

ECOPEL 5 MAKE A CHANGE

5 PILLARS - 5 YEARS TO MAKE A
DIFFERENCE



an environmental
strategy

ECOPEL[™]
FAUX FUR ARTISAN



ECOPEL 5

MAKE A CHANGE 2020 - 2025

Our environmental strategy
5 essential pillars - 5 years

Introduction

Today, more than ever, the textile and fashion universe must face their responsibilities. From flattening natural resources to wild environments being threatened by pollution from human origin, **the time to act is now**. Faux fur has always been the symbol of a necessary societal debate about the way animals are used in the fashion industry. With the progress made in the quality of faux fur, the question of the necessity to breed animals for the purpose of obtaining fur has been constantly challenged in recent years. For us, sparing animals is a major step forward, in terms of ethics and durability of which we have been proud.

ECOPEL, as a leader in luxury faux fur, now takes leadership in reduced impact faux fur with its first ever sustainability strategy : a unique roadmap - more usually seen in big luxury players's policies but rarely implemented at a supplier's level. Yet we believe that suppliers have as much responsibilities as the brands they work with. **With great success comes great responsibility**. We need to make sure our production is fully responsible, respects our workers, our environment and the animals, while still offering to the world of fashion a **desirable materials** they will love to work with **peace of mind**.

Faux fur is a dynamic niche that represents a small fraction of the global garments production. A niche with all the tools to become a true example of a sector that constantly innovates and invests in textile innovation and always wants to progress **thanks to the vision of our luxury partners** which are a powerful source of inspiration.

Our environmental strategy is built on **five ambitious pillars**. They will be developed in the five coming years under the validation of an environmental expert. These pillars are tangible answers to most of the issues they wish to address or, at least, show a path to explore.

Our various initiatives will have a major positive impact thanks to several partnerships and the **precious support** of the brands working with us that allow us to create this ecological transition.

ARTHUR FUCHS - EXECUTIVE DIRECTOR

A environmental strategy, why ?

A HUMAN COMMITMENT

ECOPEL was built on a strong ethical value linked to the respect of animals. The magnificence of animals has always been the essential source of inspiration for faux fur companies.

ECOPEL operates on a human scale and remains open to the discussion regarding the way we produce textile today and their impact on the world. For these reasons it was not an option to not take action especially when so many tools are available to reduce our impacts.

A STRONG EXPECTATION

Nowadays, brands, designers and important luxury conglomerates work hand in hand for a constructive change of practices in the textile industry. It is also because we have been listening to what brands told us that we have decided to launch a strategy. **We simply took note.** Today, a supplier that does not share the same values of the players of the industry will not have a long-term and fruitful relationship with them. In a very positive way, commercial success and eco-friendly practices uplift each other..

"90%

Of millennials will buy from a brand whose social and environmental practices fit their values"

Source: The Shelton Group, 2019



Our positive values

- An **antidote to factory farming**, a controversial practice banned in 15 european countries
- Millions of animals **saved** thanks to faux fur and innovation
- Promoting **recycling**
- Creation of **bio-synthetics** and promotion of circularity



A new norm

19% annual market acceleration

Source : Technavio report "global artificial fur market 2019-2023"



VOGUE

SEP

125TH
ANNIVERSARY
COLLECTOR'S
EDITION



A coherent target

Among the numerous studies and scientific articles available on the subject of global warming we have chosen as a frame of work, the expertise from the **Intergovernmental Panel on Climate Change** (IPCC), one of the most trusted organizations on this issue. IPCC promotes a 45% **réduction of CO₂ emissions before** 2030 in order to avoid a **1,5° celsius rise**. This goal has been publicized at the COP21.

This is a consistent and tangible target that is at the opposite of an over-promise.



1 – Our decreased impact options

These options enter the frame of the IPCC's target reduction of 45% CO2 emissions before 2030. We have been promoting them consistently.

They are already available and are the base and starting point of our strategy.

OUR GOAL : we want the totality of our raw material to be bio-sourced or from recycled sources.

POTENTIAL FOR IMPROVEMENT: with Dupont our partner for the bio-based faux fur, we want to increase the plant-based portion of the fiber. We support the hemp sector made in France

THE RECYCLE

Our faux furs made using 100% recycled fibres are already available. **GRS** certified they significantly help us reduce our impact on the environment.

KOBA®

The first bio-based faux fur available on the market is a major step forward.

Made in collaboration with Dupont, the raw material is 37% corn based.

CANNABA

A non-animal wool whose key ingredients are hemp and recycled polyester 100% made in France. We are starting the **OCS** blend certification.

FAUX FUR MADE
FROM
RECYCLED
POLYESTER



Greenhouse gas emissions
reduced by 32%*¹



BIO FABRICATION



Greenhouse gas emissions
reduced by 21% to 63%*²

Pillar n°1 - Reduction of impacts

*2017 STUDY FROM THE SWISS FEDERAL OFFICE FOR THE ENVIRONMENT ** DUPONT



CANNABA

Our bio-sourced materials and recycled
materials.
(pillar n°1)

2 – Contribute to circular fashion

Circularity aims at bringing to a minimum the use of raw material. Better than using waste from another industry we need to imagine a circular system in the textile sector.

With **DUPONT** we are willing to develop circularity in faux fur

Member of **Textile Exchange**

Bringing to the market the first ever line of recycled modacrylic faux fur

OUR GOAL : Creating a circular system for the faux fur market

POTENTIAL FOR IMPROVEMENT : important - synthetics enter the circularity model

DUPONT

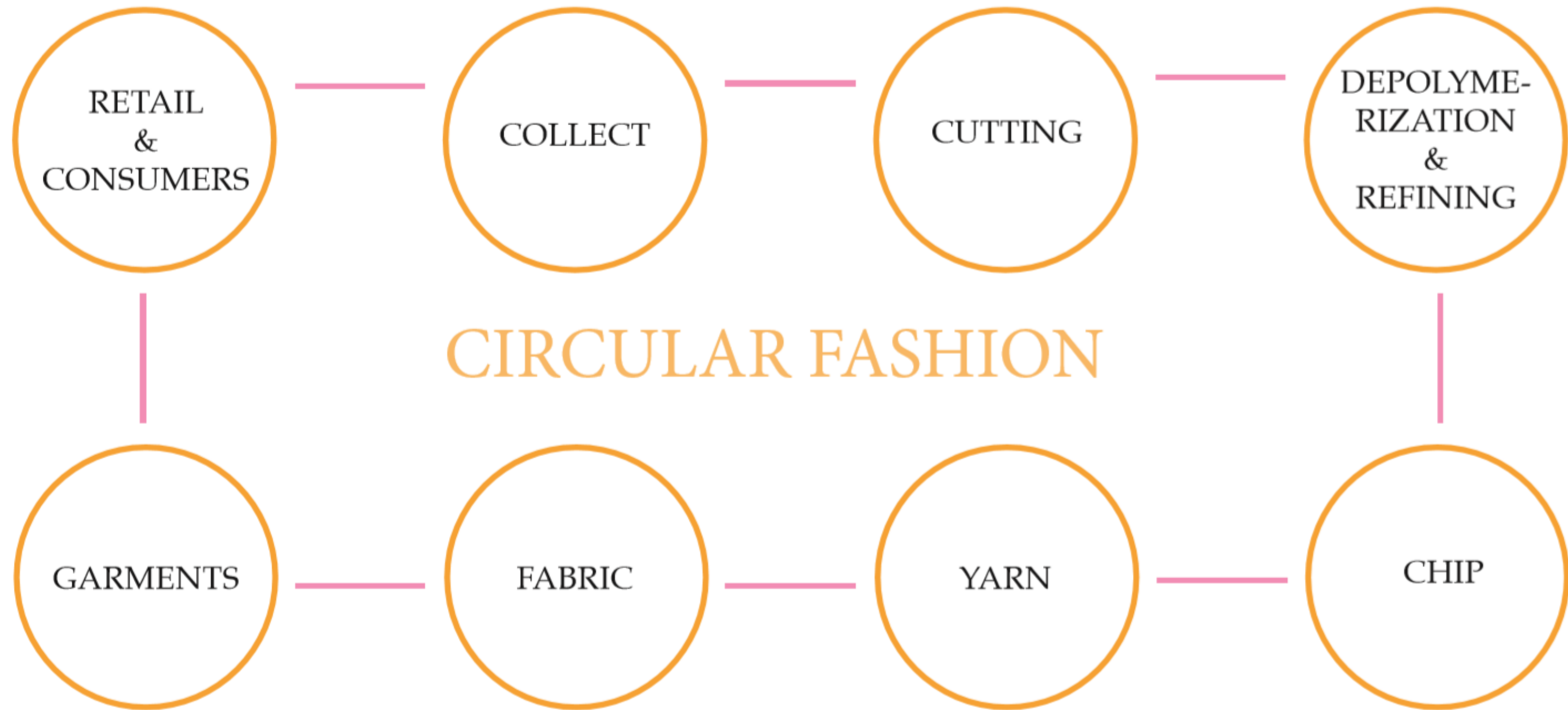
Promoting a tangible system for circularity in faux fur. Closing the loop is a huge challenge.

TEXTILE EXCHANGE

An essential platform for our progression and knowledge building - ECOPEL is the first faux fur supplier member of Textile Exchange

RECYCLED MODACRYLIC

While recycled polyester is already available, we have sourced recycled modacrylic.



Circularity and synthetics : a huge potential

3 – Supporting curative initiatives

Cleaning the oceans and decarboning our atmosphere can contribute to heal our planet.

Using a yarn coming from the cleaning of the oceans and coastal reclaimed plastics give a brand new perspective to the concept of recycling.

Reducing our carbon footprint with **ONE TREE PLANTED**
We are planting 2 000 trees this season which will absorb an estimated 6 000 tonnes of Co2.

Introducing compostable garments bags from **TIPA**

OUR GOAL :Reaching carbon neutrality by planting the number of trees corresponding to our carbon emissions and use tools from the NGO for exact carbon compensation.

**Using exclusively compostable plastics garments bags
Supporting the cleaning of our oceans.**

POTENTIAL FOR IMPROVEMENT: Carbon neutrality is achievable.

SEAQUAL

While more than 6 million tons of plastics that enter our seas every year. Cleaning the oceans while interrupting the flow of "single-use" plastics being produced " is no more an option. It is an absolute necessity.

ONE TREE PLANTED

Thanks to tree plantation, we can reduce the CO2 emission of our company. With One Tree Planted we participate to a new bamboo reforestation project. Bamboos are amazing because they sequester more carbon than any other trees.

TIPA

TIPA's bio-plastics can be compostable. They are an alternative to classic plastics generally used for such item that can take up to 500 years to degrade.



TIPA

Introducing compostable garment bags.
(pillar n°3)



This package is designed
To breakdown into compost
& fully return to nature

#CompostMe

4 - A sound work environment for our people

Collaborating with the highest standard in terms of ethics and responsibility

By working with BlueSign® ECOPEL goes as far as possible with the goal of becoming the first ever BlueSign® certified faux fur. A trusted certification that covers many aspects of the production chain from the safe use of chemicals to environmentally sound process and good working conditions of our people.

OUR GOAL : becoming the first ever BlueSign® faux fur.

POTENTIAL FOR IMPROVEMENT : as our mills are already visited regularly by our customers, we can confirm that respect and safety of our workers has always been a fundamental principle at ECOPEL. Forced labor and child labor is not tolerated and is not part of our company culture.

BLUESIGN®

BlueSign® is a reference in the world of textile and the insurance of responsibility.

BlueSign® utilizes as a framework, the UN Global Compact which is divided in 10 universally accepted principles.

- **Human rights** : supporting internationally proclaimed human rights and make sure they are not complicit in human rights abuses
- **Labor** : Freedom of association, recognition of the right to collective bargaining. Elimination of all forms or forced compulsory labor, abolition of child labor, elimination of discrimination.
- **Environment** : supporting a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility and encourage the development and diffusion of environmentally friendly technologies.
- **Anti-corruption** : businesses should work against all forms of corruption.

The background of the slide features abstract, flowing blue patterns that resemble water or smoke, set against a white background. The patterns are composed of various shades of light blue and white, creating a sense of movement and depth.

BLUESIGN®

We can become the first Bluesign

faux fur

(pillar n°4)

5 – Protecting an emblematic endangered species

Animal protection has always been at the heart of faux fur.

- By supporting **FURS FOR LIFE** a groundbreaking initiative conducted by the american NGO **Panthera**, we want to help local religious communities in Africa to replace panthera's skins by high quality replicas. In addition to saving millions of animals, **FURS FOR LIFE's initiative breaks the practice of poaching and reduces local insecurity**. This project creates a great link between different cultures while being truly respectful of local traditions and creeds. This is a powerful commitment.
- **ECOPEL** agrees to provide faux furs to the **FURS FOR LIFE** initiative in order to save pantheras, an embelamtic animal for faux fur creators.

A close-up photograph of a leopard's head and shoulders, looking towards the left. The leopard has a brown coat with dark spots. The background is a blurred natural setting with a river and rocks.

FURS FOR LIFE

Helping pantheras, an endangered
species
(pillar n°5)

"Just start - don't be scared of being judged if you are committed. Don't be scared of not doing it perfectly. This is an evolution"

(Gabriela Hearst, designer - B.O.F professional summit)

This document has been written by ECOPEL in June 2020. These initiatives represent our roadmap for the next five years. It can be modified depending on different events ranging from the economic climate, technical possibilities, to geopolitical incidents and health hazard that can have an influence on our work.

Some projects have already started and others are at an early stage.

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In 2025 - and after...

In 2025 we want all our faux furs to be **BlueSign®** certified, made with **bio-based** or **recycled** fibres - using **waterless dyes** and to be entirely **recyclable** at the end of their use phase, or brought to **downcycling** systems if they can not be recycled. We want to have reached **carbon neutrality** and have contributed to **the cleaning of the oceans** and the **saving of animals** along with our corporate and **charity partners**. We want all our plastics to be replaced by **compostable** plastics and other **sustainable** options.

We also want to support the implementation **of in-vitro faux material** and are already in informal discussion with a lab

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