

Version 2.0 Release



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? SDEX Questionnaire!
5. The new version SDEX 2.0
6. Q&A

Don't let language be a barrier and feel free to ask questions in German, English and French via the chat

About US



Katy Stevens

Head of CSR and Sustainability
European Outdoor Group (EOG)

katy.stevens@europeanoutdoorgroup.com



Maïté Angleys

Advisor Corporate Responsibility (CR)
Bundesverband der Deutschen
Sportartikel Industrie (BSI)

maite.angleys@bsi-sport.de



Sustainability Data – Why?

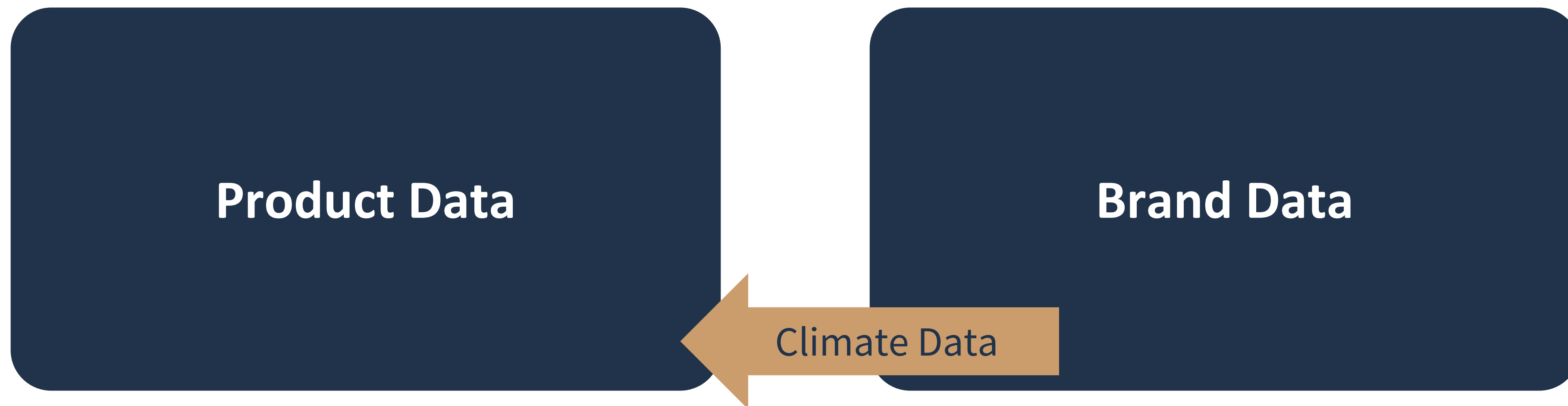
European and national policy & regulation

- 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

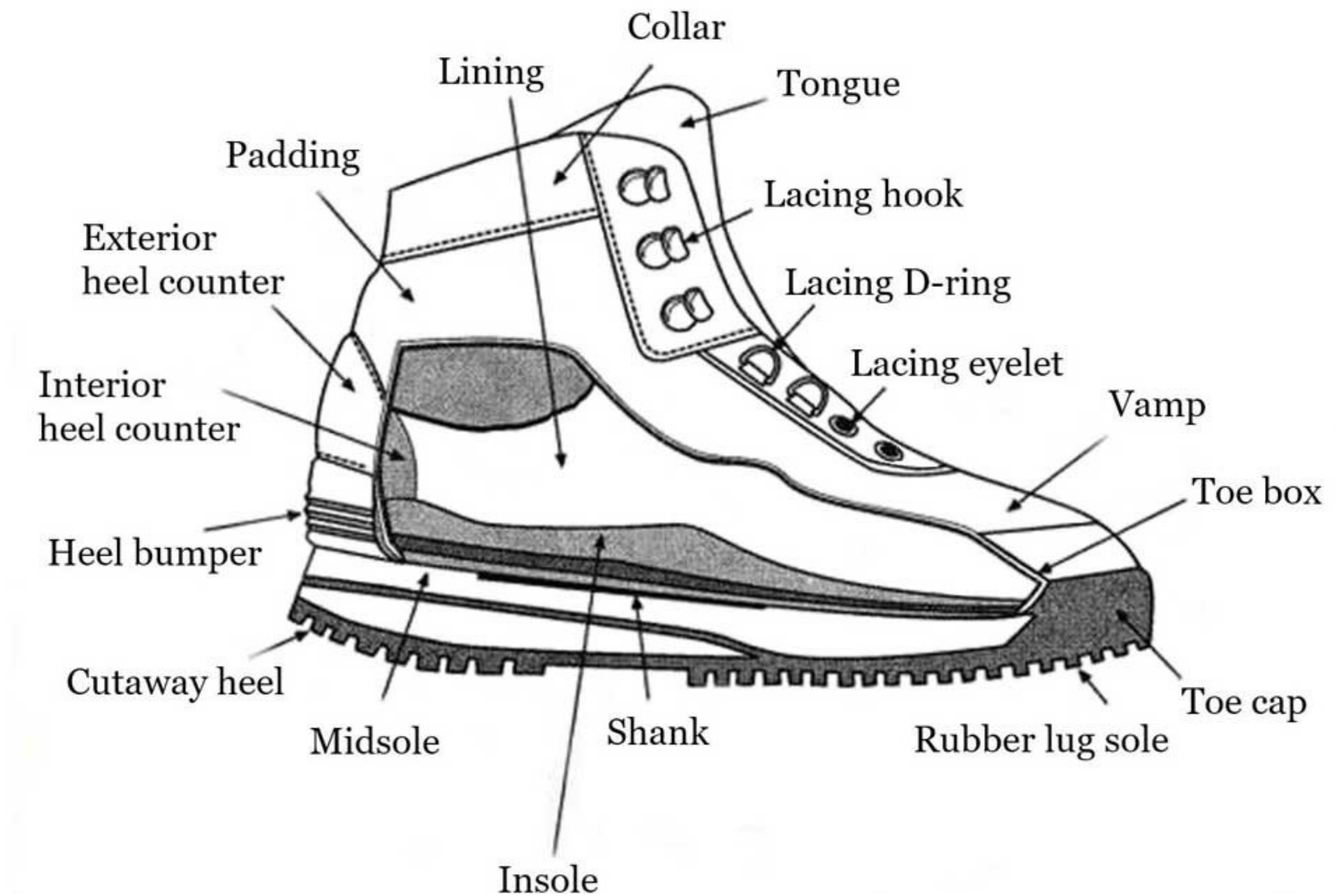
Sustainability Data – What?



Sustainability Data – What?

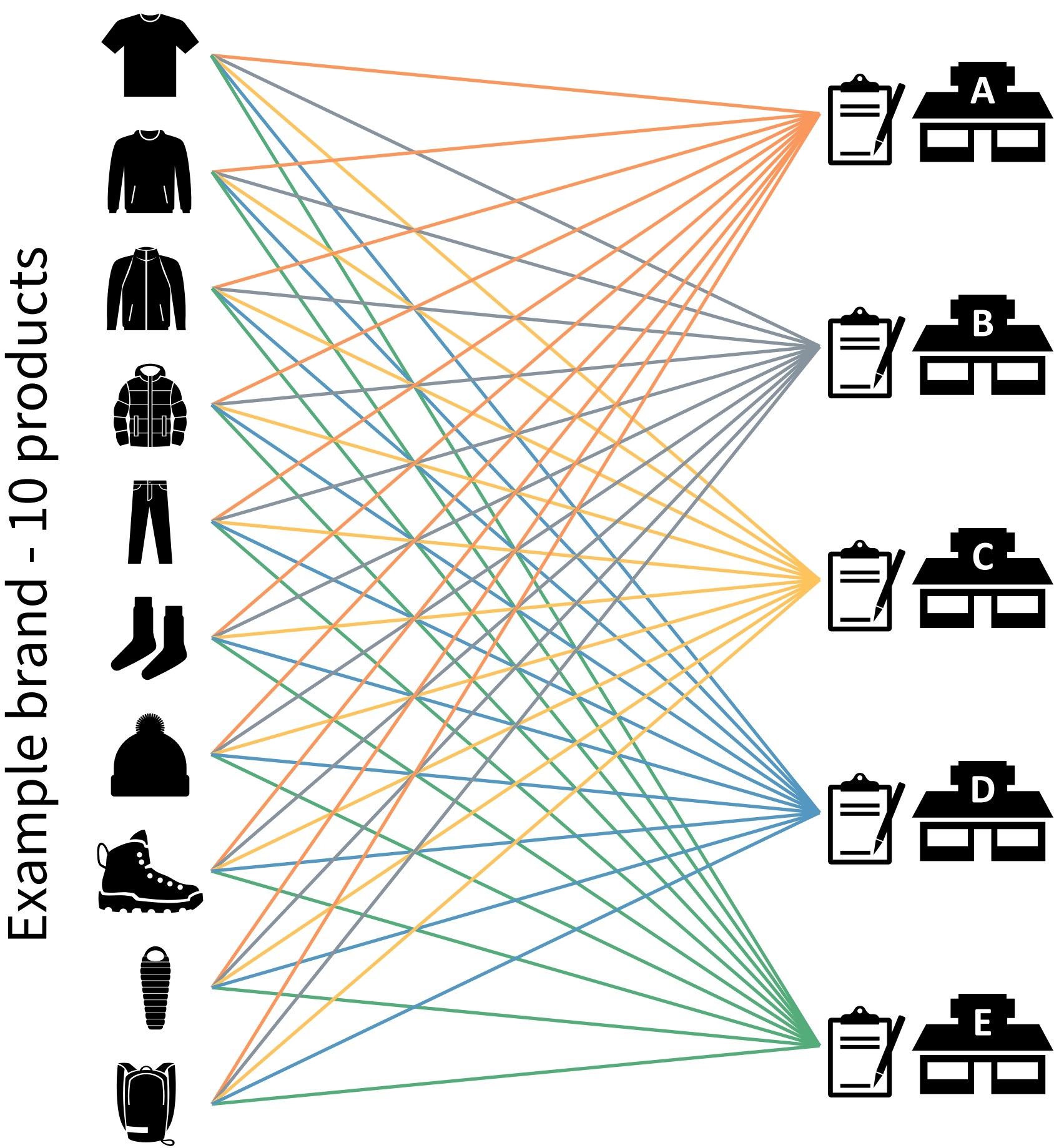
Types of data*:

- **Environmental data/ preferred materials** (e.g. water consumption, Co2 footprint, biodiversity impact, chemicals)
- **Social data** (e.g. where was it produced, by whom, under which conditions)
- **Animal welfare**
- **Certifications**
- * this information can apply to various aspects (i.e. material / component / product level)

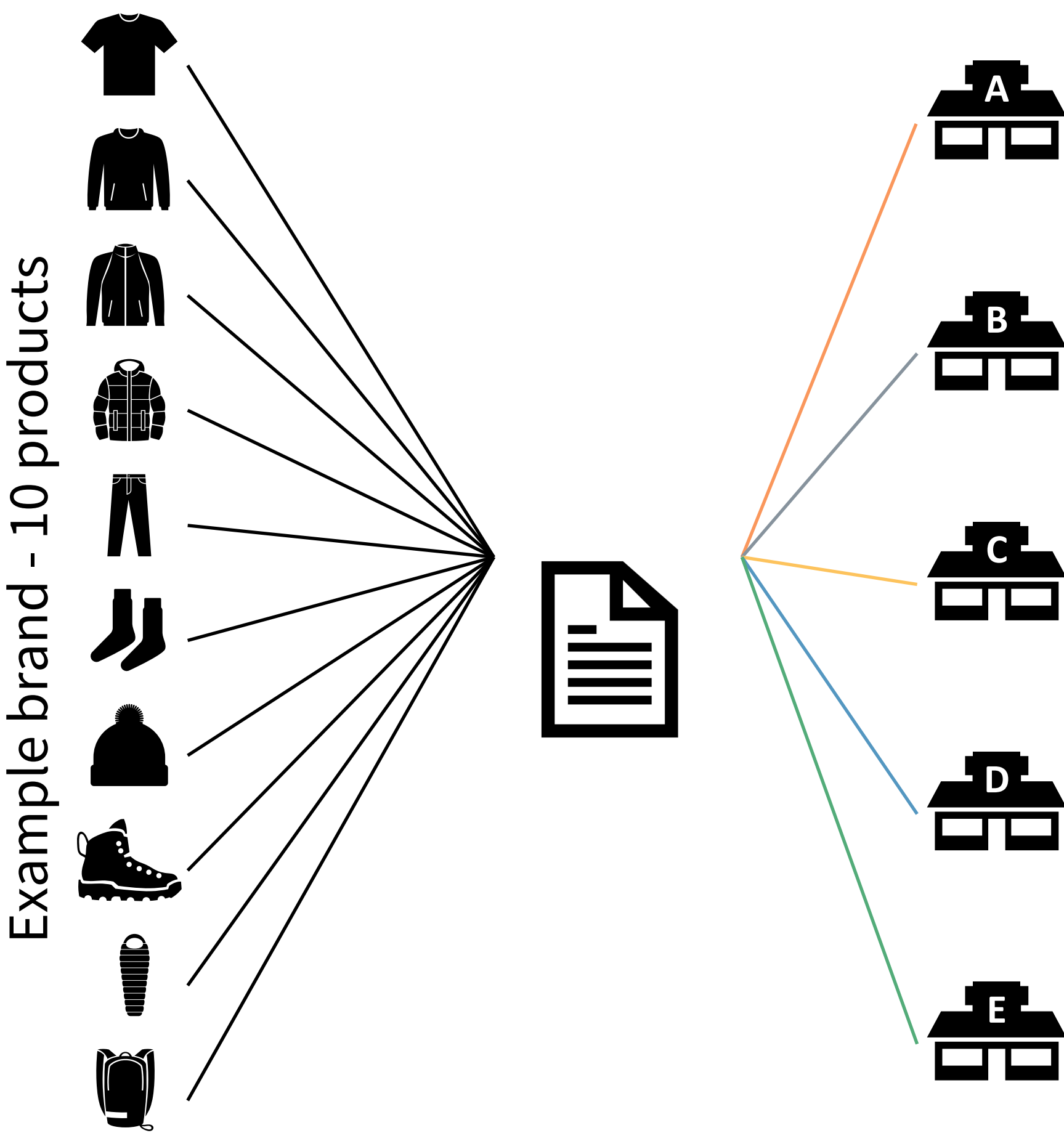


Sustainability Data – How?

Previous situation



SDEX 2.0 Solution



20+ retailers & brands developed the first **SDEX Questionnaire**



Including dialogue with



And support from



In partnership with **OUTTRA**



SDEX Version 2.0

What happened so far?

July 2023: SDEX Release

July '23 – July '24:

- Widespread trials of the SDEX questionnaire
- Informal pilots between various brand and retail partners
- Numerous conversations with retail and brand partners on sustainability data management
- Dissemination through webinars, press releases and events

Jan '24 – July '24: Second development phase – huge thanks to the project group!

24th of July '24: SDEX 2.0 Release

SDEX 2.0 Questionnaire Structure

1. Dropdown list

2. Textile products

- Definition: apparel, sleeping bags, rucksacks and pack/luggage accessories, climbing harness, tents, ropes, gloves, gaiters, belts, hammocks, plus other textile products

3. Footwear products

- Definition: high- and mid-cut boots, approach and running shoes, and sandals

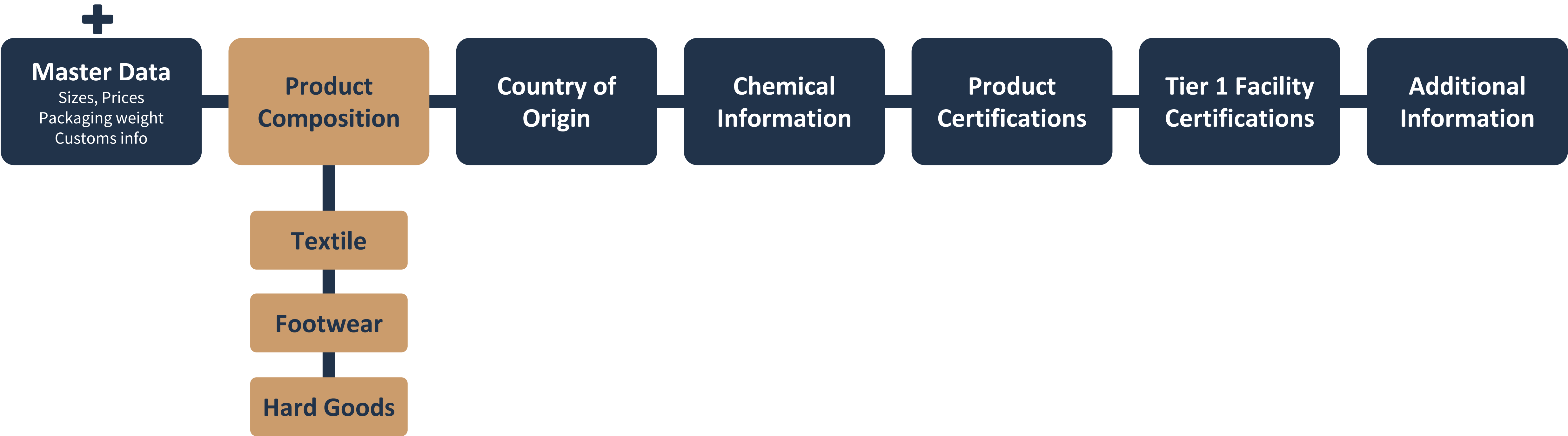
4. Hardgoods products

- 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

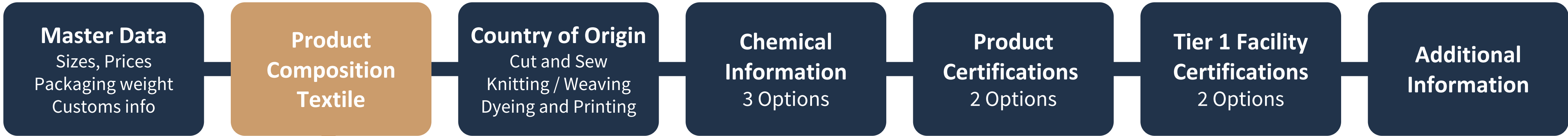
5. Brand information

6. Climate information (ORCC)

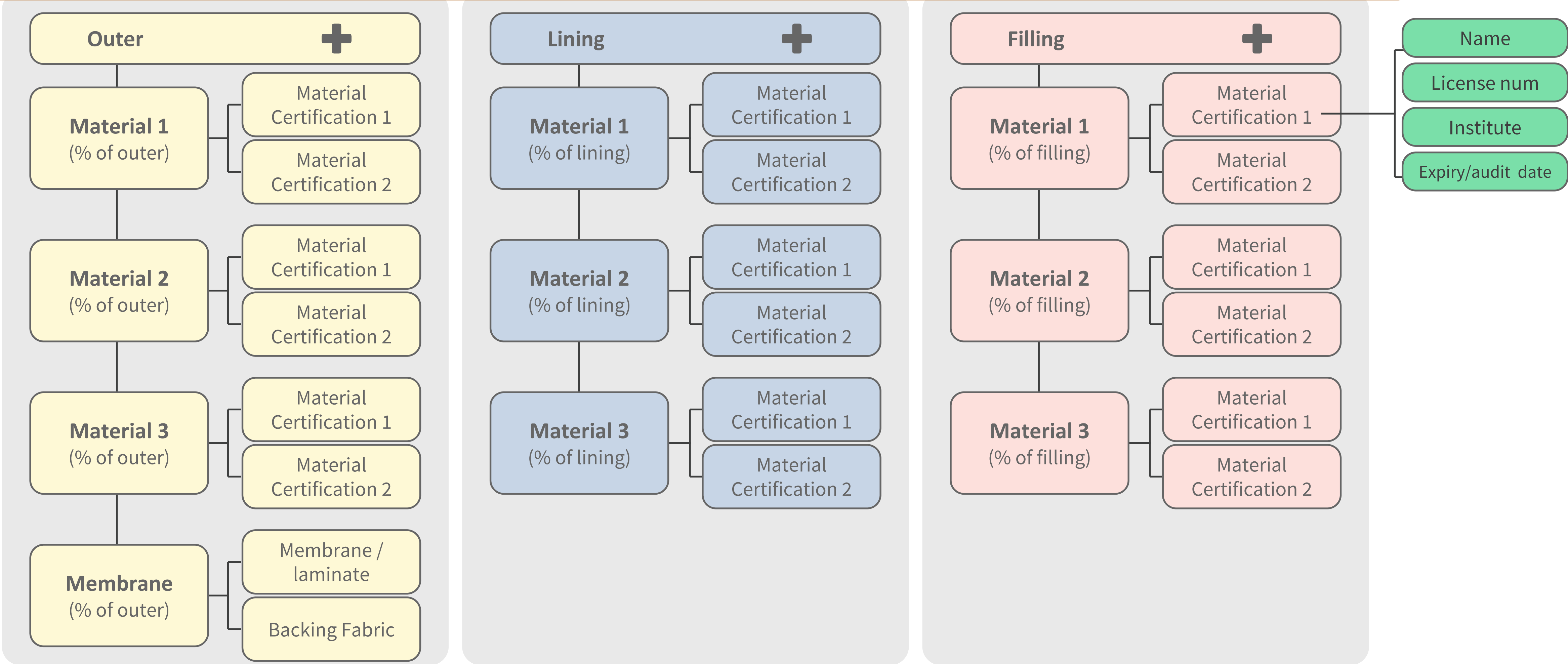
SDEX 2.0 Questionnaire



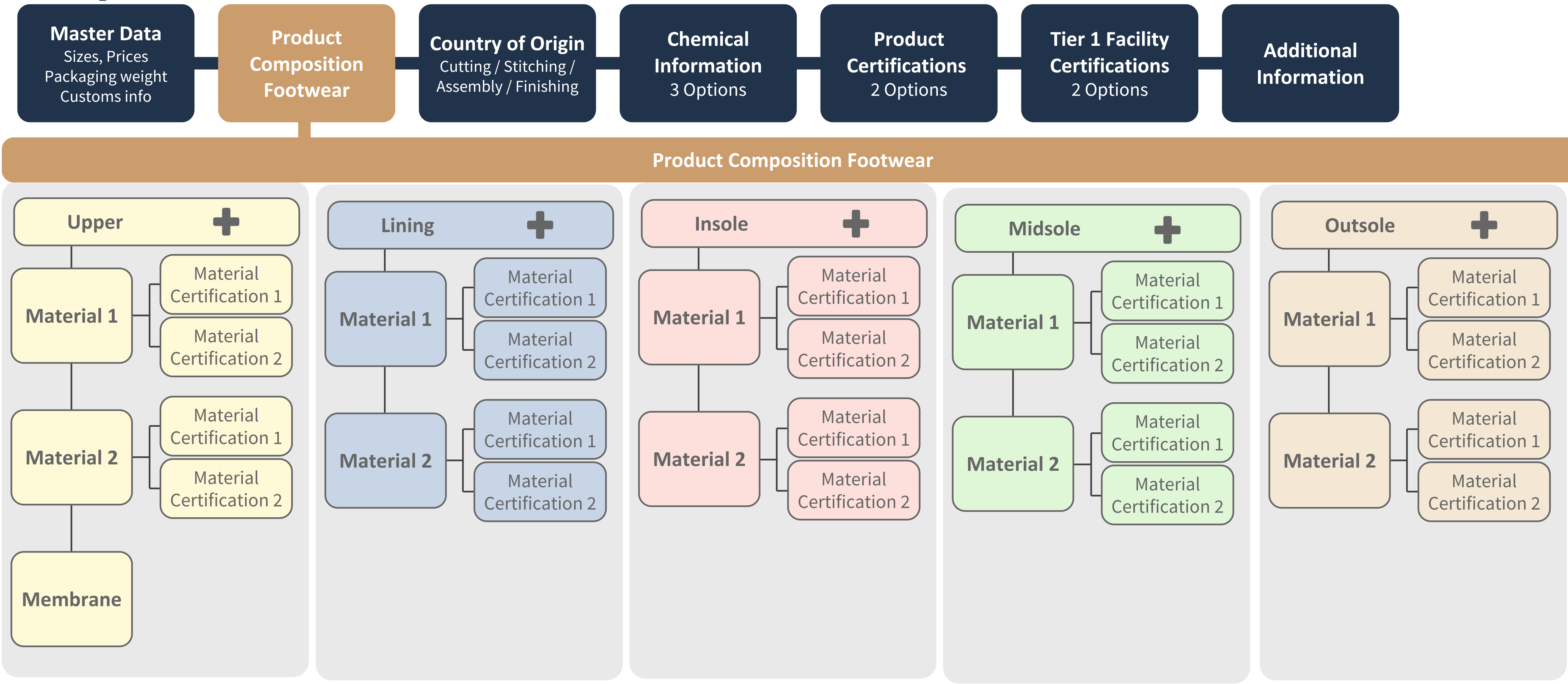
SDEX 2.0 Questionnaire – **Tab 2. Textile**



Product Composition Textile

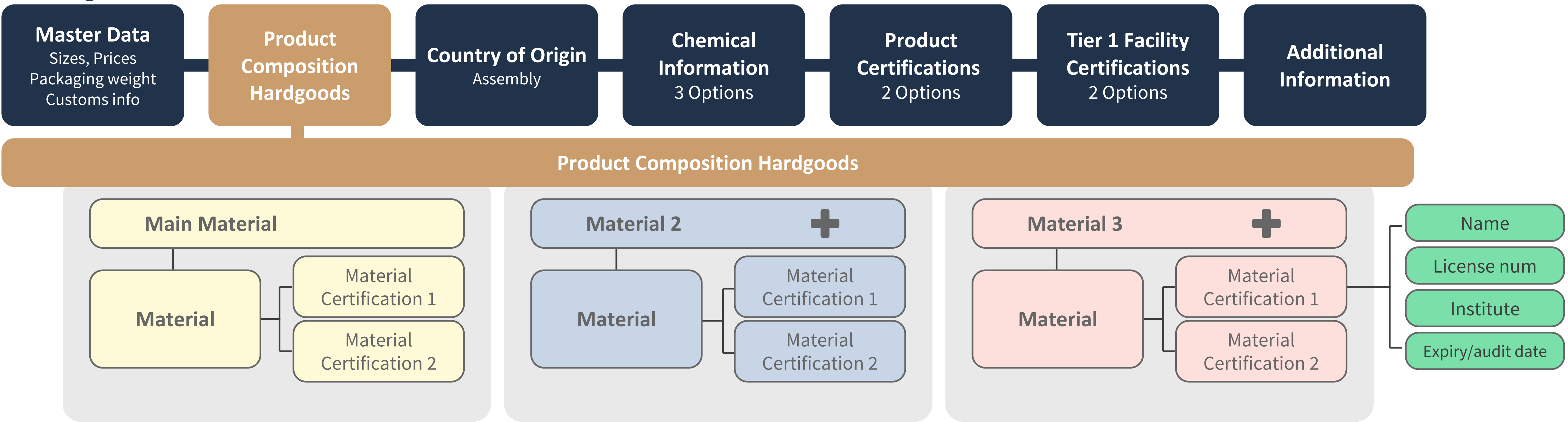


SDEX 2.0 Questionnaire – **Tab 3. Footwear**



NOTE: Percentage (%) of composition not requested for Footwear

SDEX 2.0 Questionnaire – **Tab 4. Hardgoods**



NOTE: Percentage (%) of composition not requested for Hardgoods

Updates Found in SDEX 2.0

Dropdown Tab:

- New attributes added
- Chemicals: replacement of ‘Globetrotter conformant’ by ‘Free from all chemicals listed above (CH2-CH10)’

Textile/Footwear/Hardgoods Tab:

- Formatting of cells is now possible
- Filters are now possible
- LCA data (= EU PEF score) included
- Footwear component structure includes now ‘midsole’

Brand Tab:

- Formatting changes

Climate Tab:

- Layout updates
- Formatting changed to allow more flexibility in the answering options

General

- Added functionality to enable error detection
- Inclusion of general information
- Creation of [FAQ page](#)

Sustainability Data Challenges

Material composition

- The information is needed at raw material level, not fabric level
- Certifications are often not kept along with the raw material/fabrics in the PLM
- Component logic needs to be updated to accommodate total raw material in relation to the total product weight

Content data vs. Ordering data

- These travel at different times throughout the year, please speak to your retail partners

Data readiness

- Low availability of machine readable data → please see to this

SDEX 2.0 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 2.0 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

SDEX 2.0 Questionnaire and Resources

- SDEX 2.0 Questionnaire
- Tutorial video
- Webinar recordings
- Industry resources

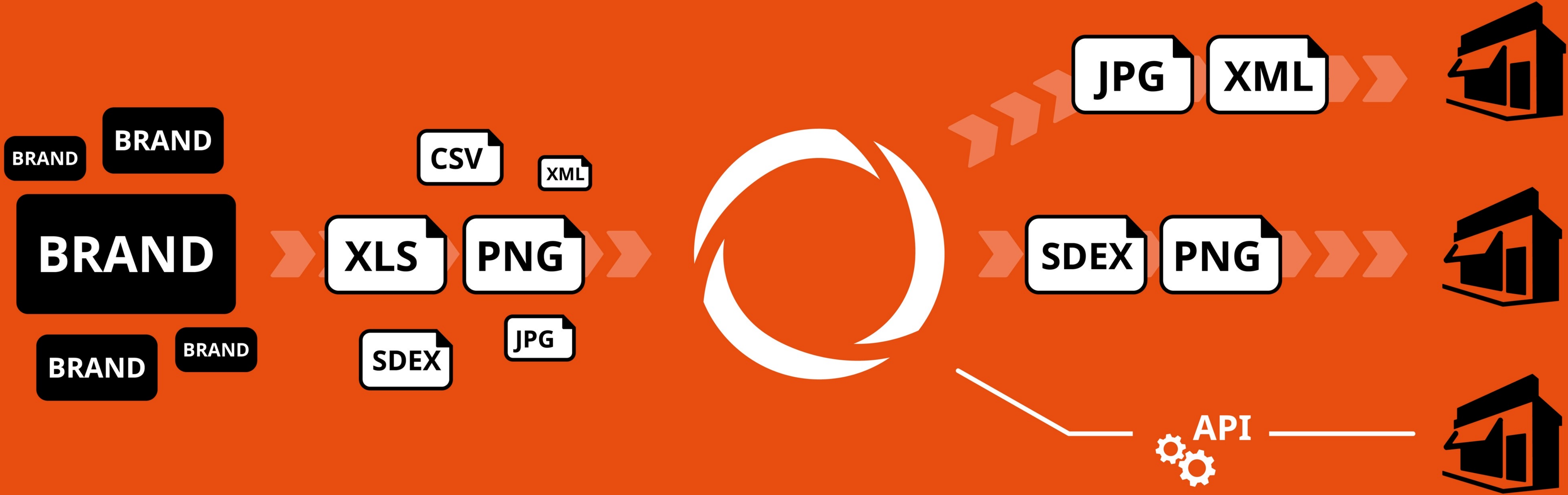
EOG Website: <https://www.europeanoutdoorgroup.com/knowledgehub/sustainability-data-exchange-project>

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

SDEX 2.0 Next Steps



- Conversations with European retailers to make the SDEX mandatory (starting with brand + climate + one product category)
- Development of the brand tab
- Development of the hard goods tab
- Continue exchange with CIRPAS project responsible for development of DPP
- Conversations with various IT and platform solution providers to support data exchange



Big thanks to project partners



Including dialogue with



And support from



In partnership with





Thank you!