

Renoon

Powering transparency & sustainability management



About

RENOON IS AN INDEPENDENT PLATFORM EMPOWERING CONSUMERS AND BRANDS TO INFORM THEIR PURCHASE DECISIONS WITH OBJECTIVE, QUANTIFIABLE AND RELIABLE SUSTAINABILITY DATA.

Backed by

500

SAN FRANCISCO
BASED VENTURE FUND

CANVA | MEJURI | GITLAB [...]

EX CIO GUCCI, CTO YNAP
INVITALIA SMART & START

Founded in 2020 **Launched in** 2022

Locations 3



AMSTERDAM, NL



NAPLES, IT



MILAN, IT



Mission



Our mission is to **empower consumers** to play an active **role** in the sustainability transition by making **informed decisions** about their purchasing choices.

HOW WE DO THIS

IS BY GIVING COMPANIES THE CREDIBLE TOOLS TO MEASURE, VERIFY AND COMMUNICATE THEIR TRANSPARENCY, ENVIRONMENTAL AND SOCIAL COMMITMENT.

OUR GOAL

IS TO REACH A BILLION PEOPLE BY 2035 TOGETHER WITH THE COMPANIES WE WORK WITH.

16 sustainability EU legislations

will impact textile & clothing companies enforcing transparency and actions

 ECO DESIGN AND DIGITAL PRODUCT PASSPORT	 EXTENDED PRODUCER RESPONSIBILITY (EPR)	 WASTE SHIPMENT REGULATION	 GREEN CLAIMS
 GREEN PUBLIC PROCUREMENT (GPP)	 WASTE FRAMEWORK DIRECTIVE (WFD)	 CORPORATE SUSTAINABILITY DUE DILIGENCE	 CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD)
 INDUSTRIAL EMISSIONS	 TAXONOMY	 MICROPLASTIC	 PFAS RESTRICTIONS
 SKIN SENSITISERS	 BISPHENOL	 REACH REVISION	 PFHxA

Measuring and communicating products' impact through digital labelling

is a necessity to...



LEVERAGE COMMERCIAL OPPORTUNITIES

62% of GenZ & Millennials want to include sustainability in their shopping choices

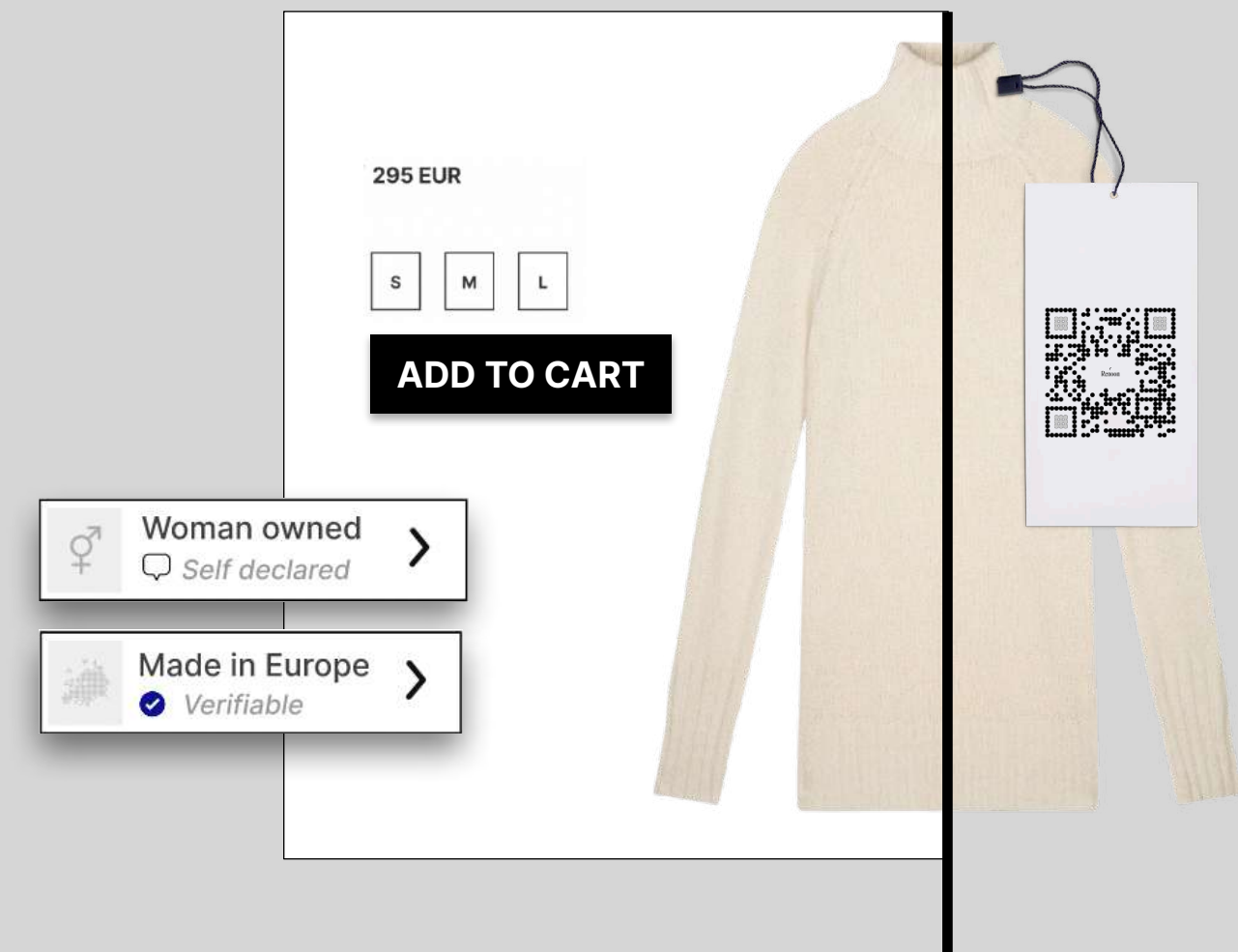
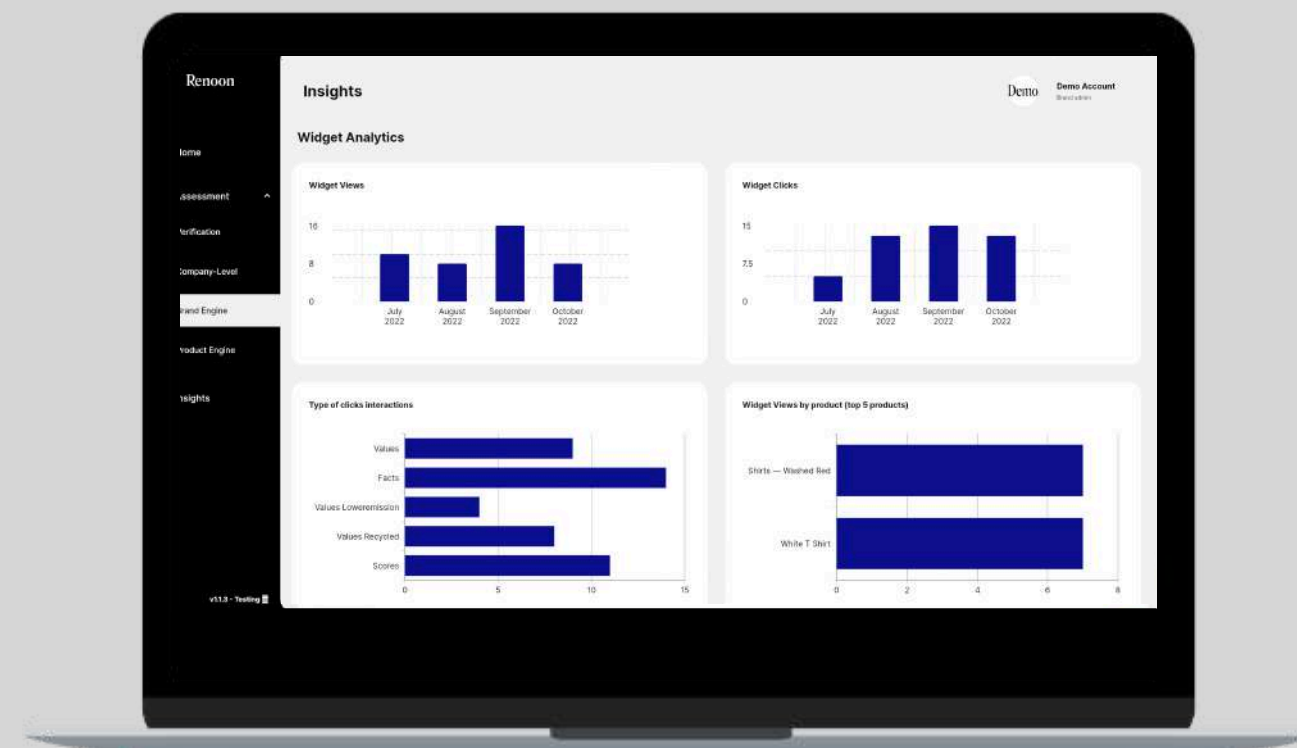


MANAGE REPUTATIONAL & COMPLIANCE RISKS



Renoon is a SaaS solution

for companies to measure and communicate
sustainability impact in compliance with regulations



Solutions

FRONTEND

Empowering brands to display
information on multiple touch points

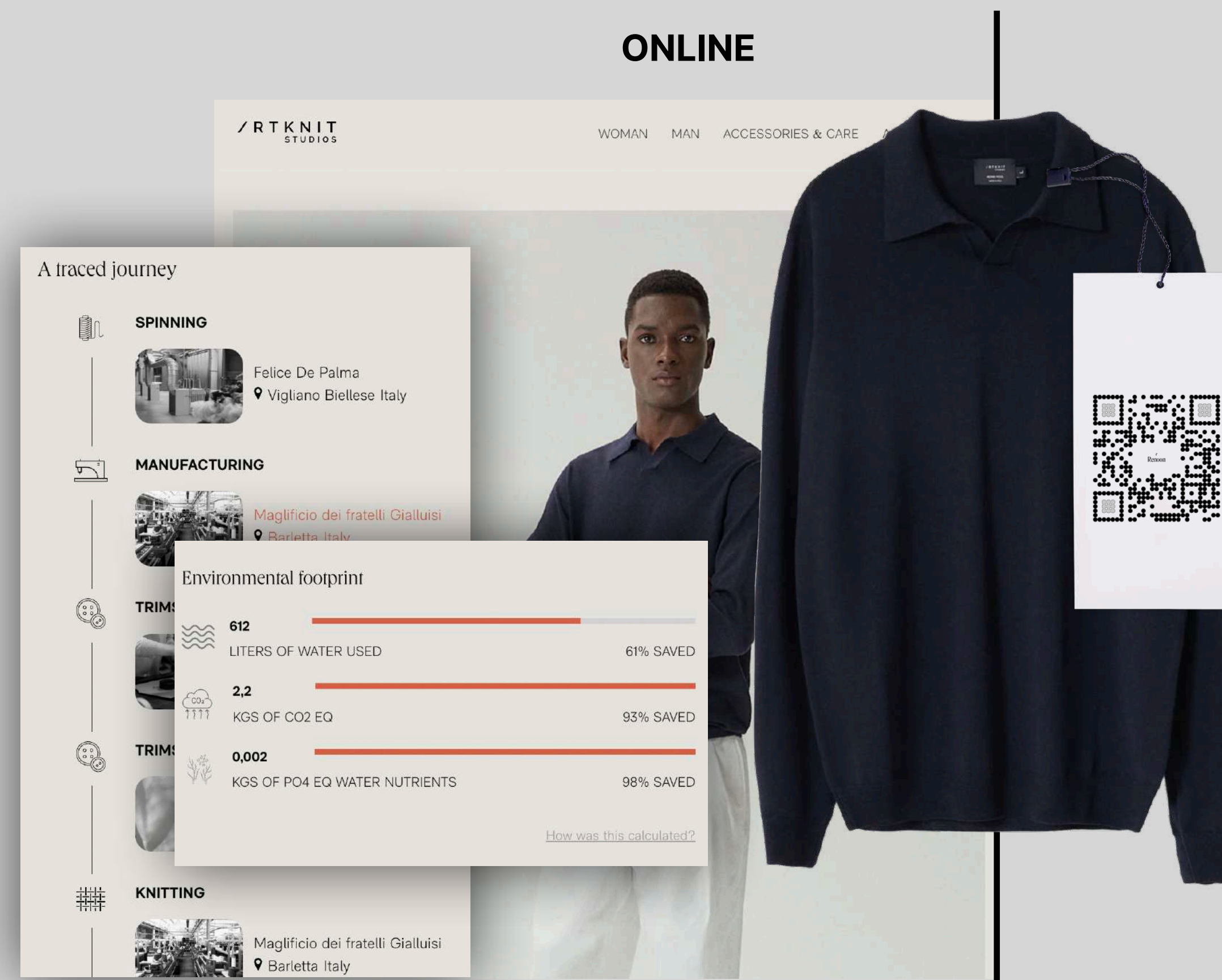
ONLINE

OFFLINE

→ **DIGITAL PRODUCT PASSPORT**
COMPLIANT WITH EUROPEAN
DIRECTIVES

→ **E-COMMERCE LABEL**

→ **OFFLINE QR CODES**



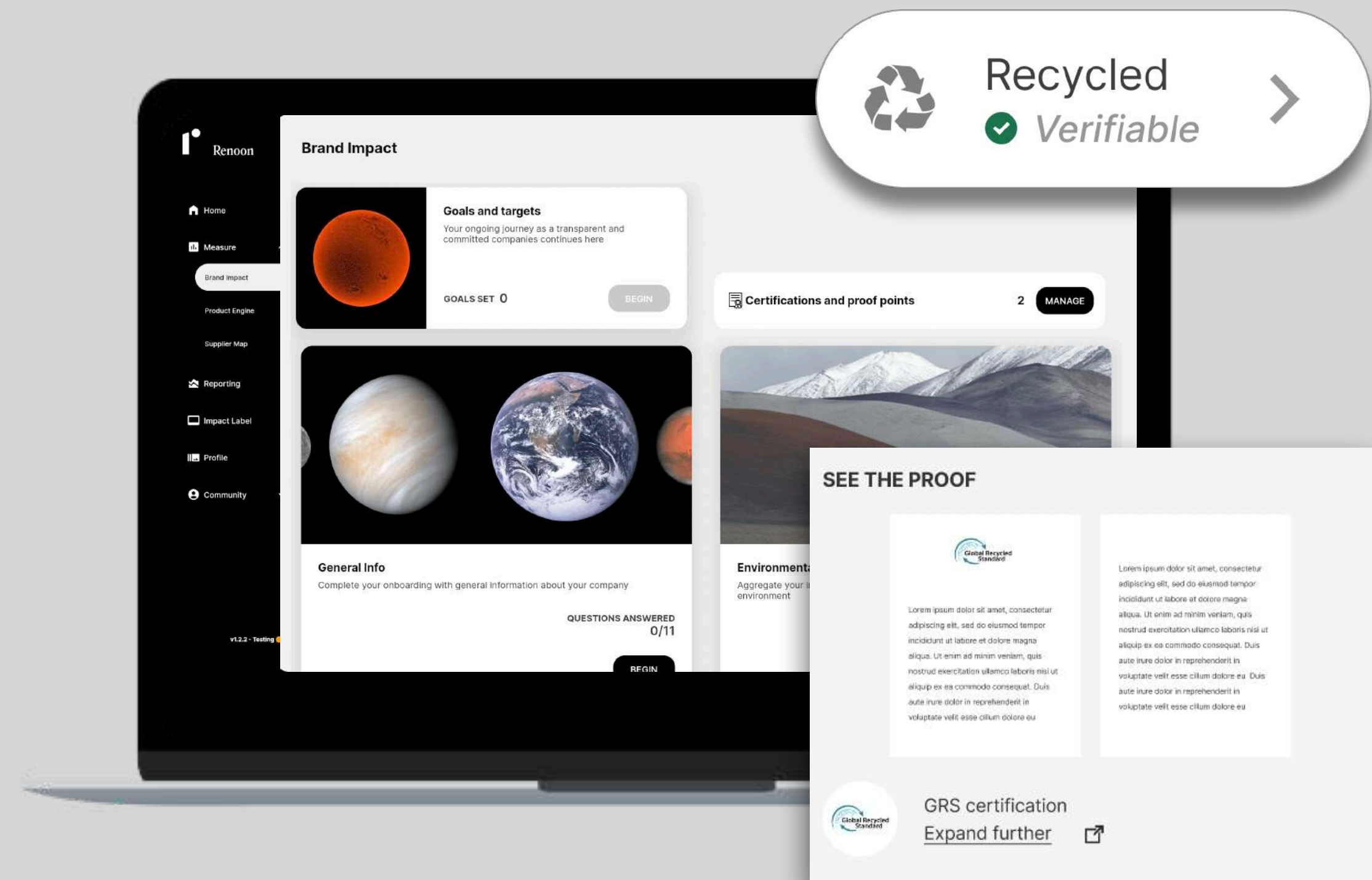
Solutions

BACKEND

Helping brands & retailers communicate
removing greenwashing risks with solid lines from proof to claim

→ REAL-TIME AND ON-DEMAND ANALYSIS
TO **DETERMINE COMPLIANCE STATE**

→ **ACTIONABLE REPORTS** DETAILING
EXACT STEPS NEEDED TO BECOME
COMPLIANT



Ecosystem

WE BRING A NETWORK OF COMPANIES THAT HAVE MADE SUSTAINABILITY AND TRANSPARENCY THEIR LEGACY.



Part of
Ellen MacArthur's
foundation community



Imbotex Lab



ALTAROMA *re/make*

AS SEEN IN

WWD

VOGUE

FASHIONUNITED



Founders



Forbes Under 30 Italy

Iris Skrami | CEO

- Led tech projects at  
- Sustainable fashion consultant to 




Gabriele Trapani | DATA

- Managed data flows at 
- Sold FinTech products in a high growth scale up 





Nicolò Tresoldi | TECH

- Computer Science
- Aggregated data in a journalism scale up
- Built infrastructures at 



Piero Puttini | PARTNERS

- Launched a sartorial brand
- Managed PR & Comms  

Investors



Ex CIO

GUCCI



Founder with exit



Ex CTO



Early employee



"We love Renoon
because the integration
is **very easy**."

FREITAG®

"Renoon is the launch
pad for our
sustainability efforts."

KSENIA SCHNAIDER

"I'm the first one to be on
Renoon as a user." -
founder

**WORLD
VIRION**

"We see Renoon as a great
addition to our **global
community** and comms."

PANGAIA

Redefine what people buy

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+31687980450

Iris - Co-founder & CEO 🧑



Part of
Ellen MacArthur's
foundation community

WWD

VOGUE

FASHIONUNITED

