

THE ICONIC CONSIDERED

VENDOR GUIDE

Overview

THE ICONIC is on a journey to manage our social and environmental impacts. One of the many things this involves is considering how we can surface sustainability credentials of brands and products to our customers. Ultimately, we see an opportunity to drive sustainable purchasing by having a section on site where customers can shop by their values: our Considered Edit.

To facilitate this THE ICONIC has developed a set of sustainability credentials to provide a clear, consistent and easily understandable definition at the product level. We will be collecting information from vendors on an ongoing basis to understand where these credentials apply to their ranges.

						
Sustainable Materials	Eco-Production	Fair Production	Animal-Friendly	Community Engagement	Clean Beauty	Circular by Design
Product made of materials with a lower environmental impact than conventional alternatives	Product made in a location, or using a process that is associated with a lower environmental impact	Product made in a location holding an accreditation associated with decent working conditions	Product made using non-animal alternatives or methods associated with good animal welfare	Product made by a brand or using a method associated with community benefit e.g. donations	Product is certified certified organic or natural or is free from harmful ingredients including parabens, mineral oil and phthalates.	Products help eliminate waste, are used for longer and materials recovered at end-of-use.

How to Provide Information for the Considered Edit

Your brand will receive a spreadsheet periodically listing your current or future skus and requesting you to assign all sustainability credentials that are relevant on a SKU level (if any):

1. Obtain the sheet with your skus from your ICONIC contact (the sheet will also list our sustainability credentials in column G-AY)
2. Assess if any of our sustainability credentials apply to the skus listed, using the definitions section below for guidance
3. If YES:
 - Confirm the criteria required by the credential is met (e.g item is made of MORE than 50% recycled polyester) - see detailed table below
 - Enter Y in the relevant column between G-AY
4. If NO (or where any credential does not apply):
 - Leave cell(s) blank
5. Save the completed sheet and email back to considered@theiconic.com.au

Before we surface this information to customers we will then validate this information via publicly available information or request additional documentation or information to validate the claims.

Where applicable, it is expected brands will hold relevant certifications, it is the responsibility of brands to ensure that they have met all the requirements of the applicable certification bodies and hold the relevant licenses required to make the claim and that these are kept up to date.

Important Notes

- Do not be concerned if you are able to indicate 'Y' for only one credential or only a few products; we celebrate progress not perfection and are excited by *any* of your items holding *even one of our* sustainability credentials.

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- Equally if you find you don't hold any credentials, not to worry – could you change this for next season? We are happy to support you in navigating this journey and figuring out which credentials might best suit you.
- Not holding any of our credentials does not imply that products or brands are in some way 'unethical; or 'unsustainable'. The credentials are specific sustainability call outs, often supported by a certification. They indicate a brand has gone over and above to demonstrate sustainability credentials, not that other brands/items are not meeting minimum standards.
- Many of our credentials relate to specific certification schemes, for example "Responsible Animal Fiber Standard certified". Your supply chain may be free of animal cruelty, however this credential can only be claimed if the brand holds the actual certification (see our definitions/criteria for each credential in the table below).
- By indicating 'Y' in the spreadsheet for any item and any credential, we trust that you have done the due diligence to ensure that this information is true and correct. In particular, we trust that you have done the work to understand and meet the requirements of relevant certification schemes and are eligible to make on-product claims.
- We are always learning! If you think that we are missing an important sustainability credential from this list, then we are delighted to hear your feedback. We have already made updates based on feedback and will continue to conduct regular reviews of the credentials and may be able to incorporate your suggestion.

DEFINITIONS - Sustainability Credentials

<u>Category</u>	<u>Sustainability Credential</u>	<u>Criteria</u>
<u>Sustainable Material</u>	Responsibly-forested wood, paper, rubber or bamboo >50%	50% or more of the materials in the product are FSC or PEFC certified wood, paper, rubber or hard goods made from bamboo. Hard goods made from bamboo may also be USDA Certified Biobased bamboo.
	Organic cotton > 50%	50% or more of the fibres in the product are organic cotton.
	Recycled polyester > 50%	50% or more of the fibres in the product are recycled polyester
	Recycled wool >50%	50% or more of the fibres in the product are recycled wool.
	Sustainably sourced man made cellulosic > 50%	50% or more of the fibres in the product are sustainably sourced man made cellulose. (eg lyocell or Lenzing Certified TENCEL™ Modal or LENZING™ ECOVERO™ or Livaeco by Birla Cellulose. Bamboo is only accepted if it is Lyocell or TENCEL™ Modal >50%. Bamboo-based viscose is not accepted.
	Recycled nylon or recycled lycra/elastane > 50%	50% or more of the fibres in the product are recycled nylon, including ECONYL, or recycled lycra/elastane.
	Recycled cotton > 30%	30% or more of the fibres in the product are recycled cotton.
	Linen >50%	50% or more of the fibres in the product is linen.
	Hemp >50%	50% or more of the fibres in the product is hemp.
	Renewed materials > 50%	50% or more of the materials in the product are from renewed material (eg materials in the product have been upcycled from an earlier form) Deadstock fabrics are not recognised)
	Mix of or other sustainable materials >50%	50% or more of the fibres in the product are another sustainable fibre or material that doesn't otherwise appear in this guide (OR product is a mix of two sustainable fibres on this list and each is less than 50% e.g. 40% organic cotton and 10% recycled polyester)

	Wool Certified for Responsible Land Management Practices	A minimum of 50% of the product is wool, the brand is listed on the Responsible Animal Fiber Standard company list or the ZQ Brand Partners list or holds a valid Sustainable Cape Wool licence
	Leather Working Group certified	50% or more of the materials in the product is leather (or in the case of footwear, the main component). Brand is a member of the Leather Working Group (LWG), and the tannery in which the leather was processed is certified & rated bronze, silver or gold by LWG.
	Vegetable Tanned Leather	Product was produced exclusively via vegetable tanning, including Wet-green®.
	Jute > 50%	50% of the fibres in the product are jute.
	Biomaterials & leather alternatives >50%	<p>A minimum of 50% of the item is a material in which the main content is bio-based, including from waste or plantation sources.</p> <p>Feedstock sources for the biomaterials must be from second or third generation inputs or renewable sources.</p> <p>The following biomaterials accepted include (but are not limited to):</p> <ul style="list-style-type: none"> • Desserto Cactus leather - plantation grown cactus • Pinatex - agricultural pineapple waste • Fruit based leathers eg grape, apple leather • Mylo - mycelium fungus • S.cafe - S.Café viscose fiber, 100% bio-based content • Agraloo™ BioFibre™ <p>The following bio-based products are not accepted:</p> <ul style="list-style-type: none"> • First generation inputs such as crops and plants, including corn, wheat, sugarcane, potato, sugar beet, rice and plant oil. • Sorona • Seacell • S.Café® sefia™ SCK-2798 and S.Café® sefia™ SCK-2794
	Kangaroo Leather >50%	50% or more of the leather in the item is kangaroo leather
	Alpaca Wool > 50%	50% or more of the fibres in the Item are alpaca wool
	Solvent Free PU	50% or more of the fibres in the product is solvent free PU.
	Roundtable on Sustainable Palm Oil (RSPO) certified	Item contains at least 95% Identity Preserved (IP) and Segregated (SG) sourced palm oil certified to the Roundtable on Sustainable Palm Oil.
	Australian Cotton	60% or more of the materials in the item is verified Australian Cotton.
Eco-Production	Manufactured in Australia	Final stage manufacturing took place in Australia
	Water saving technologies used in production	During manufacturing or processing of the product or materials, a water reduction or recycling of >50% compared to conventional methodologies was achieved using water saving technologies
	Renewable energy used in production	Final stage manufacturer is certified as using at least 50% renewable energy in production with a recognised scheme. (eg Product holds Cradle to Cradle Gold or Platinum level certification or the facility is LEED Zero Carbon Certified)
	Carbon neutral certified	Brand is Certified Carbon Neutral through a recognised scheme. (eg Brand or product holds the Climate Active Certification , Climate Neutral Certification or is Carbon Trust Certified).
	Certified free of harmful chemicals	Finished product holds the Oeko-Tex 100 Standard Certification, or product is made from 100% bluesign® approved fabrics and the brand is a bluesign® system partner.

		<p>If the product holds Oeko-Tex Standard 100 certification the product label and product page must state the following:</p> <p><i>This product was tested for harmful substances and certified according to:</i> STANDARD 100 by OEKO-TEX® ABCDO 012345 TESTEX</p> <p>NB: Oeko-Tex certified materials are not recognised.</p>
	Zero waste to landfill	Manufactured in a facility where solid waste is properly disposed of (certified zero waste to landfill by a recognised scheme)
	Certified organic (food)	<p>Product carries Certified Organic mark of a nationally authorised certification scheme including:</p> <ul style="list-style-type: none"> ● USDA Certified Organic ● NASAA Certified Organic ● ACO Certified Organic ● BioGro NZ Certified Organic ● EU Organic ● Soil Association Organic Certification ● IBD - Organic Certification Brazil
Fair Production	Responsible Jewellery Council Certification	Brand is a certified member of the Responsible Jewellery Council .
	Ethical Clothing Australia accredited	Product is produced in Australia and the brand is accredited by Ethical Clothing Australia .
	Fairtrade certified	Brand holds a fair trade certification, has paid the relevant fair trade premium for the product and/or material and meets the requirements of the claim standard for that certification (eg Fairtrade or Fair Trade USA).
Animal Friendly	Not tested on animals	Brand or product holds animal testing free certification including Choose Cruelty Free member list , or the PETA Beauty without Bunnies list , PEA and Te Projeto and meets any requirements in relation to claims associated with that certification. Applicable to beauty products only.
	Non-mulesed wool	Product is >50% wool and 100% of the wool in the product is ceased- or non-mulesed wool.
	Responsible Down Standard certified	Product contains down and the brand has made a commitment to the Responsible Down Standard
	Vegan	Brand or product holds vegan certification including PETA , vegan.org or the Vegan Society and meets any requirements in relation to claims associated with that certification. The product is either a beauty product or an apparel or footwear product made of a material that is a fur or leather substitute.
Community Engagement	Donation to charity associated with purchase	<p>Brand makes a donation to charity as a result of the purchase. The nature of the donation and the beneficiary must be clearly stated on the brand's website and the brand should submit the following:</p> <ol style="list-style-type: none"> 1. Signed company letter including charity recipient, company information, the value and frequency of the donation and the donation being inclusive of sales on the GFG regional website; and 2. Invoice of donation on a quarterly basis for verification purposes
	1% or more profit to charitable causes	Brand donates 1% or more of their profits to charity and is a member of 1% for the planet OR Pledge 1% (on a profit basis) OR is donating >1% of profits annually to charity and this information is available on

		the brand's website or other publicly available sources.
	Indigenous social enterprise, owned-business or artist collaboration	Product is made by an Indigenous social enterprise, an Indigenous-owned business or in collaboration with an Indigenous artist.
	Purpose Driven Enterprise/Business or charity	Brand has a social / environmental mission, and operates as a not for profit enterprise / certified B Corp / charity.
	Artisan production	Product was manufactured using traditional artisan techniques which contribute to the continuation of a traditional craft through the employment of local communities.
Clean Beauty	Free from	<p>Product does not contain any of the following ingredients:</p> <ul style="list-style-type: none"> ● Phthalates ● Parabens ● Triclosan ● Sulfates: SLS & SLES ● Toluene ● Formaldehydes or Formaldehyde-releasing agents ● Hydroquinone ● Mineral Oil ● Resorcinol ● Synthetic Fragrance ● Lead / Lead Acetate ● Ethanolamine compounds ● Mercury / Mercury Compounds <p>The product is a beauty product which typically could have included the above ingredients but which have been intentionally excluded from the ingredients list and the brand completes a statement of assurance either a brand or product level confirming that the product(s) are free from them.</p>
	Certified organic or natural (beauty)	<p>Product holds organic or natural certification and meets any requirements in relation to claims associated with that certification. Recognised certifications recognised include:</p> <ul style="list-style-type: none"> ● Australia Bio Garantie ● BDIH ● Cosmebio ● Demeter ● Ecocert ● Ecogarantie ● EU organic logo ● ICEA ● Natrue ● Naturland ● IBD
Circular by Design	Single-use alternatives	<p>Product specifically designed to be reusable in order to replace a single-use product of the same type. Examples of reusable items include but are not limited to:</p> <ul style="list-style-type: none"> ● Reusable coffee cups ● Reusable makeup pads or earbuds or ● Reusable lunch boxes ● Reusable cutlery or straws ● Reusable vegetable, shopping or bread bags ● Reusable water bottles ● Reusable masks ● Reusable nappies ● Reusable menstrual care products ● Refillable makeup or cleaning products (and the brand provides a refilling service)

	Designed for Circularity	Product designed in line with circular design principles (with circular inputs, can be used for longer and made again at end-of-use) Please request more information on this criteria and verification requirement if your product has been designed for circularity.
	Pre-loved	Product was previously owned or used by a private individual (acting only for themselves and not representing any group, company or organisation).

How will THE ICONIC Use this Information?

We are talking to customers about it! Hence why it is so important that what is entered into the spreadsheet is 100% correct. Our [Considered Edit](#) launched to customers April 2019, and enables customers to find products which meet their personal sustainability credentials. It includes:

- The Considered landing page
- A Considered Edit filter
- Information on the sustainability credentials on the product pages
- Considered badge on products
- Dedicated content that profiles specific credentials on site & brands with strong sustainability stories on site
- Information to assist customers to navigate and learn about our Sustainability Credentials and help inform their shopping experience

Questions & Feedback

We are here and keen to help, to answer your questions, to hear your feedback and suggestions for improvement. Please reach out to either your contact in Category Management or email Considered@theiconic.com.au

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