



SUSTAINABLE FASHION AT ZALANDO: OUR PRODUCT TAGGING PROCESS

For buyers and brand partners only

July 2019



SUSTAINABLE APPAREL GUIDE












To be eligible for the Sustainability Flag, a product must contain **at least 50%** of a more sustainable material. Recycled content (at least 20%) and third-party certificates are exceptions to this rule.

Material thresholds may be calculated by weight or by coverage, which is most relevant for the material type and component part.

YOU MUST BE ABLE TO PROVIDE DOCUMENTATION WHEN REQUESTED TO SUPPORT YOUR PRODUCT CLAIMS

Minimum criteria for sustainable products will increase over time.

Learn more about Zalando's Sustainability Criteria [HERE](#)
Learn more about the process for tagging sustainable apparel [HERE](#).

ATTRIBUTE	PRODUCT REQUIREMENTS	BRAND REQUIREMENTS
 Global Organic Textile Standard	<ul style="list-style-type: none"> - Minimum 95% for "organic" - Minimum 70% for "made with organic" - GOTS logo must be on the product - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be GOTS certified
 Organic Content Standard	<ul style="list-style-type: none"> - Minimum 95% for OCS 100 - Minimum 50% for OCS Blended (Zalando minimum requirement) - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be OCS certified
 Organic Cotton	<ul style="list-style-type: none"> - Minimum 50% content - Organic cotton must be sourced from a Tier 1 CMT supplier certified to GOTS or OCS 	Brand must be sourcing from certified suppliers
 Fairtrade Cotton	<ul style="list-style-type: none"> - Minimum 50% Fairtrade certified cotton in the product - Fairtrade logo must be on the product 	Brand must be sourcing from Fairtrade certified suppliers
 Better Cotton	<ul style="list-style-type: none"> - Minimum 50% content - Recommended: Better Cotton Credit Units (BCCU) are linked to the product purchase order 	Brand must be approved by BCI to use the on-product mark
 Recycled Material	<ul style="list-style-type: none"> - Minimum 20% content - Applies to recycled material certified to a relevant standard (RCS or GRS); recycled material part of a brand's own program; and regenerated cellulose with recycled content, e.g., REFIBRA™ 	Brand must be sourcing certified and/or trademarked recycled materials, or have an established process for recycled content
 Eco-Material	<ul style="list-style-type: none"> - Minimum 50% content - Qualifying fibers include: TENCEL™, ECOVERO™, Birla Spunshades, Generic Lyocell, Linen, Hemp, Jute, FSC-certified wood & paper 	Brand must be FSC certified if using FSC-certified wood & paper
 Eco-Processing	<ul style="list-style-type: none"> - Whole product must be certified - bluesign® product or materials - STeP and MADE IN GREEN by Oeko-Text - Certification information must be provided 	For bluesign®, brand must be approved to use their trademark
 EU Ecolabel	<ul style="list-style-type: none"> - Whole product must be certified - License number (Prüfnummer) must be included 	Brand must be a license holder for the EU Ecolabel
 Global Recycled Standard	<ul style="list-style-type: none"> - Minimum 50% content - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be GRS certified
 Responsible Down / Responsible Wool	<ul style="list-style-type: none"> - All down or wool in product must be certified - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be RDS/RWS certified

SUSTAINABLE SHOES GUIDE

The shoe must demonstrate a sustainability attribute in **ONE** of the main component parts, in line with the EU Directive 94/11/EC on the labelling of the materials used in the main components of footwear.












If mixed media materials are present in the component, the sustainability attribute must be present in the majority material.

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ATTRIBUTE	PRODUCT REQUIREMENTS	BRAND REQUIREMENTS
 Leather Working Group	<ul style="list-style-type: none"> - Minimum 50% leather content in component part - Leather must be sourced from Gold, Silver, or Bronze tanneries 	Brand must be sourcing from Leather Working Group tanneries
 Global Organic Textile Standard	<ul style="list-style-type: none"> - Minimum 95% for "organic" - Minimum 70% for "made with organic" - GOTS logo must be on the product - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be GOTS certified
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 Global Recycled Standard	<ul style="list-style-type: none"> - Minimum 50% content - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be GRS certified

SUSTAINABLE ACCESSORIES GUIDE












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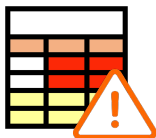
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 Global Recycled Standard	<ul style="list-style-type: none"> - Minimum 50% content - Certification body (Prüfinstitut) and certification number (Prüfnummer) 	Brand must be GRS certified

We use the Article Master Data Sheet (AMDS) to track and tag all products with “sustainability”



We cannot tag any products with “sustainability” if the sustainability attribute is not selected and all required information provided in the AMDS



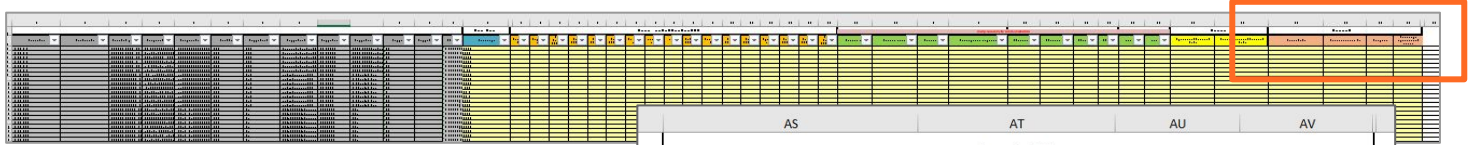
For GOTS and Fairtrade, certification must also be visible on the product sample



We will conduct random document checks; brands must be able to provide the proper documentation when requested to prove any product claims

ARTICLE MASTER DATA SHEET INPUT PROCESS (1)

1



Download the relevant Article Master Data Sheet and navigate to the “Sustainability” columns at the end of the sheet.

	AS	AT	AU	AV
	Sustainability			
se?	Sustainability label	Certification/license number	Testing institute	Percentage organic/recycled content

2

Select the relevant sustainability attribute from the drop-down list. Currently it is only possible to specify one attribute per product onsite.

Sustainability			
Sustainability label	Certification/license number	Testing institute	Percentage organic/recycled content
GOTS - Made with Organic - minimum 70%			
GOTS - Organic - minimum 95%			
OCS - Organic Blended Content Standard - minimum 50%			
OCS - Organic 100 Content Standard - minimum 95%			
Fairtrade Certified Cotton - minimum 50%			

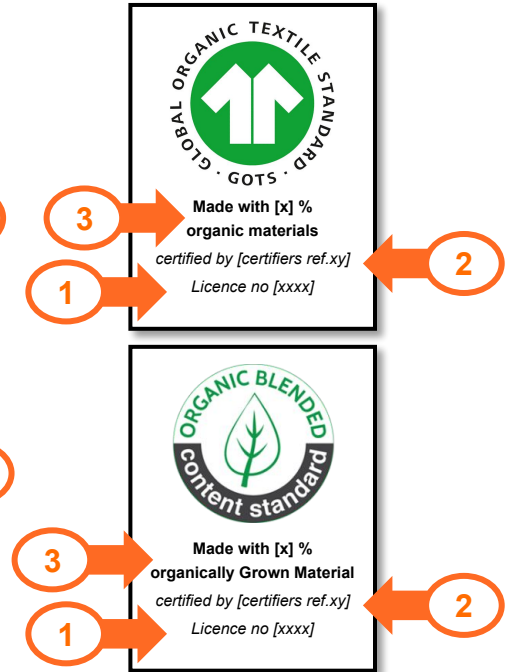
ARTICLE MASTER DATA SHEET INPUT PROCESS (2)

3

If cells appear in red based on your selection, ensure you input the relevant information based on the certification requirements. *If this information is not provided, the product cannot be highlighted with the Sustainability Flag.*

Sustainability			
Sustainability label	Certification/license number	Testing institute	Percentage organic/recycled content
GOTS - Made with Organic - minimum 70%	1	2	3

Sustainability			
Sustainability label	Certification/license number	Testing institute	Percentage organic/recycled content
OCS - Organic Blended Content Standard - minimum 50%	1	2	3



ARTICLE MASTER DATA SHEET INPUT PROCESS (3)

4

Information entered into the AMDS is a **legal self-declaration**. Please ensure you have all the relevant documentation to back up your product claims, as **you must be able to provide this on request**.



5

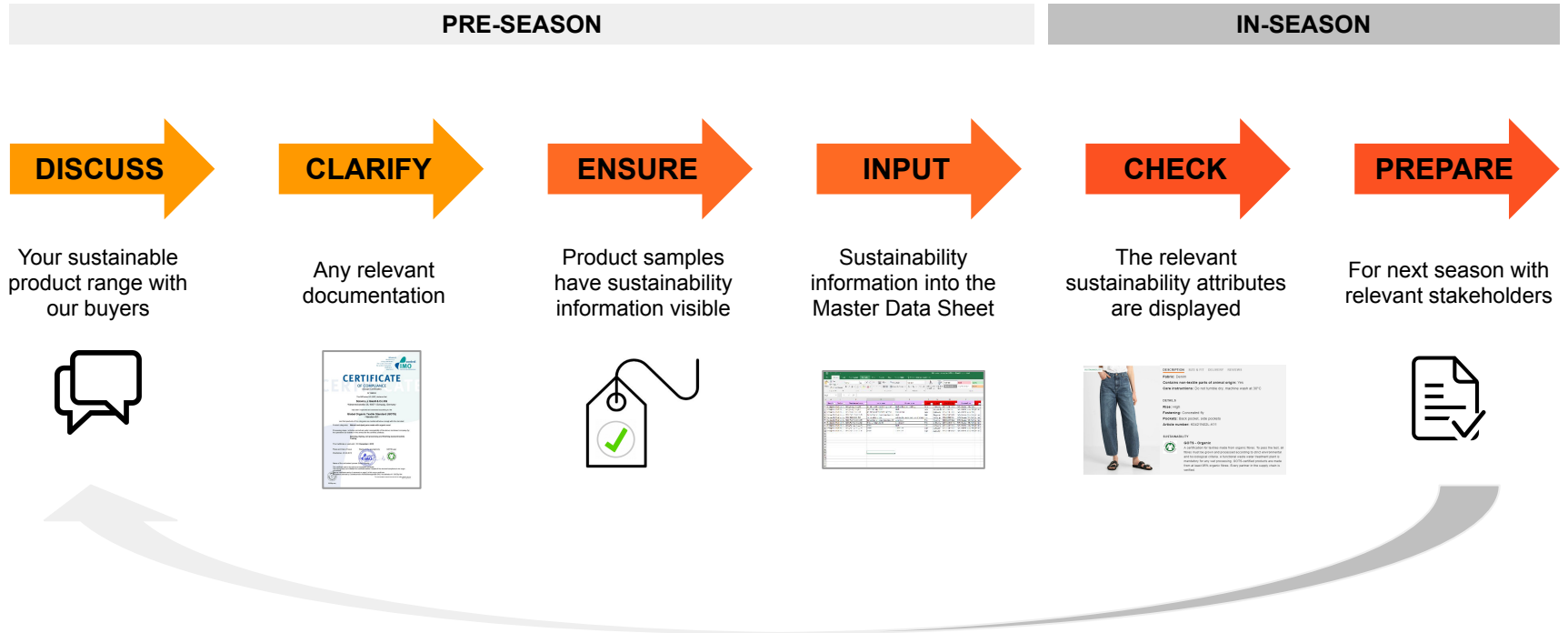
You can find more detailed information on sustainability attributes and their requirements here:

<https://docs.google.com/presentation/d/1t-P-asTaPdFvQTsiFB1b1P2uLui5yUKnin94HVVY7uU/edit?usp=sharing>

If you have questions about the criteria, please reach out to et-sustainability@zalando.de.

If you have questions about the AMDS process, please contact the responsible COPs team for your product area.

THE COMMUNICATION FLOW AND UPLOAD PROCESS: WE SUGGEST THE FOLLOWING AS BEST PRACTICE



Let's change the game. Together.

As we continually work to improve the tagging criteria and process, we welcome your questions and feedback.

Please don't hesitate to contact us at: sustainability@zalando.de