We dare to let consumers see behind the scenes

Blockchain technology makes information and documentation much more transparent for by Green Cotton's customers

"by Green Cotton" takes a big leap towards higher transparency for their end-users in a research project with experts from Institute for Digitalization at CBS and Lifestyle & Design Cluster – a venture supported by the Danish Industry Foundation. As a result, it is now possible to see the entire supply chain from raw fiber to finished garment for most of the products at www.bygreencotton.dk. Example her: https://bygreencotton.dk/da/calendula-sommerdragt-1583039900-011060200.html

The research project has focused on how Blockchain technology can help ensure authenticity of transactions and data in the supply chain.

By Green Cotton has already come very far in that regard, in terms of their presence in the majority of the supply chain as well as certificates that document the production all the way back to the raw material. But by digitalizing this information, By Green Cotton is now able to visualize it for the visitors to the web shop.

"I don't think many of our end-users realize that our focus on environmental certifications and documentation actually makes our existing supply chain quite transparent. But I hope that consumers will eventually require seeing independent documentation on how products are made. In that regard, I think Blockchain technology can help" says Sanne Nørgaard, Managing Director at by Green Cotton.

There is lots of improvements and initiatives to work on, so this is only the beginning for by Green Cotton. Among other things, incorporating a unique code in baby and children's clothing that automatically identifies the product, is one of the projects in the works.

Head of Digital in Lifestyle & Design Cluster, Heidi Svane Pedersen sees exciting perspectives for the whole industry in by Green Cottons use of blockchain.

"Here is a company that dares to be first-movers on traceability and transparency, she says*. By participating in this research project on the use of blockchain-technology, it has been made possible to bring experts and funds into the mix. This has enabled by Green Cotton to be one of the first to go 'live' and use blockchain to give their customers trustworthy access to the entire production flow and the origins of the product. This gives know-how that other companies can learn from."*

About Green Cotton Group:

Green Cotton Group is a long-established enterprise with headquarters in Ikast, Denmark. Since 1986 their focus has been on sustainability and especially ecology with the brand Green Cotton, and the company is known for pioneering in producing the worlds first T Shirt made from certified organic cotton. In recent years, the company has transformed itself from a traditional order-producing enterprise, to becoming active in other arenas of the industry, such as private label, wholesale and retail. The group has a total of 400 employees in Denmark, Ukraine, Turkey and Japan. By Green Cotton is a 100% owned subsidiary with focus on wholesale and retail with the brands Müsli, Fred's World and Conservandum by Green Cotton.

About the research project:

Blockchain in Business & Danish Design is sponsored by the Danish Industry Foundation and aims to discover how blockchain technology can support increased effectiveness, transparency and a trustworthy global supply chain in the furniture and design-industry. Blockchain technology is going to contribute to validation of the authenticity of the product and verify that the raw fiber comes from a sustainable source. The owner of the project is Copenhagen Business School's Institute for Digitalization, partnering with Confederation of Danish Industry and Lifestyle and Design Cluster.

You can also visit by Green Cotton's case here:

For more information:

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