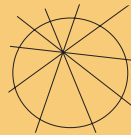


# Nordic Blockchain Alliance

FINNISH  
TEXTILE &  
FASHION

**+Lab**

interior cluster  
sweden



Lifestyle & Design Cluster.

**NF&TA**

**Nordic Blockchain  
– The brand perspective**



Nordic  
Innovation

## The brand perspective



The survey was distributed after workshops in each country. The participants were presented with inspirational insights and key facts about digital product passports and blockchain technology.



150 brands from the Nordic countries Finland, Sweden, Norway and Denmark participated in the roundtables and 50 conducted the survey distributed



In total four Roundtables were conducted, one in each country, together with brands and tech-providers. The survey was distributed via Podmio and shared with the participants during and after the Roundtable. The data from the survey was collected by +LAB and NF&TA and analysed in collaboration with EY.



It was of great importance to raise discussions and to collect data qualitative and quantitative through survey and roundtable. Data from the Roundtables and data from the survey have increased our knowledge and helped us to make this report relevant.

**«Yes, as I believe blockchain has a great potential, and probably the best option to be traceable and transparent.»**

– Anonymous answer on the question if there is potential for a Nordic Blockchain



# In essence



## Data collection perspectives

The information that is most important for brands from a traceability, transparency, and digital product passport perspective includes data from the raw material state (Tier 4) and make sure that the data quality is high.



## Main barriers of a blockchain solution

Lack of knowledge at both the brand itself and their suppliers, lack of knowledge and uncertainty about how and why to participate in a blockchain partnership, and a lack of supplier knowledge when it comes to secure and trustworthy data.



## Proposed steps to improve

To aid in mapping data points in their supply chain it is proposed to make sure that the solution is an easy-to-use system for collecting and sharing data. Also, as a first step they suggest to reduce the granularity and depth of data to ease adoption in the beginning



## Technology requirements

User-friendly and efficient data collection system that simplifies the process of gathering relevant information. This system should be intuitive and accessible for all stakeholders involved. Secondly, scalability and seamless integration with existing systems are essential

## The majority considers a Nordic blockchain solution to be beneficial provided the implementation is a joint effort

Based on the inputs from participants in the survey, many participants responded positively and that there was potential for a Nordic Design Blockchain. However, mainly participants seem to see a joint effort as beneficial to avoid individual solutions and reduce cost through economics of scale. Furthermore, the joint effort will make it possible to get supplier data more easily if brands have the same suppliers. Some also state that blockchain enables ownership of data, and the possibility to provide incentives for suppliers to share data.





## The strategic value of a Nordic Blockchain over National alternatives



Brands, regardless of their origin, would need to navigate similar challenges and likely reach parallel conclusions. Hence, pooling resources and knowledge would offer a strategic advantage.



One element stands out when contemplating a collective approach – the term 'Nordic'. This label resonates with inherent brand strength, often synonymous with premium quality and steadfast reliability.



The backend infrastructure could be universally applicable, capitalizing on the Nordic brand in the frontend could amplify trust and adoption, underscoring the merits of a collaborative, regional approach over an isolated, country-specific one.



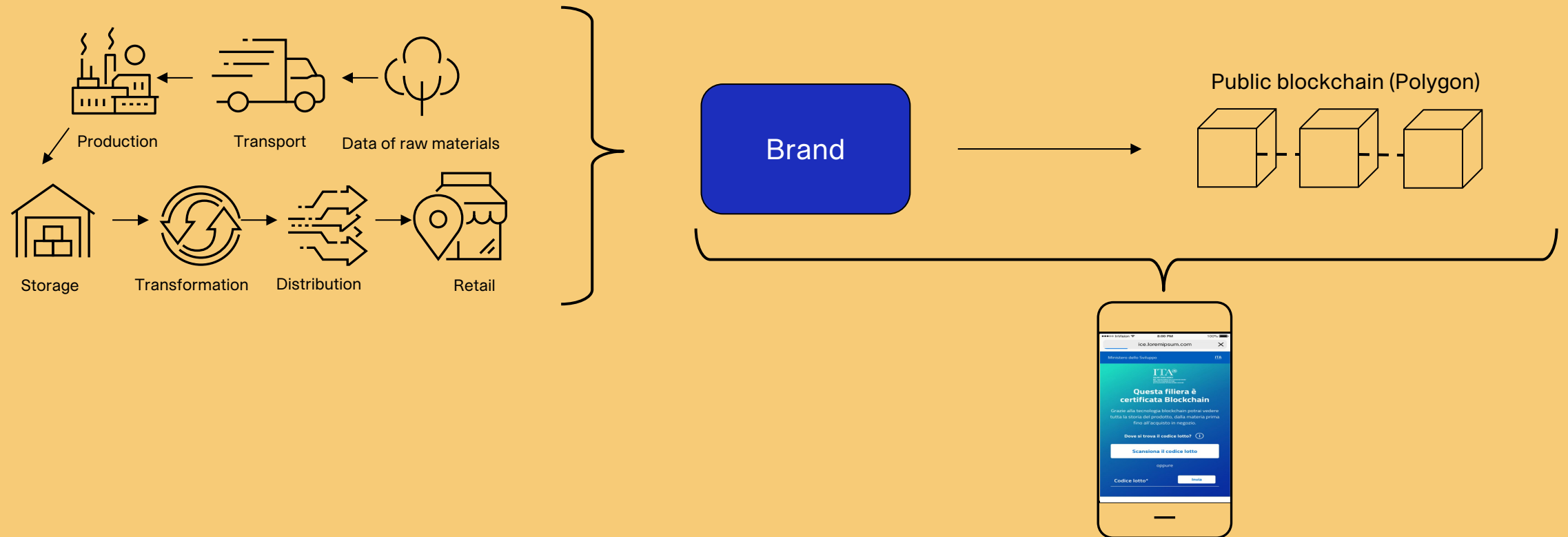
By uniting resources, knowledge, and experiences, the Nordic nations can collectively devise best practices, share learnings, and circumvent pitfalls. This not only streamlines implementation but also fosters innovation.

# TrackIT - use case

Italian trade agency have successfully established a blockchain solution for the purpose of traceability and authenticity. It is a use case where an organization have created a solution for other companies to participate and adopt. This is an example where several companies even across sectors are using the same solution.

A Nordic Design Blockchain solution could be created similarly building on the Nordic brand.

TrackIT is a blockchain project initiated by the Italian Trade Agency (ITA) in 2021. It is a free service for Italian export companies in the agri-food, cosmetics, and furniture/design sectors. The purpose is to increase trust and loyalty among consumers as well as combat counterfeiting by promoting and protecting the Italian "Made in Italy" brand with blockchain technology.







**Thank you**  
**Anita Drabløs, Plusslab**  
**Elin Kathrine Saunes, NF&TA**

[acd@plusslab.no](mailto:acd@plusslab.no)  
[Elin@nfta.no](mailto:Elin@nfta.no)