

What's the ROI of a Global Sustainability Management Platform in fashion?

Technical sustainability reports

BCome ·

The sustainability platform transforming the fashion industry.

BCome is the platform for sustainability management in the textile and apparel industry. A smart, reliable, secure software that enables fashion businesses to build responsible supply chains, guarantee transparency and bring it to the final customer. Founded in 2019, BCome has more than 1 million traced, measured and evaluated products on the market.

Empower sustainability transformation with data, knowledge and technology.

This document belongs to the [library of resources](#) that BCome makes available to you.

Stay up to date with the latest content on intelligent methodologies for global sustainability

management and find the answers your brand needs to boost its transformation in the fashion industry.

Is the cost of a Global Sustainability Management Platform
the main barrier to adding this sustainability driver to your
business?

Every great investment needs a huge return. Based on the experience
we've gathered after working with more than 100 fashion companies
around the world since 2019, we're able to expose what is the return
that great brands like Mammut or Ecoalf have gained from hiring a
Global Sustainability Management Platform.

Doubting about investing in a revolutionary digital tool?

Find out everything you'll get back from BCome

- ✓ Impact on team productivity
- ✓ Impact on time saving
- ✓ Impact on supply chain optimization
- ✓ Impact on product design and innovation
- ✓ Impact on business development
- ✓ Impact on business awareness vs. paid media
- ✓ Impact on profitability

What is a Global Sustainability Management Platform?

A Global Sustainability Management Platform it's a software designed for the assessment, interpretation, monitoring and disclosure of information related to the sustainability of a business. The exclusive solution offered by BCome to the fashion industry makes it possible to bring transparency to the value chain, simplifying the execution of sustainability tasks by grouping them in one place. Allowing their automation and the communication of relevant data directly and transparently to the final consumer.



The fashion industry is full of challenges that require urgent investment in smart technologies to efficiently overcome these issues through reliable tools

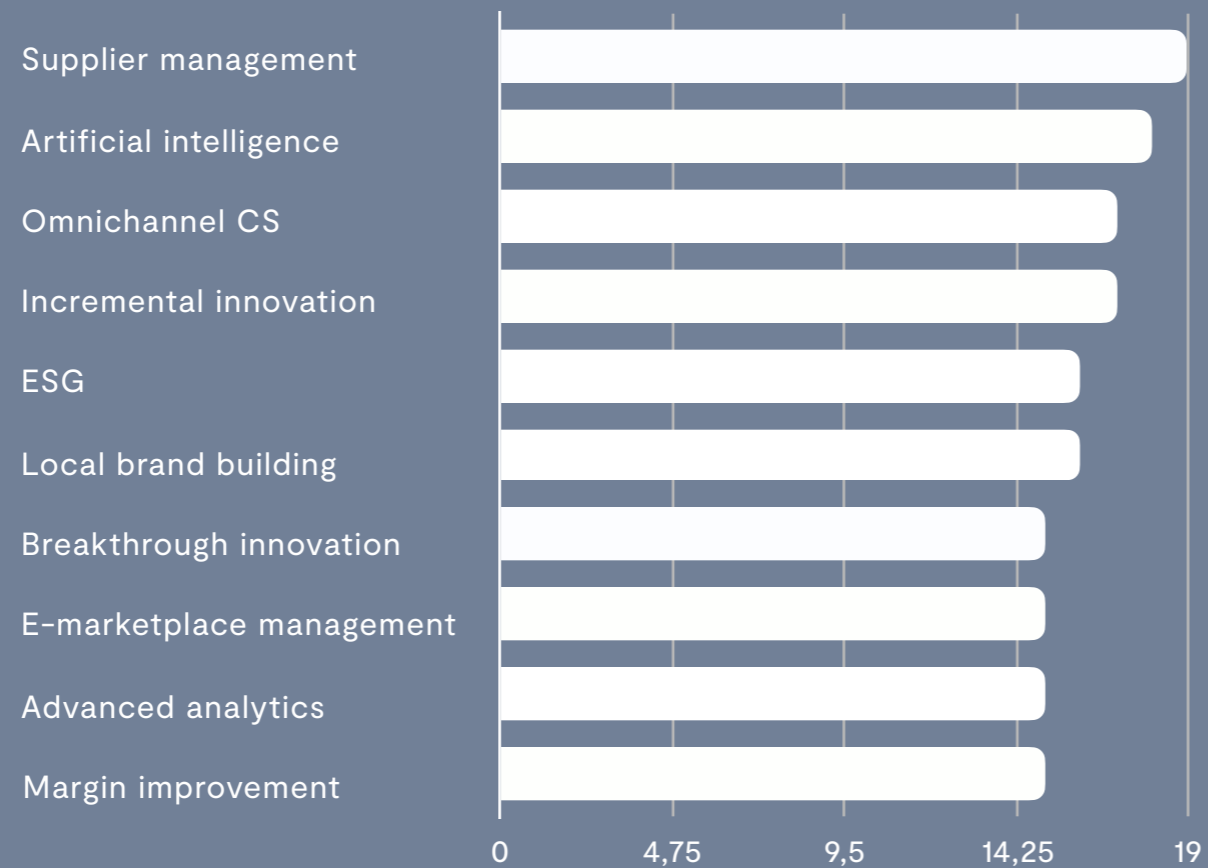
Main fashion challenges

- Limited visibility of the supply chain
- Ignorance of the product impact
- Unawareness of fashion items circularity
- Difficult access to data required by legislation
- No transparency with the final consumer

Stress amplifiers

- Lack of sustainability experts on fashion companies
- Poor understanding of product impact data
- Extremely tight timings
- Unstable context of great uncertainty
- Aggressive competitors

Top ten capability gaps, % of respondents



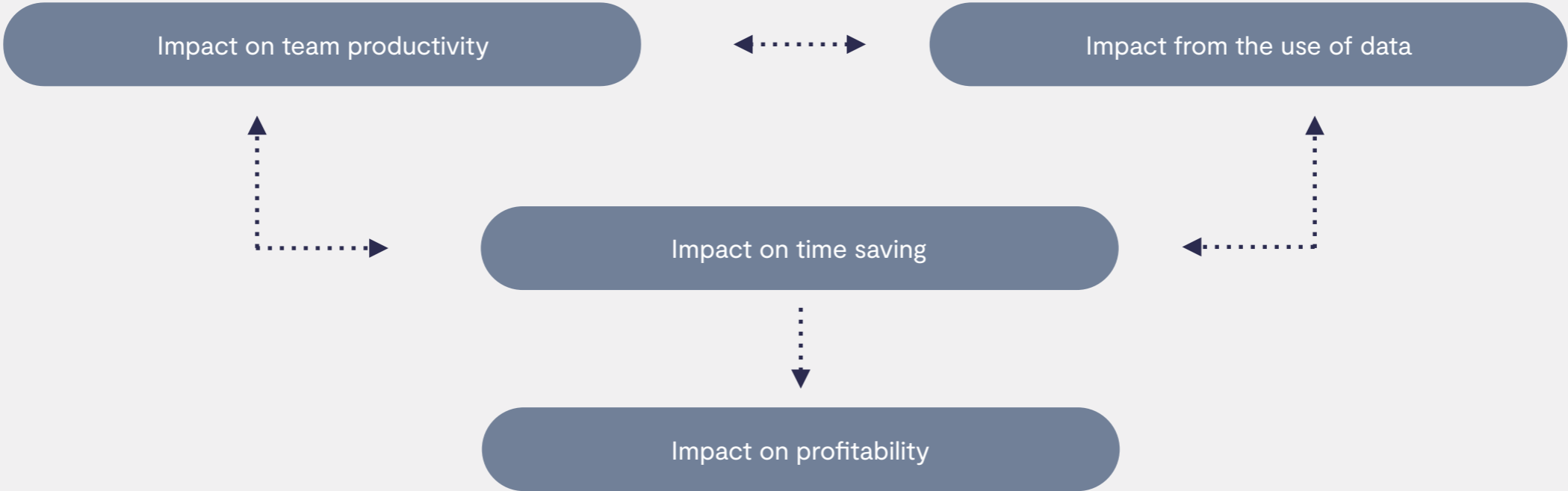
The State of Fashion 2023, BOF

“Those that recognize that growth will be unpredictable or muted, but still charge forward with investments in innovation throughout their organizations, will find they are in a stronger position to accelerate their businesses when the uncertainty and fragility subside”

The State of Fashion 2023, BOF

The profit of working with a Global Sustainability Management Platform

The ROI of working with an all-in-one solution that enables an end-to-end approach to the great challenges of the fashion industry has an holistic impact on business.



How does a Global Sustainability Management Platform impact productivity and efficiency?

From a better understanding of data to its collective use, our clients have greatly improved the productivity of the team involved in sustainability tasks thanks to BCome.

Product Team	Marketing Team	Business Team
<p>Up to 5.000 SKUs assessed per project</p> <p>0 employees involved in conducting LCAs</p> <p>60% less team involved to complete traceability</p> <p>More than 30 sustainability insights for each garment assessed</p>	<p>Automatic data sharing in e-commerce without technical knowledge</p> <p>Easy conversion of data into smart B2B reports for each item</p>	<p>More than 10 intuitive dashboards generated automatically for each product</p> <p>From CEO to Marketing Transversal use platform for all departments</p> <p>Simultaneous platform access</p>

How does a Global Sustainability Management Platform impact productivity and efficiency?

Using a smart software allows companies to automate much of the time-consuming tasks. The savings identified by brands are significant in both the short and long term.

Sustainability tasks 80% of time saved	Traceability Completed between 3 and 5 weeks	Life Cycle Assessment Accurate LCA data within 7 days
Data sharing Communication in < 30 minutes	Custom datasets Ad hoc datasets in < 1 week	Data update 0% of time spent

What is the value of owning data through a Global Sustainability Management Platform?

The biggest return experienced by companies using a platform like BCome comes from the use of their data. These are some of the declared benefits over their performance.

Supply chain optimization	Product design and innovation	Business development
<p>Mapping of known suppliers beyond Tier 2 in the value chain</p> <p>Inclusion of suppliers that use renewable energy by 20% of the brands</p> <p>Increase in circular management systems by 20% of the companies</p>	<p>Average impact savings of 50% compared to the industry standard</p> <p>10% increase in item circularity by using more sustainable materials</p> <p>5% less carbon footprint due to innovative improvements in wet processes</p>	<p>30% of our clients have used BCome data to achieve their B Corp certification</p> <p>Impact data helps 20% of our brands track their evolution towards carbon neutrality</p> <p>Sustainability reporting has helped raise funds of up to €600,000</p>

What are the financial benefits of working with a Global Sustainability Management Platform?

A single platform that optimizes work and guarantees a lower investment of team time has a direct impact on the company's profitability in the long term.

60% less team involved
in sustainability tasks

80% less tools hired to lead
the company's sustainability

80% time saved
on sustainability tasks

50% less invested
in awareness campaigns

Estimated savings of 60% per collection

But it's not just about savings ...

15% of the brands surveyed acknowledge that
BCome has allowed them to scale their sales volume

Increased conversion rate of up to **13%** thanks
to the impact data shared



More than 40%

of the brands that have worked with BCome state that they've used the platform to simplify their traceability.



More than 30%

feel that BCome has helped accelerate the company's transition towards sustainability.



Around 30%

of the companies have used the platform to choose more sustainable materials in their collections.



More than 70%

agree that BCome has improved their understanding of the impact data of their collections.



More than 30%

of brands have frequently used BCome impact data in business decision making.



Around 15%

of the brands acknowledge that BCome has allowed them to scale their sales volume.

*Data obtained from a survey conducted with fashion professionals from more than 20 countries who have worked with BCome.

The role of a Global Sustainability Management Platform as an enabler of awareness

Since the pandemic, the major digital advertising platforms have increased the cost of their awareness campaigns:

Google and YouTube's
CPM up by 108%

Meta ad costs have
increased by 89%

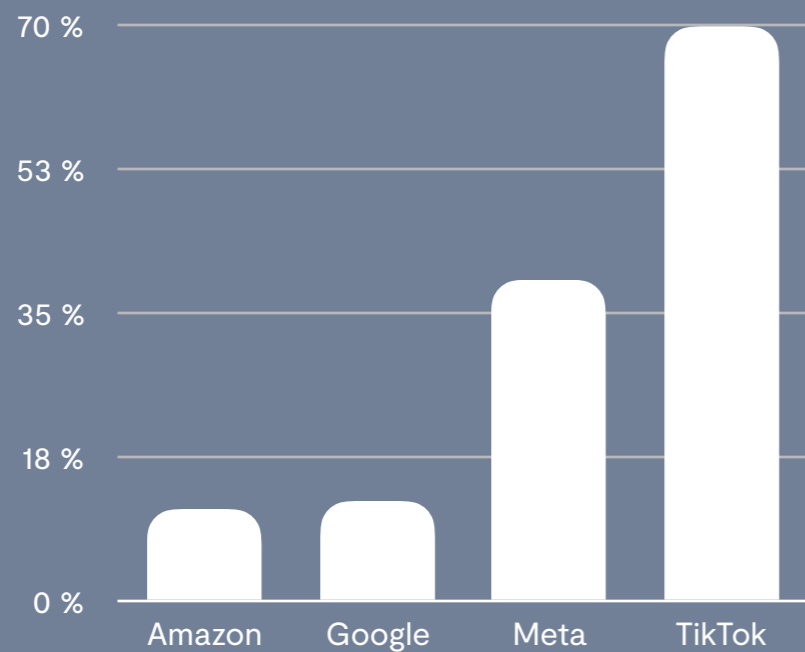
TikTok's CPM has
increased by 92%

How are top fashion brands fighting this cost increase? Through long-term awareness enablers:

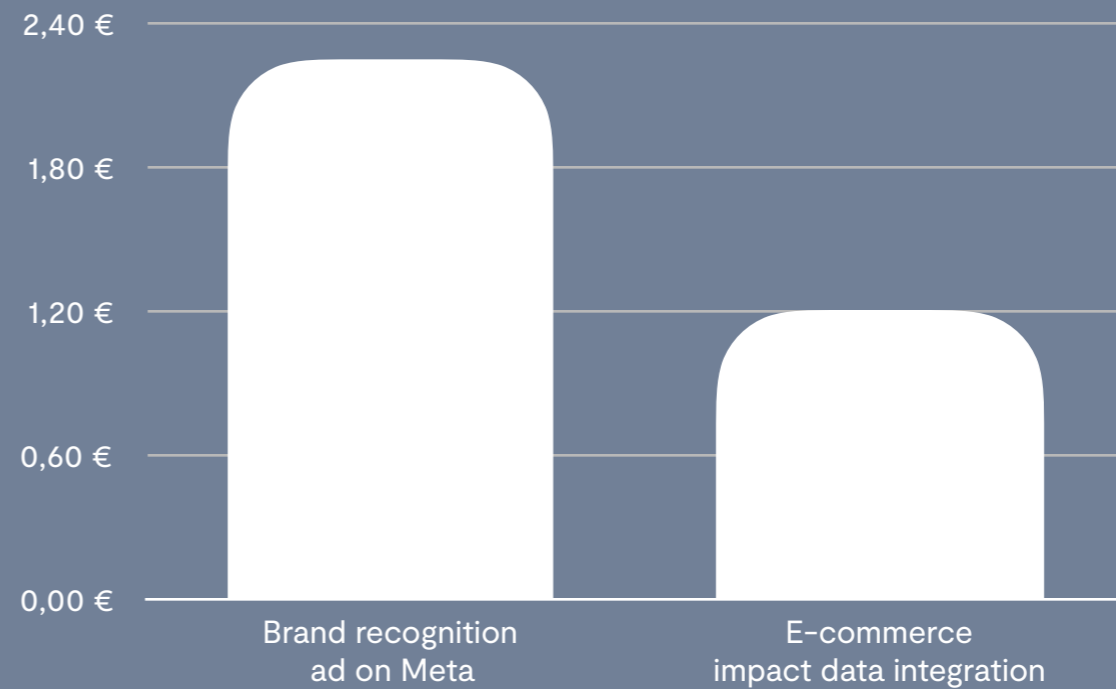
More than 80% of the brands that work with BCome share their sustainability insights with their final customer. These are some of the direct benefits on their awareness:

- ✓ E-commerce integrations increase time spent on page by up to 10%
- ✓ Growth of interactions within the product page by 5%
- ✓ Savings of almost 50% of the investment in awareness campaigns

“The greatest return on investment will come from channels that reach customers further down the marketing funnel where they have high purchase intent, as well as those that provide opportunities for brands to create direct, first-party relationships with customers” The State of Fashion 2023, Business of Fashion and McKinsey & Co.



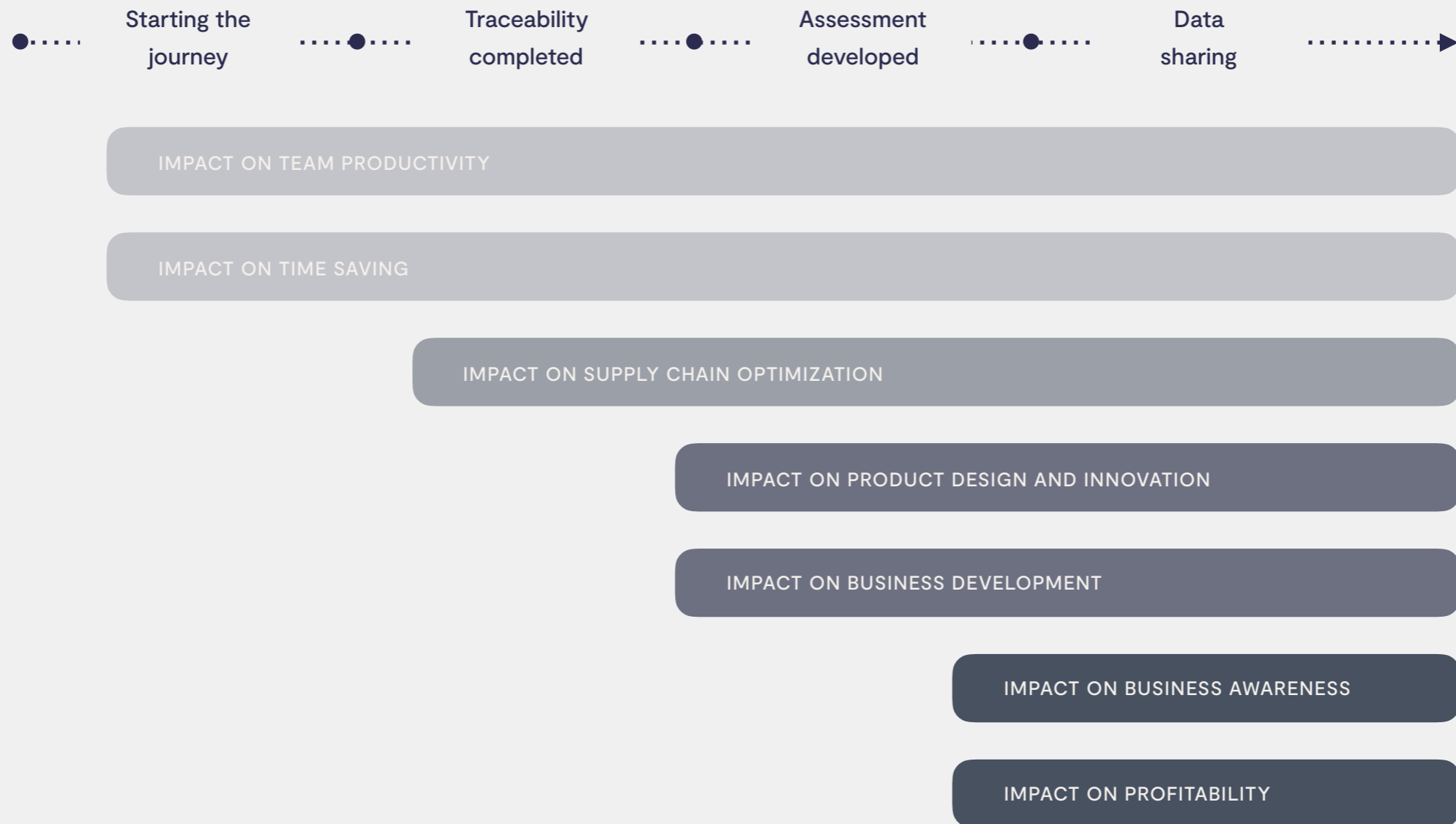
CPM year-on-year increase. Source: Business Insider



Average CPM

ROI timeline of working with a Global Sustainability Management Platform

Although the first benefits can be seen from day one, the return on investment is progressive.



Brave brands already enjoying this ROI



Tropicfeel®



MR MARVIS

AXEL ARIGATO

ECOALF

HOFF

THINKING MU

SAYE

And many more...

Key takeaways from the impact the BCome platform can have on your fashion business

The benefits gained through the use of a Global Sustainability Management Platform allow fashion companies to generate long-term value, which favors economic growth and increases the return on investment.

1. Impact on team productivity

0 employees involved
in conducting LCAs

2. Impact on time saving

80% of time saved
in sustainability tasks

3. Impact on supply chain optimization

Mapping of suppliers
beyond Tier 2

4. Impact on product design & innovation

Average impact savings of 50%
compared to the standard

5. Impact on business development

30% of brave brands
have used BCome data to be B Corps

6. Impact on business awareness

Savings of almost 50%
in awareness campaigns

7. Impact on profitability

Estimated savings of 60%
per collection

Do you want to know more about all the solutions that will allow you to enjoy these benefits?

Check out how BCome works, the Global Sustainability Management

Platform that brings together all the tools your fashion business needs to drive its transformation.

Start your sustainability journey, [request a demo!](#)

