

RESPONSIBLE COMMUNICATION



THE CHALLENGES

IN THE WORLD

In response to the increasingly high expectations of stakeholders (customers, employees, suppliers, principals, etc.) in terms of commitment, environmental messages have become much more prominent in brand communications: “Green solutions”, “Responsible products”, “100% natural”, “100% biodegradable”... all of which have led to the rise of “Greenwashing” (see box). Out of 1,100 checks carried out between 2021 and 2022, more than a quarter of French companies were found to have an “anomaly” according to the French fraud control. As a result, consumer distrust of brand communications is growing: today, 75% of French people say they are suspicious of the ecological promises made by companies.¹ 61% of French people say they have never received evidence of a company’s ecological promises, and of those who have, 28% say they are not convinced.

Brands also have to deal with a consumer who is becoming increasingly “knowledgeable” about social and environmental issues, thanks to the growing media coverage of social issues (television reports, written press, etc.) and the development of new tools (Yuka, Product Carbon Footprint Label, etc.).

GREENWASHING

The term greenwashing is used to describe any claim that can mislead the public about the real ecological quality of a product or service or the reality of an organisation’s sustainable development approach, regardless of how it is disseminated.

¹ Poll & Roll survey for Goodvest (2023)

FOR THE OPTICAL SECTOR

More and more companies in the optical sector are also communicating about the environmental impact of their products. The ecological arguments, which are often debatable, mainly focus on raw materials and the end-of-life of products. However, as the LCA of a pair of spectacles shows, these two

stages of the life cycle account for only 11% of its total environmental impact (see fact sheet 0: CSR, what are we talking about?), while the challenge of responsible communication remains above all to communicate its main impacts. So how should it be approached?

“BIOSOURCED” AND “BIODEGRADABLE”: ORGANIC BUT NOT NECESSARILY GOOD FOR THE ENVIRONMENT

The term biosourced means that the material has been partly or completely manufactured from biomass resources (agricultural crop residues, sugar cane, potatoes, etc.). Depending on how they are sourced, biosourced products can have a negative impact on the environment, by increasing pressure on resources. Furthermore, this characteristic does not say anything about what will happen to the material at the end of its life, and it may well not be biodegradable. It can be used even if the proportion of biosourced ingredients is minimal, and in fact brands use it so much that it no longer means much to the consumer.

The term “biodegradable” refers to the ability of a product to decompose and be effectively “bio-assimilated” by the soil under the action of micro-organisms and factors such as humidity, heat or the presence of water. To be biodegraded, a product must therefore meet strict biodegradability conditions. In practice, it is rare for a spectacle frame to be buried in the required conditions of humidity and heat... Moreover, this term does not guarantee any speed of degradation: it could be 2 weeks, 2 months, 2 years, 20 years, etc.

It should be noted that in France, the AGECE Act now prohibits the labelling of new consumer products or packaging as biodegradable (article R. 541-223 of the Environment Code).

WHAT DOES THE LAW SAY?

ENVIRONMENTAL CLAIMS: THE (FUTURE) EUROPEAN GREEN CLAIMS DIRECTIVE

In March 2023, the European Commission adopted a proposal for a directive on environmental claims and ecolabels (Green Claims Directive) to guarantee consumers reliable, comparable and verifiable environmental information on products. With this directive, companies will now have to be able to use scientific methodologies to prove the environmental claims made about their products or the company itself. These claims will also have to be checked by an independent, accredited auditor.

As a result, vague statements such as “sustainable”, “environmentally friendly” or “ecological” will in principle no longer be allowed to be used unless they can be shown to take significant environmental impacts into account. Similarly, to claim to be “carbon neutral”, it will be necessary to have demonstrated in very concrete terms how CO2 emissions are being reduced and how residual emissions are being offset, with precise information on carbon offset plans.

ENVIRONMENTAL LABELLING

Environmental labelling initiatives are springing up all over the world. In France, this type of labelling, which is initially voluntary and experimental, will be made compulsory for certain categories of products, according to a list to be drawn up by decree.

WHERE TO START?

ON SUBSTANCE

- Be aligned with your challenges: communicate on your key challenges before communicating on marginal impacts.
- Be honest about the scope: communicate about all or most of your business, but not about a product/service that represents only a small proportion of your sales.
- Be transparent: talk about what you’ve done, what you’re doing and what you’re planning to do, but also about the obstacles you’re encountering, the important issues for which you can’t find a solution.
- Don’t promise the moon: oops! Sorry to break it to you, but you can’t solve global warming with a bit of recycled plastic. Measure the emphasis and proportionality of your messages.

- Do story proving before story telling: talk when you can provide evidence to back up your story, with figures and results.
- Be fair: don’t present constraints imposed by law as commitments.

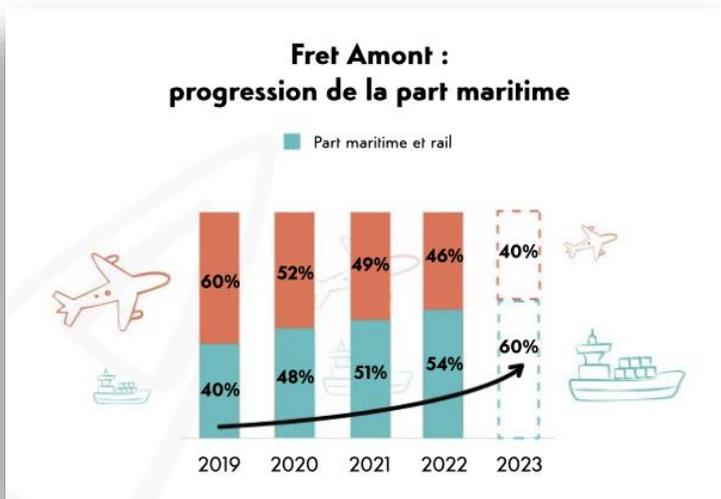
ON FORM

- Remove from the vocabulary any vague words with an imprecise meaning: “Biodegradable”, “eco-responsible”, “natural”, “green”, “sustainable”, “green”... Or explain what’s behind them.
- Don’t think that graphic codes are enough: green, leaves, forests, birds in a meadow... only use these representations if they are relevant to your message.
- Eco-design communication media (whether digital or physical).

THEY DID IT

ON SUBSTANCE

- Talk about your achievements and objectives (with figures) – OPAL DEMETZ
- Take responsibility for your weak points (with figures) – ACE & TATE



19 Intro

Launched our first ever circular product; our Hard Case made of demo lenses

100% visibility over T2 of eyewear manufacturing

Partnered with Vaayu, allowing us to dive deeper into the data of our Corporate Footprint

Partnered with Plasticiet and our Italian manufacturer to create our first frame from recycled factory offcuts

Our Highs

Scaled the recycling of demo lenses with industry partners

Introduced Acetate Renew Bio for AW22, as one of the first in the industry

Expanded our Product footprint calculations beyond CO₂ to include:

1. Water consumption
2. Freshwater ecotoxicity
3. Freshwater eutrophication
4. Marine eutrophication
5. Non-renewable energy consumption

Our Lows

We weren't able to align with a credible multi stakeholder initiative specific to the eyewear industry to support our supply chain CSR management

We could not introduce CO₂ targets for our teams – whilst implementing a new tool to draft targets aligned with Climate Science

29% visibility over T2 of accessories manufacturing

We did not disclose information about our store accessibility yet

We did not introduce a scalable solution to recycle eyewear due to logistical challenges

Introducing Acetate Renew Bio was not as deep as hoped due to supply chain challenges, since we insisted on using bio plasticiser over traditional oil-based alternatives

We postponed the roll-out of our DE&I e-learning course to 2023

ON FORM

- Discuss the environmental impact of your products directly on the product sheet – FRIENDLY FRENCHY

🏠 > RLO001 - LOCAL

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Agrandir l'image





RLO001 - LOCAL

Référence RLO001
État : Nouveau

VENTE UNIQUEMENT EN MAGASIN :
Cliquez ICI

**LOCAL : Série limitée et numérotée
180 montures**

🇫🇷 Lunettes de vue 100% françaises
Fabrication française "fait-main"
Matière : Acétate de cellulose biosourcé, 100% recyclé et recyclable (face et branches)

Calibre : 43°24

Longueur de branches : 145 mm

Couleurs : Face Rose "Pinky" / Branches turquoises

Type : Féminin

 Partager
 Pinterest

Envoyer à un ami  Imprimer

EN SAVOIR PLUS

LA DÉMARCHE
Dans une démarche d'économie circulaire, nous défendons une fabrication alternative, innovante et locale.

Si la fabrication « fait-main » en acétate de cellulose est synonyme de savoir-faire, de créativité et de qualité, elle génère un volume de déchets en matières important. Valoriser ces rebuts gaspillés nous paraissait être dans la juste continuité de notre démarche pour poursuivre notre développement avec ce processus de fabrication. Comme nous l'avons réalisé sur les coproduits coquilliers, nous avons maintenant notre filière pilote de valorisation des chutes de production des lunetiers français avec une collection de lunettes dédiées : Les Recyclées®.

Avec Les Recyclées®, nous collectons, trions, broyons, créons des matières prêtes à l'emploi. Nous imaginons, dessinons et commercialisons des montures réparables et recyclables en maîtrisant chaque étape de leur fabrication.

LA MONTURE
MATIÈRE COLLECTÉE, TRIÉE ET RECYCLÉE EN FRANCE
Acétate de cellulose biosourcé, 100% recyclé et recyclable.
Matière issue de notre filière pilote de valorisation des chutes de production des lunetiers français.

LUNETTES FABRIQUÉES EN FRANCE
La fabrication est réalisée « fait-main » en France.
Elle représente l'excellence des savoir-faire français en lunetterie.
Le résultat : des lunettes françaises et responsables.