REI, ecoSensitive, The Eco Index, Sustainable Apparel Coalition, Chemistry & Toxics, BPA amongst other things...

Lowell Center for Sustainable Production
Product Chemicals Management for Retailers
West Marine/Watsonville, CA
3-May-2011

Kevin Myette
Director, Product Integrity
REI
About REI

- Recreational Equipment, Inc.
- Retailer for “muscle powered” sports
- North America’s largest consumer cooperative
  - 5 million active members
  - 115 stores nationwide
  - $1.5B in Sales
- Fortune Magazine’s “100 best companies to work for”
  - #9 in 2011
  - Always has been “on list”
REI’s Core Purpose
To inspire, educate and outfit for a lifetime of outdoor adventure and stewardship
REI ecoSensitive

- 50% recycled materials, OR
- 85% rapidly renewable materials, OR
- 95% organic cotton, OR
- Any combination of the above options adding up to 95% of the product’s weight.

The product (including trims) must not contain any PVC and/or restricted substances*

*compliance with RSL
The Environmental Challenge

Complex issues with many interdependencies

- GHG & Energy
- Water
- Waste
- Biodiversity
- Toxics - Environment
- Toxics - Human
- Land Use Intensity
Nutrition Labeling… It’s Easy, Right?

Ingredients

Ingredients:
- Flour
- Egg
- Soup

Scientific Analysis

Nutrition Facts

Serving Size 1 twinkie (42.0 g)

Amount Per Serving

Calories 150  Calories from Fat 40

% Daily Value:
- Total Fat 4.5g  7%
- Saturated Fat 2.5g  12%
- Cholesterol 20mg  7%
- Sodium 220mg  9%
- Total Carbohydrates 27.0g  9%
- Sugars 19.0g
- Protein 1.0g

Vitamin A 0%  Vitamin C 0%
Calcium 2%  Iron 0%

*N Based on a 2000 calorie diet

[REI Logos]
It’s (Very) Hard

52 kg CO2e

"I think you should be more explicit here in step two."
The Eco Index

The Lifecycle Stages... *the where*

<table>
<thead>
<tr>
<th>Materials</th>
<th>Packaging</th>
<th>Product Manufacturing &amp; Assembly</th>
<th>Transport &amp; Distribution</th>
<th>Use &amp; Service</th>
<th>End of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedstock</td>
<td>Raw Materials</td>
<td>Processing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Lenses... *the what*

- Land Use Intensity
- Water
- Waste
- Biodiversity
- Chemistry/Toxics (People)
- Chemistry/Toxics (Environment)
- Energy Use & GHG

[www.ecoindexbeta.org](http://www.ecoindexbeta.org)
The Eco Index Tools

www.ecoindexbeta.org
## The Apparel Coalition

www.apparelcoalition.org

### 3 Core Modules

<table>
<thead>
<tr>
<th>Module</th>
<th>Materials</th>
<th>Packaging</th>
<th>Manufacturing</th>
<th>Transportation</th>
<th>Use &amp; Service</th>
<th>End of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Brand</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Brand**-level, not specific to any one product

<table>
<thead>
<tr>
<th>Module</th>
<th>Materials</th>
<th>Packaging</th>
<th>Manufacturing</th>
<th>Facility Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2</strong> Product</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Product**-level, specific to a product

<table>
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<th>Packaging</th>
<th>Manufacturing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3</strong> Supplier Facility</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Facility**-level, not specific to a product

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### Key

- ✔️ Lifecycle stage covered by environmental **indicators** (energy, GHG, water, waste, chemicals), questions, or other data related to practices
- ♂️ Social/Labor indicators included in Version 1
- 🔥 Planned ability to utilize footprinting **metrics** data from suppliers (where available)

**Footprinting Metrics Impact Areas for Version 1:** Energy & GHG, Water Use, Waste

*Biodiversity, Human and Environmental Toxicity, and Land Use are out of scope for V1.0*
Toxics – The Next Lens

Chemical Industry

Substances in Materials Manufacture

Substances in Products

Substances at product end of life

Contact: Beth Jensen (bjensen@outdoorindustry.org)
The Polycarbonate Challenge
Transparency is **Not** Optional
Solutions are in Collaboration