The power of Full Product Transparency
Mission Zero: our promise to eliminate any negative impact our company may have on the environment by the year 2020.
Our Results so far (Dec 2010)

– **82%** reduction in waste sent to landfill since 1996 per unit of production
– Water intake in manufacturing is down **82%** since 1996 per unit of production
– Total energy use down by **43%** since 1996 per unit of production
– Non-renewable energy is down by **60%** since 1996 per unit of production
– Absolute reduction of Interface GHG emissions by **35%** from baseline
– **30%** of global energy is from renewable sources
– **40%** of total raw materials are recycled or bio-based materials
– Cumulative avoided waste costs totalling **$438** million since 1994
– All factories in Europe operate on **100%** renewable electricity
– **99%** of the products sold in Europe were manufactured in Europe
## The 2 paradigm shift

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Life Cycle Analysis. The key in sustainability.
Life Cycle Analysis. The key in sustainability.
Moving on from the CSR decade
OLD

• Doing good
• And telling about it
• Nice to have
• Stories

NEW

• Competitive advantage
• Embedded communications
• Core (product)
• Performance
OLD

• CSR
• Corporate
• Responsibility
• CSR Report
• Greenwash, labels

NEW

• Sustainability
• Product
• Transparency
• Product Declarations
• Just the Facts
Embedding sustainability? – Truly embedding is in your product
What you tell to your suppliers is the same that what you tell to your customers.
What your designers focus on is the same your sales force talk about.
What you report to stakeholders is the same that what your marketing claims.
It’s all base on just the facts from LCA.
LCA makes innovations to address the big issues
LCA as the measure for product design

Heuga 493

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kg CO₂ eq. - Raw materials & Production

Visions (product from 1996)
Typical carpet tile with 700g virgin nylon
Biosfera Micro

Yarn
Other

25.00
20.00
15.00
10.00
5.00
0.00
LCA aligns your entire supply chain
The 700 questions questionnaire

• Do you have an environmental policy?
• Do you sign to the precautionary principle?
• Have you signed to the Global Compact?
• Who is your ISO14001 auditor?

How transformative is this…?
Just one magic question to suppliers...

CUT THE FLUFF
AND SEND ME
AN EPD
LCA facts based marketing vs. GreenWash
Today marketing is based on 100% somethings
Much easier to look at the facts

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Facts already successful in the car industry

• What is the biggest issue?
• Energy at use = gCO2/km (becomes the magic metric)
• European-wide goals for the industry on gCO2/km
• Mandatory displaying of the metric on advertising
• Company car tax: more tax if more gCO2/km
• Road tax: more tax if more gCO2/km
• City incentives: Low gCO2/km have exemptions eg parking, congestion charge
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Innovation.
Substituting adhesives.
TacTiles

33m TacTiles sold in 2010.
Equal to cover 20% of products sold globally
Modularity at the core of the system thinking