Environmental Labelling
PEF T-Shirt

05/11/2015
Raffaele DUBY
Sens: Innovation lovers for the Happiness of People

3 Retails

20 Passion Brands

9 Industrial processes

Optics

Warp Knit

Agrochemicals

Plastics/Composites/Metals

Woven

Knit

Heavy stitching

Footwear

Electronics

60,000 Employees

821 Stores

Turnover: 7.4 Billion €
Which product is the greener between this two products?
What is environmental labelling?
For 77%: env Labelling is an advantage

For 85%: it improve the image of Decathlon

For 70%: had already been influence by a env. information during buying
Evolution

2020

Set-up in Webstores and stores

Supervise volunteering → pre-implementation

Regulation ?

2016

Experimentation + UE PEFCR

2013

Experimentation (168 Companies) + Normalization french PCR

2012

Law « Grenelle de l’environnement 1 & 2 »

2010

Decathlon

Regulation

Supervise volunteering
Several initiatives on product environmental footprint
- Lack of consistency, barrier for the circulation of green products

Objectives
- Test the process for the development of PEFCRs and OEFSRs
- Facilitate the implementation of environmental impact methods (SMEs)
- Test different approaches for verification systems
- Experiment several approaches to B2C and B2B communication

Call for volunteers
- 1st wave: 14 PEFCRs (T-shirt...), 2 OEFSRs
- 2nd wave: 11 PEFCRs

European Commission:
- To homogenize the different methodologies
- LCA based methods: PEF and OEF
- Between 2013 and 2016, organization of an experimental phase
PEF T-SHIRT
• PEFCR: Product Environmental Footprint Category Rules

• Progress of T-shirt pilot
Pilot Team

Retailers
- Promod
- Decathlon
- Devernois
- La Redoute
- Okaïdi

Producers
- Teintures et Apprêts Danjoux
- Les Tissages de Charlieu

Public authorities
- Swiss federal office of the environment
- French Ministry for Ecology, Sustainable Development and Energy
- ADEME (Agence de l'Environnement et de la Maîtrise de l'Energie)
Production of raw materials
- Production of natural yarn
- Production of synthetic yarn
- Production of artificial yarn

Production of T-shirt
- Knitting
- Weaving
- Sewing
- Packaging

Distribution
- Transport

Use phase
- Washing
- Drying
- Ironing

End of life
- Recycling
- Reuse
- Elimination
  - Incineration
  - Landfilling

Transport: truck, boat, and/or plane
Finishing: dyeing, printing and finishing
Choice of impact categories

1- Selection of relevant categories regarding hotspot calculation

2- Elimination of impact categories that are not relevant

3- Elimination of impact categories that are unreliable or not stable enough
Choice of impact categories

Priority Impact

• Climate Change
• Particulate matter
• Marine Eutrophication
• Freshwater eutrophication
• Resource depletion mineral, fossil and renewables

Additionnal:

• Water use
• Ecotoxicity
Challenge 1 : Make it worldwide scale
Challenge 2: Involve everybody

The Change to manage...

- **300 Engineers**
  - To rate his product and with eco-design

- **3000 Designers**
  - With 150 Product Manager
  - To select greener product

- **50 000 Sales Assistants**
  - To advice our customer

- **65 M Customers**
  - To add Eco-criteria to buying decision process

- Installed
- In progress
- To do
- To do
Challenge 3: Comparability

Logos of various fashion brands including Levi's, H&M, Zara, Promod, Gore-Tex, Adidas, Carrefour, Nike, Timberland, Okaïdi, Stella McCartney, and Patagonia.
Let’s continue to share!

Feel free to contact me if you have any questions or comments

For more information:

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ANNEXES
## Definition of product categories

### Definition of comparison categories

<table>
<thead>
<tr>
<th>Top wear</th>
<th>3rd layer</th>
<th>2nd layer</th>
<th>1st layer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender &amp; Size:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>Woman</td>
<td>Junior</td>
<td>Baby</td>
</tr>
<tr>
<td><strong>Sleeveless</strong></td>
<td><strong>Short sleeves</strong></td>
<td><strong>Long sleeve</strong></td>
<td><strong>Waterproof and Warm</strong></td>
</tr>
<tr>
<td><strong>Waterproof</strong></td>
<td><strong>Waterproof</strong></td>
<td><strong>Waterproof</strong></td>
<td><strong>Warm</strong></td>
</tr>
<tr>
<td><strong>Light</strong></td>
<td><strong>Light</strong></td>
<td><strong>Light</strong></td>
<td><strong>Sleeveless</strong></td>
</tr>
</tbody>
</table>

**Waterproof and Warm**

**Waterproof and warm**

**Warm**

**Light**

**Sleeveless**

**Short sleeves**

**Long sleeve**
女式徒步登山摇粒绒
适用于 登山运动中提供防寒保护

Quechua
女式摇粒绒Forclaz
50橙

保暖但不笨重。100% 环保聚酯

保暖性
STRATERMIC 保暖组件密度200克/平米，高领

透气性
混纺工艺：可排除服装内的多余湿气。

零售价 (元)
499.90

HUB
Quality & Sustainability
Environmental calculation

Why environmental calculation is so important?

Environmental Labelling

Eco-design

Global Env Assessment

Environmental Calculation

VS

→

+
1. Impact of component

2. Raw impact of product

3. Definition of ABCDE Scale

4. Rating of each product

5. Communication of the classe on internet
GYM HOM DOMYOS
Conçu pour les sportifs recherchant la souplesse et le bien-être.

RÉDUCTION DE L’IMPACT ENVIRONNEMENTAL
Issu de l’agriculture biologique.

DERMO - TOLÉRANCE
Contrôle des colorants indésirables.

RÉSISTANCE AUX LAVAGES RÉPÉTÉS
Jersey 100% coton 165g/m²

Le tee-shirt bio qui respecte la peau.

5 € 90

MESURES ENVIRONNEMENTALES
CO2 : 4 kg ; eau : 1,8 m3.
Détails sur www.oxylane.com (entreprise responsable).
Forclaz 70 Symbium Access

8171494

- CO₂: 22.1 kg
- Electric: 104.7 kWh
- Water: 859 L

2011 ABCDE multi-indicators
Since 2012 ABCDE global notation
Since 2012 ABCDE global notation