



# OIA Eco Index™ Presentation

## 美国户外产业协会Eco指标™推介会

时间：星期四，2011年2月24日  
Time: Thursday, 24 February, 2011

地点：会议区M-306B会议室  
Venue: Conference Room M-306B (Conference Area)

欢迎您来参加美国户外产业协会Eco指标™推介会，我们为您介绍最新环保工具，助力您业务发展。Eco指标™致力于促进户外行业可持续生产方式的推广。该指标已经通过The North Face和沃尔玛等100多个国际品牌严格测试。Eco指标™完全免费，并为所有品牌和供应商提供一贯和通用的语言。美国、中国和欧洲的众多品牌很快将采用该指标进行采购。欢迎参加我们在ispo china 2011的活动，确保您的企业了解Eco指标™，促进公司环保行为，保持您在全球供应链中的竞争力。

Come learn about a new tool for sustainability that will help you grow your business. The Eco Index™ is a ground-breaking environmental tool designed to promote sustainability practices within the outdoor industry. It is already being tested by more than 100 global brands including companies such as The North Face and WalMart. The tool is free to everyone and offers a consistent and common language for all brands and suppliers. Brands in the U.S., China and Europe will soon use this tool to make purchasing decisions. Attend our presentation at ispo china 2011 to make sure your company is informed on the Eco Index™ so that you will make environmental improvements and stay competitive in the global supply chain.



### 日程安排 Agenda

2011-2-24 10:00-12:00

品牌与零售商专场：

**中国品牌 and 零售商的新环保工具**

New Environmental Tool for Chinese Brands and Retailers

2011-2-24 14:00-16:00

供应商专场：

**品牌供应商的新环保工具**

New environmental tool for suppliers to the outdoor industry

### 演讲嘉宾 Presenters

**Kevin Myette**

美国户外连锁店REI 产品整合总监

Director of Product Integrity, Recreation Equipment Incorporated, REI

**Amy Roberts**

美国户外产业协会企业责任部 副总裁

Vice President, Corporate Responsibility Outdoor Industry Association

**Anderson Lee**

香岛纤维工业有限公司 业务总监

Business Director, Hong Kong Non-woven Fabric Ind. Co., Ltd

时装企业持续发展联盟 ( SFBC )

Sustainable Fashion Business Consortium

# Eco Index™

和其他环保评估工具不同，Eco指标™主要依据5大指导标准形成：

The Eco Index™ is being built around five guiding principles that separate it from other environmental assessment tools:

Eco指标™是一个开创性的环保评价工具，主要推动户外产业的可持续性行为。它为全行业公司提供评估和测量自身环保足迹的手段，帮助他们找到可以改进的地方，从而决定如何利用材料和实现产品循环。

The Eco Index™ is a ground-breaking environmental assessment tool designed to advance sustainability practices within the outdoor industry. It provides companies throughout the supply chain a way to benchmark and measure their environmental footprint, allowing them to identify areas for improvement and make informed sourcing and product life cycle decisions.

供应商、品牌和零售商都面临着如何降低自己的产品在使用过程中遇到的环境影响问题所带来的挑战。Eco指标™为它们提供指导、方法和工具以评估现有的做法，并对其进行优化以实施更具可持续性的解决方案。对零售商来说，另一挑战则是如何解决已有品牌自身开发的可持续性评价系统和标签。Eco指标™为零售商提供一种通用的语言和方法评估产品和品牌的环境影响指标。

Suppliers, brands and retailers alike are facing increasing pressure to reduce the impact of their products throughout the product life cycle. The Eco Index™ provides guidance, methodology, and tools for outdoor companies to assess their current practices and prioritize their efforts to implement more sustainable solutions. For retailers, another challenge is wading through the array of brand specific sustainability measurement systems and labels currently in existence. The Eco Index™ provides retailers with a common language and method for identifying the environmental impacts of the products and brands they carry.

▶ 更多信息，请查询 [More information, please visit www.ecoindexbeta.org](http://www.ecoindexbeta.org)

## 合作 Collaboration

Eco指标™是100多家户外企业几千小时努力工作的成果。

The Eco Index™ is the result of thousands of hours of work by more than 100 companies in the outdoor industry.

## 信息开放 Open-Source Information

Eco指标™数据完全开放，所有公司都能使用，这反映了户外企业对信息透明度的信念——它是可持续发展能继续下去的关键。

The Eco Index™ is completely open-source and available for use by all companies, reflecting the outdoor industry's belief that true transparency is essential to "move the needle" on sustainability.

## 透明度 Transparency

保证所有户外从业者都能查阅、了解和提供信息对Eco指标™的发展至关重要。

It is critical that all outdoor industry stakeholders are able to view, understand and provide input into the ongoing development of the Eco Index™.

## 可评价性 Scalability

尽管Eco指标™源于户外产业，它也可以用于其他行业。

While the Eco Index™ is rooted in the outdoor industry, it has the ability to be applied within other industries and sectors.

## 国际性 Global Reach

美国户外产业协会与欧洲户外联合会合作开发了Eco指标™以保证该工具能适应全球不同的情况。Eco指标™目前还是内部供应链工具，并不面向消费者。指标主要针对产品开发到供应商在内的不同行业群体。

Outdoor Industry Association is partnering with the European Outdoor Group on the Eco Index™ initiative to ensure a common worldwide sustainability tool for the outdoor industry. The Eco Index is currently an internal supply chain tool and is not a consumer-facing label. It is designed for use by a diverse group of stakeholders, from product designers to suppliers.

## 关于美国户外产业协会

### About Outdoor Industry Association (OIA)

美国户外产业协会® (OIA) 成立于1989年，是一家旨在帮助户外行业发展的全国性行业机构。协会拥有4000多个成员，分别来自户外设备及生产、营销、供应、零售等各个领域。OIA的活动包括：代表户外行业处理政府/法律事务、前沿市场研究、成员成本降低以及户外运动和健康生活方式推广等。此外，协会还举办一系列教育活动。美国户外产业协会是户外零售商展览的独家代理。

更多信息，请查询 [www.outdoorindustry.org](http://www.outdoorindustry.org)。

Founded in 1989, Outdoor Industry Association® (OIA) is a national trade association whose mission is to ensure the growth and success of the outdoor industry. Over 4,000 manufacturers, distributors, suppliers, and retailers of outdoor recreation equipment and services, as well as other related business entities, make up OIA's membership. OIA programs include representation in government/legislative affairs, cutting-edge market research, member cost-saving benefits and outreach initiatives to grow participation in outdoor activities and promote healthier lifestyles. Outdoor Industry Association is the exclusive endorser of the Outdoor Retailer tradeshow.

For more information, go to [www.outdoorindustry.org](http://www.outdoorindustry.org).

