

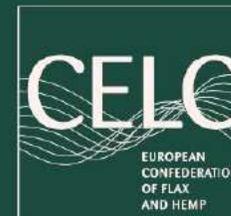
COMMITTED EUROPEAN FLAX LINEN

FROM CERTIFICATIONS TO THE ENVIRONMENTAL FOOTPRINT

LCA OF EUROPEAN FLAX® FIBER PEF METHOD

Personal data redacted

CELC GENERAL DELEGATE



TO MEET CONSUMERS' EXPECTATIONS



European Flax[®]

**Guarantee of traceability
for premium quality Flax fibres
grown in Western Europe for all end uses**

A plant fibre, produced through farming that is respectful of the environment, without irrigation* or GMOs

*99.9% guaranteed (CELC)



Masters of Linen[®]

**Guarantee of traceability
for linen made by European companies
on European and Euromed 1 sites**

A vegetal, responsible and local textile at all stages: from the European Flax[®] fibre, to yarn and fabric.

WHAT'S BEHIND THE EUROPEAN FLAX® CERTIFICATION...



- **TRACING PREMIUM QUALITY FLAX FIBRES GROWN IN WESTERN EUROPE – FR BE NL**



- **GUARANTEEING ORIGIN AND TRACEABILITY**



BUREAU
VERITAS

- **VERIFIED BY INDEPENDANT AUDITORS**



- **SUPPORTED BY COMPOSITION TESTS UNDER THE METHODOLOGY BY CELC BAST FIBER AUTHORITY**

ISO standard #20706/1, Dec. 2019

THE ADDED VALUES OF USING CERTIFIED FLAX / LINEN



- **ENSURING ENVIRONMENTAL & SOCIAL RESPONSIBILITY, PROVEN ADDED VALUES & REMARKABLE PROPERTIES**



THE CERTIFICATION IS A MARKETING LEVER FOR THE COMPANIES THAT OBTAIN IT: A LINEN EXPERIENCE IN RETAIL



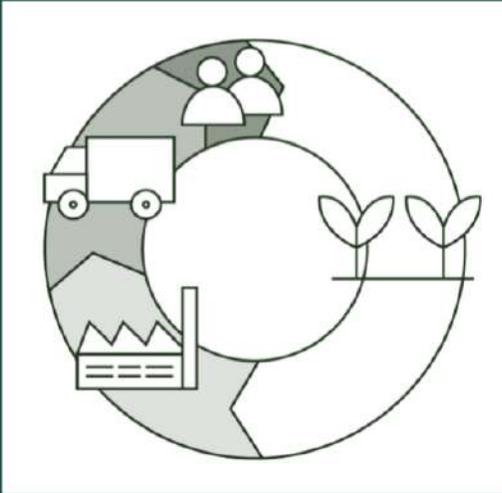
EUROPEAN FLAX®

A GUARANTEE OF TRACEABILITY FOR PREMIUM QUALITY FLAX FIBRES GROWN IN WESTERN EUROPE

A vegetal fibre, produced through farming that is respectful of the environment, without irrigation* or GMOs

**99.9% guaranteed (CELC)*

EUROPEAN FLAX® : A PIONEER IN LCA



An LCA, Life Cycle Assessment is a scientific method that measures the environmental impact of a product, throughout its entire life cycle, from the raw material to its end of life.

A decision support instrument, especially for ecodesign needs and environmental labelling.

As the warrant for all data on flax, CELC actively engages in LCA studies.

2007

Life Cycle Assessment and Ecoprofile of the Linen shirt, BioIntelligence Services for CELC, 2007

2020

Higg Scoring of European Flax® hackled fibre | data uploaded Dec. 2020, <https://portal.higg.org>

2021

LCA of the European Flax® scutched fibre, in compliance with the PEF methodology (Product Environmental Footprint) of the European Commission, based on 16 environmental impact criteria

TODAY'S STATEMENT



CONSUMER
EXPECTATIONS



NUMBER OF
INITIATIVES



TOWARDS A
COMMON STANDARD

PEF - PRODUCT ENVIRONMENTAL FOOTPRINT A CONSTRUCTION BY STAGES



2013
Single Market for
Green Products
Initiative
PEF Method

2018
PEF Method
v2.0

2019
PEF Method
v3.0

2020

**Apparel and Footwear Category Rules
(PEFCR A&F)**

**CELC unanimously accepted
as voting member (Jan 2021)**
= to co-construct rules
and defend flax/linen specificities

2022
EU Data
base
3.0

2024



2022 – 2030
**EU STRATEGY FOR
SUSTAINABLE TEXTILES**

**GREEN CLAIMS
Rules to define
how the PEF
shall be used for
products's
environmental
labelling**



PEF CATEGORY RULES APPAREL & FOOTWEAR

MEMBERS OF THE TECHNICAL SECRETARIAT

TS Coordinateur



Technical lead



Observers



Voting members



Non-voting members



STRENGTHS OF THE PEF - PRODUCT ENVIRONMENTAL FOOTPRINT

PRODUCT ENVIRONMENTAL FOOTPRINT (PEF) MAKES ENVIRONMENTAL PERFORMANCE CALCULATIONS

- ▶ STANDARDIZED
- ▶ MORE RELIABLE

BASED ON LCA PRINCIPLES

MULTI-CRITERIA, OVER WHOLE LIFE CYCLE

RIGOUR

NO ROOM FOR INTERPRETATION (vs ISO)

COMPREHENSIVE IMPACT CATEGORIES

= 16 IMPACT CATEGORIES

+ SYNTHESIS IN A SINGLE GLOBAL SCORE



16 IMPACTS,
JUST 1
SCORE

STRENGTHS OF THE EUROPEAN FLAX® FIBRE LCA - PEF COMPLIANCE



SCIENTIFICALLY ROBUST

COMPLIANT WITH PEF METHOD + CRITICAL REVIEW

QUALITATIVE

FIELD DATA SPECIFIC TO PRODUCTION AND PROCESSING OF EUROPEAN FLAX®

REPRESENTATIVE

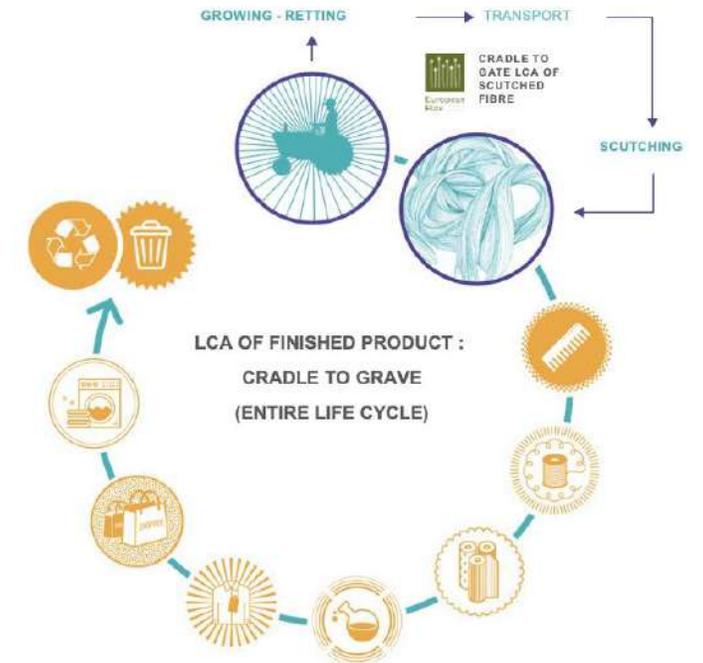
AVERAGE TECHNICAL ITINERARY FOR GROWING-SCUTCHING IN 3 COUNTRIES: FR, BE, NL

= REPRESENTATIVE OF AVERAGE BLENDS IN LINEN SPINNING

- Strategic tool and added value for the certified value chains
- Feeds databases with reliable data



Scope of the study (Cradle to Gate)



maki Consulting GmbH
Life cycle expert services

MAIN RESULTS: EUROPEAN FLAX® FIBRE_ENVIRONMENTAL RESPONSIBILITY

▶ A 100% VEGETAL FIBRE

▶ **RAIN-FED CROP:** today rainwater is sufficient: guaranteed 99,9% by CELC.

Tomorrow, possible exceptions to be expertised vs climate change

▶ **NATURAL RETTING :** on the ground, without water

▶ **NO GMOS**

▶ **ROTATED CROP:** excellent break crop (improves soil quality and yield), with little pesticide or fertilizer.

▶ **NO DEFOLIANT:**

▶ **100% MECHANICAL FIBRE EXTRACTION** during the scutching process.

▶ **NO WASTE:** the entire plant is used: fibre, shive, seed...

EXTRACTS

92% of the impacts come from Flax cultivation, 7% from scutching and 1% from Flax straw transport

REMARKABLY LOW IMPACTS:

- Water consumption **2%**
- Eutrophication, freshwater **1%**

1 MAJOR IMPACT:

- Land used due to agricultural origin of Flax **39%**



ENVIRONMENTAL TRAJECTORY OF EUROPEAN FLAX/LINEN

- Incentivize companies to set their own environmental trajectory
- Supply brands and databases with reliable data on flax and linen products on eu scope with roadmap for updates
- Meet consumer expectations
- Prepare for regulatory changes

The challenge:

- **Co-construct**
- **Mutualize**
- **Update**



ENVIRONMENTAL TRAJECTORY OF EUROPEAN FLAX/LINEN

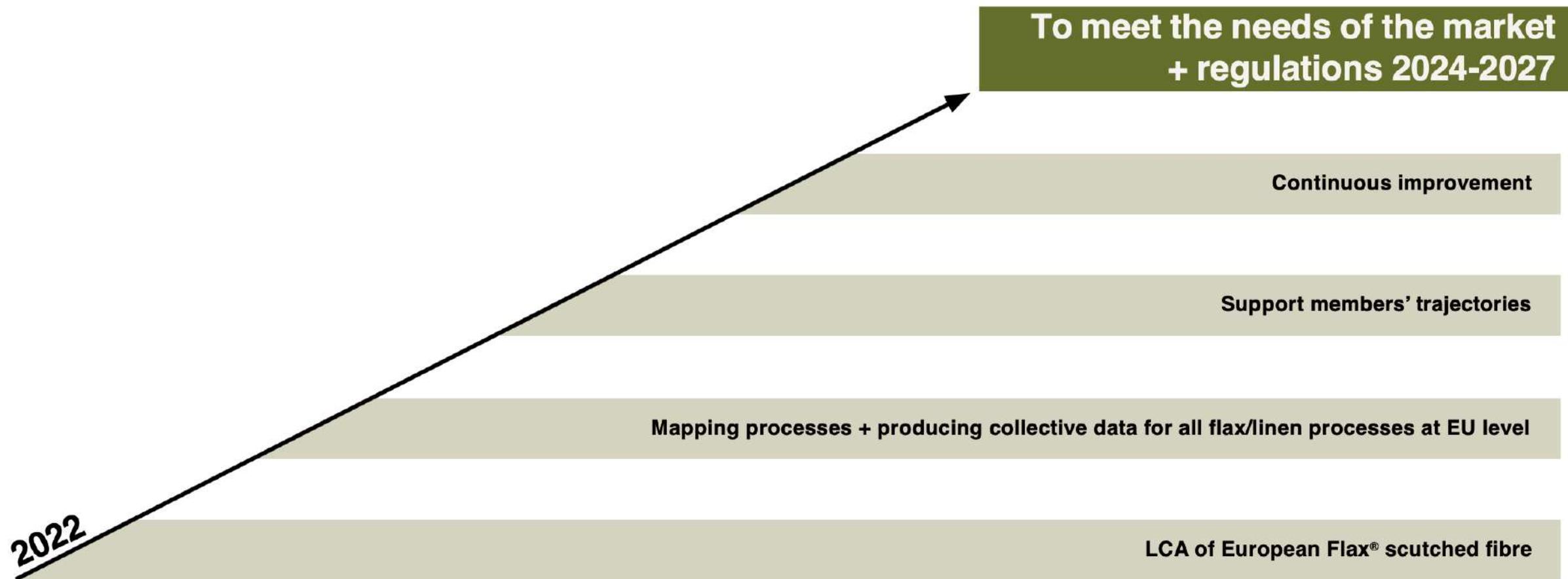


JUNE 2022



MAPPING OF PROCESSES FOR EUROPEAN FLAX/LINEN

ENVIRONMENTAL TRAJECTORY OF EUROPEAN FLAX/LINEN



ABOUT CELC,

The federating authority of the flax/linen agroindustry in the world

The European Confederation of Flax and Hemp (CELC) is the only European agro-industrial organization

federating all the stages of production and transformation of flax and hemp.

Founded in 1951, It is the privileged spokesperson for more than 10,000 European enterprises across 14 countries,

overseeing fibre development from plant to finished product.

The only European organization of reference, CELC encourages dialogue with national and European public authorities.

As a think tank and place of market analysis, dialogue and strategic orientation, CELC presides over an industry of excellence in a globalized context.

www.europeanflax.com

Personal data redacted

