

Driving the market towards circular economy

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Better World

Fashion

98% REUSE
100% UNIQUE



BETTER WORLD
FASHION



THE PROJECT JUST
SEAL OF APPROVAL



Certified
B
Corporation





Screening impacts

The calculation estimates that a BWF jacket compared to industry standard will reduce

Water: 340 L

Co2: 16 kg

Chemicals: 3.75 kg

Waste: 6 kg

Sustainable Products in a Circular Economy

6.THE ENVIRONMENTAL FOOTPRINT METHODS

There are more than 465 environmental labels worldwide, up from 430 in 2013.

In the EU, more than 100 environmental labels are active

There are more than 80 leading initiatives on greenhouse gas reporting only.

- These labels and initiatives are based on different methods, with a varied level of reliability and environmental issues covered. This proliferation of initiatives and labels is creating **confusion and mistrust** in environmental information – and results in a sub-optimal level of using more environmentally friendly products and solutions. More than 60% of respondents in the public consultation considered that there are too many different and confusing labels bearing environmental information.

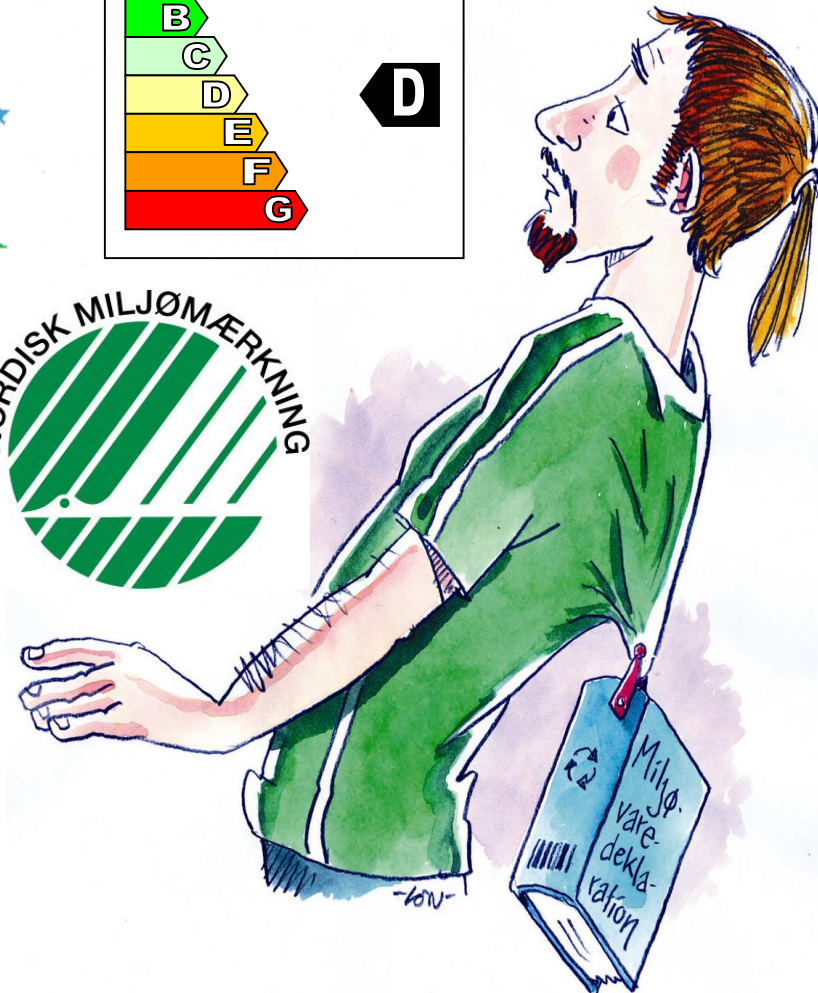
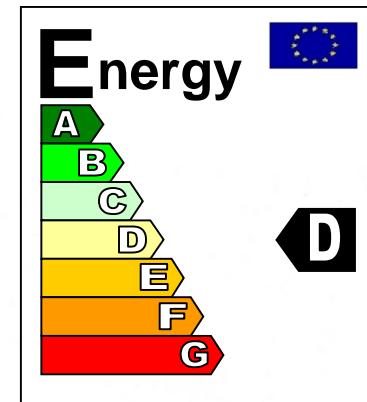
COMMISSION STAFF WORKING DOCUMENT – March 2019

Sustainable Products in a Circular Economy

- Towards an EU Product Policy Framework contributing to the Circular Economy

Informed choices ?

*When the consumers have
the right information.
Then they will buy
the right products!*

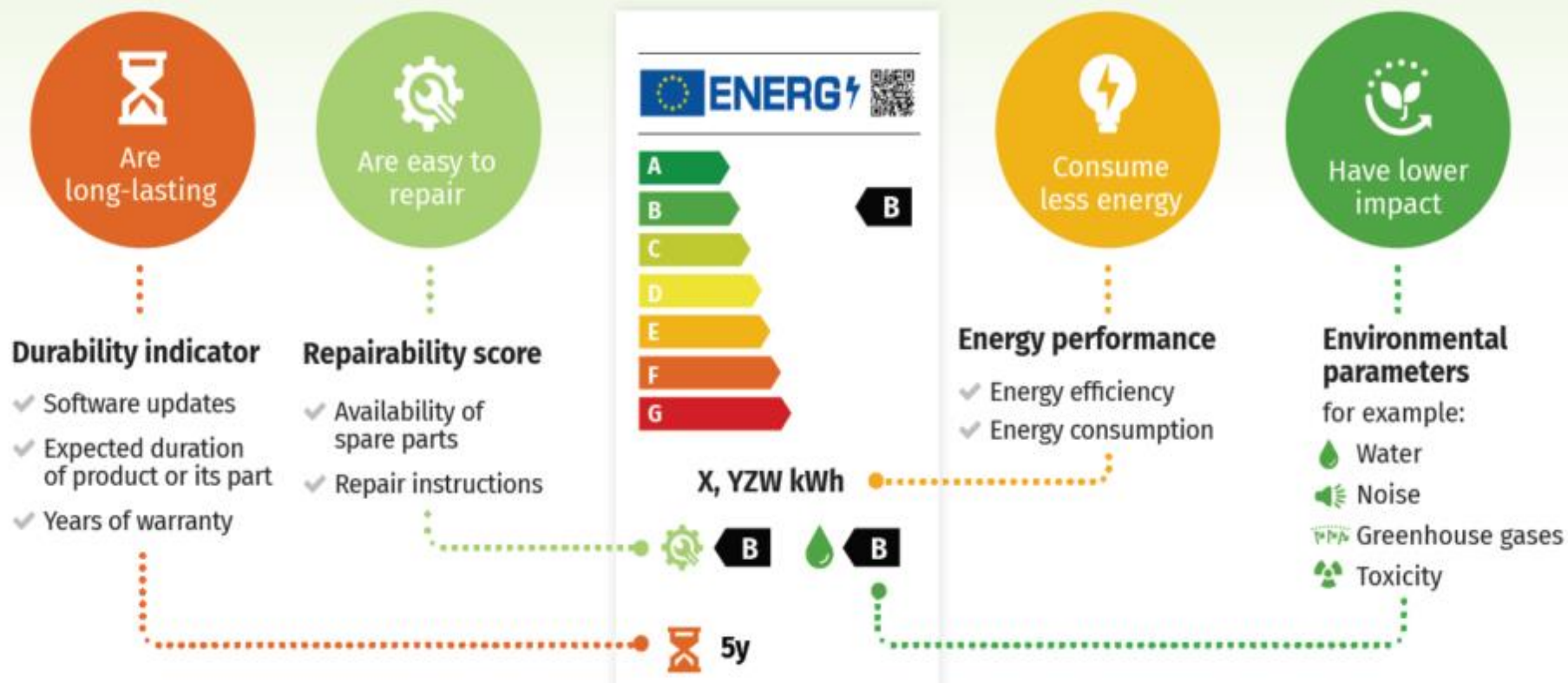


But what else is on their agenda?

- Health
- Quality
- Design
- Price (total cost of ownership)
- Durability (repair, upgrade, etc.)
- Functionality

Importance of social practise, culture, etc.

Energy labelling: in the future?



Need to balance:

Impacts vs Potentials

Information vs Value

Assessment vs Improvement

Accounting vs Narratives

(tælle vs fortælle)

Reduce risks vs competitive advantages

Engineering schools vs Business schools

***Building bridges
between the different world views***

PEF

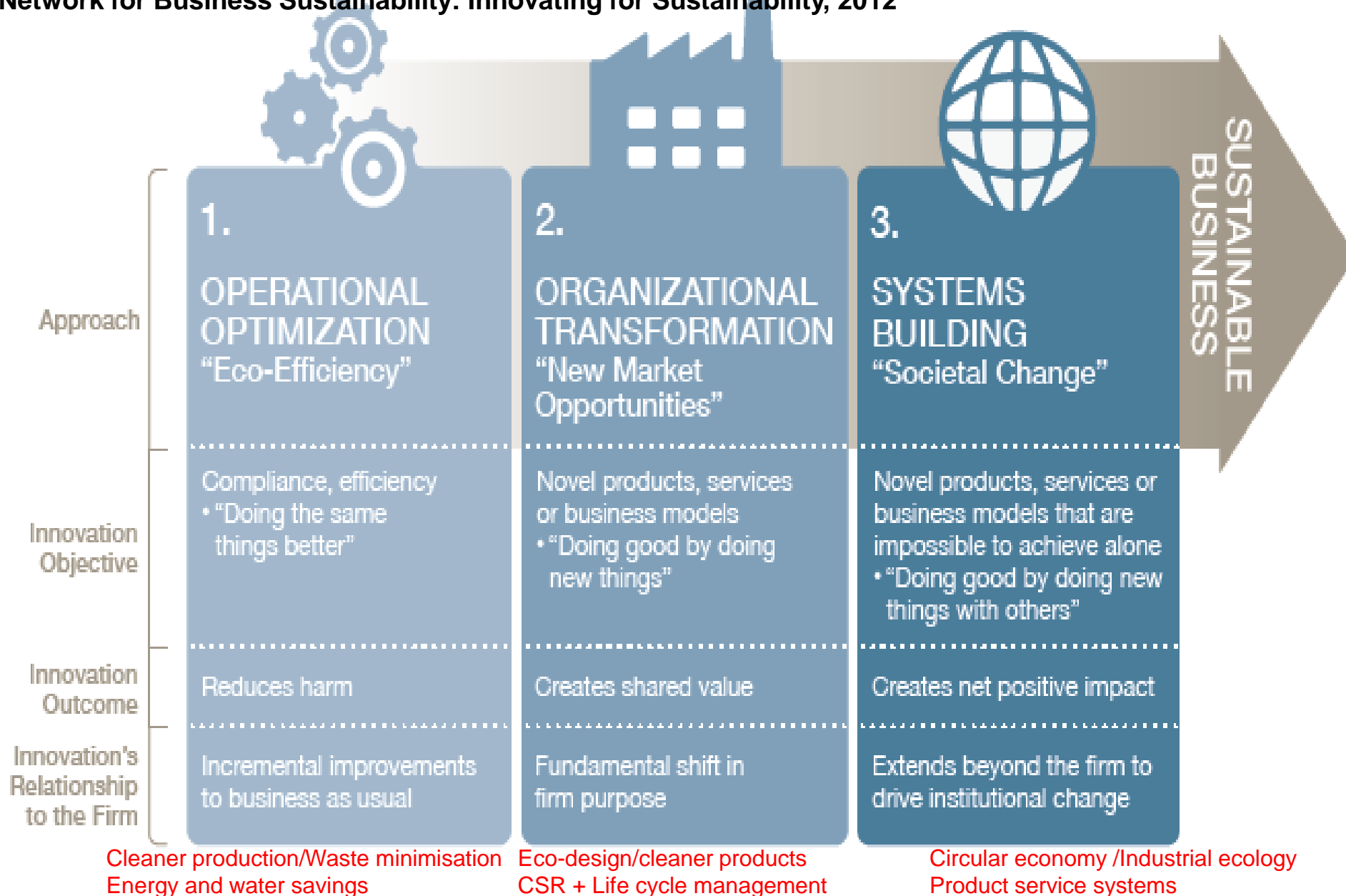
The EU work on PEF has many benefits

- Common efforts on methodology, BUT there will not only be one
- Product category rules getting more formalised (PEFCR)
- Improved databases

The results of LCA/PEF will still depend on:

- Definition of the ***functional*** unit
- The ***system boundaries***
- The ***data quality***

Network for Business Sustainability: Innovating for Sustainability, 2012



PEF and circular economy

PRODUCT Environmental Footprint is born as part EU's Integrated Product Policy (IPP) and Sustainable Consumption and Production (SCP/SDG 12)

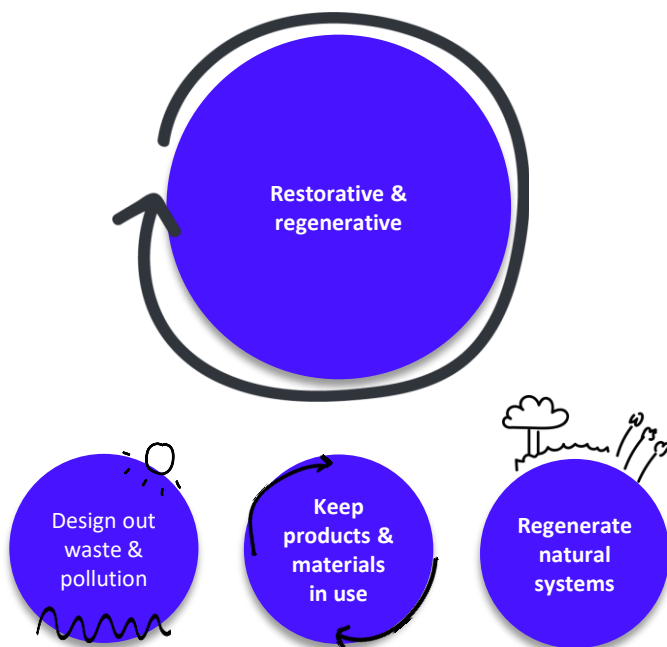
While circular economy expand this to a **system** perspective

- The problems are interconnected and can not be reduced by just focusing on product improvements
- System changes are necessary in the mobility, in building sector and in the food system

An electric car is better than a petrol, but the mobility system has to be changed

Designing for the circular economy

Circular economy vision & principles



Design strategies

Safe & circular material choices

Dematerialisation

Format choices to avoid leakage

Product life extension

From product to service

Modularity

Embedding intelligence

Designing for inner loops

Designing for leaky nutritious loops

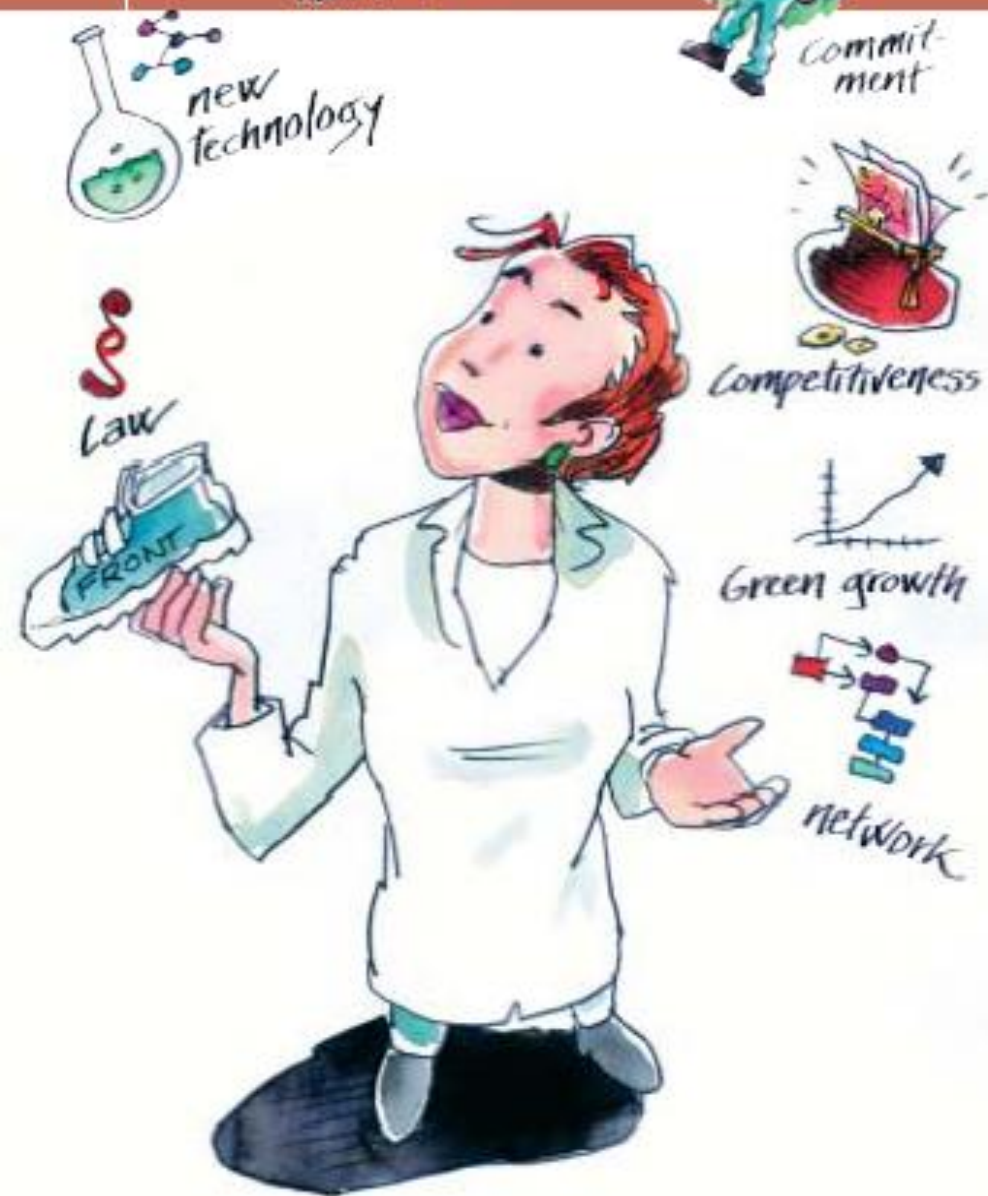
* For illustration purposes. Not exhaustive

Ellen MacArthur Foundation presentation, 2019

+ **Business Model Strategies**

Miljøkommunikation utan ISO 14063





Thank you
for your attention

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