

Create value with value chain transparency

webinar

11 December 2024



pwc



roccamore

Agenda

01

Introduction



02

Introduction to value chain transparency

... and why it is a differentiator (right now)



03

Roccamore and value chain transparency

Why, how and what has Roccamore done



04

How to get started

What are some of the key questions to ask yourself before starting



Introduction

Nicolai Toft Pedersen



Summary

Manager in PwC Digital Strategy & Transformation
PwC DK Blockchain and tech sustainability lead
+8 years of experience with digitalization and technology

Signe Marie Bakka Backhaus



Summary

Director of Design & Product Development at Roccamore
+20 years of experience in design and product development

Introduction to Value Chain Transparency

What is Value chain transparency and why is it becoming a differentiator?

What is value chain transparency?

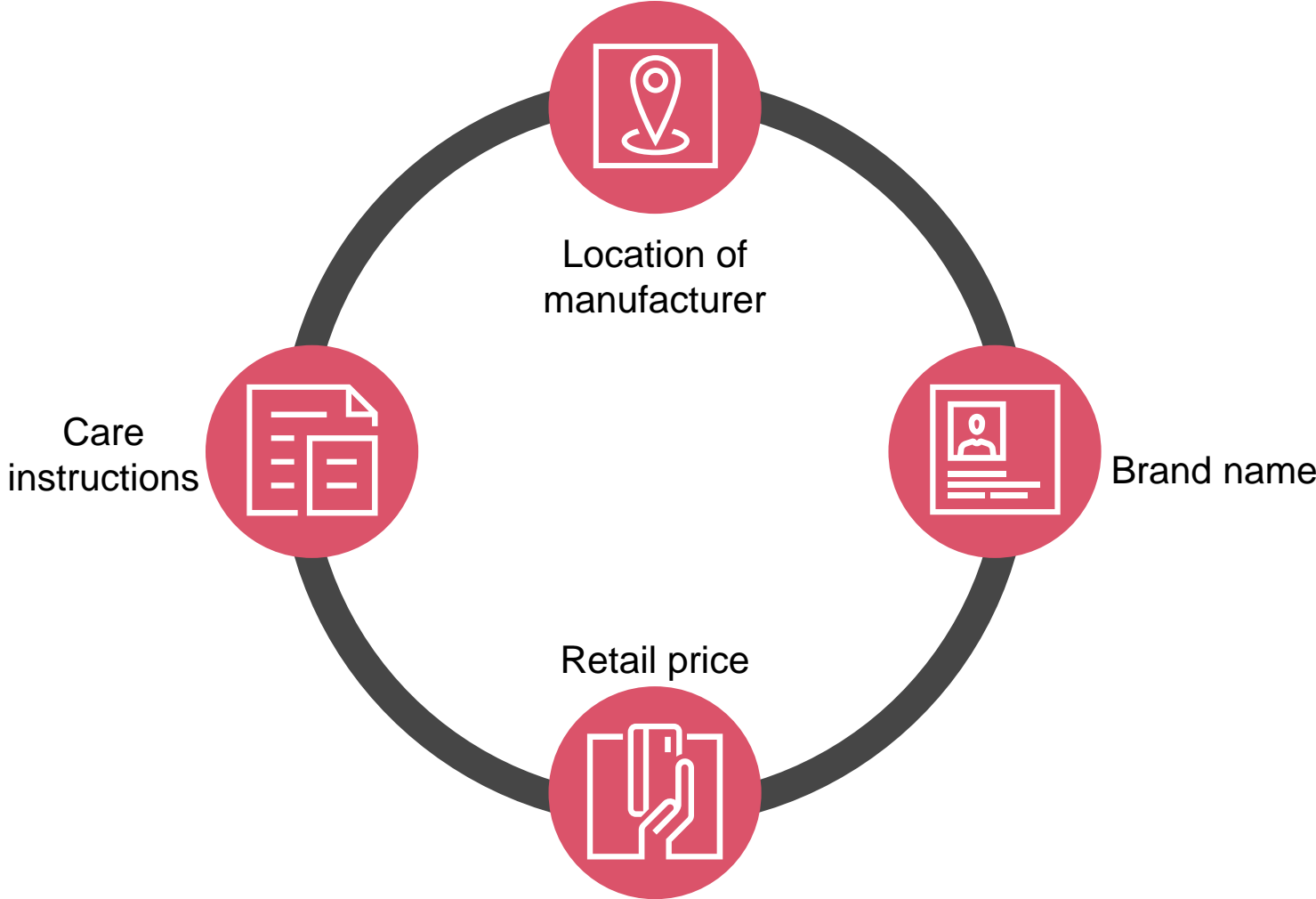
Value Chain Transparency (VCT) refers to the **end-to-end visibility and disclosure of information** about the entire network of activities involved in producing and delivering a product or service.

It involves not only mapping out and understanding every participant in the value chain (suppliers, manufacturers, logistics providers, distributors) while also making key details accessible and verifiable by relevant stakeholders.

This includes information such as source of origin of raw materials, environmental impact, ethical labor practices, product quality checks, and the overall flow of goods and related data across the organization's ecosystem.



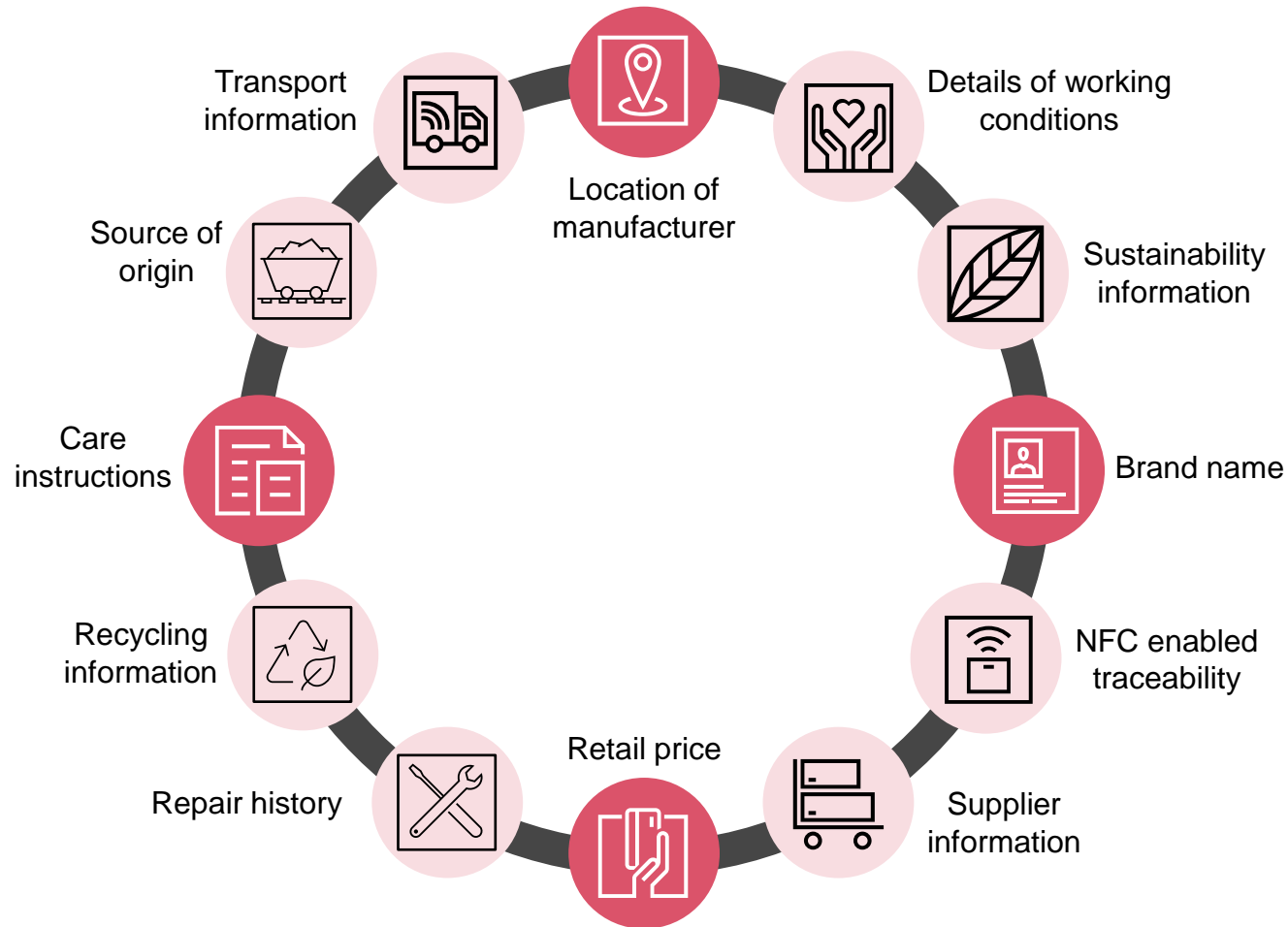
Today, product information available to customers are generally low despite a lot of data is obtainable



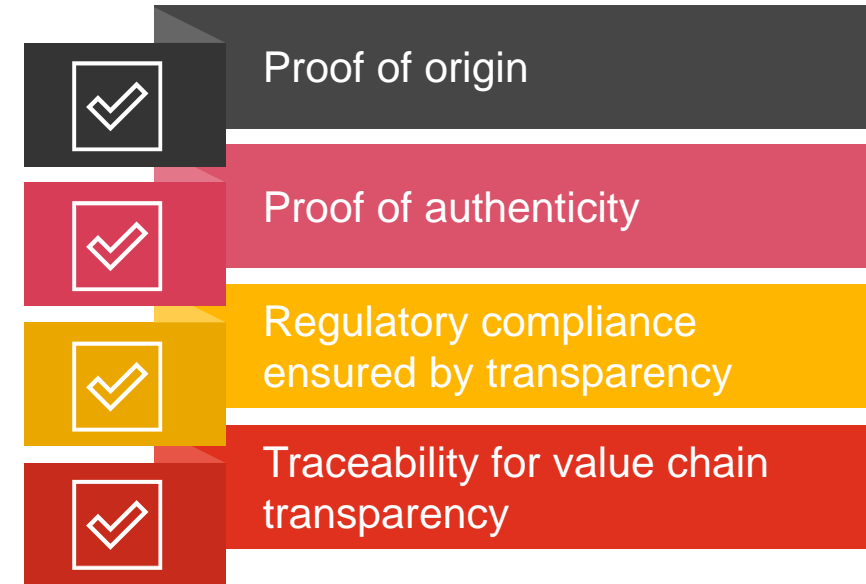
Business challenges

- No information of origin
- Counterfeit
- Regulatory compliance information is missing
- Turning regulatory compliance into business value

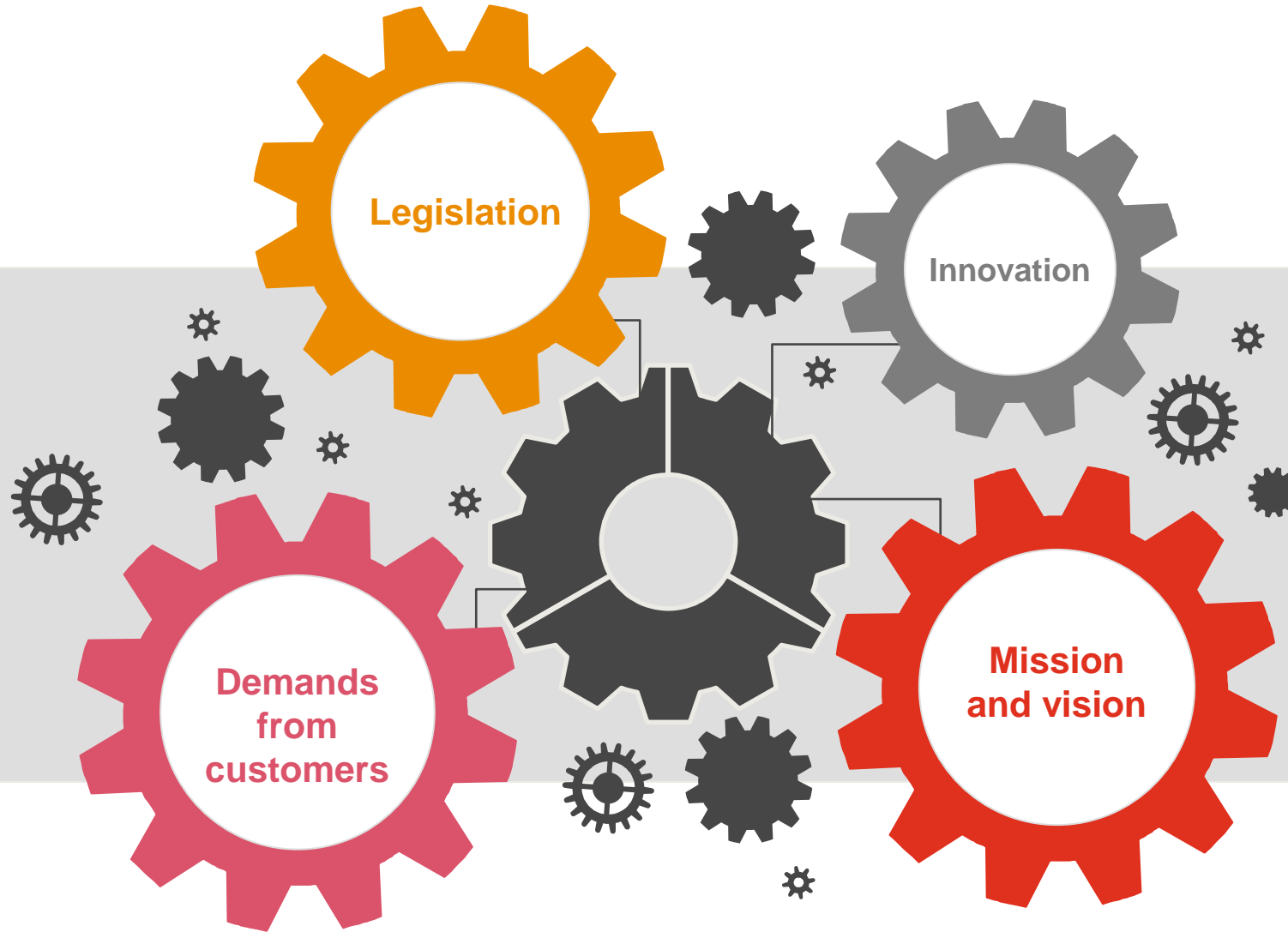
Tomorrow, detailed product information is available to customers (and you) supporting data-driven decisions



Detailed information results in



The implementation of DPP can be driven by various things



Roccamore



roccamore

Signe Marie Bakka Backhaus,
Director of Design & Product Development

www.linkedin.com/in/signe-marie-bakka-backhaus

THE WHY



roccamore

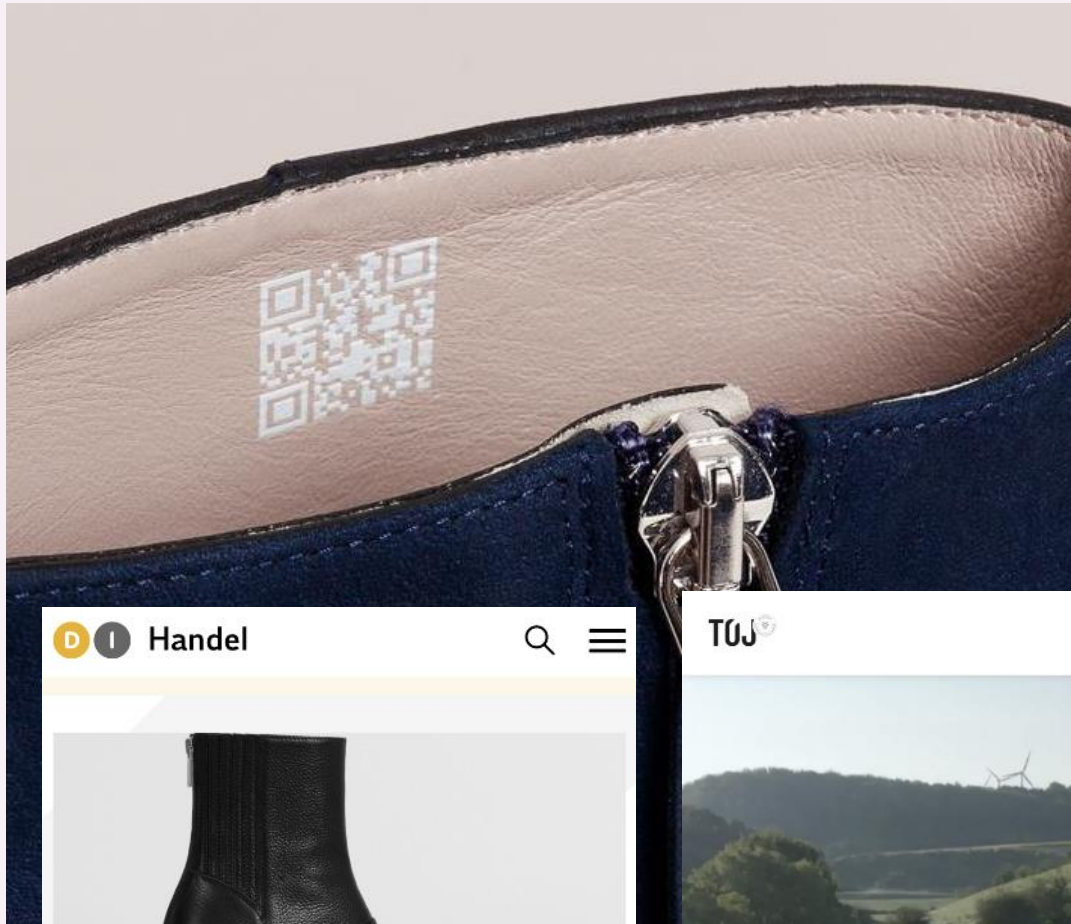
Our mission is to support women in being who they are. Millions of brands will try to convince you, you need to change just one more thing and then you'll be perfect. We believe you were always perfect, and the power lies in standing up for who you are.

We also believe it is easier to be confident in yourself in heels, and we've made them as comfortable as possible, so you can stand strong every day.

CREATE SOMETHING UNIQUE







D I Handel 🔍 ☰



Brugen af blockchain er resultatet af et samarbejde med projektet Blockchain Business i handel og Design, som er et tiltag finansieret af Industriens Fond.

23.04.21 • **DI HANDEL** • NYHEDER

Fra ko til sko: Blockchain giver sporbarhed

TUJ ☰



Skobrand lancerer verdens første transparente skokollektion

05/03/2021 | BRANDS, CSR | AF REDAKTIONEN

POLITIKEN Mandag

DANMARK KULTUR DEBAT KLIMA INTERNATIONALT SPORT FORBRUG OG LIV IBYEN PODCAST 🔍 ☰ MENU

Nu kan dit skolæder spores tilbage til koen

Et selskab ejet af Danish Crown vil sælge sporbart nordisk læder, så forbrugerne kan se, hvor deres sko, sofaer og tasker kommer fra.

AUTOMATISK OPLÆSNING



Traceable Collection



We want the customer to have transparency in the choice of shoes.



We want the customer to have transparency in the choice of shoes.

What can you gain from transparency ?

Storytelling that engages your audience .

Trust and increased business .

Compliance

Transparency is a key driver of success in today's business landscape. It builds a strong foundation of trust, enhances customer loyalty, and helps businesses stay ahead in terms of both compliance and ethical practices. When done right, transparency not only drives engagement but can also open doors to new opportunities and long-term growth.

SPOOR Traceability

Data Points

Siv Sage

<https://www.roccamore.com/products/siv-sage>

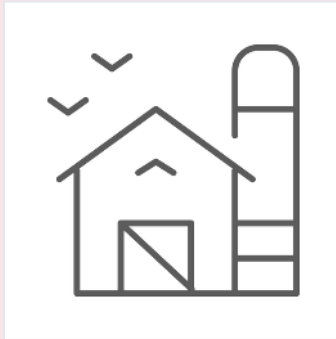
2024 February Siv Sage SPOOR DATA																
Order ID	Quality	Colour	Laser number	Day of birth	Age (months)	Farm Location	Country	Breed	Net weight (kg)	Day of becoming a hide	Day of tanning	1st tannery	Tannery batch	City of tannery	2nd tannery	City of 2nd tannery
R102704+R10271	Sambucca	Sage green	TC5UW	05-10-2022	10	Bylderup-Bov	DK	HOL	27,6	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	TT182	08-10-2022	10	Holstebro	DK	KRY	28	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	V5RSS	25-10-2022	9	Bylderup-Bov	DK	HOL	28,8	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	VUSB6	30-09-2022	10	Aars	DK	KRY	24	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	W9BP6	30-08-2022	11	Holstebro	DK	KRY	28,7	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	163US	26-11-2022	8	Aabenraa	DK	KRY	26	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	3WG75	06-10-2022	10	Holstebro	DK	KRY	25,9	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	4FR51	19-10-2022	9	Bylderup-Bov	DK	HOL	28,3	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	94NN8	28-09-2022	10	Holstebro	DK	HOL	27,5	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	EVC21	14-12-2022	8	Skamby	DK	KRY	21,4	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	K9PVS	30-10-2022	9	Aars	DK	KRY	26	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	M8RT8	11-10-2022	10	Holstebro	DK	KRY	25,4	18-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	019A0	27-11-2022	8	Rødding	DK	HOL	28,8	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	850S4	14-11-2022	9	Ikast	DK	KRY	28,7	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	CCR2G	10-11-2022	9	Ikast	DK	KRY	24,5	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	E432A	16-11-2022	9	Rødding	DK	KRY	27,2	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	EVCM3	13-11-2022	9	Vrå	DK	HOL	23,3	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	FWHUT	11-12-2022	8	Ikast	DK	HOL	26,1	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	K3PAX	18-09-2022	11	Aars	DK	HOL	26,8	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal
R102704+R10271	Sambucca	Sage green	NK7HS	16-10-2022	10	Ikast	DK	RDM	26,1	21-08-2023	22-08-2023	Scan-Hide	P16005	Vester Skerninge	Richard Hoffmans	Nettetal



SPOOR
Traceability

Data Points

Farm



SPOOR
develops and
tracks data on
the cow via ear
tagging right from
the moment they
are on the farms.



SPOOR Traceability

Data Points

The Danish Tannery

Animal Welfare



We partnered in 2021 with SPOOR and Scan-Hide on providing a transparency on each hide for calf and cattle.

- Cattle: leather that is sourced from Denmark and tanned in Denmark and Germany
- Calf: leather that is sourced from Denmark and tanned in Denmark and Germany

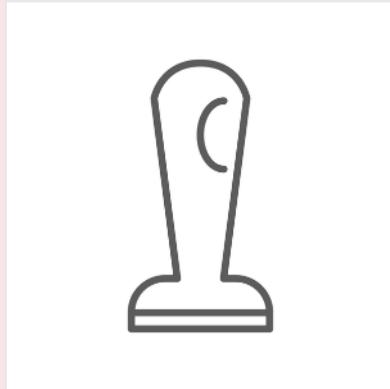
For the hides sourced globally for sheep and goat leather we do not have access to the data about the single hide.

- Sheep: leather that are sourced globally, mainly from Greece and South Africa
- Goat: leather and shearling that are sourced globally, mainly from Greece and South Africa

SPOOR
Traceability

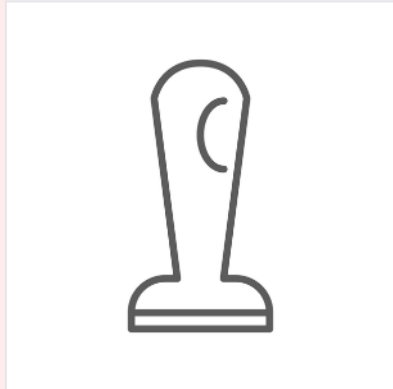
Data Points

The Danish Tannery



The tanneries at Scan-Hide process, select and tan the skins with chrome.





The tanneries at Scan-Hide process, select and tan the skins with chrome.

Scan-Hide

A danish tannery of high standards, it is LWG gold certified.

The Leather Working Group (LWG) is a not-for-profit membership organisation for stakeholders across the leather supply chain that certifies leather manufacturers according to their environmental compliance and performance capabilities.

Hides are the byproduct of the dairy and meat production. By turning it into leather, they are creating new value chains that benefit farmers and high-end fashion brands as well as many other industries.

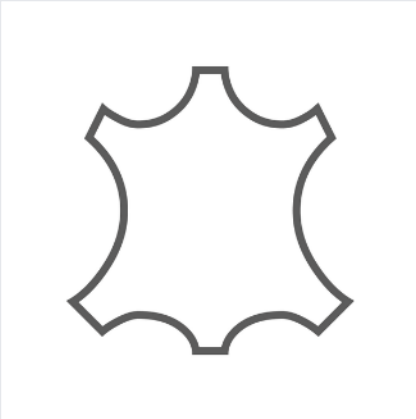
Leather lasts. Unlike other materials, leather is durable. It stands the test of time; it even gets more beautiful from use.

When we measure life impact, one of the most important point to reduce impact is to create a product that lasts longer and can be repaired and used for a longer period of time.

SPOOR Traceability

Data Points

Tannery Germany



The final tanning process is carried out in Germany by Richard Hoffmans, an LWG gold-rated tannery, with a strong focus on energy-efficient processes.



Richard Hoffmans GmbH & Co. KG, was established in 1899 and is a traditional tannery with a focus on quality and innovation. It was one of the first tanneries in Europe to see the light of day in more traceable production and transparent collaborations and use green energy.

SPOOR Traceability

Data Points

Production In Italy



The leather travels to Tuscany, Italy - a region famous for shoemaking. A pair of Roccamore boots takes 3 months, 17 people and 22 steps to create.



We collaborate with 3 Italian shoe factories in Tuscany, an area known for its know-how and fantastic craftsmanship. Every detail, from the elastic to the heel, is handled by some of the best shoemakers in the world. Finally, all shoes are collected and sent off to our Danish warehouse by truck.

SPOOR Traceability

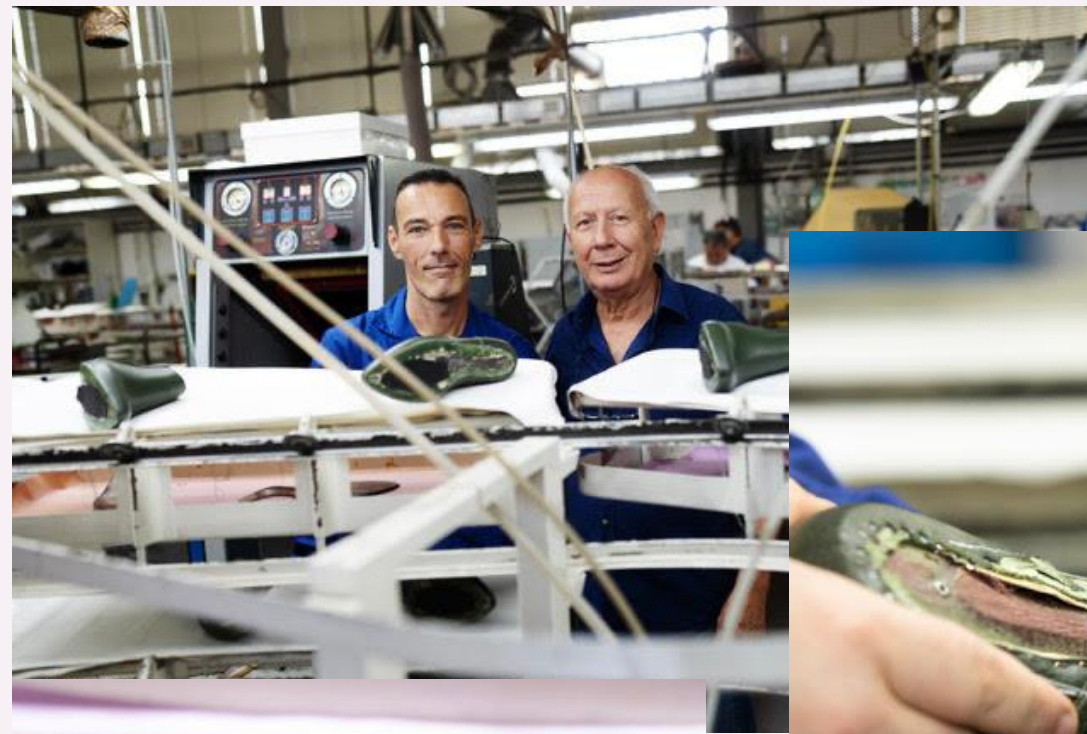
Data Points

Production In Italy



There can be up to 35 components in a pair of shoes.

Components from the local area.



We collaborate with several Italian factories in the Tuscany area, in shoes you find up to 35 components, the sole, the toe and counter stiffener, the lasting sole, the zip and zip puller, the lining and nails.

SPOOR Traceability

Data Points . Quality
Transport



After a detailed quality check, by **Benedetta** and **Martine**, your shoes travel by truck back to Denmark. Ready to be bought in our stores and online, and find their right match.

The shoes arrive at our stores, ready to find their right match.



Unlike many mass-produced brands, roccamore shoes are not covered in heavy coatings, which often contain plastic to give the shoes an artificial-perfect finish.

The fact that our shoes are made by hand from natural materials means that there may be small imperfections, which in no way harm the quality or durability of the shoes. These imperfections are not defects, but rather a reminder that the shoes are made by hand and with integrity.

SPOOR Traceability

Data Points

The stores

Denmark



Our mission is to give a good service and create an experience for the customer. We have so many products and are detailed, we have an app to convey all the information to the employees in the stores and create training on the products, both in form of videos and text.

**The
Vegetable
Tanned
Collection**





**The chemistry in our products
Eco design - design for the future**

**Know our material suppliers right down to the nail and the
glue used in the shoes**

Is recycled good?

Cradle to Cradle

The Vegetable Tanned Collection

A Global standard

Cradle to Cradle is a standard used globally by future-focused designers, brands, retailers and manufacturers to make safe, circular, and equitable materials and products that are made for tomorrow. Across the value chain, Cradle to Cradle Certified® is used to innovate and optimize materials and products according to the world's most advanced science-based measures for material health, product circularity, renewable energy and climate, water and soil stewardship, and social fairness.

The transition to a circular economy needs open and innovative widespread collaboration between actors from across industries and sectors. This is why we take part in partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with the technical solutions and knowledge they need to innovate the way products are designed and made. Our work is funded through program, community and certification fees, and the support of foundations and sponsors.

Around 10% of our collection is Cradle to Cradle Certified® today. The certification is an internationally recognized, third-party verification of our value chain, which gives us full control over production, our partners and our climate footprint. The certification is aimed at the circular economy and a tool we have used to create transparency in a complex production with many different components and sub-suppliers.

Cradle to Cradle

The Vegetable Tanned Collection



We work closely with the tannery Nuvolari that is owned by Sara Santori.

The tannery was founded in 2009 and makes vegetable tanned leathers.

Cradle to Cradle

Certification

Traceable
Collection

Example of
Bill of
Materials for
one style.

It has taken us
1,5 year to
collect all the
data and RSL's

We are applying
for the new
certification.

Cradle to Cradle Certified® Version 4.0 Bill of Materials (BoM) Worksheet - Material Health and Product Circularity			
Product Information		Applicant Information	
Product trade name:	Traceable collection	Applicant Company:	Baccamore ApS
Product type or brief description:	High heeled Boots	Location:	Denmark
Primary use of product:	Footwear	Contact name:	Sigge Marie Bakka Backhaus
Is this an intermediate product?	No	Contact role/title:	Director of Design & Product Development
Is this a consumer product?	Yes	Email:	sbaccam@baccamore.com
Product Category:	Other Products	Phone:	+45 31168699



Notes: Guidance and definitions are located in pop-up notes where there are **red triangles** in the corners of individual cells. Click into individual cells with red triangles to see the notes.

Please provide the following information for all parts, mixtures, and substances contained in your product, including all intentional inputs and any known nonfunctional or unintentionally added chemicals or materials (e.g., contaminants, byproducts, impurities).

- For the Bronze achievement level, all generic materials must be identified (e.g. molded PET, cast aluminum, paint).
- For products that are a single homogeneous material, all formulation ingredients must be listed (either chemical names and identifiers for chemical manufacturers, or material trade names and grades for formulators and similar). For products that include water as an intentional input, list water on a separate line.
- For multi-material products, all part numbers and material trade names/grades are required.
- For the Gold level, full material disclosure must have been obtained for all materials in the product (with overall exemptions as noted in standard section 4.3) and each material assessed per the Material Health Assessment Methodology. Typically, this will require collecting chemical composition data from the supply chain using this (or a similar) data form. Refer to Standard section 4.3 Material and Chemical Inventory for additional information.

Bill of Materials: Product Composition (Material and Chemical Inventory)						0	0			
Component Number	Component Description	Material Number	Generic Materials	Part Name/Function (Indicate alternates - [ALT])	Exact material specification/trade name/product number	Part weight Minimum (Indicate units above) If weights of alternates are similar, enter weight of only one of the alternates.	Part weight Maximum (Indicate units above) If weights of alternates are similar, enter weight of only one of the alternates.	Number of parts Enter 1 for all unique parts or components	Total Weight for size 35 (minimum)	Percent of Total Weight for size 35 (minimum)
1	Upper leather	1	Leather (cow)	Upper leather of shoe / chrome tanning [ALT]	Sambucca, Color A - Black	43.00	54.00	1	43.00	16.25%
				Upper leather of shoe / chrome tanning [ALT]	Sambucca, Color B - Ocean	43.00	54.00		0.00	0.00%
				Upper leather of shoe / chrome tanning [ALT]	Sweet Nappa, Color C, Rosewood	43.00	54.00		0.00	0.00%
				Upper leather of shoe / chrome tanning [ALT]	Sambucca, Color D, Grey 572-17	43.00	54.00		0.00	0.00%
				Upper leather of shoe / chrome tanning [ALT]	Sambucca Color E - Sage TL	43.00	54.00		0.00	0.00%
2	Lining	2	Sheep lining - biodegradable metal free	Lining of shoe	NATURE-L SHEEP FREE METAL BIODEGRADABLE COL. ALABASTRO / 1 RIFINITIZIONE SENE LUCIDA	18.00	23.00	1	18.00	6.80%
3	Sole	3	Sole	Sole to walk on		38.00	52.00		0.00	0.00%
3a		Bovine leather	Leather for the outsole	Art. VC 106 T 7474 Bovine leather (natural color), Scanhide, vegetable tanning + finish (3M)	26.82	26.7	1	26.82	10.13%	
3b		3b	Rubber / TPU	Rubber/TPU for the outsole	TPU	11.18	15.3	1	11.18	4.22%
4	Internal lasting sole	4	Internal lasting sole	Internal lasting sole	Art. ECV VC 106 T 7474	58.00	64.00		0.00	0.00%
4a		Cardboard	Cardboard material for sole	Cardboard (ECOSOLE 40 FSC MIX CREDIT CQ-COC-000418)	18.56	20.48	1	18.56	7.01%	
4b		Polyurethane	Foam for sole	Polyurethane (LORDEL N5L V26 - 3,3MM D30)	14.5	16	1	14.50	5.49%	
4c		100 % Viscose	Fabric for sole	Tela alicante	1.74	1.92	1	1.74	0.66%	
4d		Steel	Steel shank	Steel	6.96	7.68	1	6.96	2.63%	
4e		Metal	Metal rivets to lock steel shank	Art. CA	6.64	6.64	2	1.28	0.49%	
4f		Cardboard	Sole base	Cardboard (Walfon Gold)	9.6	9.6	1	9.79	3.79%	
4g		Cardboard	Sole base	Mecarit cellulosa cardboard	5.8	6.4	1	5.80	2.19%	
4h		Glue	Glue	FRABO Glue Presson 2017	1.16	1.78	1	1.16	0.44%	
5		Orthopedic insole	5	Orthopedic insole	Orthopedic insole	VA46 VL45 -000-000	19.00	19.00		0.00
5a	Polyurethane 1 (Orthopedic support internal sole)		Orthopedic support internal sole	VALCON09-00-206-VALAR CONFORT 4 60 up 9mm H 158NFRACITE FLEX 200	2.00	2.00	1	2.00	0.76%	
5b	Polyurethane 2		Orthopedic support internal sole	VALTR03-00-650-VALAR 3mm H 150-C-ART-HANTO NERO FOCUS	2.00	2.00	1	2.00	0.76%	
5c		5c	Textile - col beige	Cover on orthopedic internal sole	Art. 75670001 Jacquard composition 50%CO 50%PL	11.00	15.00	1	11.00	4.16%
6	Heel	6	Heel	Heel	ART 7474	53.00	63.00		0.00	0.00%
6a		Rubber cab TPU	Heel cab	ART 7474	6.00	6.00	1	6.00	2.27%	
6b		PS - Polystyrene	Heel	ART 7474	41.00	51.00	1	41.00	15.49%	
6c		Glue	Glue for fastening heel cover	Collante Fior Universal	2.00	2.00	1	2.00	0.76%	
6d		6d	Leather (Cow)	Cover on heel (upper leather) [ALT]	Sambucca, Color A - Black	4.00	4.00	1	4.00	1.51%
				Cover on heel (upper leather) [ALT]	Sambucca, Color B - Ocean	4.00	4.00		0.00	0.00%
				Cover on heel (upper leather) [ALT]	Sweet Nappa, Color C, Rosewood	4.00	4.00		0.00	0.00%
				Cover on heel (upper leather) [ALT]	Sambucca, Color D, Grey 572-17	4.00	4.00		0.00	0.00%
				Cover on heel (upper leather) [ALT]	Sambucca color E Sage TL	4.00	4.00		0.00	0.00%
7	Toe stiffer	7	Polyester	Toe stiffer	Polyester: PUN, 50609 F, 2197183 VOSCOTEX 15 THEANO GIRATI	3.00	5.00	1	3.00	1.13%
8	Counter stiffer	8	Polyester	Counter stiffer	TOP 80009 F, 2197183 ITEX 270	10.00	14.00	1	10.00	3.78%
9	Sewing thread	9	Polyester	Sewing thread	Seralfi Amant	0.50	0.50	1	0.50	0.19%
10	Buckle	10	Buckle	Buckle	Art. 5868 pass 8mm	3.00	3.00		0.00	0.00%
10a		Metal / zamak	Buckle	FBBio zamak - Zinco 95% Alluminio 4% Rame 1 %	2	2	1	2.00	0.76%	
10b		Brass	Pin buckle	Artigianato Ottone	0.5	0.5	1	0.50	0.19%	
10c	Metal coating	Coating buckle	Palladium PO	0.5	0.5	1	0.50	0.19%		
11	Nail	11	Metal	Nail for fastening of leather to heel	Sub ADLER; Brand DNE LEONE - Semerco + Calvoa Sub Brunito ADL	0.06	0.06	18	1.04	0.39%
12	Nail	12	Metal	Nail for fastening of the heel	RIALATI JB ACCIAIATI; Brand DUE LEONI - Punte Nallate 12x18 Tempera MDL	0.35	0.35	4	1.40	0.53%
13	Screw	13	Metal	Screw for fastening of heel	VITE PANELVET BRONZATA 3,5 x 20; Brand MUSTAD - Viti Cementate 3.5 x 20 Zinco gialle MDL	1.00	1.00	1	1.00	0.38%

How to get started

Our framework for a Digital Product Passport enables your company to go from strategy to execution

Overview of strategic considerations

Non-exhaustive list of questions

Digital Product Passport Strategy

Business/Value chain

- How do I change my product portfolio?
- Should I change my processes?
- **How can I address my value chain?**
- Which stakeholders should I include?

Technology & Data

- **How do I build/leverage my data platform?**
- How do I conceptualize the data model?
- What are my data points and sources?
- Which technologies are needed?

Regulation

- Which regulations apply to my company?
- What are the implications for my company?

Organization & Training

Do I have the capabilities to drive the implementation?

How do I train my employees?

How do I communicate?

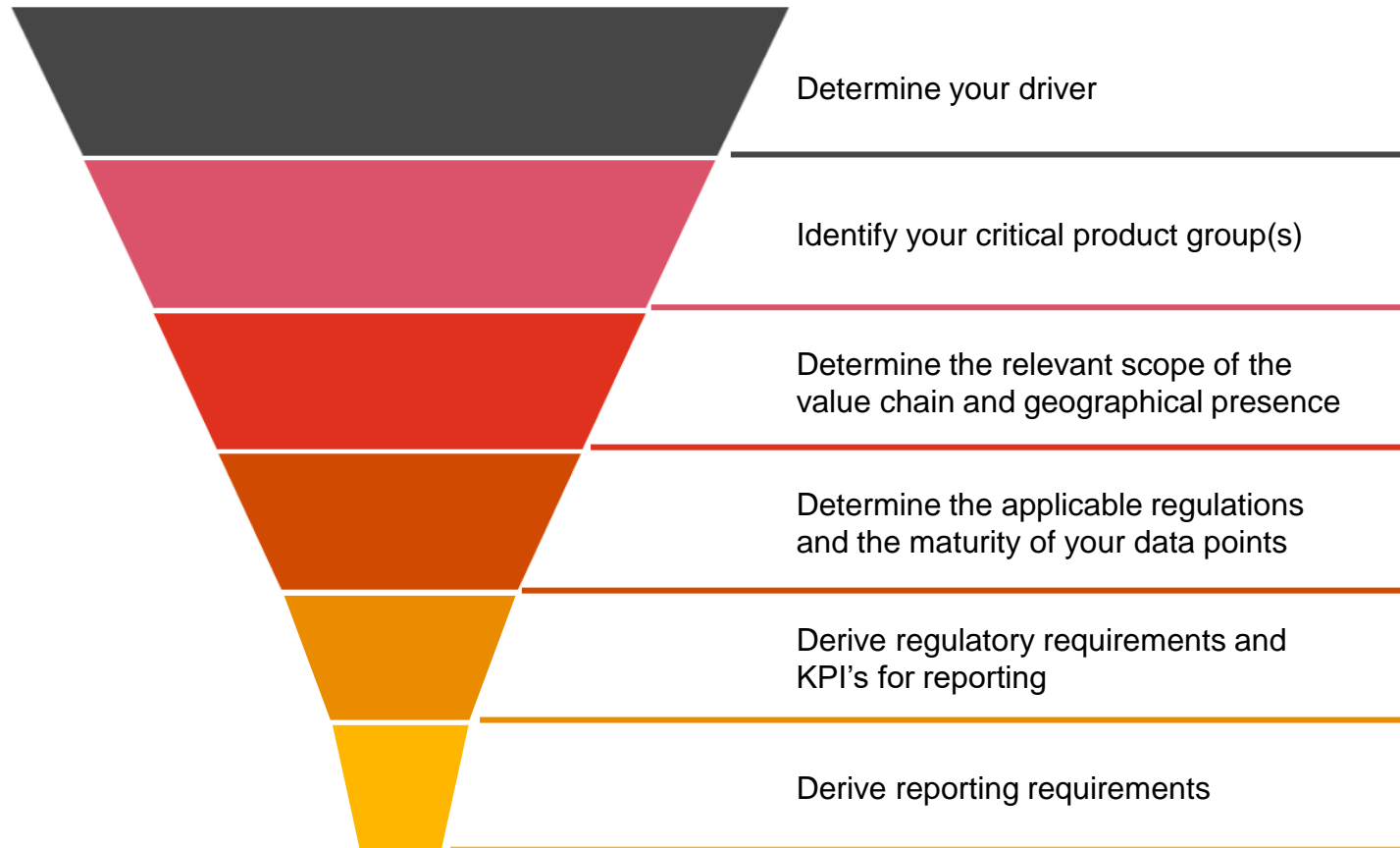
Partners

How do I select the right partner/vendor?

Who manages/leads the collaboration?

Which are my strategic/long-term partnerships?

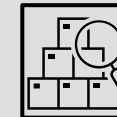
Ensuring regulatory compliance is a must-win battle you can overcome while keeping an eye on the business value



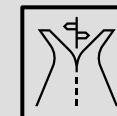
Key insights



EU currently has the most comprehensive regulations

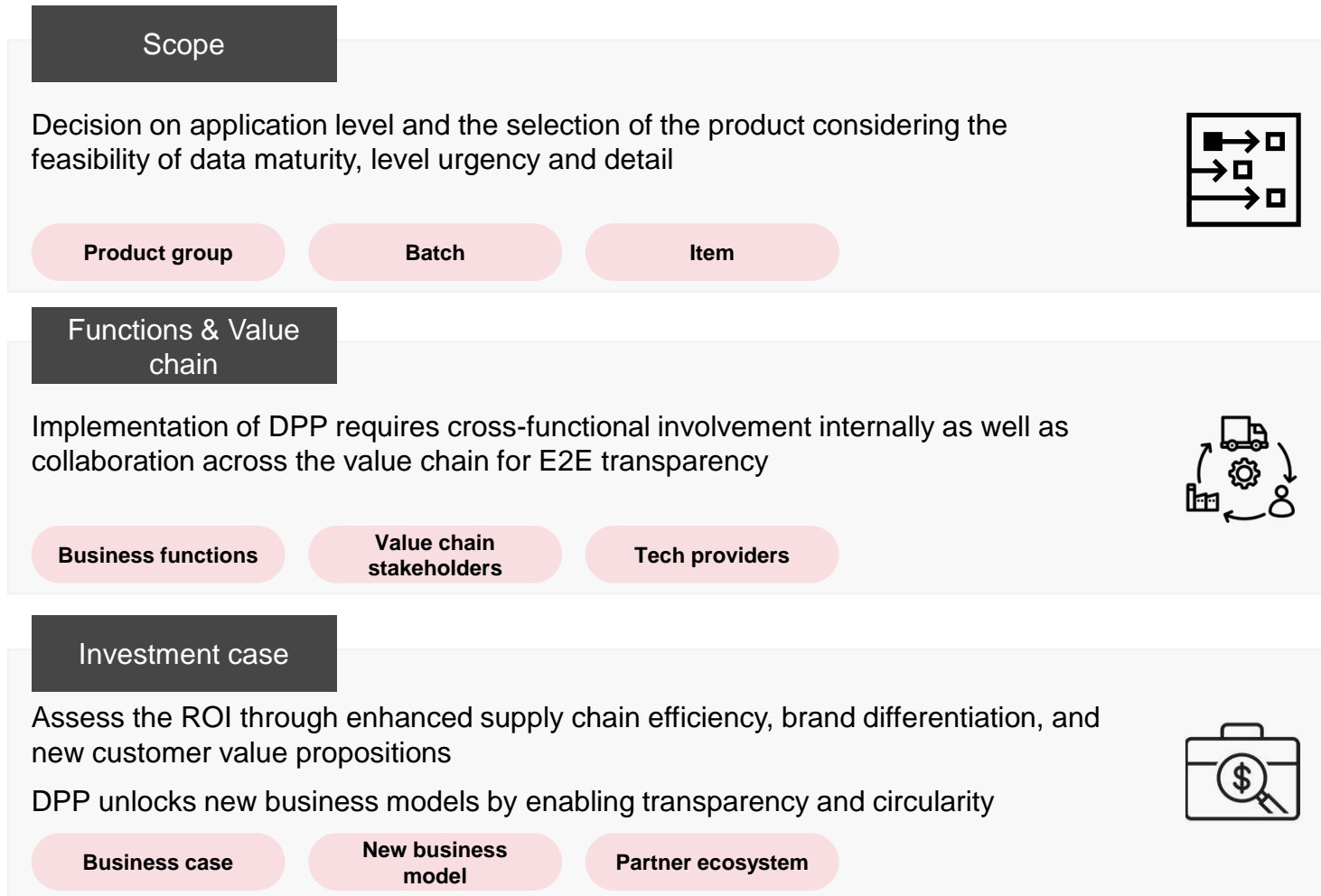


Product group selection is key incl. involvement of stakeholders (e.g., 29 product groups defined in ESPR)



Base your decisions regarding data and platform in relation to the reporting requirements

Three key decisions a company needs to make when embarking on the Digital Product Passport journey



Q&A

Thank you for your attendance



Nicolai Toft Pedersen

Manager, PwC

T: 51 89 83 53

E: Nicolai.toft@pwc.com



**Signe Marie Bakka
Backhaus**

Director of Design &
Product Development,
Roccamore

The information contained in this publication is of a general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2024 PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab which is a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity.