



# Product Sustainability

responsible consumption through responsible creation

EPA Webinar

Materials Management through Sustainable Consumption

November 13, 2012



# By the Numbers

1938 | 4.7 Million | 132 | 20% – 80% | \$2 Billion | \$99.8 Million | \$3.9 Million | 87K - 750





To Inspire, Educate and Outfit for a  
lifetime of Outdoor Adventure and  
Stewardship

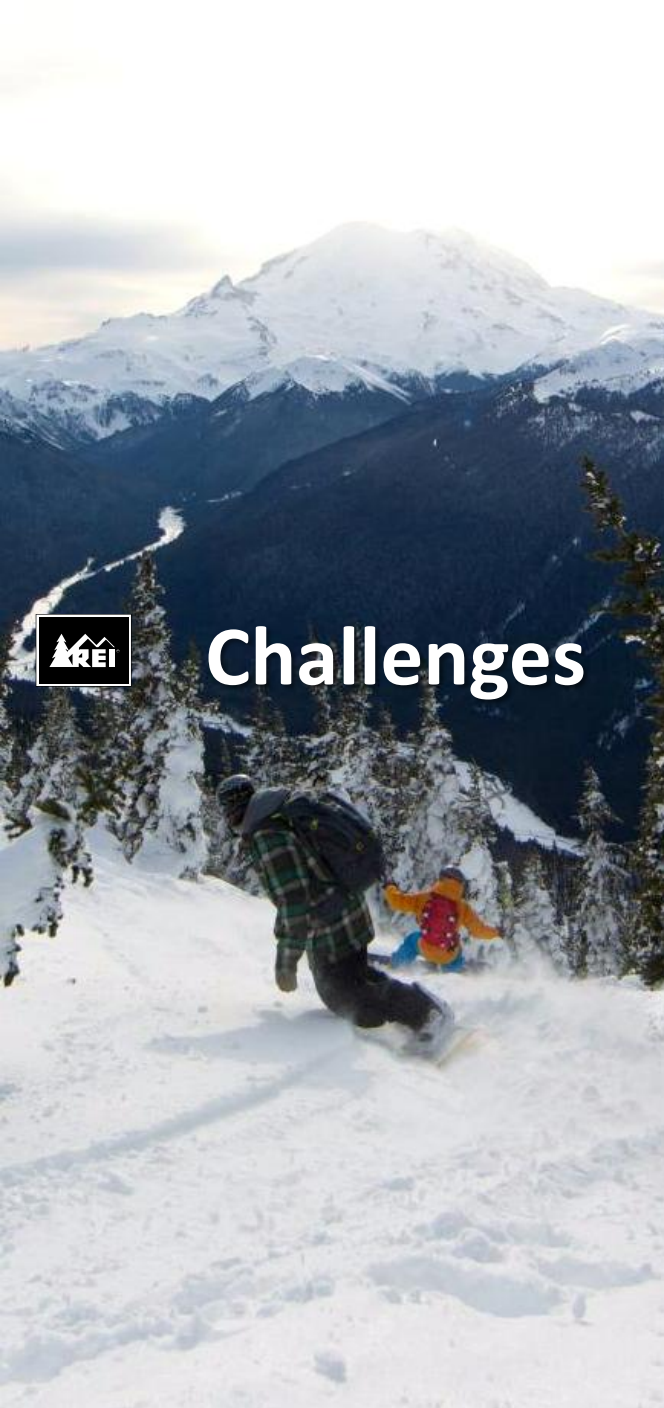


# Sustainable Consumption

*“The use of services and related products which respond to basic needs and bring a better quality of life while minimizing the **use of natural resources** and **toxic materials** as well as **emissions of waste and pollutants** over the **life cycle** of the service or product so as not to jeopardize the needs of future generations.”*

--1994 Oslo Symposium on Sustainable Consumption

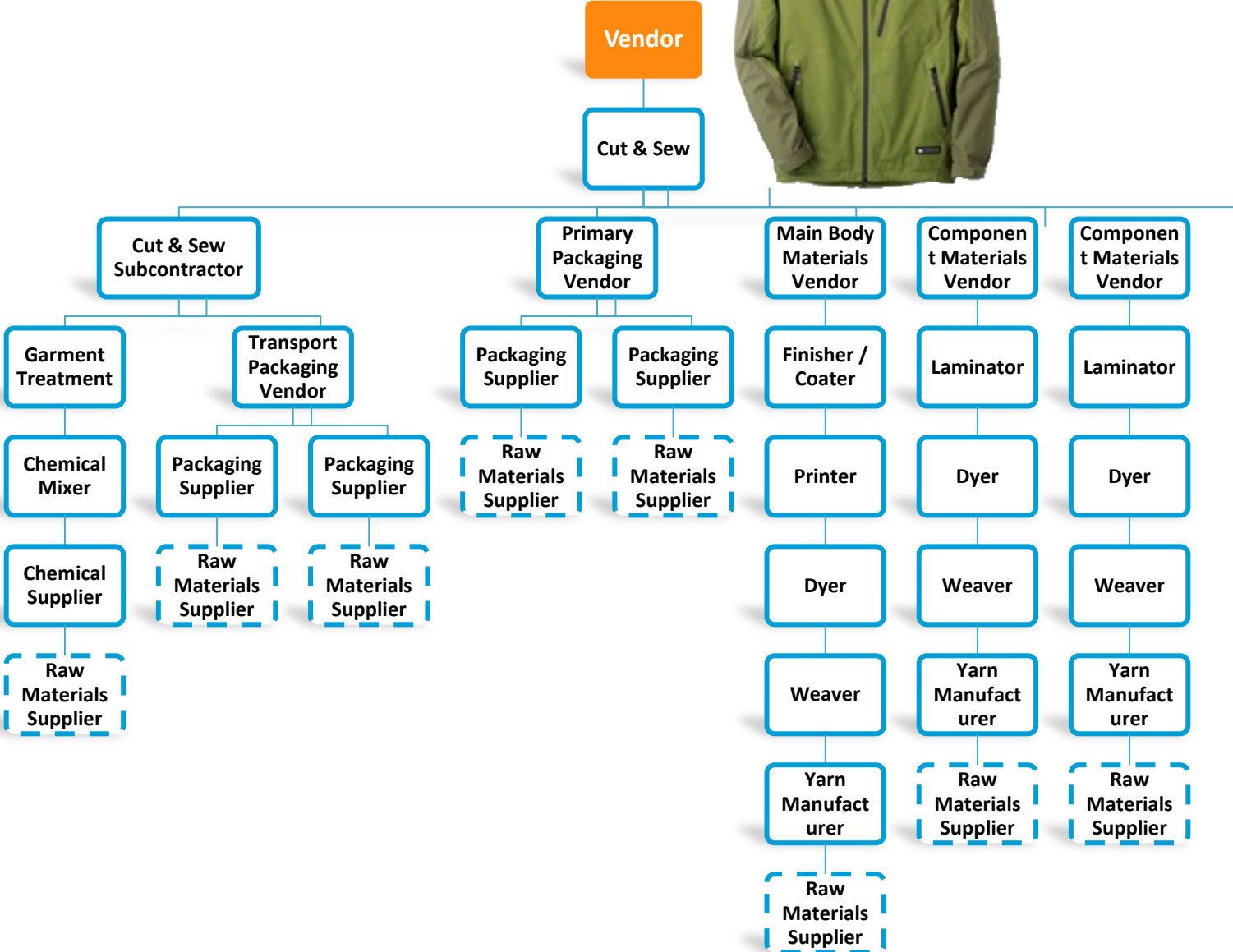




# Challenges

- Measures of sustainability evolving
- One company has not enough leverage
- Information extremely hard to obtain
- Solutions are tough to share
- Regulations are local... Supply chains are global and complex

# Supply Chain Complexity







# Product Sustainability Drivers





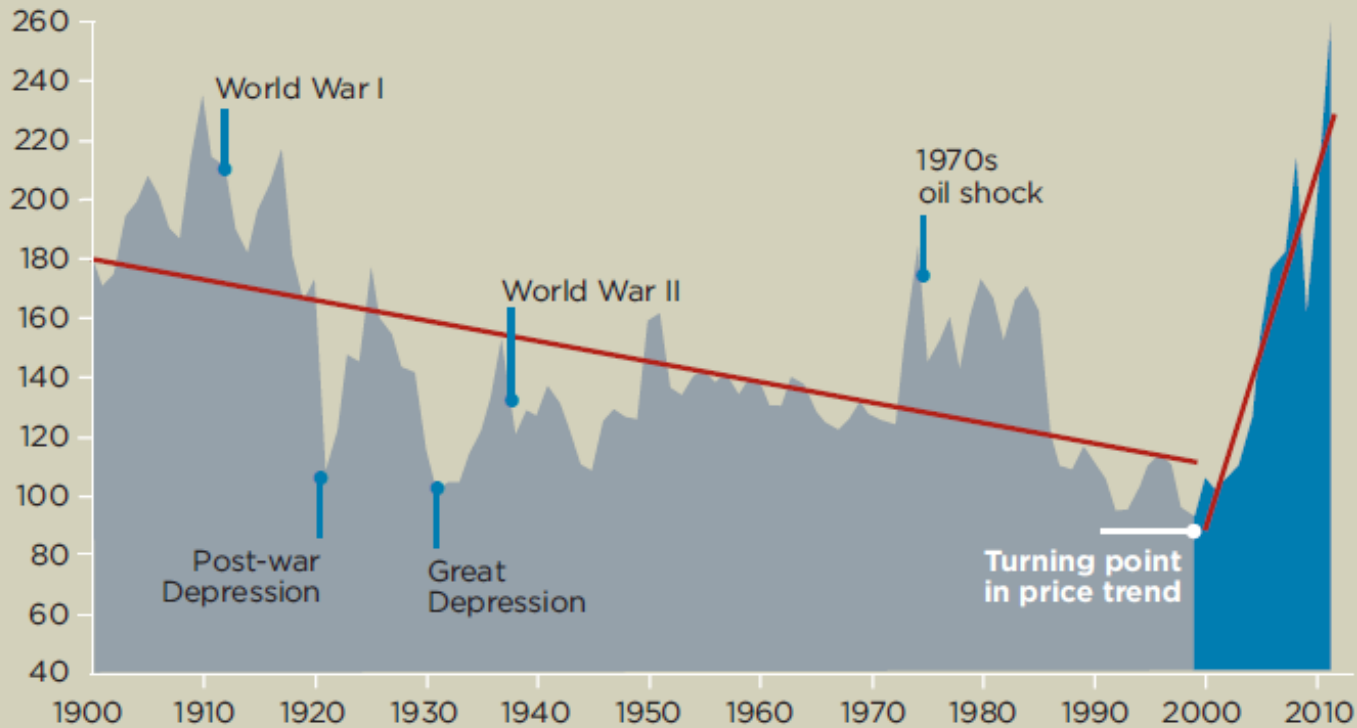
Drivers

# Resource Efficiency



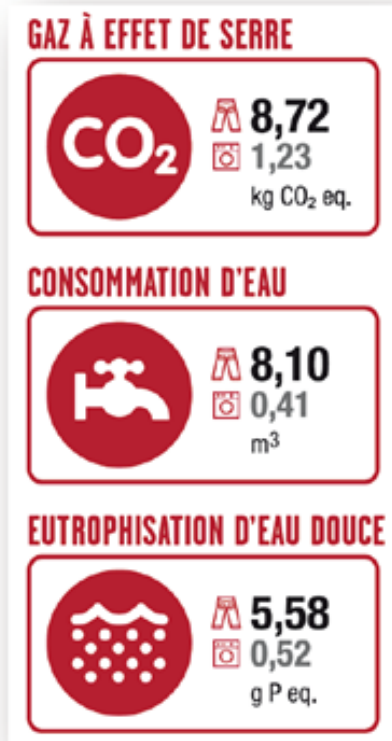
Sharp price increases in commodities since 2000 have erased all the real price declines of the 20th century

McKinsey Commodity Price Index (years 1999-2001 = 100)<sup>1</sup>



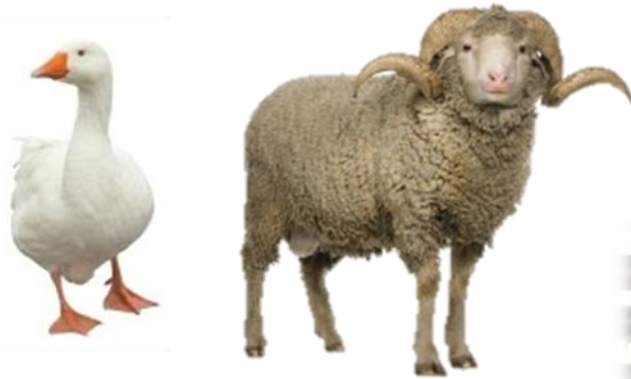


# Global Regulations



Drivers

# Public Image

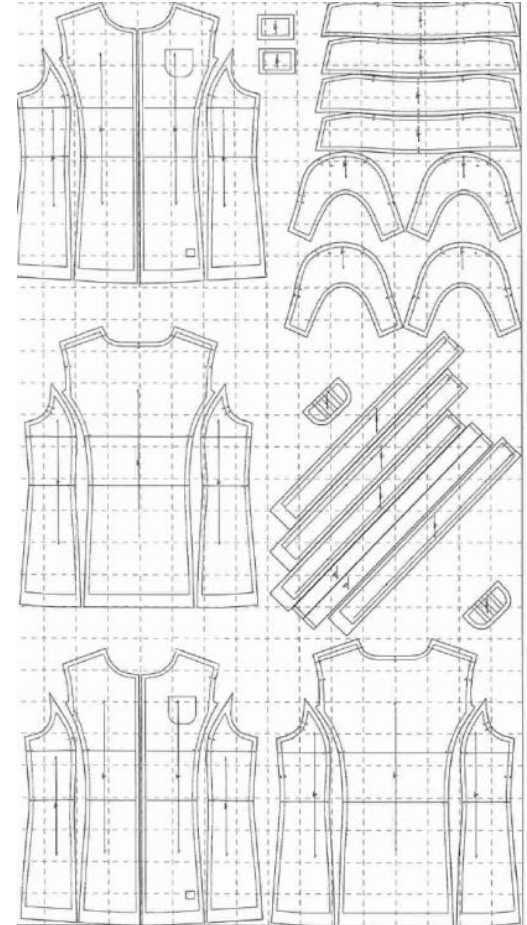


DETOX



Drivers

# Innovation Opportunities



Drivers

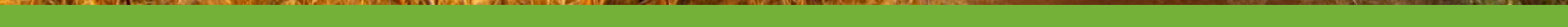
# Consumer Expectations







# Solutions





# Sustainable Apparel Coalition

We're helping each other change clothes.

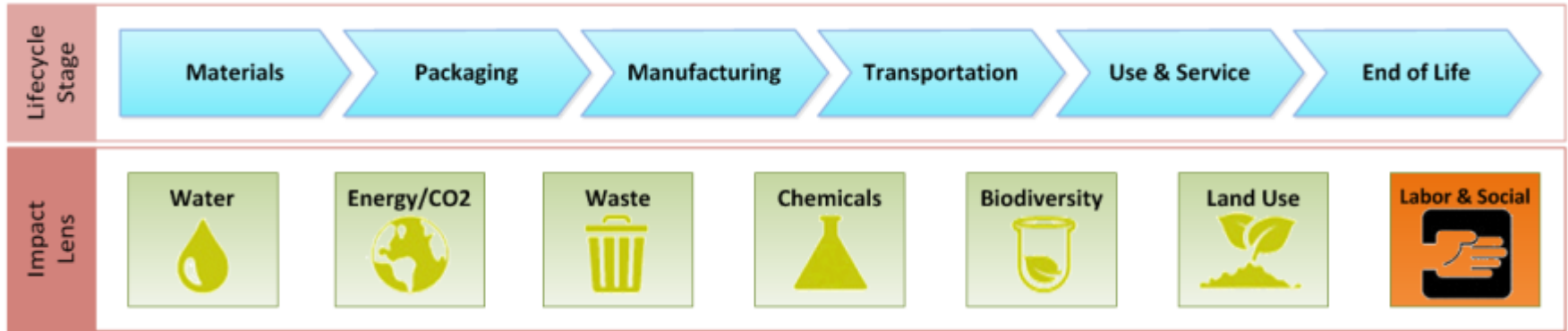


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**HGG INDEX**  
 Sustainably transforming the apparel and footwear industry.



# HiGG Index



Product

Completed once per product

Brand

Completed once per brand

Supplier Facility

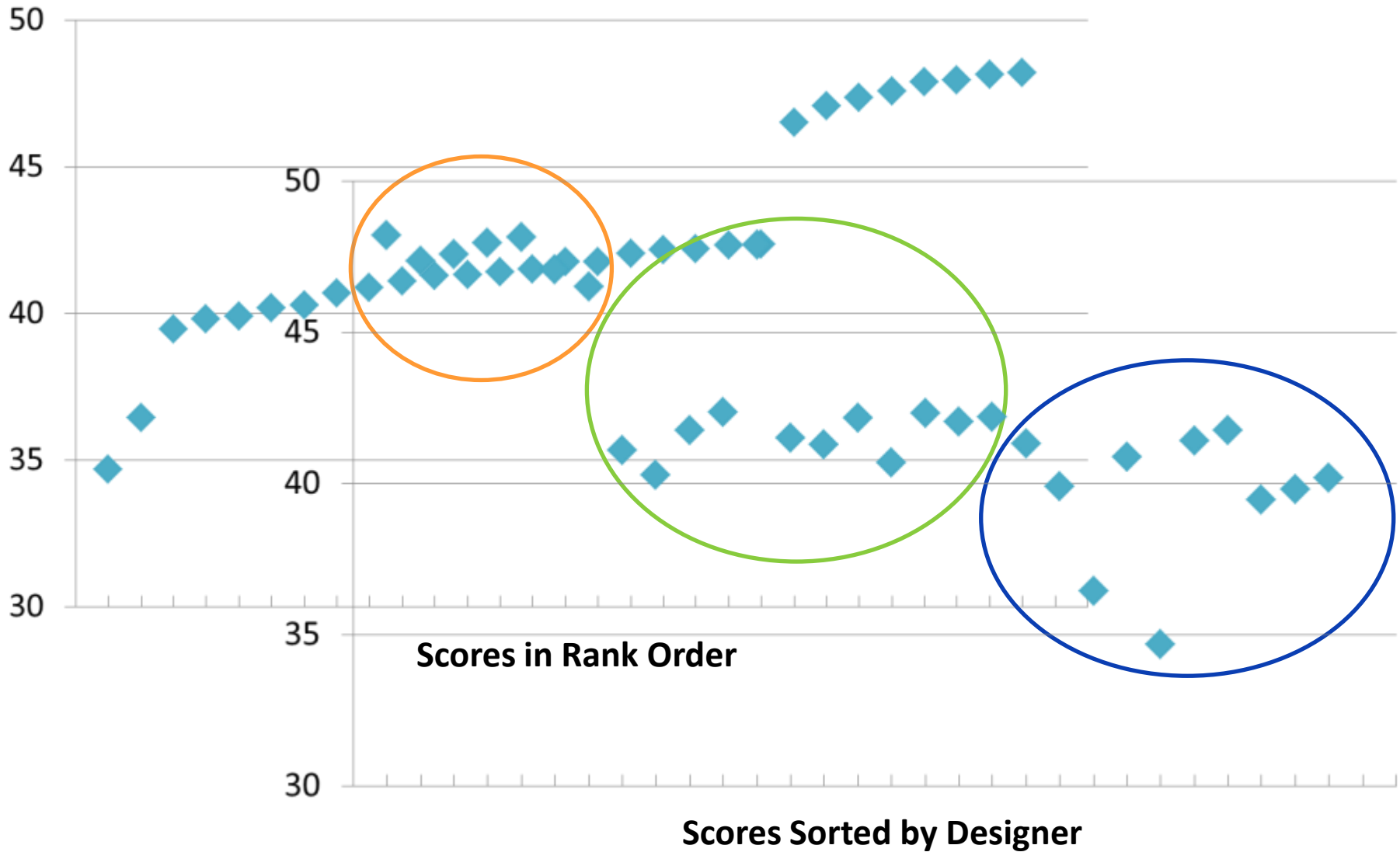
Completed once per factory

Materials

Packaging

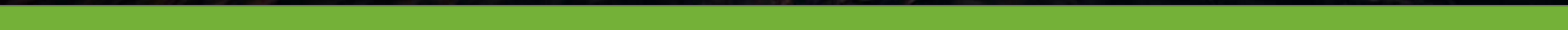
Manufacturing

# Higg Results Examples





# The Future

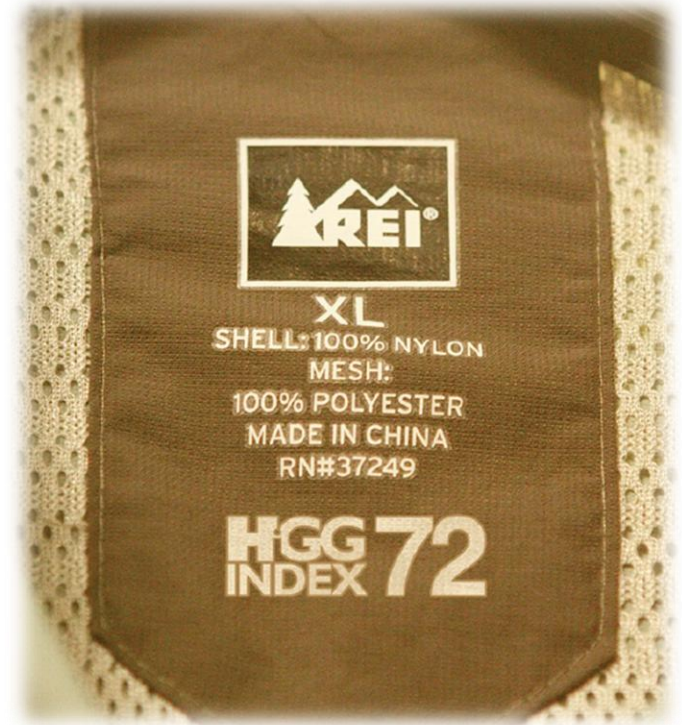




# Product Sustainability Future



- Understand and can measure true impacts across product lifecycle
- Products and materials are comparable
- Create a race to the top across the entire supply chain
- We educate the entire value chain (including consumer) on sustainable choices







Thank You

