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OUTDOOR  
GROUP



Bundesverband der  
Deutschen Sportartikel-  
Industrie e.V.

# Sustainability Data Exchange



SDEX 3.0 Launch Event | 10.09.2025

# Agenda

1. Background & Recap: The SDEX journey
2. Deep Dive SDEX 3.0: Changes & Improvements
3. Retailer's perspective: What's new and why?
4. Exchange and discussion
5. Next steps



# 1. Background & Recap: The SDEX journey

# Background & Recap: The SDEX journey

## Sustainability Data – Why?



### Customers

- Rising awareness among customers
- Customers want to know who makes their products and what is in it



### Retailer functions

- Product classification and segmentation
- ‘Green’ certifications



### European and national policy & regulation

- EU Green Deal: make Europe the first climate neutral continent by 2050
- It includes among others: Digital Product Passport, Empowering Consumers Directive, Corporate Sustainability Reporting Directive

# Background & Recap: The SDEX journey

## Sustainability Data – What?



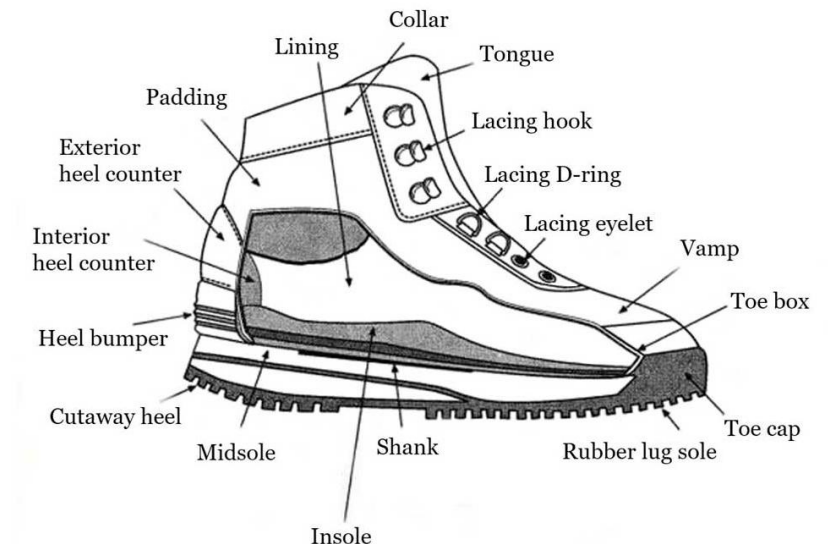
Data can be on a **product** or **brand level**



Data on **product level** is **very complex** → information can apply to various aspects (i.e. material / component / product level)

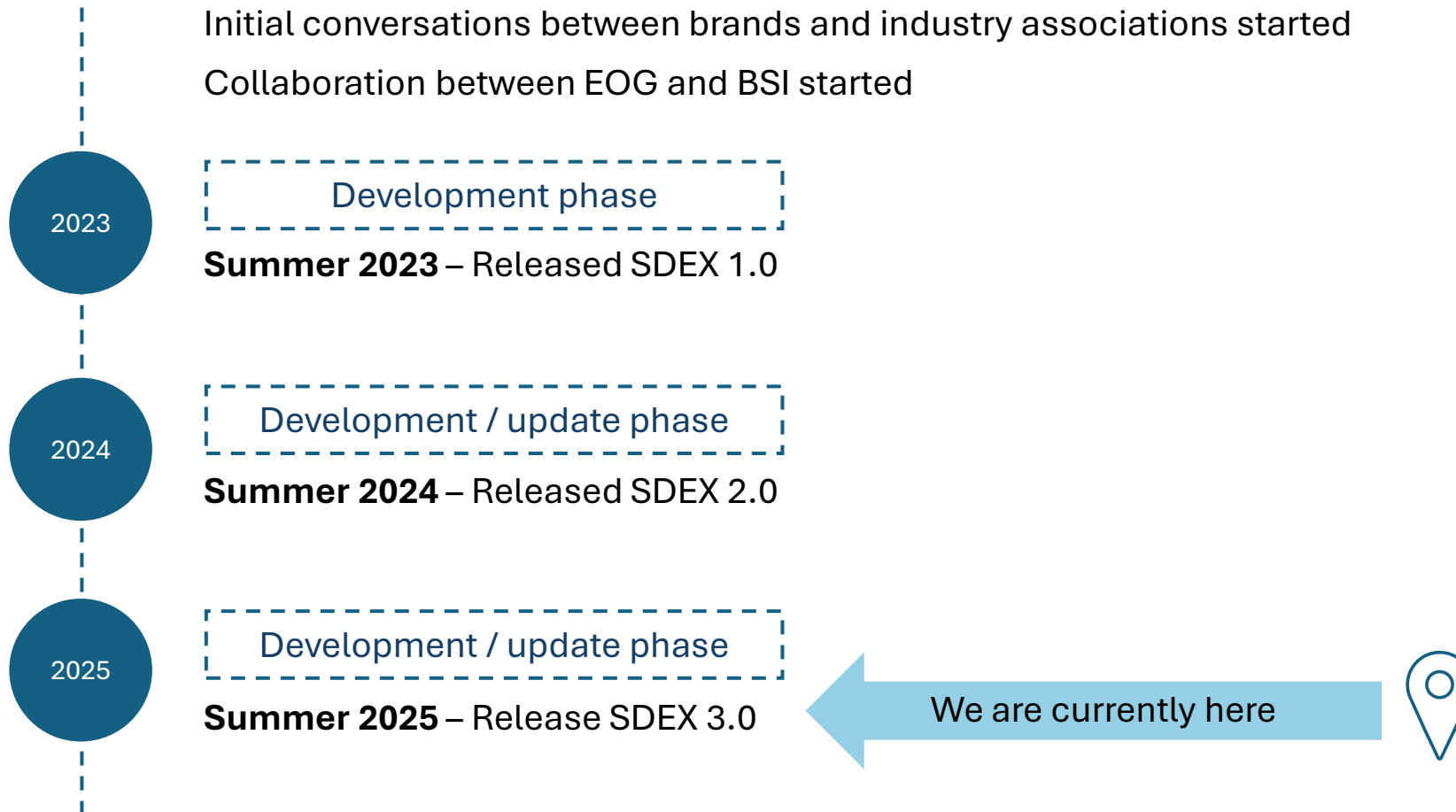
Types of data on **product level**:

- **Environmental data / preferred materials** (e.g. water consumption, CO<sub>2</sub> footprint, biodiversity impact, chemicals)
- **Social data** (e.g. where was it produced, by whom, under which conditions)
- **Animal welfare**
- **Certifications**



# Background & Recap: The SDEX journey

## Timeline





# Background & Recap: The SDEX journey

With the support of an expanding group of industry experts, we have developed **SDEX Questionnaire 3.0**



With support from  **EXCEL MASTERS**

# Background & Recap: The SDEX journey

## SDEX vision



### What SDEX can provide:

- Create **aligned communication** between brands and retailers about **sustainability attributes** on brand and product level → **common language** for sustainability data
  - Provide an **open-source** tool for **standardized exchange** of sustainability data between brands and retailers → Harmonised data exchange **questionnaire** which can be used by everyone
- = **Minimize efforts for brands, maximize benefits for retailers**



### What SDEX cannot provide (yet):

- Be a digitalized online platform
- Serve as a traceability tool
- Anticipate and include all legal requirements (e.g. GCD, DPP)
- Meet all individual corporate requirements related to sustainability data





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## 2. SDEX 3.0: Changes & Improvements



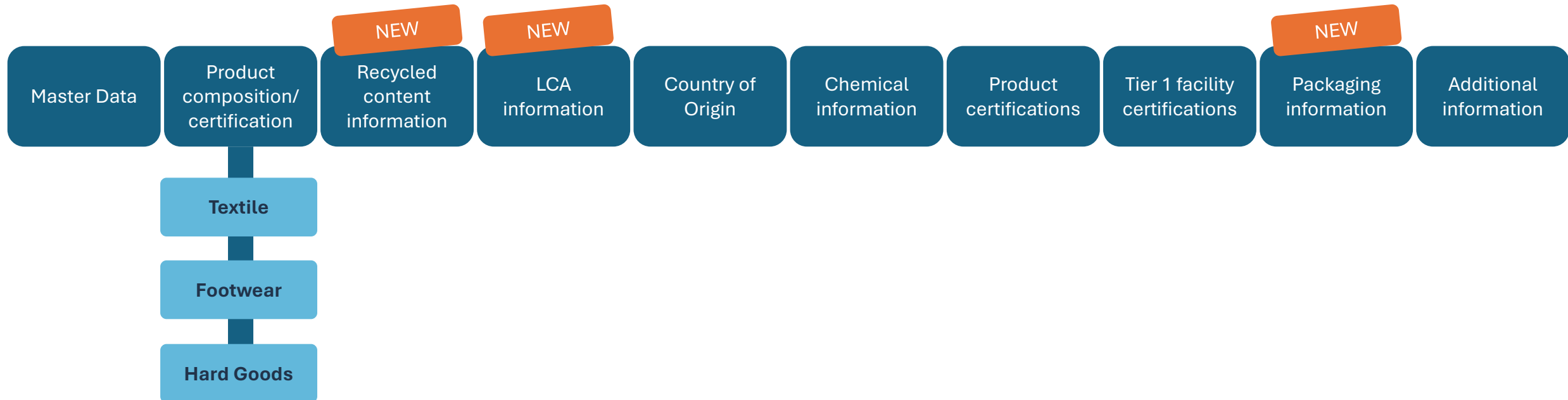
# SDEX 3.0: Changes & Improvements

## The SDEX structure and questionnaire

1. Tab: **SDEX information**
2. Tab: Overview over **Dropdown** menus
3. Tab: **General** information 
4. Tab: **Brand** information
5. Tab: **Climate** information (ORCC)
6. Tab: **Textile products** - Definition: apparel, sleeping bags, climbing harness, tents, ropes, gloves, gaiters, belts, hammocks, plus other textile products
7. Tab: **Footwear products** - Definition: high- and mid-cut boots, approach and running shoes, and sandals
8. Tab: **Hardgoods products** - Definition: helmets, climbing devices/equipment and non-textile components on climbing equipment, tent poles and pegs, walking poles, outdoor accessories (lighting, cooking, eating and hydration etc), skis and snowboards, **gloves, rucksacks and pack/luggage accessories** 

# SDEX 3.0: Changes & Improvements

## The SDEX structure and questionnaire: **Product data**



# SDEX 3.0: Changes & Improvements

## The SDEX structure and questionnaire: Update overview



### SDEX Information

- **Wording** update (2.0 → 3.0)
- **Change Log** update
- **Contact information** update



### Dropdown

- **New attributes added**, e.g.
  - Materials added
  - Standards added/updated
    - Regenerative cotton*
    - Textile Exchange*
    - CmiA*
- **New dropdown lists added**
  - packaging materials
  - packaging certifications
  - LCA frameworks



### General

- **Newly added:** General company information, e.g. contact information, company size (in SDEX 2.0 integrated in Brand tab)
- **Checkbox added** to verify that provided data is correct



### Brand

- **Complete revision:** Brand related ESG data - several new questions added due to retailer's request (see *slide 14*)

# SDEX 3.0: Changes & Improvements

## The SDEX structure and questionnaire: Update overview



### Climate

- New **questions added**, e.g.
  - Progress of emission reduction
  - Combination of Scope 1+2 targets



### Textile

- New “**Recycled Content**” section added with link to **Material Facts** Methodology
- Review of “**LCA**” section (attributes added)
- New “**Packaging**” section added



### Footwear

- New “**LCA**” section added
- New “**Packaging**” section added



### Hardgoods

- **Complete revision:** New format offers greater flexibility with regard to product components and materials. Logic allows up to 10 nameable components and 3 certifications.
- New “**LCA**” section added
- New “**Packaging**” section added
- New: **Bags** and **gloves** are now categorized as “hardgoods”, not “textiles”

# SDEX 3.0: Changes & Improvements

The SDEX structure and questionnaire: **Brand data**

Complete  
revision

## Information

- Brand Profile

## Governance

- Anchoring
- Staff & Organization
- Sourcing Policy
- Risks, Impacts & Opportunities
- Reporting / Non-financial reporting
- Transparency
- Award
- Charity

## Social

- Social Compliance / Labour Standards
- Code of Conduct
- Complaint / Grievance mechanism
- Corrective actions
- Traceability
- New suppliers
- Planning and Production
- Consideration of communities
- Capacity building
- Health and safety
- Diversity, equity and inclusion

## Environmental

- Environmental compliance program
- Design considerations
- Circularity
- Chemicals / Contaminants management
- Microplastics
- Packaging
- Biodiversity



Mandatory and optional question filter | reduced questionnaire for SMEs



# SDEX 3.0: Recommendations

- Fill it in to the best of your abilities
- Start with the brand and climate tab and one product (category)
- Brands: inform sales staff and connect sales with sustainability and product data teams
- Retailers: adopt the SDEX 3.0 questionnaire
- Promote SDEX internally
- Keep up dialogue between brand and retailer partners
- Please consult [Frequently Asked Questions](#) for support



If you need further support – please get in touch

### 3. Retailer's perspective: What's new and why?

## Retailer's Perspective



**Melanie Grünwald**  
Head of Sustainability  
Yonderland



**Fabian Nendza**  
Senior Sustainability Manager  
Fenix Outdoor



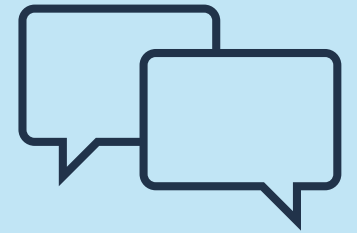
**Jule Schneider**  
CSR Manager  
Bergzeit



# Retailer's Perspective: What's new and why?

## Why do we – as an industry – need SDEX in general?

- All companies need brand and product related data:
    - Compliance: All companies face the same form of **ESG obligations** → sustainability data is needed for (regulatory) risk management
    - Beyond Compliance: Sustainability information is becoming increasingly important for **buying strategies**
- It's no longer only about “sustainability“ data but **transparency data**



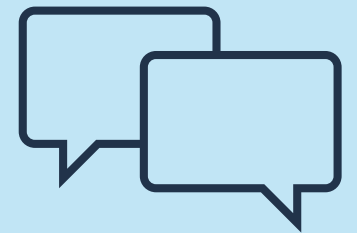
*Yonderland*



# Retailer's Perspective: What's new and why?

What is the history of the **brand tab** and why have there been major changes?

- Some retailers already had supplier questionnaires
  - Original brand tab did not cover all datapoints needed
  - SDEX as a chance not to align only product related data but also brand related sustainability information to prevent duplication / double efforts
- **Using this aligned questionnaire is preferred but other comparable instruments like the Brand and Retail Module by Cascale can be provided as well.**



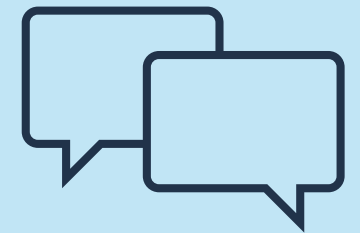
GLOBETROTTER



# Retailer's Perspective: What's new and why?

## How and when do you use SDEX in practice?

- Processes at retailers what they use the data for may vary, but general trend goes towards higher expectations regarding sustainability / transparency data
  - Product data is need **per season**, brand & climate data once **per year**
  - The earlier the better, while considering data quality
- In practice, retailers have an actual need for this data for buying decisions, providing customer transparency and reporting





# Retailer's Perspective: What's new and why?

Commitment: SDEX as a **common path** for involved retailers



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## 4. Exchange and discussion

## Exchange and discussion

- Feedback and questions?
- What resources would be helpful to support brands and retailers?
- ...



## 5. Next steps

## Next steps



## Event information:

# Workshop for suppliers @ Performance Days

### Sustainability Data: What Suppliers Need to Know

Good data helps suppliers and brands work together more effectively. This session will explore which sustainability data points are most relevant in today's market, how they support compliance and transparency, and how suppliers can benefit from sharing information in a consistent and structured way.



**Date:** Wed 29<sup>th</sup> October

**Time:** 8:30 – 9:30

**Location:** Circularity Zone @ Hall A2

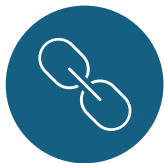
*Brands: Please invite your suppliers*



# SDEX Resources & Contact



1. SDEX Questionnaire 3.0 Master Questionnaire
2. Tutorial videos
3. SDEX 1 pager info overview
4. Launch webinar recording and slides
5. Webinar for Sales and Purchasing
6. Link to FAQ



## EOG Website:

<https://www.europeanoutdoorgroup.com/sustainability-projects/sustainability-data-exchange-project>

## BSI Website:

<https://www.bsi-sport.de/themen/nachhaltigkeit/sustainability-data-exchange-sdex/>



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