

Brand Environmental Module (BEM) 2.0

Tool/Program Synopsis:

What is the tool? BEM allows apparel, footwear, home textile and outdoor brands to measure their environmental performance, benchmark against peers, and identify areas to make meaningful improvements.

Who uses it? Apparel, footwear, home textile and outdoor brands.

What does it do? BEM measures the quality and robustness of brands' environmental management programs from materials sourcing through end of use programs for their products.

Why should someone use it?

- BEM allows brands to baseline their environmental performance, benchmark against their peers, and identify opportunities to demonstrate leadership.
- BEM is an excellent tool for developing and/or shaping brands' environmental strategies. The average amount spent on a consultant to develop a brand's sustainability strategy is \$25,000 - \$50,000: It costs SAC (and, for a limited time, OIA members) \$0 to use the Brand Module to develop their own strategy!*

Impact areas it measures:

- Materials
- Packaging
- Manufacturing
- Transportation
- Care and Repair
- End of Use

Current Work:

BEM 2.0 is currently available on Higg.org. 2016 modules must be posted by March 31, 2016 for OIA members.

Key Points:

2016 Brand Modules must be posted by March 31, 2016 for OIA members.

Compare your brand's environmental programs with your peers in the benchmarking section of Higg.org.

Support:

higgsupport@outdoorindustry.org

Tool Access:

www.higg.org

More Information:

<http://apparelcoalition.org/brand-tools/>

Timeline:

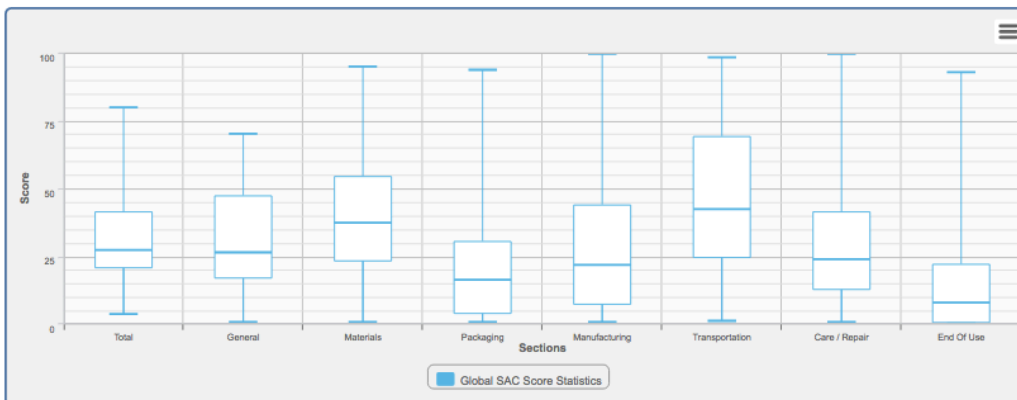
SAC staff will be surveying members – including the OIA - this summer to identify any needs related to updating BEM.

A BEM task team will be formed in the summer to evaluate survey feedback and recommend next steps to the Index Development Council (IDC) for 2016 and 2017.

For Patagonia, already a recognized sustainability leader, the Higg Index suite of tools has become essential to developing, implementing and tracking strategic goals. For example, in just three years, Patagonia set goals around packaging and transportation based on insights generated from the Higg Index; restructured its sustainability team to align with the Higg Index Brand, Facility and Product Modules (helping to better integrate Higg Index measures into core business functions); and linked annual staff bonuses to goals derived from the Higg Index.

Snapshot:

2015 BEM Apparel Benchmarking:



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