Introduction

With the rise of globalisation, supply chains have become longer and more fragmented, so nowadays products have long, complex journeys before they reach end customers. As a result, customers have little awareness of where their products come from, and in what conditions they have been produced or distributed.

Traceability (the ability to follow the information related to a product) is a key component for verifying and ensuring claims associated with production and transformation of the product as it moves along supply chain.

The idea of traceability is to have an information flow following a materials flow at each step of product’s supply chain (Figure 1). Figure 2 shows how traceability contributes to Sustainable Development.

Research aim and objectives

1) Understand the conceptual meaning of the term traceability in supply chain
2) Analyse how the concept of traceability is addressed in the construction sector
3) Assess construction companies' attitude and awareness towards traceability programmes
4) Identify potential benefits and challenges associated with implementing traceability programmes within the construction industry
5) Develop a strategy to implement traceability in the construction supply chain
6) Test and validate effectiveness of the strategy
7) Identify implications and recommendations for changes in standards and practices

Research methodology

**Research stage**

<table>
<thead>
<tr>
<th>Level 1:</th>
<th>Sustainability</th>
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<tbody>
<tr>
<td>general, applicable for many companies</td>
<td>The goal of Business Ethics is to achieve Sustainable Development</td>
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<tr>
<th>Level 2:</th>
<th>Social Responsibility</th>
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<tr>
<td>strategy of a company</td>
<td>Social Responsibility is an Ethical framework</td>
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<th>Level 3:</th>
<th>Transparency</th>
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<tr>
<td>management decisions/practices of the company</td>
<td>Transparency is one of the principles of Social Responsibility</td>
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**Data collection 1:** Interviews

**Data collection 2:** Questionnaires

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**Figure 1 Traceability of construction materials**

**Figure 2 Traceability in the context of Sustainable Development**

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**CONTACT INFORMATION**

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**BRE Trust**