

Calling on all luxury organizations



The Swiss Center for Luxury Research (SCLR) and tech company OriginAll, through an E4S (IMD, EPFL & UNIL) initiative, invite brands to partner with the world's first luxury transparency and traceability index. THE INDEX is the world's first public-private partnership, led by Academia, measuring transparency and traceability initiatives across the luxury sector with a focus on technologies providing enhanced product security and data.

THE INDEX aims to become a benchmark "Meta-Portal" for consumers and brands alike. Delivering a focused approach to the luxury industries thanks to an academic-led methodology and technology agnostic approach.



THE OBJECTIVE

- Provide a pool of industry-specific knowledge on transparency technology solutions by gathering data from peers, technology providers, sustainability-focused institutions, and other direct stakeholders
- Identify and share learnings and best-practices of transparency and traceability efforts undertaken by luxury brands
- Generate industry specific KPIs relevant to the collection of data on transparency and traceability
- Provide an instrument for consumers to efficiently gauge brands' transparency and traceability efforts



WHY JOIN?

- Future-proof your business success through proactive disclosures and communication of your ESG goals
- Allow stakeholders to gain insights into your business and maximize positive impact for your brand
- Facilitate forward-thinking best practices to enhance brand value & reputation and build competitive advantage
- Gain more insights on the luxury industry transparency eco-system
- Learn more about industry-specific technology solutions providing transparency and enhanced data
- Actively support an academic Public-Private-Partnership
- Be part of the solution by sharing your transparency initiatives and their impact



HOW TO JOIN

- Go to: e4s-originall-luxury.org
- Create an account – it's free!
- Complete the required fields
- Participate in the self-assessment
- Look out for the launch of the Index in Q1 2023
- Attend our launch event



DATA & RESEARCH

Sourcing information at its origin is key to ensure the integrity of the data and develop impactful analytics, your collaboration is thus instrumental. Your uploaded content will be processed by our qualified research team using a blend of qualitative and quantitative methodologies, in a neutral, transparent, and trustworthy Academic environment. The mapping results will be published on the upcoming THE INDEX platform.



ABOUT



E4S

The Enterprise for Society Center (E4S) is a joint venture of the University of Lausanne through HEC Lausanne, IMD and EPFL, under the stewardship of its College of Management of Technology, with the mission of spearheading the transition towards a more resilient, sustainable, and inclusive economy. E4S is dedicated to train the next generation of leaders, inspire economic and social transformation, and activate change by strengthening start-ups and boosting innovation.

e4s.center



UNIL-HEC

Since 1911, HEC Lausanne has been training future executives and business leaders to become active players in the world of business and economics. HEC Lausanne also prepares students who wish to pursue an academic career. HEC is the department of economics of the University of Lausanne.



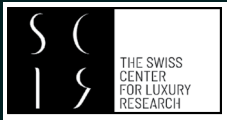
IMD

IMD is an independent business school, with Swiss roots and global reach, expert in developing leaders and transforming organizations to create ongoing impact. IMD has ranked #1 in the world for Open programs for the 9th consecutive year (2020 Financial Times Executive Education Rankings)



EPFL

The École polytechnique fédérale de Lausanne (EPFL) is a public research university located in Lausanne, Switzerland. It specializes in natural sciences and engineering. It is one of the two Swiss Federal Institutes of Technology, with three main missions: education, research and innovation.



THE SWISS CENTER FOR LUXURY RESEARCH

The Swiss Center for Luxury Research (SCLR) unites luxury researchers and experts from top academic institutions in Switzerland to build a hub for thought leadership on the future of luxury management. It is based in Lausanne, Switzerland at University of Lausanne (HEC).

<https://www.luxurytribune.com/en/the-sclr>

ORIGINALL

OriginAll platforms empower its users to differentiate legitimate from fake or illicitly traded products, regardless of the security solutions or features adopted by a brand.



OriginAll does neither compete with, nor favour any particular traceability solution, nor does it intend to disrupt already deployed or imposed solutions and programs. Rather, it creates their interoperability to offer consumers and other stakeholder groups a single and transparent source of product information.

originall.com



TEAM AND KEY ROLES



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