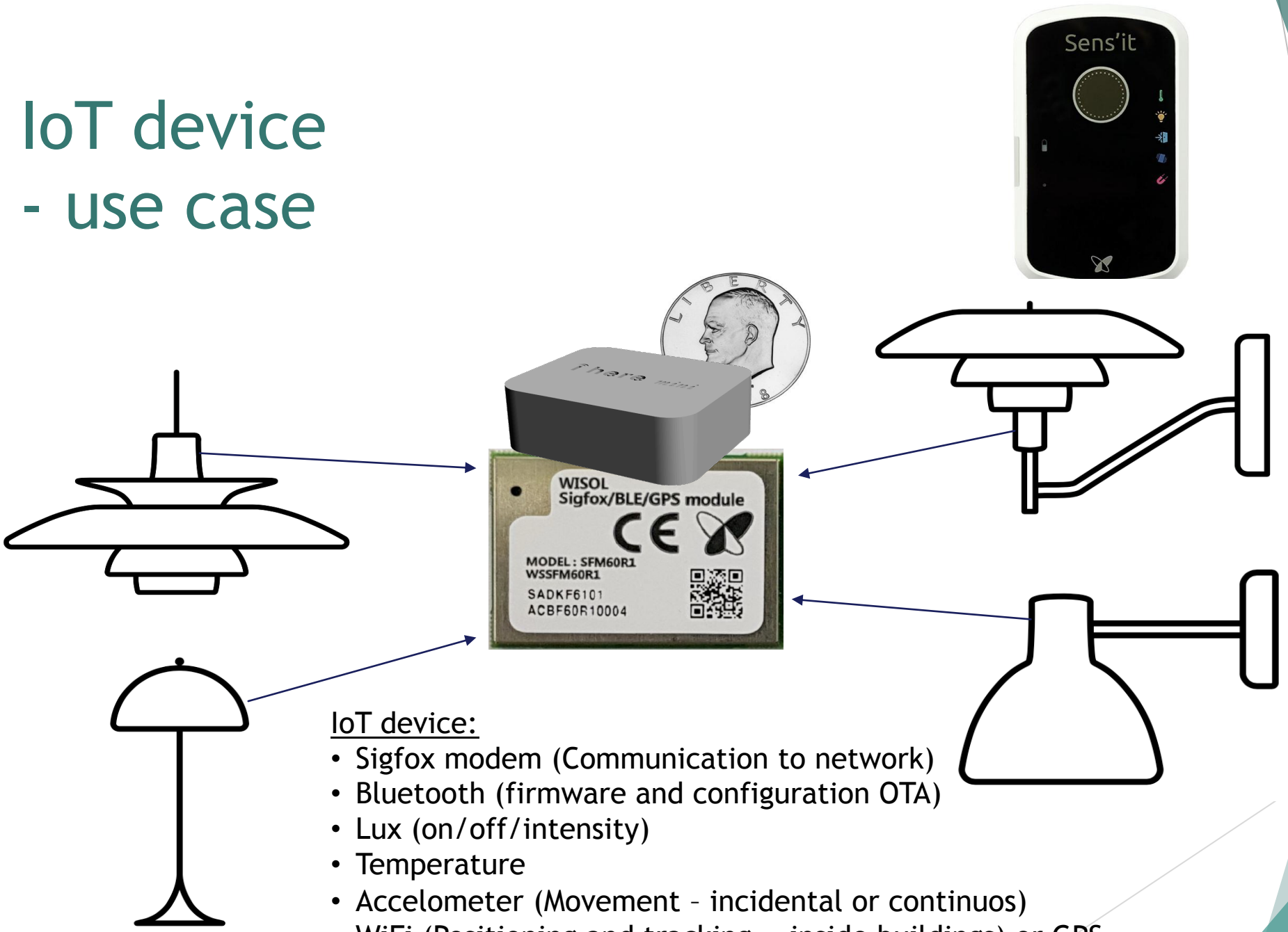
EVER MORE *knowledge*

We develop technology to create a secure and permanent digital record of an asset's origin, characteristics and ownership. This transparency helps industries respond to growing expectations for sustainable, verifiable sourcing.

Our Solutions →



IoT device
- use case



IoT device:

- Sigfox modem (Communication to network)
- Bluetooth (firmware and configuration OTA)
- Lux (on/off/intensity)
- Temperature
- Accelometer (Movement – incidental or continuos)
- WiFi (Positioning and tracking - inside buildings) or GPS (Positioning and tracking - outside geofence)

Eksempler på blockchain løsninger

- BitCoin
- TradeLens

Eksempler på use cases

1. Finans f.eks. Crypto currencies
2. Supply chain f.eks. Track and trace
3. Herkomst/provenance
4. Produkt validering/authentification
5. Garanti og service samt forsikring
6. Genbrug og recycling

Dine/Jeres eksempler på relevante use cases?

Interesseret I blockchain men mangler viden - din virksomhed har mulighed for at prøve teknologien
- Industriens fond, Copenhagen Business School, Dansk Industri, Lifestyle & Design Cluster står bag projektet

Virksomhed

- Ønsker at få viden om blockchain teknologi og eventuelt Internet of Things
- Vil gerne prototype, afklare om og hvilke use case(s), der er relevante for vores virksomhed:
  A) Produkt autenticitet, f.eks. for at undgå kopi produkter
  B) Produkt herkomst f.eks. certificering af økologiske råvare og produktion
  C) Carbon Foot Print
  D) Cirkulær økonomi
  E) Nye forrretningsmuligheder f.eks. service
- Giver mulighed for at afprøve teknologien med jeres partnere
- Ressourcer, begrænset arbejdsindsats fra virksomheden og dens partnere

Blockchain prototype

- Mulighed for at prototype og erfare, ny teknologi IoT og blockchain, f.eks. Add Product og event og Product Search
- Webpage userinterface for at se meta-information om hændelser på blockchain f.eks. for traceability
- Webpage userinterface for publicering af hændelser på blockchain
- Mulighed for at oploade hændelser fra regneark
- API for publicering af hændelser på blockchain
- Webpage userinterface med filtrering af hændelser på blockchain, tilpas til jeres webpage/app
- Understøttelse af IoT devices
- Projekt periode 2020-2021