

## BerBrand

Excellence without compromise

Don't imitate initiate®

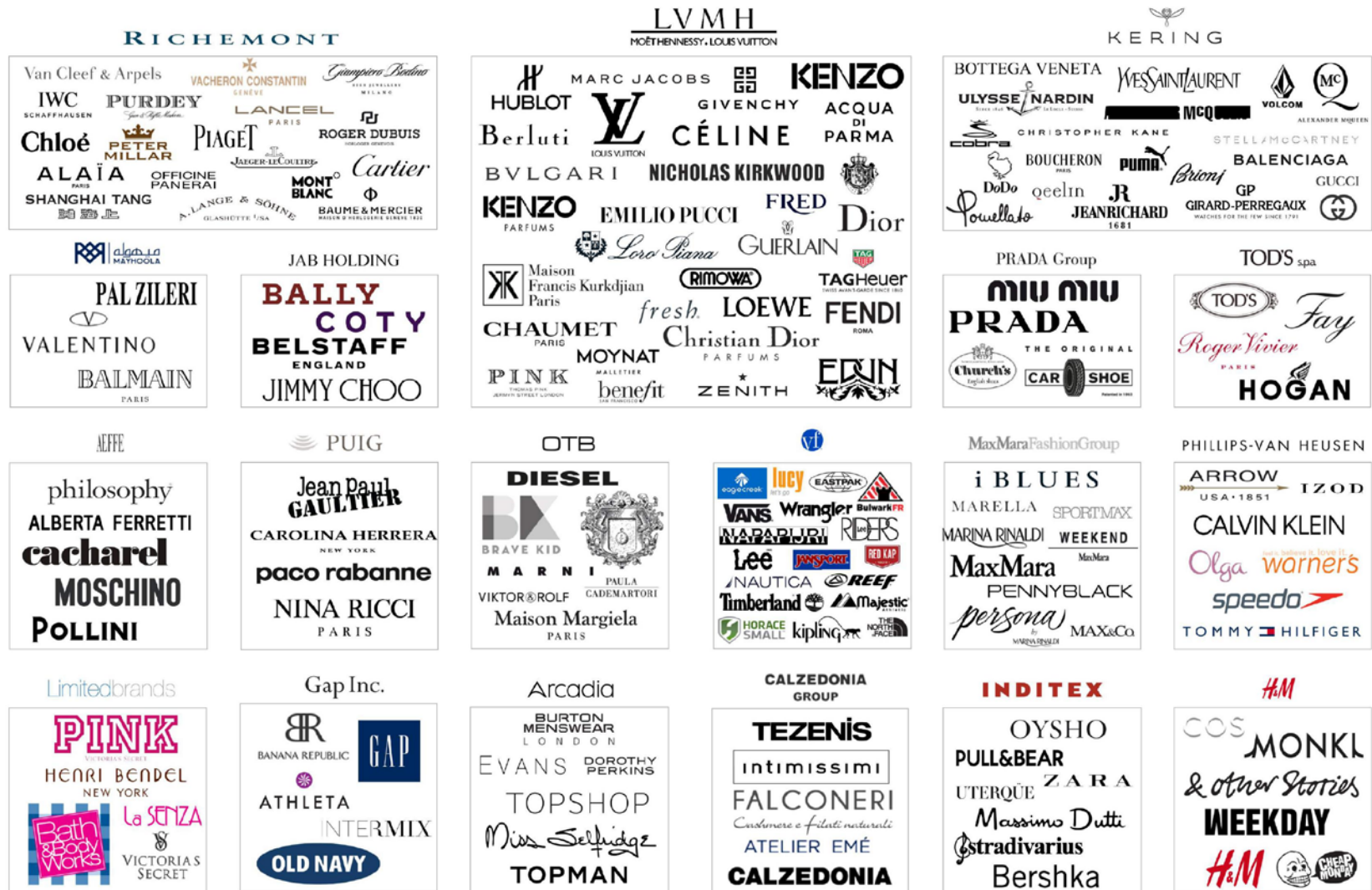
CSR Due Diligence Scenario

## PCR & EPD project

- Three aspects , one external and one internal , determine the strategy to communicate the environmental performance of the garment products
  - The proliferation of “Green Labels”
  - The no standard mandatory audit platforms
  - The Supply Chain

# The Corporate Scenario

THE WORLD OF FASHION 2017 - Who owns what?



# An Interconnected World

## Who Owns Who in Fashion

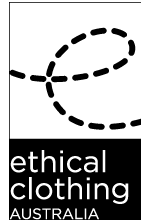


# "GREEN LABELS": *Which one to choose?*





# CERTIFICATIONS + ACCREDITATIONS + LAWS



LES



**Solidaridad**

THE SOURCE THE GLOBAL PLATFORM FOR SUSTAINABLE FASHION

**Clean Clothes Campaign**



**BSR®** | CELEBRATING 25 YEARS

# THE EU CONTEST – PCR & EPD



This analysis is based upon:

- The European contest
- Rules and standard that can be comparable and internationally recognized
- In conformity with “corporate sustainability model”:
  - **ISO 14001, SA 8000**
- ✓ **The Decoder**
  - ✓ **Sustainable Developments Goals**



**THE GLOBAL GOALS**  
For Sustainable Development

# ISO Standards

- **ISO** standards referred to environmental belong to series **ISO 14000**.
- Are voluntary instruments of environmental management designed to communicate the performance of products or services.
- Actually we have three kind of labels:
  - I. **ISO 14024**: Product labels with **third party certification** that may be granted only if the principles and procedures laid down by the contract are met. For example: ECOLABEL (EU) and similar national ones
  - II. **ISO14021**: **Self declared** environmental Labels, drawn directly from the manufacturer or distributor / importer of the product without the intervention of an outside certification organization.
  - III. **ISO14025**: Environmental Labels containing **information associated with defined indicators** able to quantify, through an LCA (Life Cycle Assessment) the environmental impact of a product or service. They must be verified by a third party, and prepared in a standard format (EPD) in view to be comparable.



# ISO Standards

- Main certification projects are based on **Type III Environmental Declarations (ISO14025)** and the goal is

Certify products with  
*Environmental Product Declarations* (EPDs).

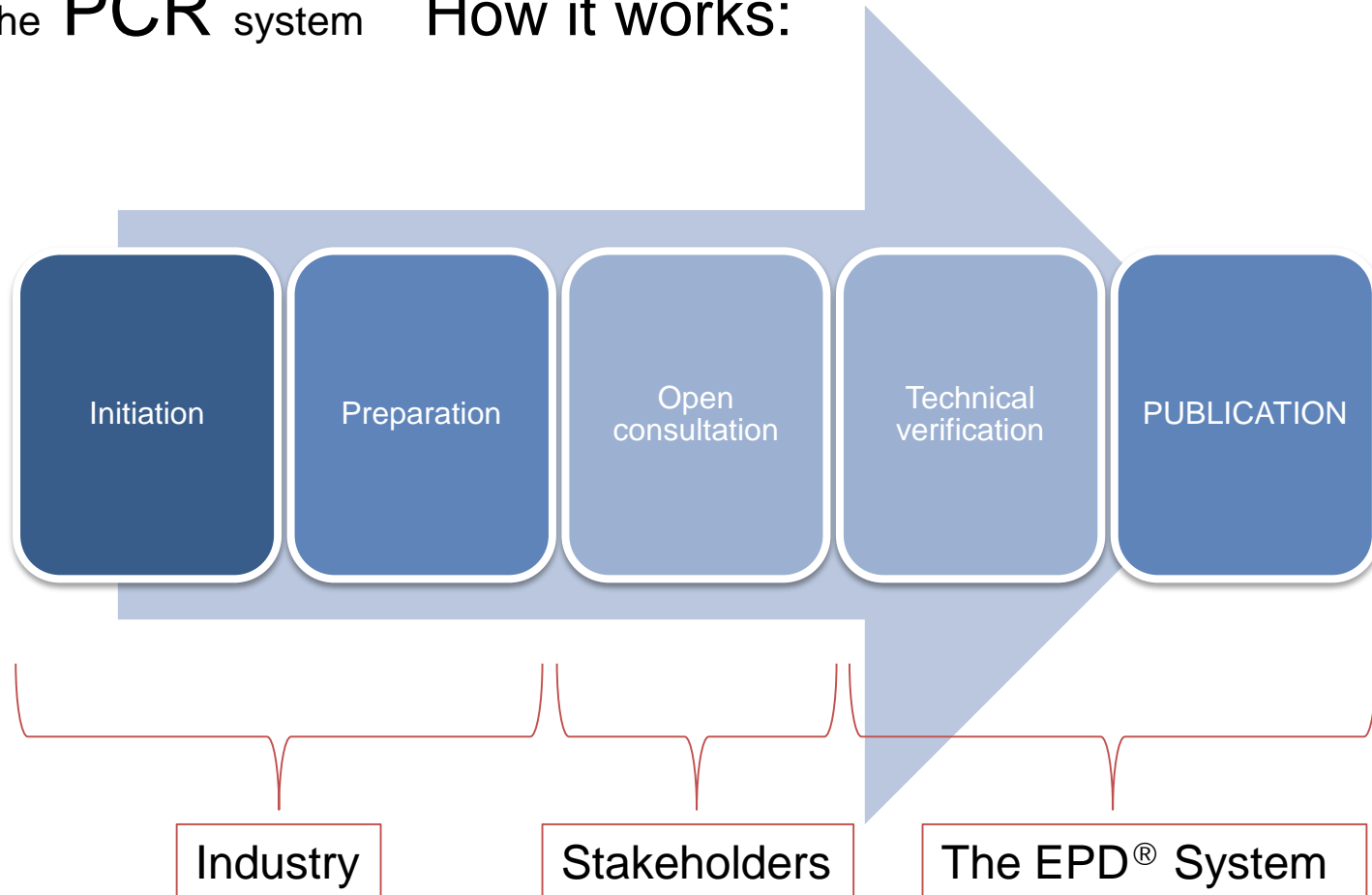
- The roadmap
  - Clear rules for the LCA and how to fill an **EPD**, this means:

**PCR** - (*Product Category Rules*)

- When we have no categories we have to draw the relative guidelines

# ISO Standards

- The **PCR** system    How it works:





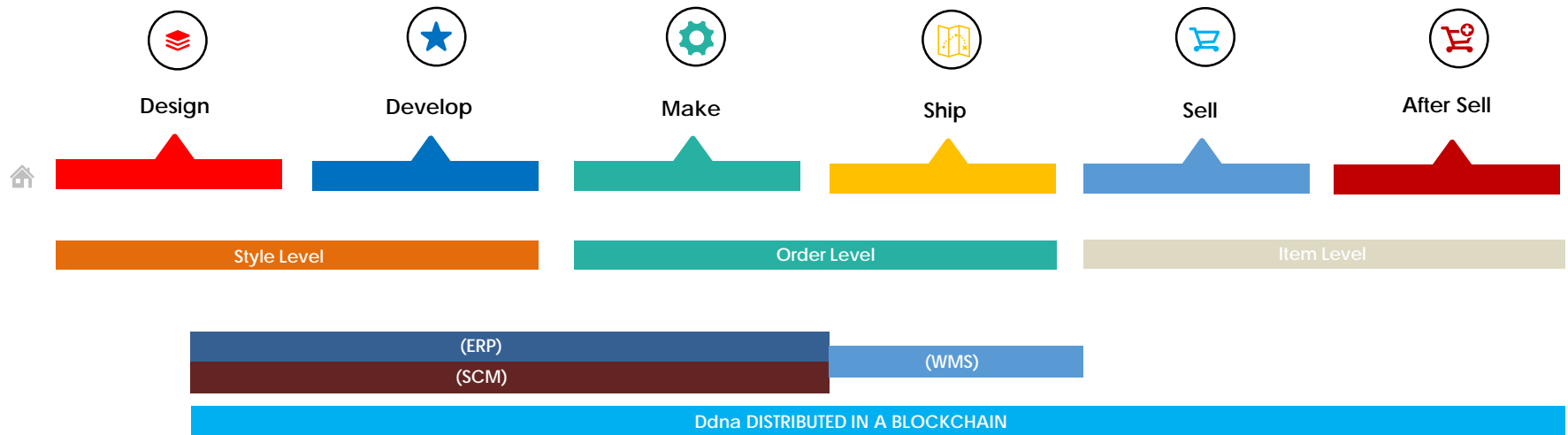
# ISO Standards

- PCR – Basic of EPD:
  - ✓ LCA IS THE FOCUS OF A CORRECT EPD
  - ✓ T&T IS THE GENERATOR KEY
  - ✓ Digital DNA is how to make it secure
  - ✓ BLOCKCHAIN IS HOW TO SHARE INFORMATION

UPSTREAM	CORE	DOWNSTREAM Processes		
A1-3	A4-5	B1-7	C1-4	D
Product	Manufacturing	Usage	End of life	Recycling

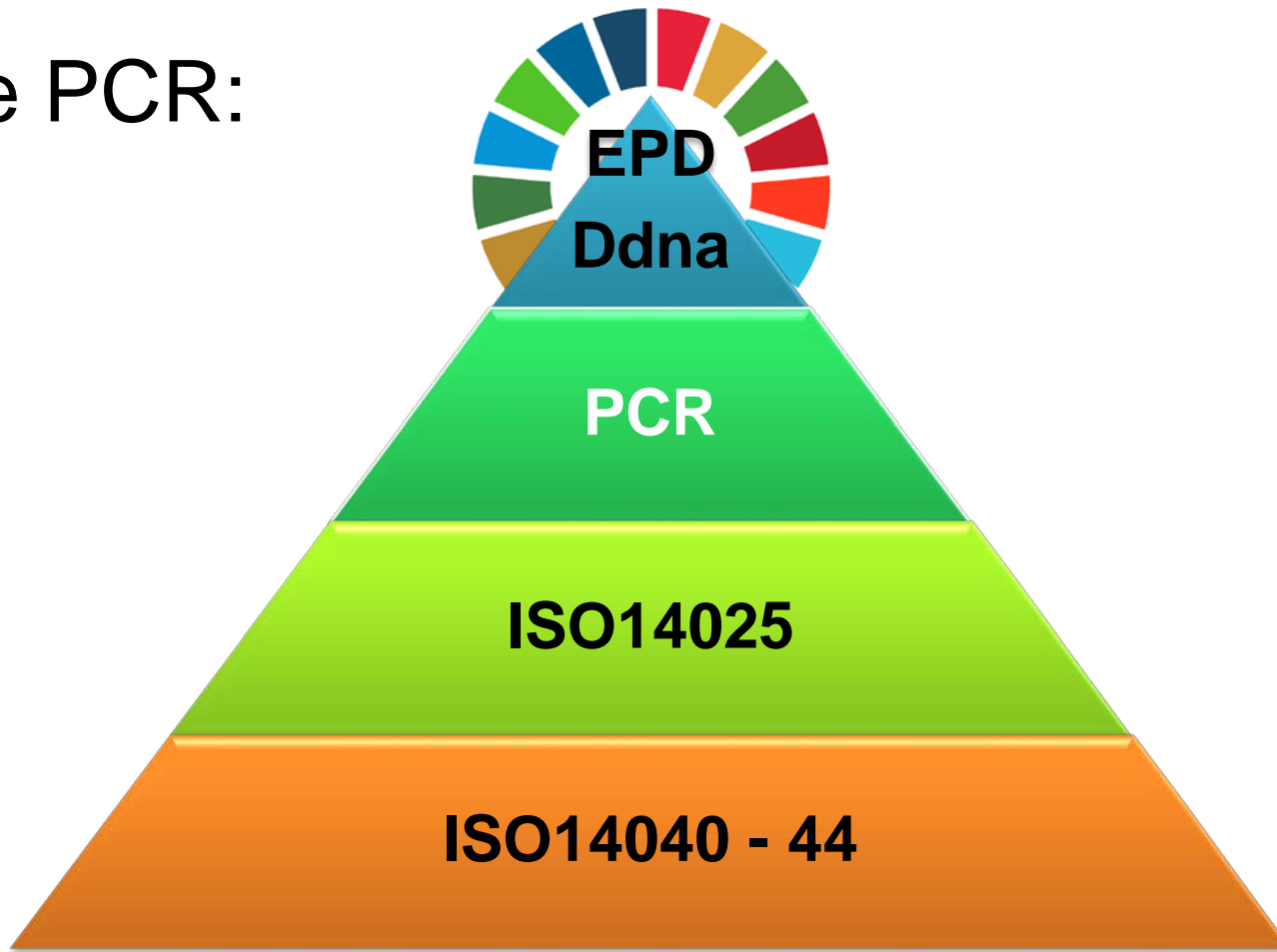


# SUPPLY FASHION CHAIN



# VISION

- The PCR:



The background features two wavy lines, one teal and one grey, that curve from the left side towards the right. Two arrows, also in teal and grey, point upwards and to the right from the right side of the central text area.

# Berbrand

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[berbrand.com](http://berbrand.com)

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[Superlativa.it](http://Superlativa.it)

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