

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*

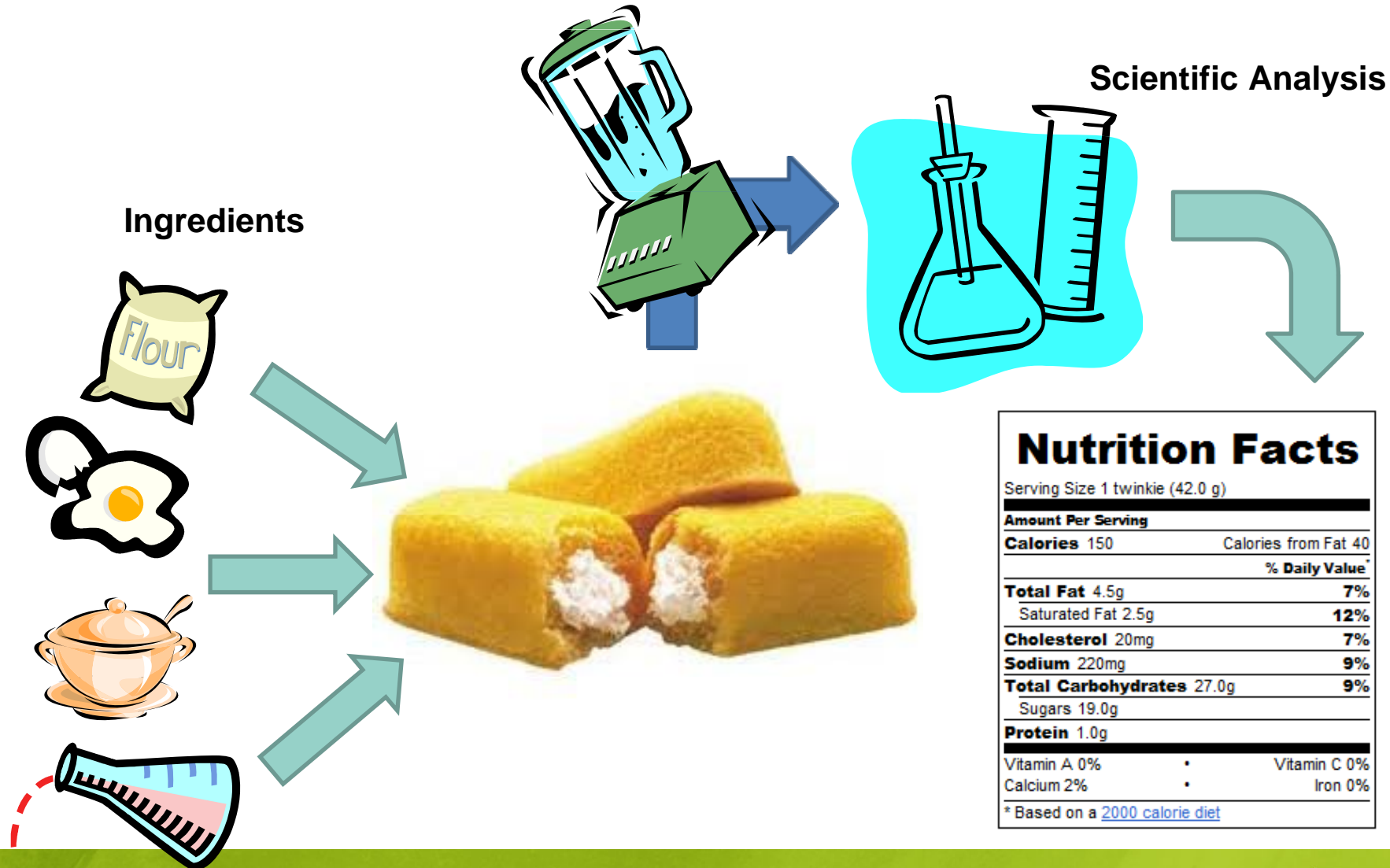


The Environmental Challenge

Complex issues with many interdependencies



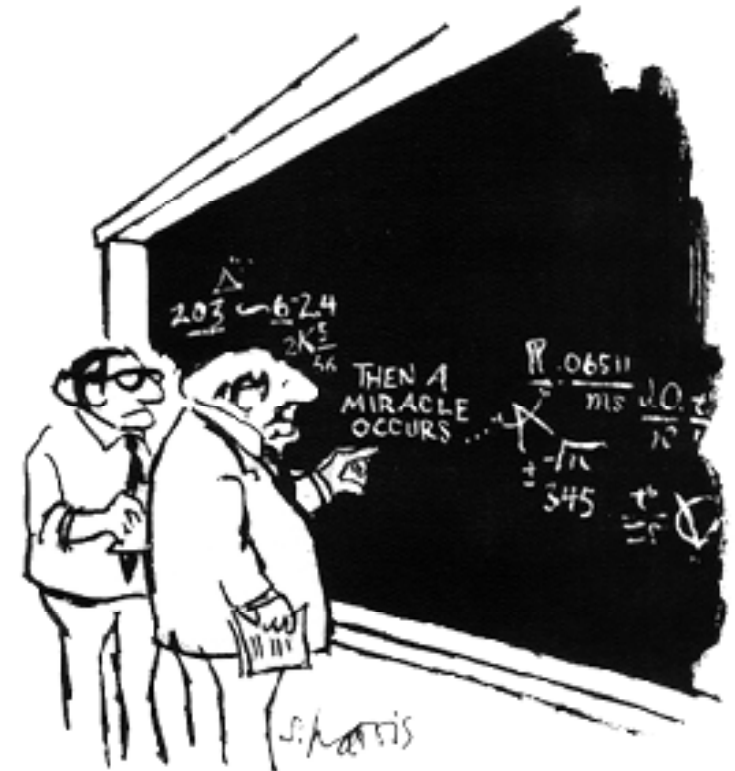
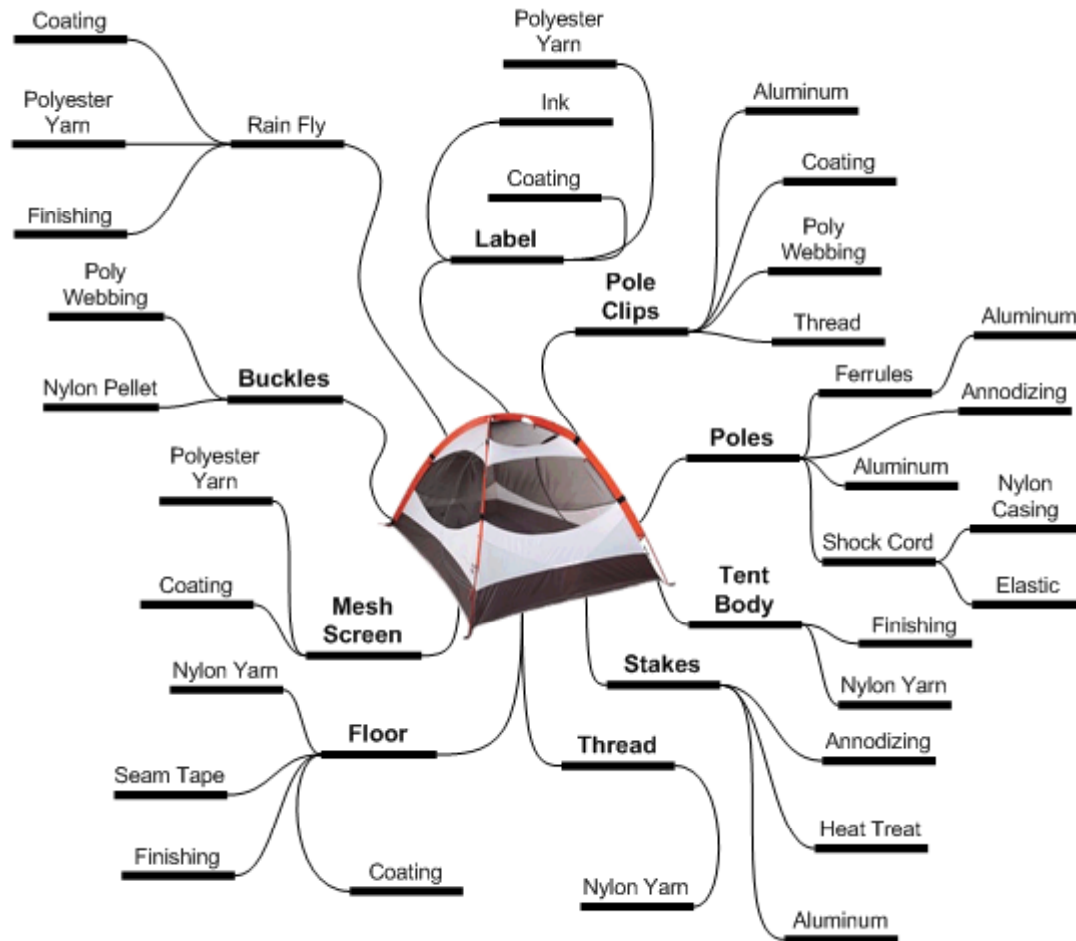
Nutrition Labeling... It's Easy, Right?



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%
* Based on a 2000 calorie diet	



It's (Very) Hard



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

52 kg CO₂e



The Eco Index

The Lifecycle Stages... *the where*



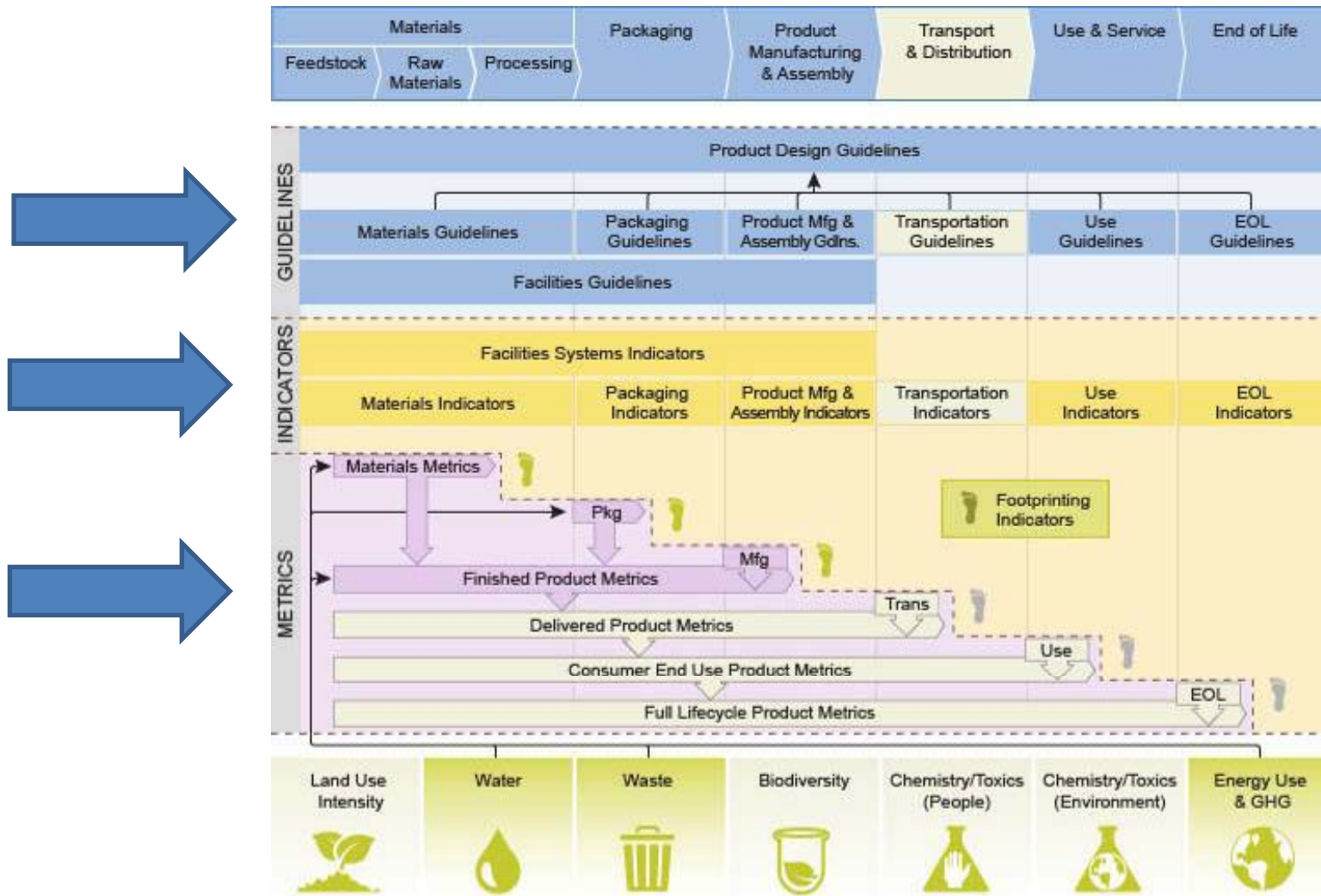
The Lenses... *the what*



www.ecoindexbeta.org

The Eco Index Tools

www.ecoindexbeta.org



The Apparel Coalition

www.apparelcoalition.org

3 Core Modules



Module	Materials	Packaging	Manufacturing	Transportation	Use & Service	End of Life
1 Brand Brand-level, not specific to any one product	✓	✓	✓	✓	✓	✓
2 Product Product-level, specific to a product	✓	✓	✓	✓	✓	✓
3 Supplier Facility Facility-level, not specific to a product	Materials	Packaging	Manufacturing			

Key

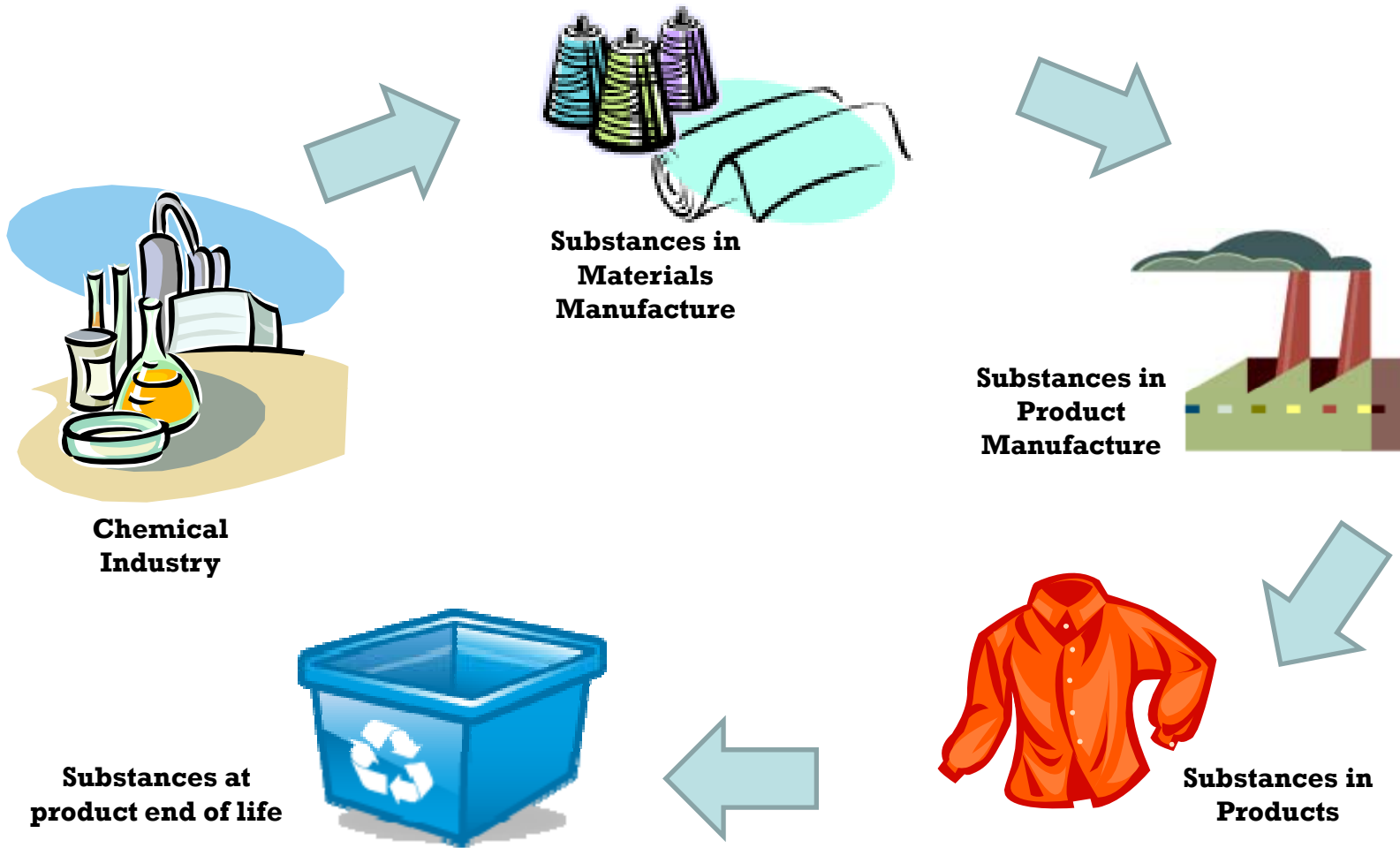
Lifecycle stage covered by environmental **indicators** (energy, GHG, water, waste, chemicals), questions, or other data related to practices

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



Contact: Beth Jensen (bjensen@outdoorindustry.org)



The Polycarbonate Challenge



Transparency is Not Optional



Solutions are in Collaboration

