

Waste Challenge: AGEC Directive

Putting law into practice in an European E-Commerce

Challenge Collaborator: Who is behind this challenge?

Westwing Group - The European leader in inspiration-based Home & Living eCommerce

Department: Quality & Sustainability within the Sourcing and Operations

The scale of our operations means we have a responsibility to the planet and the people on it. This responsibility is something we take seriously. We are proud to have built a company that drives creativity and inspires our customers, genuinely cares for our employees and works closely with our business partners on sustainability.

From sourcing to merchandising, we are committed to making ethical and sustainable choices along our value chain, while minimizing our environmental footprint and creating positive social impacts

Introduction

AGEC Decree 2022-748 in English: Anti-Waste for a Circular Economy Law.

Aim of the law to accelerate the circularity of the economy, combating waste, eliminating disposable plastic (aim to become plastic waste free by 2040), as well as consumer transparency.

With this law French Government wants to force producers and retailers to rethink their products and supply chain from the beginning and drive change.

Problem Definition:

As a large european e-commerce we must stay compliant according to european laws and we also have an internal strategy to reduce waste thoroughout our supplier chain. However, this particular law challegnes us, due to lack of clear to-dos from the French government, lack of complete dataset on how to implement it. Additionally, we need to present an overall strategy of how we want to tackle the implementation and which project steps need to be set up.

What is the waste challenge?

Distinction of 5 environmental qualities and characteristics that must be mentioned to the consumer:

- Incorporation of recycled materials
- Recyclability of the product
- Information on the presence of any hazardous substances
- Information on the presence of plastic microfibers
- Information on traceability of the product itself

Information must be made available to the consumer free of charge at the time of purchase.

This means not directly on the product, but on the website (ideally product sheet with the name: Product Sheet on Environmental qualities or characteristics).

The first part of the challenge would be to create an action plan that is specific to the Westwing business model, on how to implement the AGEC directive. You then will be charged with building a database or a proposal for setting up a database with the information required to fulfill the law and give product information to our customers. Some of these data will be available from our system, while others will have to be collected from suppliers. You will have to come up with an easy process of how to collect data and track its progress.

Desired Impact of Challenge:

Transform Production Models:

- Elimination disposable plastics
- Better informing consumers
- Enabling better production

Skills needed/recommended

- Interest in Policy and E-commerce
- Helpful would-be SQL or python coding skills in order to build a database proposal as the basis for implementing the law.

Relevant considerations for the challenge / theme:

The French legislation regarding waste has become increasingly complex, it requires a lot of research and understanding to transform the law into actions. Focus on trying to create an action plan and trying to show a case study of how to successfully these actions would be implemented rather than staying too high level!

Relevant links:

Westwing Company Presentation

https://ir.westwing.com/download/companies/westwing/Presentations/Westwing_Company_Presentation_September_2022.pdf

Westwing Sustainability Page

<https://www.westwing.com/sustainability/>

Westwing Sustainability Report:

https://assets.ctfassets.net/hijyw06csfy9/5aHyR6hXB8y7TxzODle4rA/5d1a5fb45ebc9d923da797a923ae8da0/Westwing_Sustainability_Report_2021_EN.pdf

Youtube Explaining Impact of AGEC on Textiles Industry

<https://www.youtube.com/watch?v=yiNJs98JwgI> – watch this!

Explanation of the Law: <https://www.scantrust.com/agec-decree-2022-748-frances-environmental-labeling-regulation/>

Explanation of the Law: <https://trustrace.com/knowledge-hub/decree-french-anti-waste-circular-economy-law>

Explanation of the Law: <https://www.scantrust.com/agec-decree-2022-748-frances-environmental-labeling-regulation/>

Example of a product sheet: https://partners.gorenje.com/fts/EkoReport.ashx?ident=736486&lang_id=en

Example of product declaration website: <https://www.ducros.com/fr-fr/fiche-produit-relative-aux-qualites-et-caracteristiques-environnementales>

Example of product declaration website: <https://www.unilever.fr/planet-and-society/fiches-produit-relatives-aux-qualites-et-caracteristiques-environnementales/>