

CONNECTING ECO-DESIGN & ENVIRONMENTAL LABELING



oxylane

the pleasure and the benefits of sports

Introduction

1- Why must we take action?

2- Our Eco-design approach

3- Our involvement into French experimentation

Conclusion

1 – Why must we take action?



To implement our corporate values

OUR PRODUCT BRANDS

Quechua

simond

SOLEIGNAC

TRIBORD
DESIGNED BY WATER

wed'ze
SNOW OUTSIDE. SKI INDOOR

LOCAL AND ONLINE SALES

DECATHLON

KOODZA
TOUT POUR LE SPORT A PRIX DISCOUNT

ATAOS
Le sport d'occasion

CABESTO
LE SPÉCIALISTE DE LA MER

CHULLANKA
SKI/BOULDER - PARAPENTE - TIRIBORD

Our values:

- Vitality
- Sincerity
- Generosity and Responsibility

2 – Our Eco-design approach

**“Measure in order to know, know in order to act,
and act in order to reduce”**



Measuring environmental impacts

The 2 main principles of our approach

Multi stages of life



Multi-criteria



Greenhouse gas (GHG)
(Kg eq. CO₂)



Water consumption
(m³ of water)



Energy consumption
(MJ of primary energy)

Measuring environmental impacts



ECO-TOOL

Obtain data about **raw materials**
and **process** used



Measuring the impacts of components

Mesh fabric 100% PES

Results for 1 unit of the new component				
MASS	Eq.CO2	ENERGY		WATER
Kg	Kg	MJ	KWh	m3
0,20	4,7	79,4	22,1	0,1
Details				
Production	4,73	78,44	22,07	0,06
Incinerat.	0,23	6,12	9,80	0,60
Landfill	0,00	0,03	9,01	0,00



Collecting **information** about
finished product

(Bill of materials / Packaging / Distances &
Types of transport / etc ...)



... to evaluate our finished products

T-shirt 100% Polyester

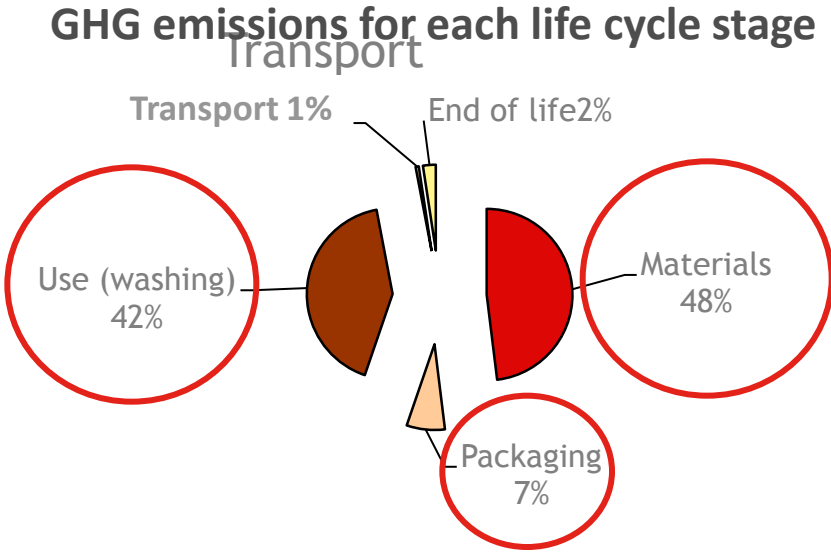
Results for 1 product				
MASS	Eq.CO2	ENERGY		WATER
Kg	Kg	MJ	KWh	m3
0,118	2,09	36,42	10,12	0,44
Results for annual volumes				
MASS	Eq.CO2	ENERGY	WATER	
Tons	Tons	GJ	MWh	m3x1000
12	209	3642	1012	44



Analyzing environmental impacts

Example : Polar fleece

Influence du lavage en utilisation (Polaire)



Mass [kg]	0.36
GHG [kg eq. CO2]	6,8
Energy [kWh]	34.1
Water [m3]	0.1

➔ Identifying the **major impact** stages

➔ Favour affordable and **profitable** actions

➔ **Adapt** actions to each product

Reduce environmental impacts

✓ Choosing more environmentally friendly raw materials



Using recycled polyester

ECO DESIGN



✓ Reduce or eliminate high impact components



Namib 100 (2009)
Hamib 100

- Leather optimization
- Reducing weight (10%)

ECO DESIGN



Namib 100 (2010)

-30%

↓CO₂

-15%

↓kWh

-50%

↓H₂O

Reduce environmental impacts

Next steps



✓ Improve our **methods** and our **environmental data** of materials and process: New indicators, energy mix, ...
(For example: **ADEME-AFNOR** Working Groups)



✓ Put into place Environmental Management Systems in our **sub-contractors**

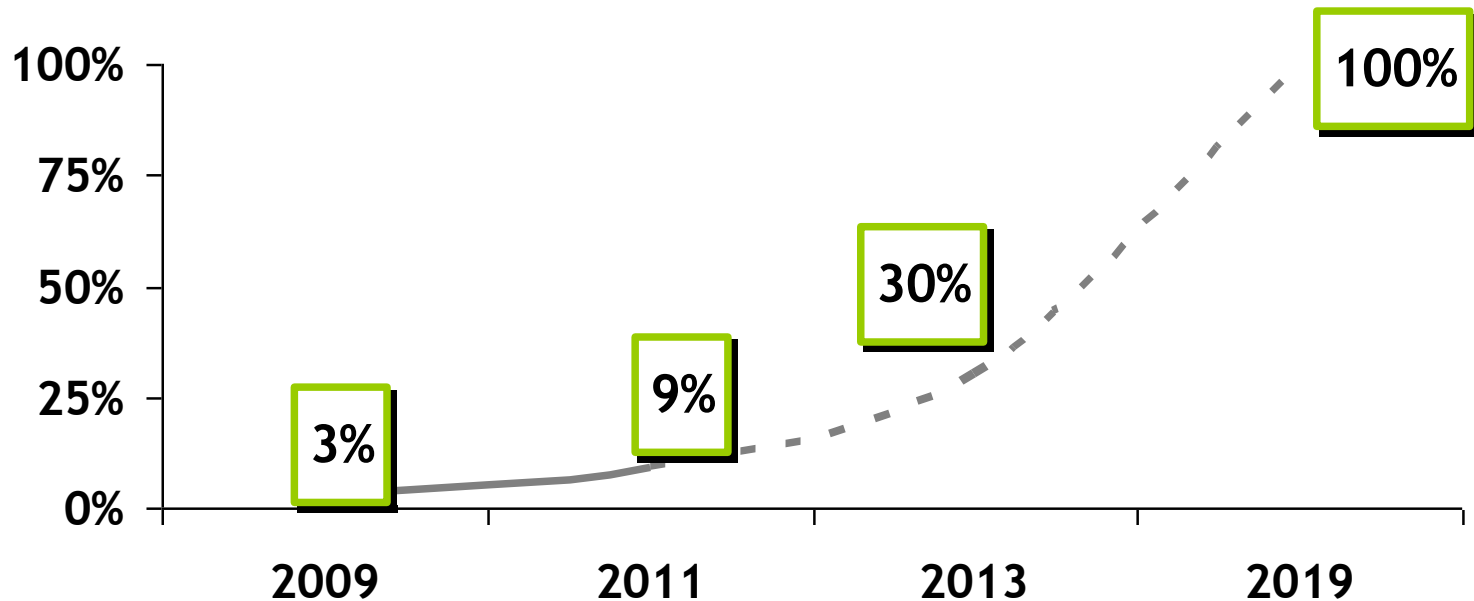


✓ Improve measures & reduce environmental impacts of:
-product's **use stage** by customers
-product's **end of life** (components separation / easier repairing / recycling)

Reduce environmental impacts

% of products using Eco-design approach

- ✓ From 3% in 2009 to **9% in 2011**
- ✓ Our **10 year** vision : 100%



3 – Our involvement in French experimentation



French experimentation



- ✓ From **July 2011** to **July 2012**
- ✓ Based on **multi criteria** approach (including CO2 eq.)
- ✓ **Free choice** of communication **medium** (Packaging, internet, etc.)
- ✓ **Feedback** to provide to French government

« Selected candidates will make available consumer information on the environmental impacts of their products »



Display information



INFORMATIONS TECHNIQUES

Dimensions du sac rempli : 85 x 42 x 33cm (Hauteur x Largeur x Profondeur).

Mesures environnementales



Oxylane avec Quechua participent à l'expérimentation nationale de mise à disposition de données environnementales initiée par le Grenelle de l'Environnement. Détails sur www.developpement-durable.gouv.fr/experimentation-affichage Ce produit est concerné par cette expérimentation. Emission CO2 : 22,1 Kg. Energie : 104,7 Kwh. Eau : 859 L. les notes ABCDE ont été attribuées par comparaison entre les sacs à dos Quechua uniquement. Détails sur www.oxylane.com/20/demarche-environnementale

Emission CO2 : 22,1 Kg.

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Quechua





<http://www.oxylane.com/en/159/environmental-impact-labelling-experimentation>

Conclusion



Key Success Factors

- ✓ **Human** : everyone **trained** and involved
- ✓ **Act locally** : each situation has its own specific solution
- ✓ **Master** of process and products
- ✓ When beginning a project, don't target perfection, but adopt a notion of **continuous improvement**
- ✓ The approach must firmly be supported by the **Top management** and integrated into the company's vision

