



URBN

THE SUSTAIN CLAIMS MANUAL 2.0

UK and EU OWN-BUY



SECTION 1:

INTRO

Welcome to the Sustain Claims Manual 2.0 – your ultimate guide to all things sustainable! Dive in to discover how to avoid greenwashing, navigate sustain claims on STEP, and verify sustainability certificates. This manual will help you clearly communicate our commitment to creating a positive impact on the environment and society. Use this manual in your own way, with a handy contents page to find the sections that matter most to your team.

At URBN, we're all about bringing exciting sustainability projects to life. From creating zero waste to landfill stores, to designing jeans made from 100% recycled denim, to working towards our alternative fibre targets, we've put in the hard work and earned some bragging rights. But to share our achievements with our customers, we need to stick to the guidelines in this manual.

Remember, accurate care labels, web copy, and certifications are crucial to building customer trust and ensuring proper end-of-life sorting. Join us on our journey for progress over perfection.

- Team Sustain

SECTION 1: JARGON BUSTER



TERM	DEFINITION
Biodegradable	A material which breaks down organically over a period of time.
Biodiversity	The existence of a wide range of living organisms, in an environment. Biodiversity is important to the health of ecosystems as it provides food and materials, and contributes to the economy.
Carbon Footprint	Total emissions of greenhouse gases (in carbon equivalent) for an activity or organisation over a given period of time.
Carbon Neutral	Net zero carbon emissions- making or resulting in no net release of carbon dioxide into the atmosphere.
Circularity	Keeping products in use for as long as possible in their most valuable state, to reduce waste.
Climate Change	Long-term shifts in temperatures and weather patterns. Some shifts can be natural, like from volcanic eruptions, but the current shift is not of natural cause.
Cradle to Gate	A partial product life cycle assessment, which only monitors up until factory exit; not considering in-use emissions.
Cradle to Grave	A product life cycle assessment, monitoring from creation to disposal.
CSR	Corporate Social Responsibility: A management concept whereby companies integrate social and environmental concerns in their operations.
ESG	Environmental Social Governance: The 3 main topic areas that companies are expected to report in.
GHG	Greenhouse Gases: Gases in the earth's atmosphere that trap heat.
Greenwashing	Misleading customers on the environmental properties of a product or brand via communications.

TERM	DEFINITION
LCA	Life Cycle Analysis: The systematic analysis of the potential environmental impacts of products or services during their entire life.
PEF	Product Environmental Footprint: A multi-criteria measure of the environmental performance of a good or service throughout its life cycle.
Pre-Consumer Waste	Any material that is discarded before it reaches the consumer. This could be material trimmings, faulty items, overstock raw materials, excess inventory, etc.
Post-Consumer Waste	A variety of materials that consumers have used and then discarded, often textile or plastic waste.
Regeneration/Regenerative	Improving ecological health and biodiversity by enabling, supporting and enhancing natural processes.
SBT	Science-Based Targets: Companies set these to ensure their carbon reduction goals are in line with the requirements of the Paris Agreement.
Scope 1 Emissions	Carbon emissions are categorised into 3 groups or 'scopes' by the Greenhouse Gas Protocol. Scope 1= direct emissions from sources owned or controlled by an organisation e.g. company vehicles.
Scope 2 Emissions	Scope 2= emissions from purchased energy that an organisation uses (i.e., electricity).
Scope 3 Emissions	Scope 3= indirect emissions due to the activities of an organisation, but generated from sources it does not own or control e.g. employee commutes.
SDGs	Sustainable Development Goals: 17 global goals set by the UN as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.
Textiles2030	A UK-specific agreement to reduce emissions from the fashion industry by 2030.
Traceability	The reliability and visibility of a supply chain.
Value Chain	Refers to the full lifecycle of a product or process, including material sourcing, production, consumption and disposal/recycling processes.
Waste Stream	The complete flow of a specific type of waste from domestic or industrial areas through to recovery, recycling or disposal.



SECTION 1: SUSTAINABILITY AT URBN

Although each brand has its own sustainability targets, URBN has some company-wide goals. These are available to peruse in the 2023 Impact Report (see page 26). Here's a rundown of some of our key targets:

60% of URBN direct-sourced raw materials will be sourced more responsibly by 2027

Set science-based targets and release carbon footprint commitments by 2025

Complete mapping tier 1 & tier 2 of ownbrand apparel suppliers by 2025

70% of direct-sourced fabrics will be bluesign certified or from zero discharge of hazardous chemical (zdhc) compliant by 2025

100% of direct-sourced cotton, and 50% of viscose, will be sourced responsibly by 2027

GREENWASHING GUIDANCE

Consumer Protection Laws exist for businesses to make environmental claims that help their customers make informed choices.

All URBN environmental claims must meet the Consumer Protection Laws laid out by the UK Government's Competition Markets Authority (CMA), otherwise we'll be liable for fines.

Please ensure that all product claims are **verified by the UK Tech Team (UO), or the Sustainability Assistant (Anthro).**

SUMMARY OF KEY LEGAL PRINCIPLES:

- Claims must be truthful, clear and accurate
- Claims must not omit important relevant information
- Where general claims are made, the claim must reflect the full life cycle of the product
- Claims must be substantiated
- Claims should ideally be evidenced with 3rd party verification
- Claims must not be exaggerative or misleading
- Standard or legally required features are not claimed as environmental benefits

RELATED LINKS:

- For more info about environmental claims: bit.ly/3VFDs9O
- Anthropologie- The Sustainability Marketing Guide: bit.ly/4cilhgg
- Urban Outfitters- A Marketer's Guide to NOT Greenwashing: bit.ly/4eCjhlz

SUSTAIN CLAIMS: VENDORS

VENDOR SUSTAINABLE CLAIMS PROCEDURE:

All vendors supplying products with sustainable credentials must follow this procedure.

Claims can only be marketed if the sustainable fibre is 20% or more of the composition.

PROCEDURE:

- Any style with sustainable credentials **MUST** be declared when an order is placed.
- All sustain credential certificates to be sent with testing, to be approved by the Tech Team (UO) or BAAs (Anthro). See page 17 for verification requirements.
- All certifications **MUST** be sent to the Tech Team (UO) or BAA (Anthro) at least 2 weeks before the product ex date. In order to reach this deadline, fabric level certification is accepted.
- Claims cannot be marketed to the customer without the relevant certificates. Any upcharges for sustainable products will be disputed by Buying teams if the claims cannot be verified.

Note: this has been sent to vendors at the time of onboarding.

SECTION 2:

SUSTAIN CLAIMS: FIBRES

ALTERNATIVE FIBRE	DESCRIPTION	CERTIFICATION REQUIREMENT
Better Cotton Initiative	Mass balance system designed to improve the sustainable farming of cotton	<ul style="list-style-type: none"> • BCI membership/ BCP access • BCCU's available to trade
Birla	More sustainable cellulose fibres made from responsibly sourced wood in a closed loop process with responsible chemicals	<ul style="list-style-type: none"> • Birla verification letter
Cotton Made in Africa	Traceable cotton sourced from Africa	<ul style="list-style-type: none"> • CMiA® Membership • CMiA® Cotton certificate
Content Claim Standard	Claim made for any sustainable fibres that do not fit into an existing standard	<ul style="list-style-type: none"> • Transaction certificate
Deadstock	Industry deadstock or leftover cloth from stock	<ul style="list-style-type: none"> • N/A
Econyl	Branded fibre made from recovered nylon	<ul style="list-style-type: none"> • Facility scope certificate • Transaction certificate per order
EU Flax Linen	Certified EU traceable linen	<ul style="list-style-type: none"> • Invoice featuring claim "European Flax Certified" • Bureau Veritas certificate

SECTION 2:

SUSTAIN CLAIMS: FIBRES

ALTERNATIVE FIBRE	DESCRIPTION	CERTIFICATION REQUIREMENT
Recycled Content	Pre and post consumer recycled content of both natural and man made fibres	<ul style="list-style-type: none"> • Facility scope certificate • Transaction certificate per order
Responsible Alpaca Standard	Protecting the animal rights of alpacas	<ul style="list-style-type: none"> • Transaction certificate
Responsible Down Standard	Protecting the animal rights of geese and ducks and providing tracability for the certified down	<ul style="list-style-type: none"> • Facility scope certificate • Transaction certificate per order
Responsible Wool Standard	Protecting the animal rights of sheep and goats and providing tracability for the certified down	<ul style="list-style-type: none"> • Facility scope certificate • Transaction certificate per order
SeaWool™	Branded yarn made from recycled plastic bottles and crushed oyster shells leftover from the food industry	<ul style="list-style-type: none"> • N/A Branded Fibre
Thermore	Branded wadding fibre made of recycled polyester	<ul style="list-style-type: none"> • Facility scope certificate • Transaction certificate per order

SUSTAIN CLAIMS: PROCESSING

ALTERNATIVE PROCESSING	DESCRIPTION	CERTIFICATION REQUIREMENT
Cold Pad Batch Bleaching and Dyeing 	A dye method used on natural fibres that uses lower temperatures and less water, reducing the processes' impact on the environment	<ul style="list-style-type: none"> Confirmation from vendor of technique
Dope Dyeing 	Dye is applied to pellets before being spun into yarn – used only on synthetic fibers. This method reduces water & energy consumption	<ul style="list-style-type: none"> Confirmation from vendor of technique
Natural Pigments 	Alternative dyestuffs sourced from plants, earths & herbs such as pomegranate or turmeric	<ul style="list-style-type: none"> Ingredients for the dye Fixants and print inks used
Sustainable Washing 	Jeanologia technology limiting water and electricity use in denim finishing processes	<ul style="list-style-type: none"> EIM Score EIM breakdown document

SECTION 2: SUSTAIN CERTIFICATES

WHICH CERTIFICATE DO I NEED FOR MY SUSTAIN CLAIM?

SUSTAINABLE PROPERTY	CERTIFICATE/S NEEDED
Organic	<ul style="list-style-type: none">• Scope Certificate• Transaction Certificate
Recycled	<ul style="list-style-type: none">• Scope Certificate• Transaction Certificate
FSC (Forest Stewardess Council)	<ul style="list-style-type: none">• Chain of Custody (CoC document)• Invoice (featuring certificate number)
Ecovera/ Tencel	<ul style="list-style-type: none">• Lenzing letter (license)
Better Cotton	<ul style="list-style-type: none">• No need for certificates
Any US tag-ons	<ul style="list-style-type: none">• We trust the US are doing their part on verification checks

The Sustain Certification Handbook: bit.ly/4dlQhrv

Includes: how to verify that a certificate is valid.

SECTION 2: CARE LABELS & WEB COPY

Sustainable products have some strict care label wording requirements. The following pages will help you select the correct copy when using STEP/ The Sustain Tracker.



REMEMBER:


- Wording must be submitted to Technical prior to ordering care labels, as per the UO EU testing requirements.
- Logos must not be used anywhere on the care label, over-rider or the swing-tag.

Note: The following credentials cannot be marketed as UO EU are not members: CMiA®, RAS, RDS, RWS

CREDENTIAL	FIBRE COMPOSITION	WEB COPY (UO INTERNAL USE ONLY)	COMMENTS	UO SWING TICKET REFERENCE
BCI (Better Cotton)	X% cotton	By choosing our cotton products, you're supporting our investment in Better Cotton's mission. This product is sourced via a system of mass balance and therefore may not contain Better Cotton Bettercotton.org/massbalance	Swing ticket must ONLY be used on product that has Better Cotton credits attributed to it	<ul style="list-style-type: none">• UOSUS 5• BDG_B CI_TAG• UO HOME TICKET
Birla Cellulose	X% Birla Cellulose	X% Birla Cellulose	-	<ul style="list-style-type: none">• UOSUS1 6

CREDENTIAL	FIBRE COMPOSITION	WEB COPY (UO INTERNAL USE ONLY)	COMMENTS	UO SWING TICKET REFERENCE
Cold Pad Batch Bleaching and Dyeing	-	Made using lower impact dyeing techniques	-	<ul style="list-style-type: none"> • UOSUS25 • BDG_CON_LOW_IMPACT_DYE_TAG
Content Claim Standard	-		Some exceptions for branded product may apply	
Deadstock	Refer to the EU OB testing manual	-	OB sticker must be ordered if the original fibre composition is unavailable	-
Dope Dyeing	-	Made using lower impact dyeing techniques	-	<ul style="list-style-type: none"> • UOSUS25
Econyl	X% Econyl recovered nylon	X% Econyl recovered nylon	-	<ul style="list-style-type: none"> • UOSUS8 • UOSUS9
EU Flax Linen	X% EU Flax Linen	100% EU Flax Linen	Can only be used on products that contain 100% linen	-
E3 Cotton	X% E3 Cotton	-	Unable to market as UO EU are not members	-
Fairtrade® Cotton	X% Fairtrade® Cotton	-	Unable to market as UO EU are not members	-
FSC	X% Viscose	X% FSC Viscose	-	<ul style="list-style-type: none"> • UOSUS23

CREDENTIAL	FIBRE COMPOSITION	EXTRA WORDING	WEB COPY (UO INTERNAL USE ONLY)	SWING TICKET REFERENCE
Hemp	X% Hemp	-	<ul style="list-style-type: none"> X% Hemp We've used platinum-level hemp fibre that's cradle-to cradle certified From plant to fibre, hemp requires less water, fertilisers and mechanical processes than other natural yarns <p> Find out more about our UO In Progress initiatives here</p>	<ul style="list-style-type: none"> UOSUS26 BDG_HEMP_TAG
Lenzing™	-	-	<ul style="list-style-type: none"> X% Lenzing™ Tencel™ Viscose X% Lenzing™ Ecovero™ viscose LENZING™ ECOVERO™ branded viscose fibres are produced using pulp, which is derived from the renewable resource wood as raw material. Lenzing purchases wood and pulp derived from responsibly managed forests and certified to come from sustainable sources. 	<ul style="list-style-type: none"> UOSUS17 UOSUS19 BDG_TENCEL_TAG
Natural Pigments	-	-	This product is finished with colourants made from natural pigments and minerals	<ul style="list-style-type: none"> UOSUS25
Organic Content	100% Organic cotton OR X% Organic cotton X% cotton OR X% Organic cotton X% Fibre name	Contains Organic Content OR Organic	<ul style="list-style-type: none"> 100% Organic cotton X% Organic cotton X% cotton We've made this product with organic cotton to reduce the impacts of conventional cotton on the environment, using third party certifications such as OCS to verify our organic fibers Organic cotton is grown without the use of toxic fertilisers and pesticides, using no genetically modified seeds <p> Find out more about our UO In Progress initiatives here</p>	<ul style="list-style-type: none"> UOSUS3 UOSUS4 BDG_CON_ORG_COTTON_TAG

CREDENTIAL	FIBRE COMPOSITION	EXTRA WORDING	WEB COPY (UO INTERNAL USE ONLY)	COMMENTS	UO SWING TICKET REFERENCE
Recycled Content	100% Recycled Fiber name OR X% Recycled Fiber name X% Fiber name	Contains Recycled Content OR Recycled	100% Fibre name : contains X% recycled <i>Fibre name</i> <ul style="list-style-type: none"> We've used recycled content to help reduce the impacts of virgin resources on the environment, using GRS and RCS certifications to verify our recycled fibres Recycled materials are taken from waste and reprocessed into new fibres  Find out more about our UO In Progress initiatives here	For blended fabrics (e.g., 50% Cotton 50% Polyester, where the polyester is 100% recycled), the following wording applies: 50% Cotton 50% Polyester: Contains 100% Recycled Polyester	<ul style="list-style-type: none"> UOSUS1 UOSUS2 UOSUS6 TO UOSUS15 BDG_C ON_RECYCLED_POLY_TAG BDG_C ON_RECYCLED_TAG
Reusable	-	-	This product is an alternative for single use plastic. This product is an alternative for single use items .	Only for use on homeware within web copy	-
SeaWool™	X% SeaWool™		X% SeaWool™		
Sustainable Washing	-	-	Made using a lower impact laundry and finishing process	Only scores under 33 can be classed as low impact. Refer to labelling manual – BDG sustain pocket print	<ul style="list-style-type: none"> UOSUS24 BDG_LOW_IMPACT_TAG
Thermore®	Filling: 100% recycled polyester		Filling X% Fibre name: Contains X% recycled <i>Fibre name</i>	Currently only used on outerwear	<ul style="list-style-type: none"> UOSUS6 UOSUS7

SECTION 3: BETTER COTTON

We are members of the Better Cotton Initiative (BCI), which means we contribute towards sustainable cotton farming, with positive environmental and social impacts.

BCI ORDER PROCEDURE

- It's important that all orders with BCCU's (AKA Better Cotton Credits) are recorded accurately. Buying teams must communicate with vendors to ensure orders can be attributed.
- Once confirmed, BCI styles must be raised on STEP. Vendors are then required to use the Better Cotton Platform to trade BCCU's, and the sustain team will verify them, and approve styles in STEP.
- **UO** All UO vendors who are able to trade BCCU's can be found in the apparel contact list (see appendix).

COMMUNICATIONS

We can use the Better Cotton swing tag on all products sourced via the mass balance system. The below web copy is applicable (but must be approved in STEP via Sustain before upload):

This product is sourced via a system of mass balance and therefore may not contain Better Cotton, but helps to train its farmers to respect workers' rights and wellbeing.'

By choosing UO/ Anthro, you're supporting Better Cotton's mission to help farming communities thrive whilst protecting and restoring the environment.

FIND OUT MORE ABOUT BETTER COTTON:

- Intro to BCI: <https://vimeo.com/281808086>
- Mass Balance explained: <https://vimeo.com/149434241>

SECTION 3:

MAINETTI- POLYBAGS



We partnered with Mainetti to develop our 100% recycled and recyclable polybags.

Vendors **must** source our polybags via Mainetti. These bags are available in the UK, Romania, Turkey, China and India.

MAINETTI CONTACT INFO:

SITE	CONTACT NAME	EMAIL	ADDRESS
UK	Jayne Wemyss	Jayne.wemyss@mainetti.com	Mainetti UK, Annifield Estate, Oxnam Road, Jedburgh, D8 6NN, UK
Romania	Marius Preisiceanu	Marius.prisiceanu@mainetti.com	Mainetti Romania, P1 Parc Industrial, Sura Mica, 557270 Sura Mica, Romania
Turkey	Pinar Polat	Pinar.polat@mainetti.com	Mainetti Turkey, B.O.S.B Mermerciler, San.Sit.2.Bulvar, N0:22 34524, Beylikdüzü, Istanbul, Turkey
China	Jo Jo Wong	Jojo.wong@mainetti.com	Mainetti HK, Suite 1812, Kwong Sang Hong Center, 151 Hoi Bun Road, Kwun Tong, Kowloon, Hong Kong or Mainetti China, No.3 Xiangyang Road, Tianxin, Qiaotou Town, Dongguan City, P.R.C
India	Vinshu Bharathi - Fenny Martin	Mtkg.tripure@mainetti.com - Martin.fenny@mainetti.com	Mainetti India, PVT LTD, Plot No.E 13 1st Cross Street, Sipcot Industrial Park Sriperumbudhur, Kanhepuram 602105, TamilNadu, India

- If you do not source these bags you may be liable for any fees incurred due to the UK plastic tax.
- There are 4 sizes: XS, S, M, L. If your product does not fit in these bags you may set up additional sizes.
- If you are unable to source these bags, vendors must reach out to sroussouw@urbanoutfitters.com as early as possible.
- This has been sent to vendors at time of onboarding.

SECTION 4:

THE URBAN PREFERRED FIBRE MATRIX

Material	Circular	Preferred	Better	Avoid
Natural Fibre	-	<ul style="list-style-type: none"> Recycled Cotton (pre & post consumer) Regenerative Cotton Organic Cotton European Hemp 	<ul style="list-style-type: none"> Better Cotton US Cotton Trust Protocol FSC Linen EU Flax 	<ul style="list-style-type: none"> Cotton Linen
MMCFs	<ul style="list-style-type: none"> Refibra Infinna NuCycl 	<ul style="list-style-type: none"> Lenzing Ecovera Lenzing Tencel Lenzing Modal Birla Spinnova 	<ul style="list-style-type: none"> FSC Viscose 	<ul style="list-style-type: none"> Viscose Modal Lyocell
Animal Fibre	-	<ul style="list-style-type: none"> Recycled Wool Regenerative Wool (ZQ & ZQX) Recycled Silk 	<ul style="list-style-type: none"> RWS Wool LWG Leather RAS Alpaca 	<ul style="list-style-type: none"> Wool Leather Silk Alpaca
Synthetic Fibre	<ul style="list-style-type: none"> Cycora EcoNyl 	<ul style="list-style-type: none"> Biobased PU Recycled Elastane 	<ul style="list-style-type: none"> Recycled Polyester Recycled Polyamide Recycled Acrylic 	<ul style="list-style-type: none"> Polyester Polyamide Acrylic
Renewal	<ul style="list-style-type: none"> Vintage 	<ul style="list-style-type: none"> Deadstock 	<ul style="list-style-type: none"> Remake 	-

APPENDIX: THE TRIMAN LOGO

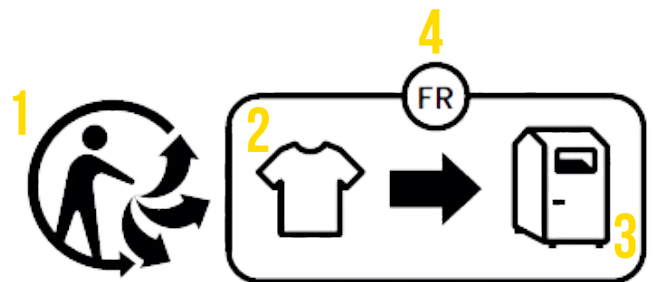
WHAT IS THE TRIMAN LOGO?

Triman is a labelling framework for consumer products in France. The Triman logo relates to a product's end-of-life, and makes it easier for consumers to understand which waste stream their products should go in.

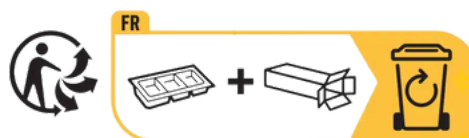
As of 2022, the Triman logo is mandatory on all product or packaging sold in France, including on all URBN care labels as standard.

OBLIGATORY ELEMENTS TO FEATURE:

1. The Triman logo.
2. A pictogram or text identifying the packaging type.
3. The voluntary drop-off point symbolised by a pictogram of a container.
4. A mention of "FR" for brands that sell internationally.



EXAMPLES:



- We have a full icon suite and guidance pack for UO EU here, which Anthro can pull from: bit.ly/3VYM3pb

APPENDIX:

UO SUSTAIN TICKET SUITE

SUSTAIN TICKET SUITE 

UO IN PROGRESS

Card quality: 300 – 400gsm, White base, Recycled Stock

Font Name: UO Helvetica

Size: 9pt

Font Colour: C:69 M:60 Y:56 K:66 . Closest pantone is 179-14C

https://urbn.sharepoint.com/:b:/s/U0Europe/EWWngYct9mBGqiFDDR9JTfEBK35HXRedQU_62OF_D_NsVA?e=9mrWZ



Note: These are also available in the label manual

APPENDIX:

UO SUSTAIN TICKET SUITE

UO CORE BETTER COTTON TICKET 

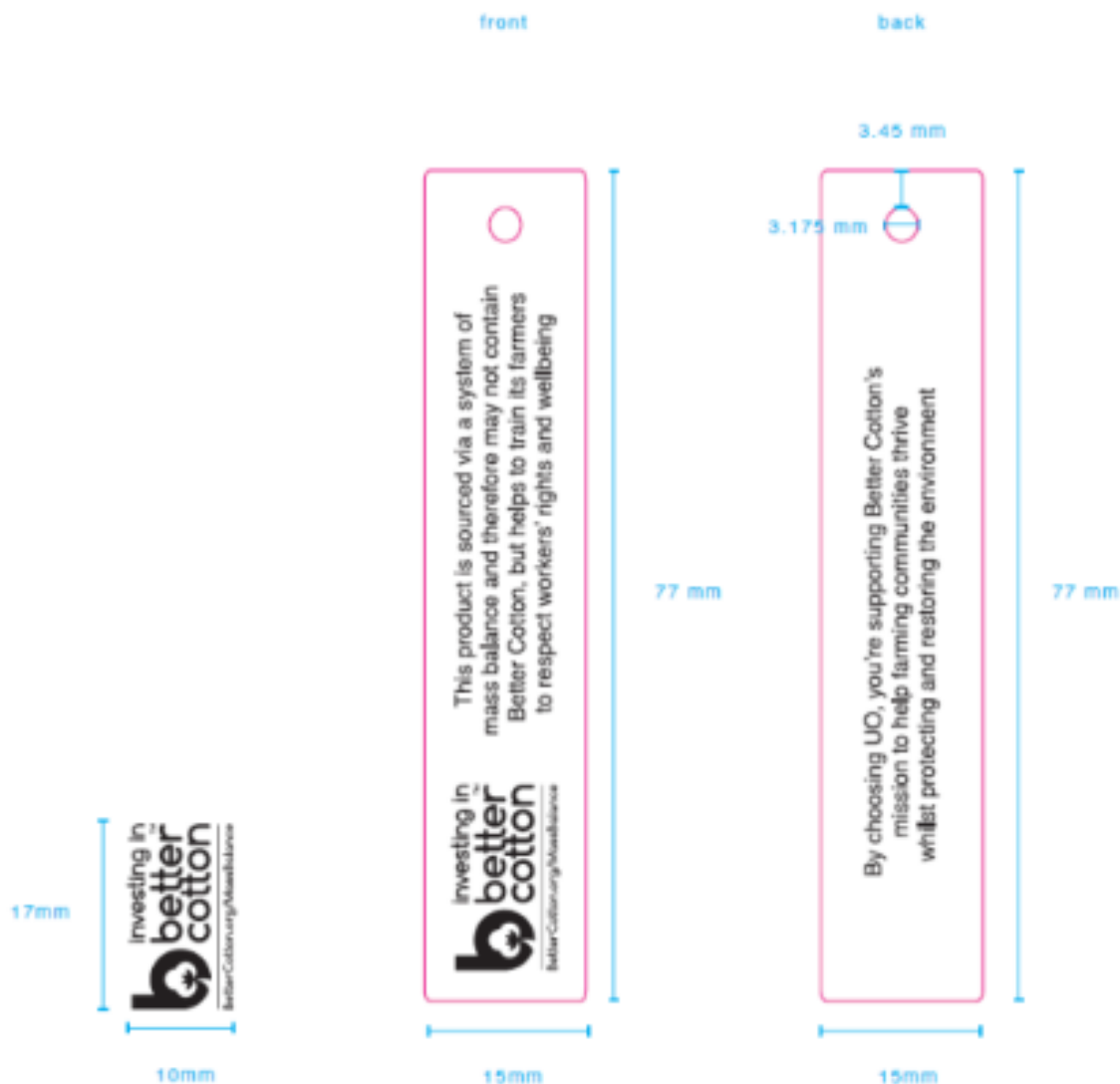
UO IN PROGRESS

Card quality: 300 – 400gsm, White base, Recycled Stock

Font Name: Helvetica Regular

Size: 7pt

Font Colour: C:69 M:60 Y:56 K:66 . Closest pantone is 179-14C



Art in black on white card stock

CODE

UOSUS5

APPENDIX:

SUSTAIN TICKET SUITE: BDG

BDG SUSTAIN TICKET SUITE



UO IN PROGRESS

To be sourced via Labelon only



APPENDIX:

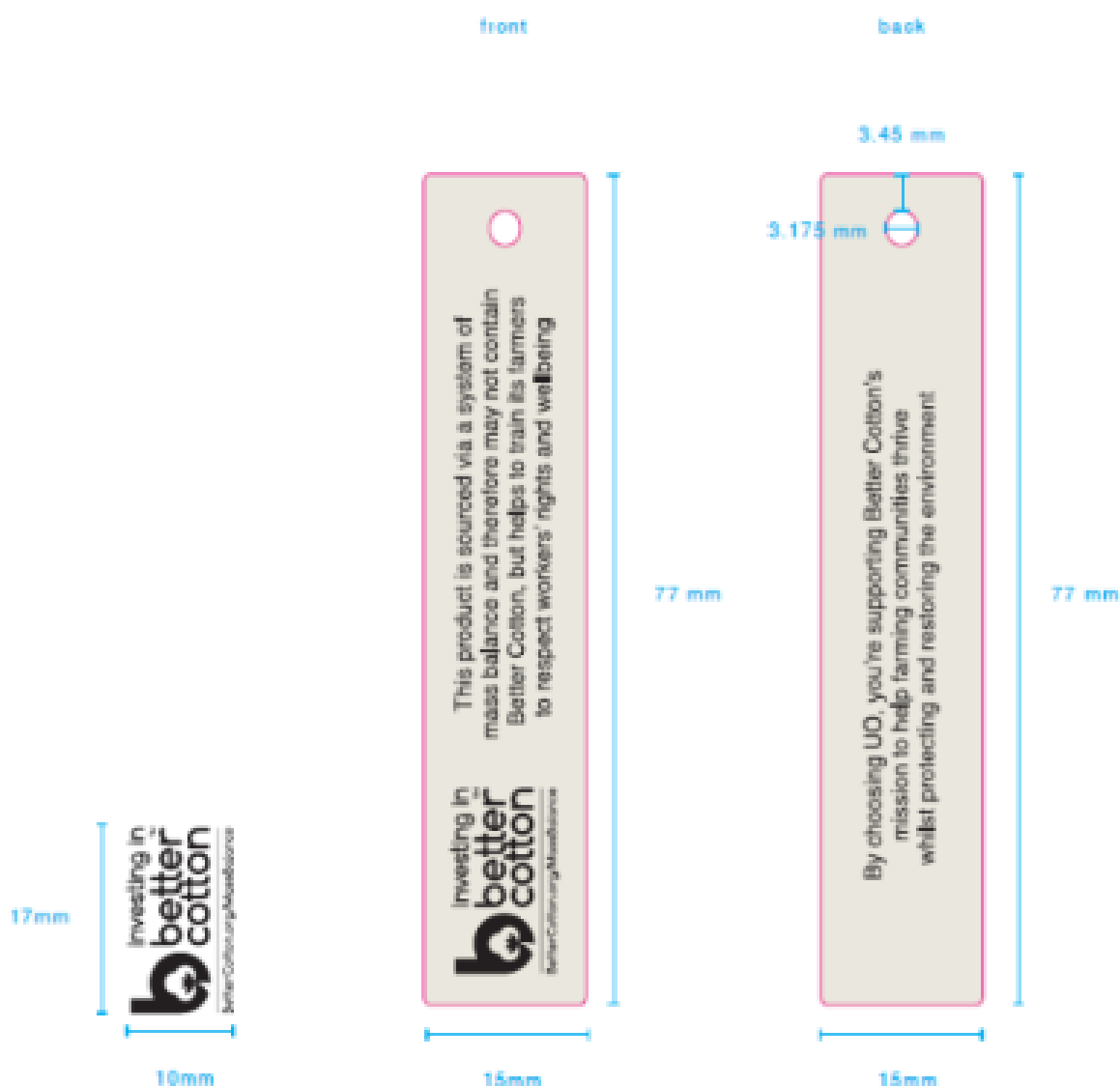
UO SUSTAIN TICKET SUITE: BDG

BDG BETTER COTTON TICKET



UO IN PROGRESS

To be sourced via Labelon only



CODE

BDG_BCI_TAG

Note: These are also available in the label manual

APPENDIX:

UO SUSTAIN TICKET SUITE: HOME

UO HOME BETTER COTTON TICKET ARTWORK



UO IN PROGRESS

Please refer to the Home Team prior to use

