EUROPEAN
OUTDOOR
GROUP

Bundesverband der
Deutschen Sportartikel-
Industrie e.V.

Sustainability Data Exchange

Agenda

1. About Us
2. Sustainability Data – Why?
3. Sustainability Data – What?
4. Sustainability Data – How? Too many questionnaires
5. Solution: SDEX Questionnaire
6. Q&A

About US

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Sustainability Data – **Why?**

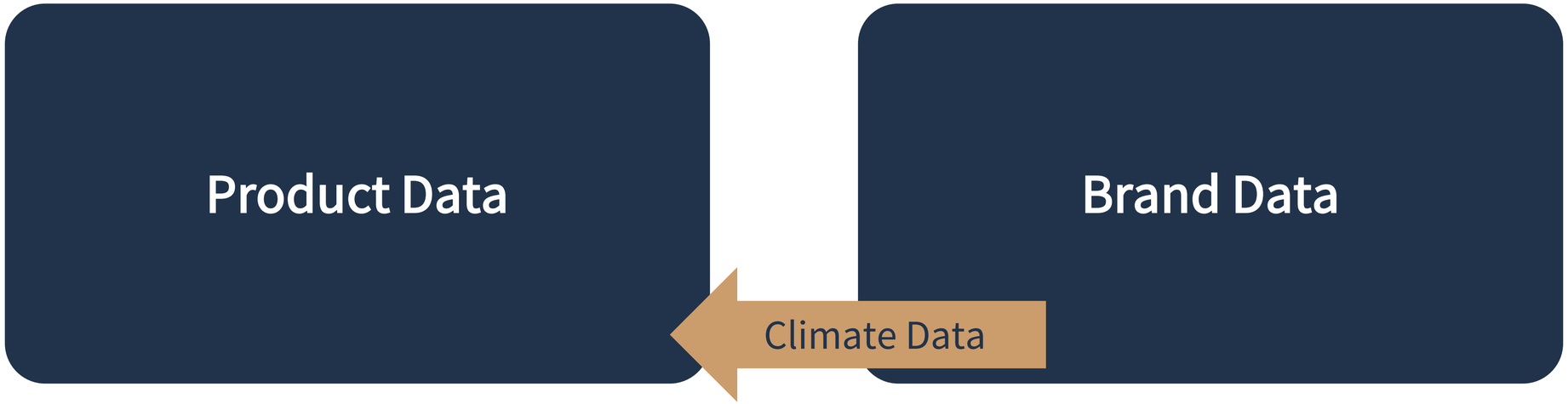
European and national policy & regulation

- EU Green Deal: make Europe the first climate neutral continent by 2050
- It includes among others: Digital Product Passport, Green Claims Directive, CSRD (Corporate Sustainability Reporting Directive) → mandatory for Sport 2000, Fenix Group, Decathlon, Zalando etc.

Customers

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

Sustainability Data – **What?**

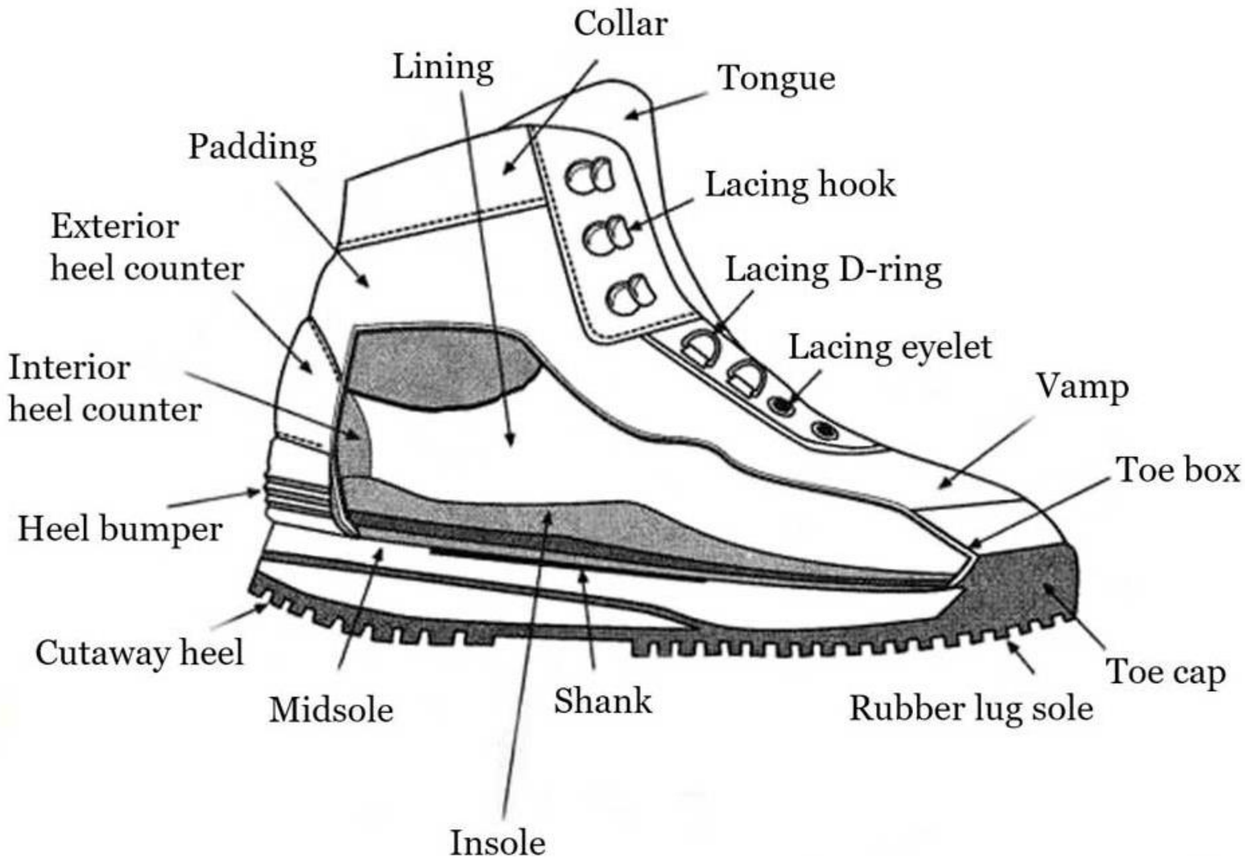


Sustainability Data – **What?**

Types of data*:

- **Environmental data/ preferred materials** (e.g. water consumption, Co2 footprint, biodiversity impact, chemicals)
- **Social data** (e.g. where was it produces, by whom, under which conditions)
- **Animal welfare**
- **Certifications**

- * this information can apply to various aspects (i.e. material / component / product level)

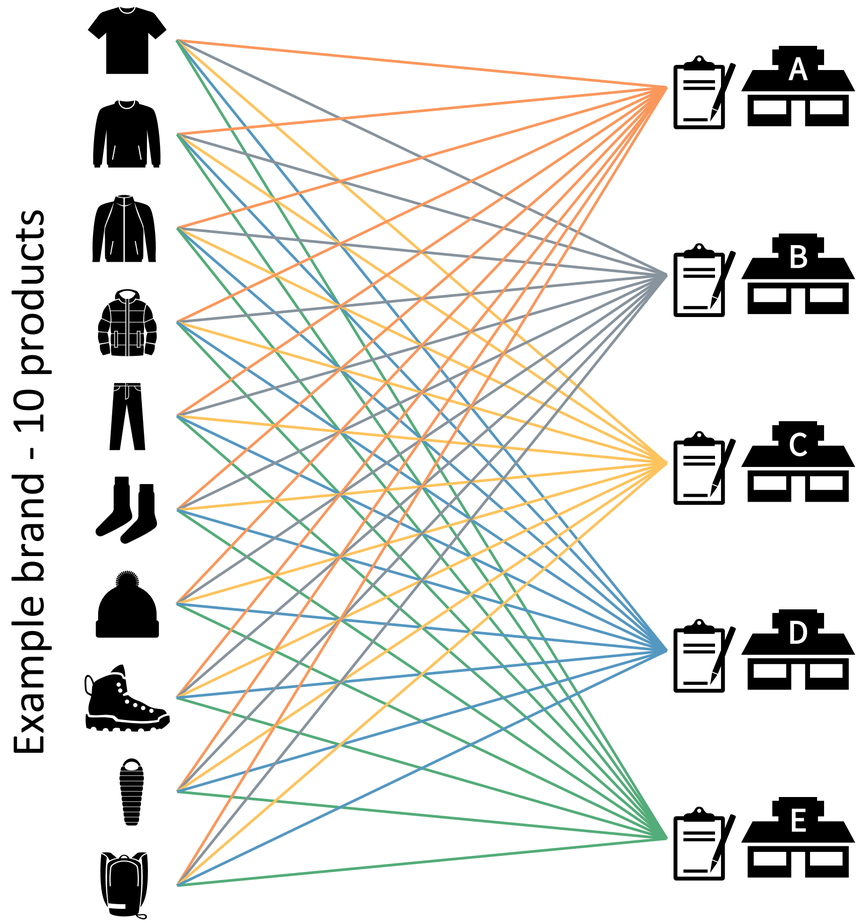


Sustainability Data – **How?**

- Retailers started increasingly to send out questionnaires to brands
- Varying level of detail
- Mixture of brand and product level questions

Sustainability Data – **How?**

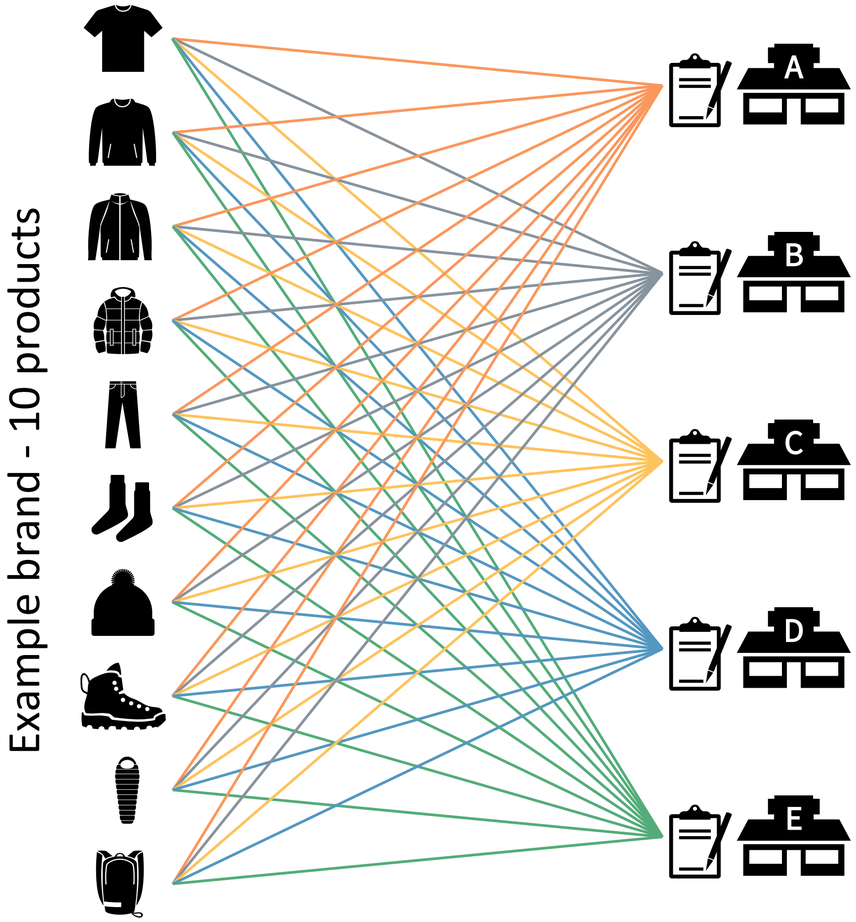
Current situation



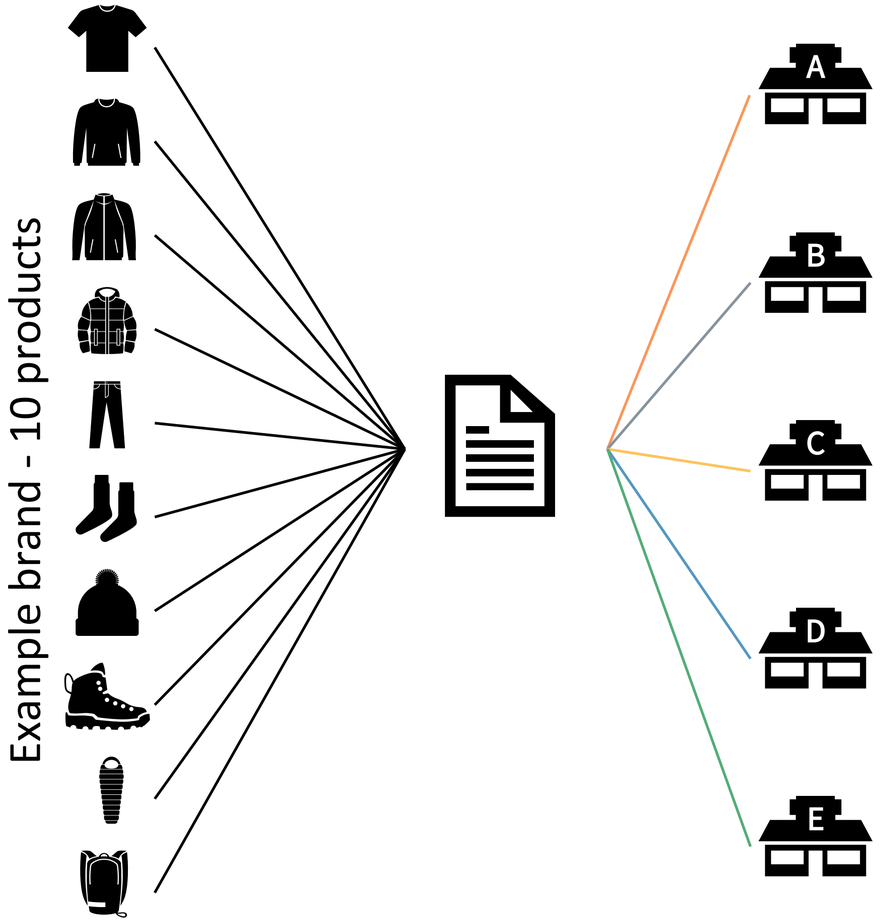
‘help us!!’

Solution: SDEX Questionnaire

Current situation



Desired situation



With a pilot group of 20+ retailers & brands, we have developed, the **SDEX Master Excel Questionnaire**

Including dialogue with

And support from

In partnership with

Sustainability Data Exchange (SDEX) Questionnaire

B	C	D	AQ	AR	AS	AT	BB	BC	BD	BL	BM	BN	BV	BW	BX	BY	BZ	CA	CI
Import Data from last year		+ Product Master Data				+ Expand for more certifications			+ Expand for more certifications			+ Expand for more certifications						+ Expand for more certifications	

Sustainability Data Exchange Questionnaire

Brand nam Mighty Outdoors

Season: Summer 2023

Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile	Textile
			Outer - Material 1				Outer - Material 2			Outer - Material 3			Outer - Membrane		Lining				Lining - Material 2
Brand Name	Global Product Article Number (= external item number at product level)	Article Name	Is the outer a blended fabric	Please select material 1. If blended, additional materials can be added in columns "Outer - Material 2/3"	%	Certification 1	If blended please select additional material 2	%	Certification 1	If blended please select additional material 3	%	Certification 1	Composition of membrane / laminate	Composition of backing fabric	Is the lining a blended fabric?	Please select material 1. If blended, additional materials can be added in columns "Lining - Material 2/3"	%	Certification 1	If blended please select additional material 2
Mighty Outdoors	dsfgr		Yes	RM6-Recycled PET	56%		RM6-Recycled PET	45%		RM6-Recycled PET	5%		ME4-ePU	RM6-Recycled PET	Yes	RM6-Recycled PET	50%		RM6-Recycled PET
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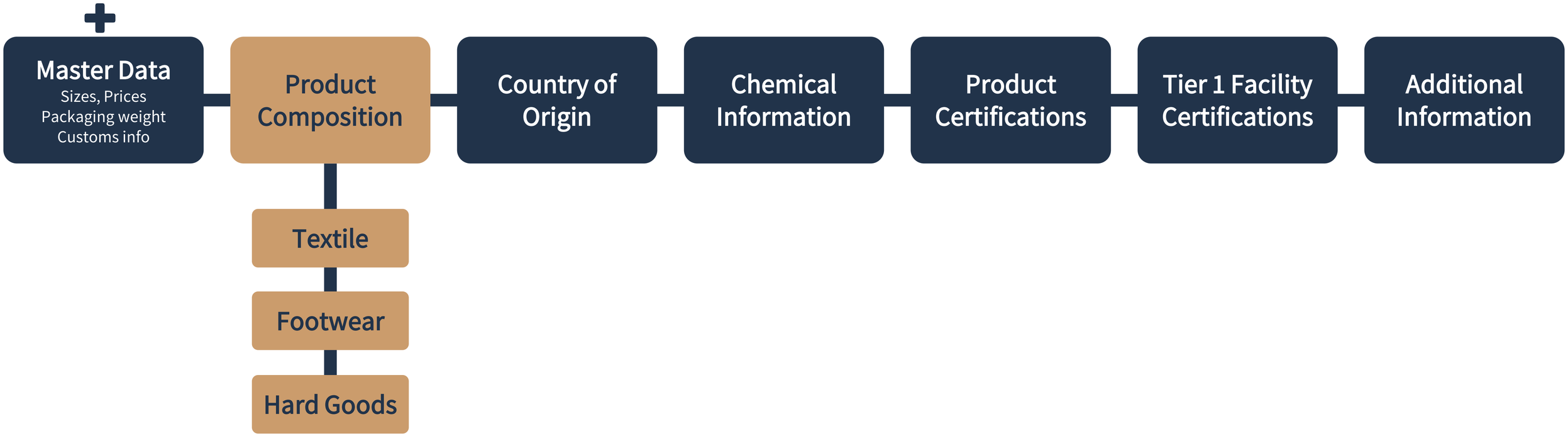
Sustainability Data Exchange (SDEX) Questionnaire



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In an ideal world comparable sustainability data flows automatically from brands to retailers / customers / policy makers

What to do when this lands on your desk

Brands (sales)

- Get in touch with your sustainability and product data teams
- Fill it in to the best of your abilities
- Keep up dialogue with retailers
- Promote SDEX internally and talk to CSR team

Retailers (purchase)

- Adopt SDEX questionnaire
- Promote SDEX internally and talk to CSR teams
- Connect to data teams to facilitate SDEX data inclusion in internal system
- Keep up dialogue with brands

If you need further support – please get in touch

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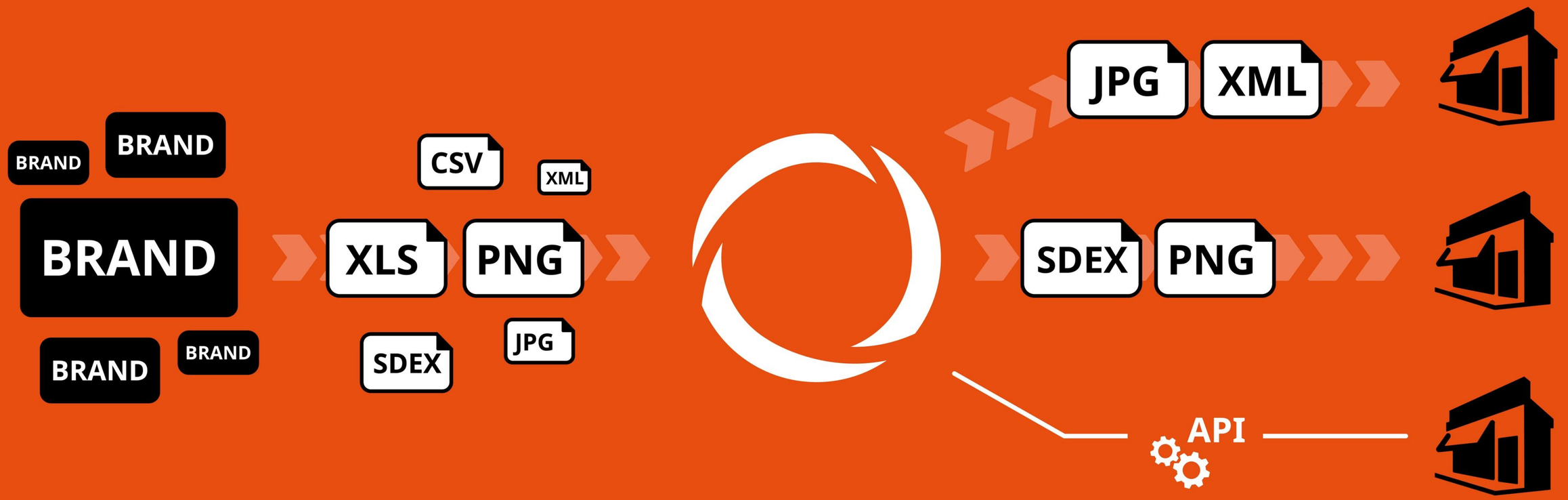
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CSV
XML
XLS
PNG
SDEX
JPG
JPG
XML
SDEX
PNG
API

Dissemination Strategy

Entry level: inform the industry about SDEX

- Retail round table (12/03/24)
- Training webinar for sales & purchase staff
  - 21. Mar 2024 / 10:00 - 11:00 Uhr Registration
- Events at OutDoor & ISPO
- Targeted introductions

SDEX Questionnaires & Resources

1. SDEX Questionnaire
2. Tutorial video
3. Launch webinar recording

EOG Website: https://www.europeanoutdoorgroup.com/knowledgehub/sustainability-data-exchange-project

BSI Website: https://www.bsi-sport.de/themen/nachhaltigkeit/sustainability-data-exchange-sdex/

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Thank you!