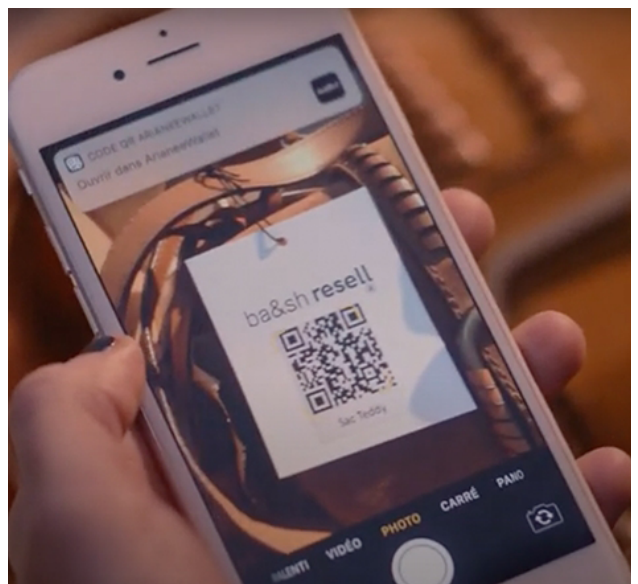


ba&sh  
**our  
carbon  
footprint  
2021\*.**

**#BASHBLOSSOM**

**\*Reference year: 2019**



# SUMMARY

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# 01.

## WHAT IS A CARBON FOOTPRINT?

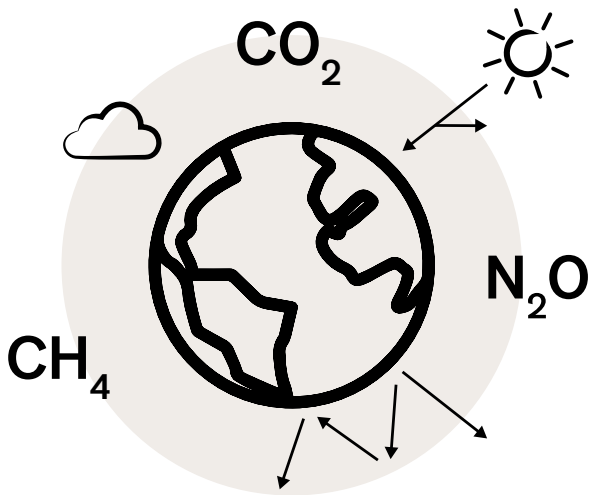
In 2020, we calculated our carbon footprint for the first time.



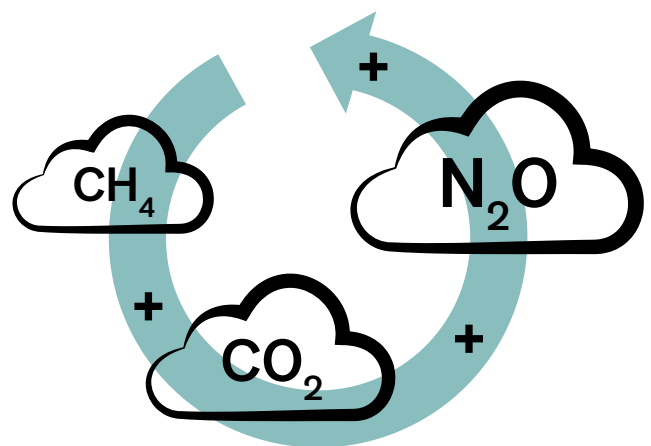
Greenhouse gases are naturally present in the atmosphere, they trap the sun's rays and keep the Earth at a habitable temperature. However, for several decades, human activities have led to a build-up of the gases responsible for global warming.

CO<sub>2</sub> (carbon dioxide) is one of the gases that contributes to the greenhouse effect and therefore to global warming. Being the primary greenhouse gas, we use it as a benchmark to measure our carbon footprint. It is measured in tonnes (tCO<sub>2</sub>e).

The carbon footprint represents the total amount of carbon emitted by an individual, a product, a process, a country or even a company.



Greenhouse gases present in the atmosphere: carbon dioxide, methane and nitrous oxide.

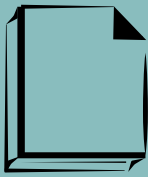


**Key figures to aid understanding:**



**580,000 km**

by TGV = 1 tonne of CO<sub>2</sub>e



**218,000**

sheets of A4 paper consumed = 1 tonne of CO<sub>2</sub>e

In 2019, ba&sh's activity generated

**43 741 tCO<sub>2</sub>e**

that's the equivalent of:



**5,700 trips**

around the world by car



**18,000**

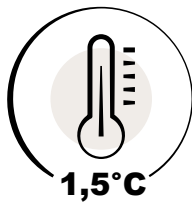
Paris/New York return trips by plane



**2,600 tonnes**

of beef

**Our aim is to develop a strategy to help reduce our greenhouse gas emissions in line with the Paris Agreement which recommends limiting the temperature increase to +1.5 °C.**



## **WHY 1.5°C?**

**The +1.5 °C objective is set by the IPCC.** The IPCC is an international group of independent scientists whose role is to assess all the possible scenarios related to climate change.

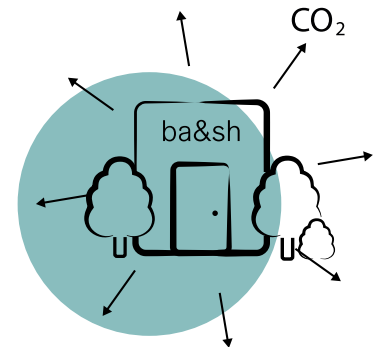
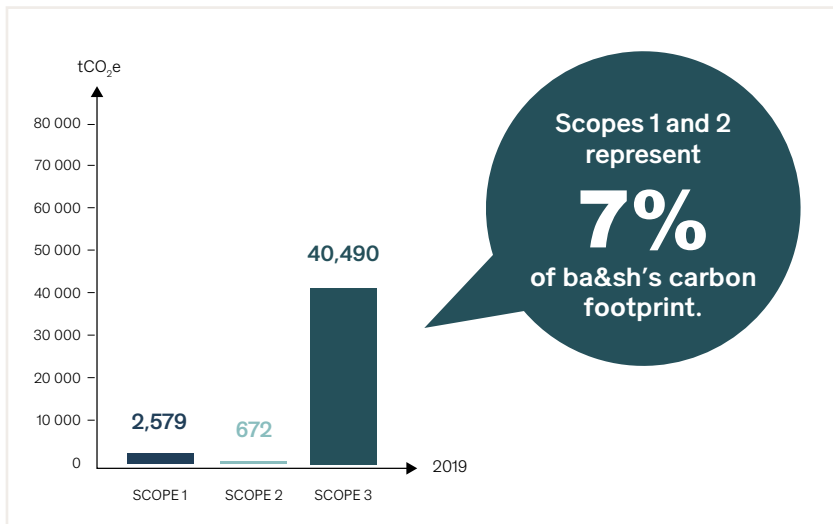
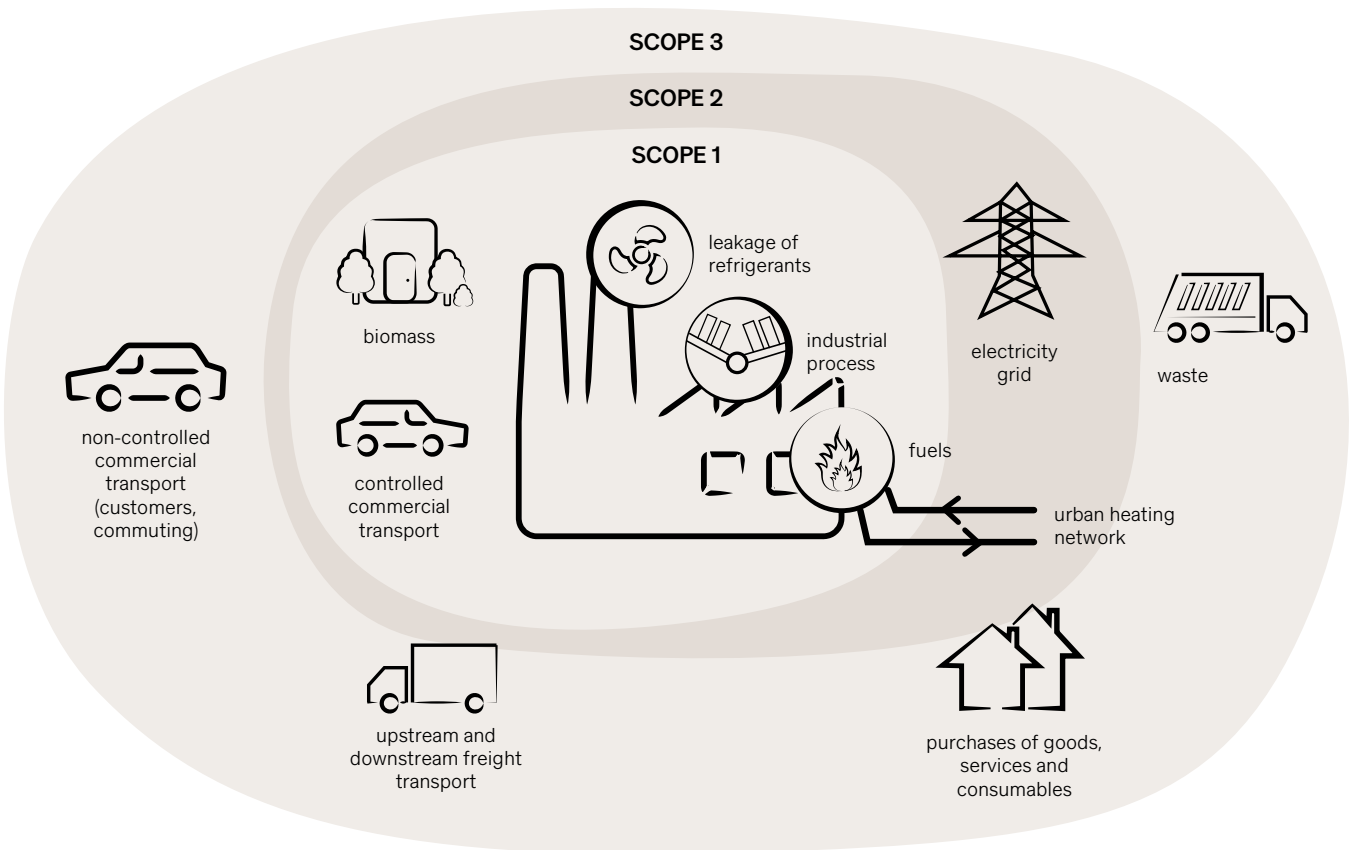
**+1.5 °C is the maximum temperature increase set by the Paris Agreement to prevent dangerous levels of climate change.** Any additional warming above 1.5 °C will result in increasingly serious and costly consequences.



If temperatures rise above 1.5 °C, virtually all coral reefs will be lost, the Arctic Ocean will be completely free of sea ice once per decade (instead of once per century), more than 16 million people living in coastal areas vulnerable to rising sea levels will be affected, and the frequency and intensity of droughts, storms and extreme weather events will be much greater.

# 02.

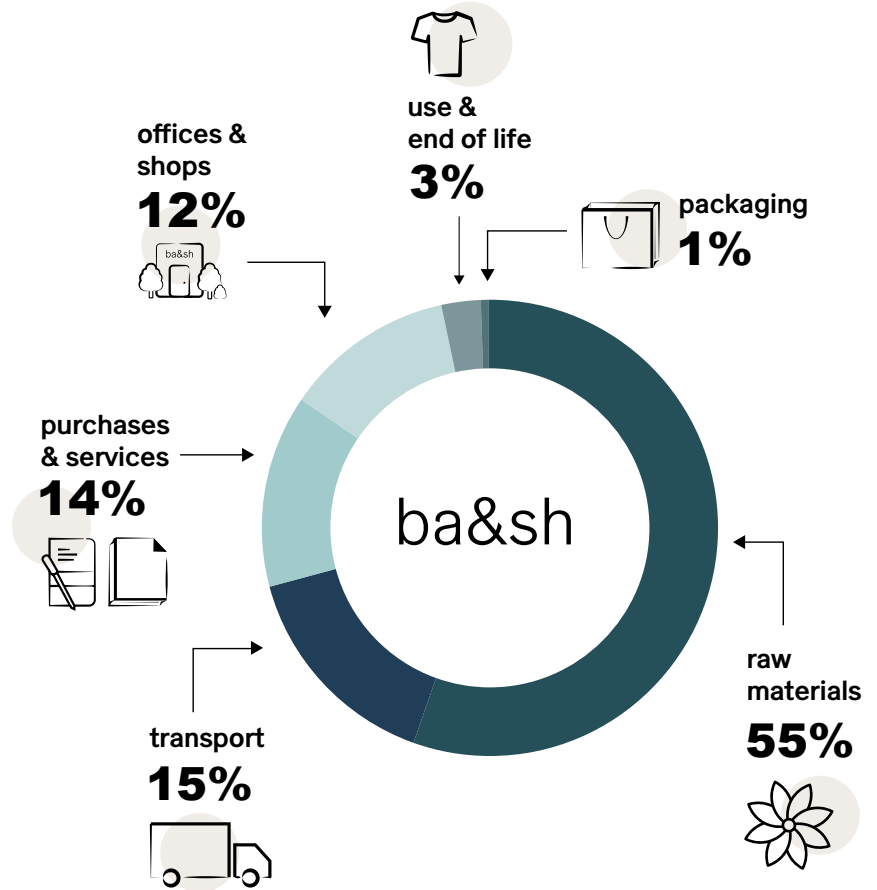
## HOW DID WE CALCULATE OUR EMISSIONS?



We have included all our CO<sub>2</sub> emissions linked to our direct (Scope 1 & 2) and indirect (Scope 3) activities.

# 03.

## BREAKDOWN OF BA&SH'S CO<sub>2</sub> EMISSIONS IN 2019.



**Textiles** used in the production of ba&sh products: viscose, cotton, polyester, wool, etc.



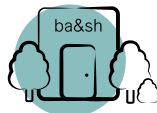
**Upstream and downstream transport** of all materials used in the production (viscose, cotton, wool, leather, polyester, etc.) of finished products, as well as employee travel (business trips and commuting).



**Purchases and services** to ensure the proper functioning of ba&sh: paper, supplies, insurance, advertising, maintenance, postage, etc.



Energy consumption linked **to washing, ironing and the end-of-life of products.**



Energy consumption of **buildings and shops**, air conditioning, direct waste, real estate, IT, furniture, etc.



**Paper bags**, polybags, tote bags, labels, gift boxes, shoe boxes, etc.

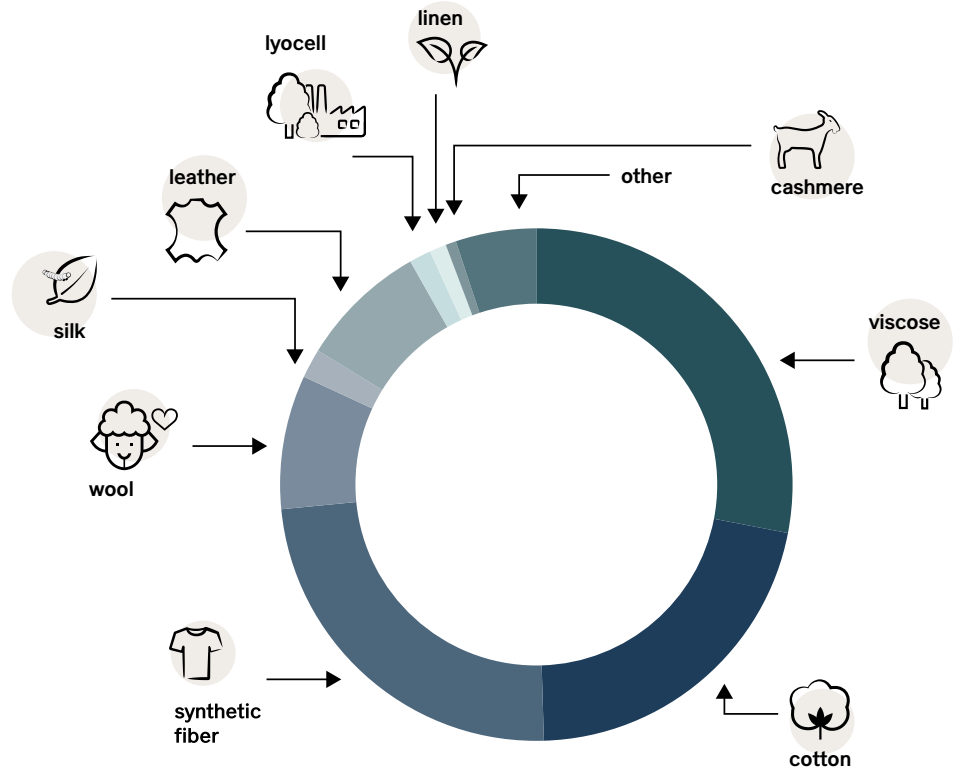
# 04.

These are **the natural, animal, synthetic or cellulosic materials** (cotton, polyester, viscose, wool, leather, etc.) used in **the composition of our pieces.**

## RAW MATERIALS

**55%**

of ba&sh's total emissions are emitted upstream, during the production, processing and manufacturing of raw materials.



To limit our carbon footprint, we favour **certified materials with a lower environmental impact**: recycled fibres, organic materials, ethically sourced materials, ecological alternatives to conventional viscose, etc. We carefully select the most rigorous international standards.

At ba&sh, we consider a product to be eco-friendly if it is made up of at least **70% of eco-friendly materials.**

In addition, **the proportion of raw materials of plastic origin** (polyester etc.) in our collections has gone from **20% to 10% over the last three years.**

We are also going to **ban virgin plastic from the entire ba&sh non-commercial supply chain by 2023**, and switch to 100% recycled and recyclable plastic.

Our aim is for our collections to be made up of **95% eco-friendly products by 2023!**



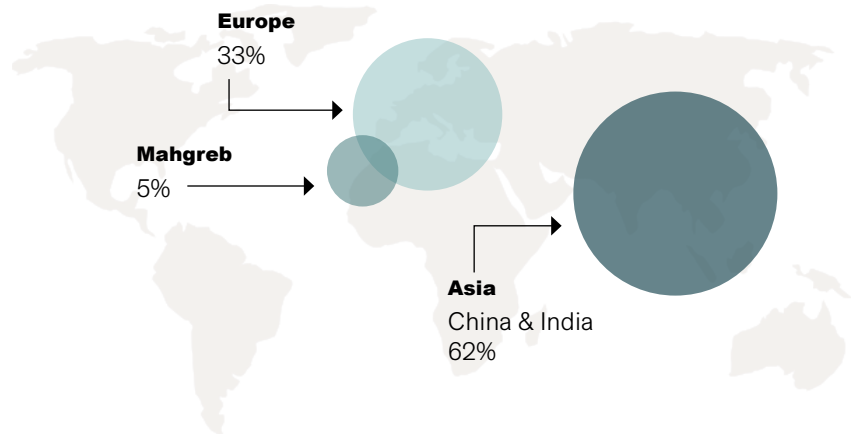


# 05.

## LE TRANSPORT

Transport is the second largest source of emissions, accounting for 15% of total emissions in the audit. It includes the upstream transport of finished products, mainly from China, India, Europe and North Africa, from our suppliers to our warehouse (located in Louvres in French department 95). Transport also includes the delivery of ba&sh products from the warehouse to our stores, e-commerce deliveries to our customers, and business travel and commuting for our employees.

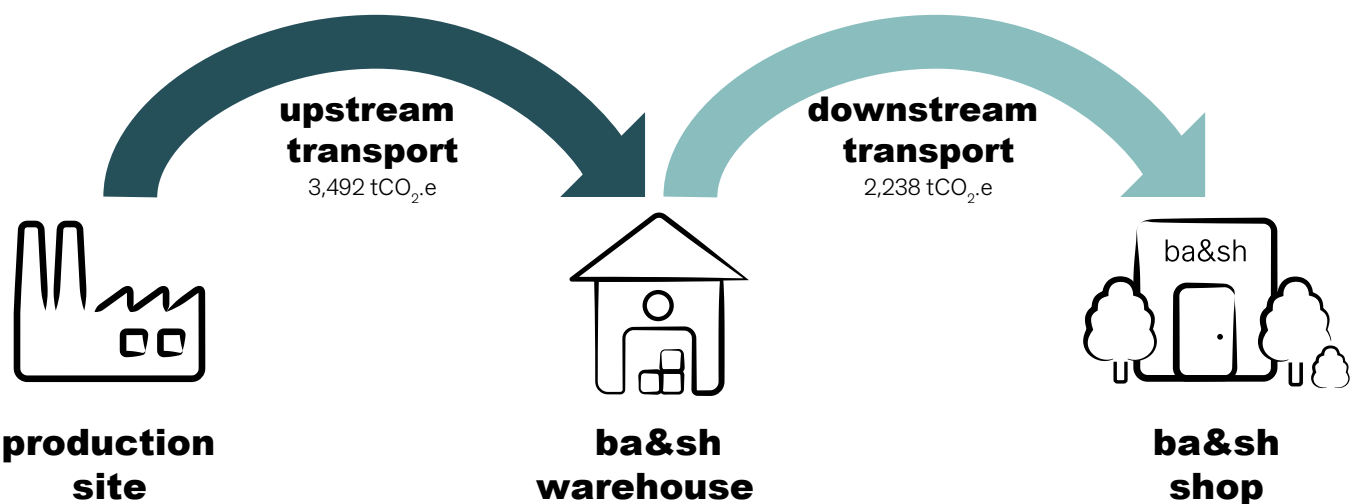
### Breakdown of production volume by region.



When possible, we choose maritime transport (air freight emits 30 times more carbon than cargo freight) and favour lower emitting forms of transport such as rail.

For our Winter 2019 collection, we tested the transport of 4% of pieces by rail from China. **The carbon footprint of rail transport is 66 times lower than that of air transport**, and 15 times lower than that of road transport.

We are aware that we have a long way to go to reduce our impact on transport. In 2022, we will be working on a plan to reduce our emissions from upstream and downstream transport.



The significant share of upstream transport emissions is partly explained by the many countries in which our suppliers are located.

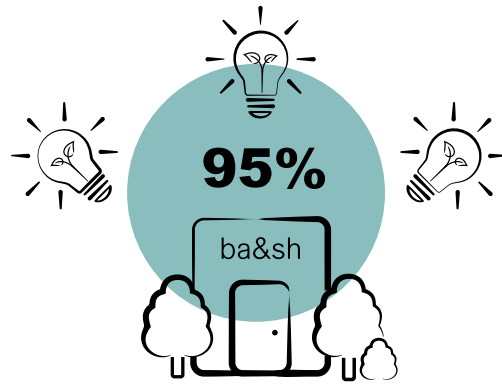
# 06

## OFFICES & SHOPS

Our offices, shops and  
warehouses represent  
nearly

# 12%

of the carbon  
emissions from  
ba&sh's activities



**We know that energy is a key issue in reducing our carbon footprint. To limit the impact of our shops, more than 95% are now equipped with LEDs.** They consume three times less energy than conventional low-energy bulbs and nine times less than an incandescent bulb.

We have also implemented eco-friendly transformation projects for our stores to reduce our energy consumption, such as turning off lighting in shop windows at night and closing doors below a certain temperature. **In 2022, we will be tackling the problem of waste management.**



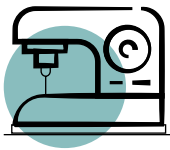
Our warehouse located in Louvres (dept. 95) is **High Environmental Quality (HEQ) certified. 96% of site waste is recycled.** The toilets are fed by rainwater collection tanks. Natural and optimised lighting in the warehouse from continuous windows on the facade. Soon, a photovoltaic powerplant will be installed on the roof of the building.



In terms of energy performance, we are currently working on an action plan for 2022. We will convert to renewable sources of energy supply. Our primary objective is to focus on countries where we still plan to open physical stores and whose energy mix is carbon-intensive, i.e. mainly the USA and China, then on European countries which still depend on fossil fuels such as coal.

# 07.

## USE AND END OF LIFE OF BA&SH PRODUCTS



### MAINTENANCE & REPAIR

Maintenance advice and repair tutorials is now available on our e-commerce site. We also plan to set up a home repair service in 2022 and a guaranteed supply of spare parts.



### RENTAL & SECOND-HAND

ba&sh also joined forces with Les Cachotières in February 2020 to launch our "Rent Your Ba&Sh Closet" rental service. Since the beginning of 2021, we have been actively participating with RESELL in the development of the second-hand market by allowing our customers to sell their ba&sh products directly from their customer profile.

This is the main consequence of energy consumption associated with washing and ironing clothes as well as their incineration at the end of their life.

To extend the lifespan of our products, and reuse them in a virtuous way after their first life, we are working on **the maintenance, repair, reuse (rental, second-hand) and recycling of clothing.**



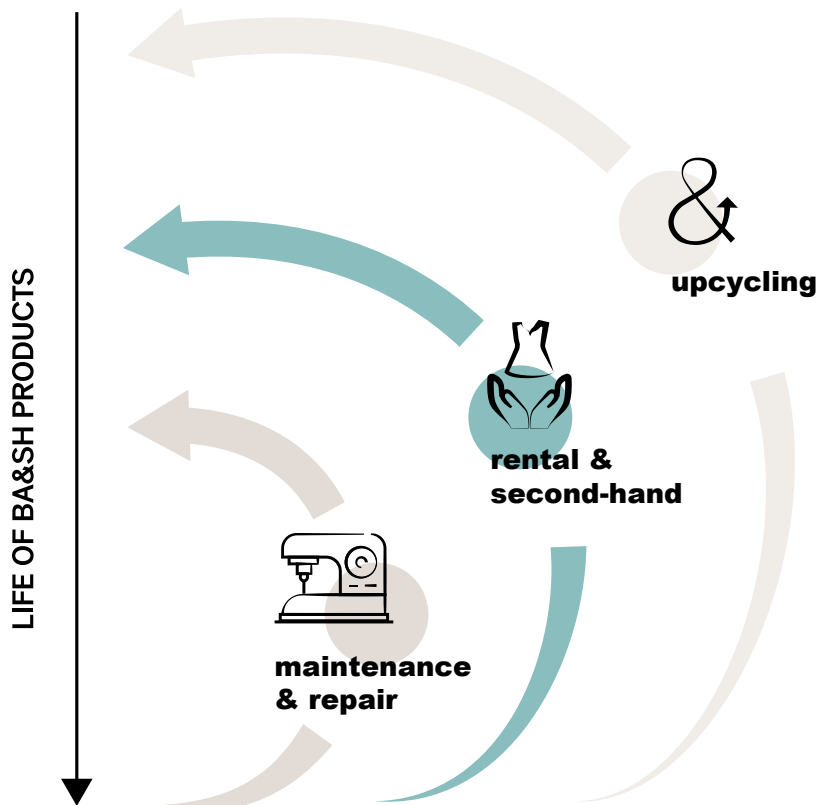
### UPCYCLING (REMAKE CAPSULE)

We also give our fabrics a second life via our **Remake capsules**: upcycled models, designed and cut with love from our leftover fabrics.

The use and end of life of our products represent

# 3%

of the total emissions from our activities.

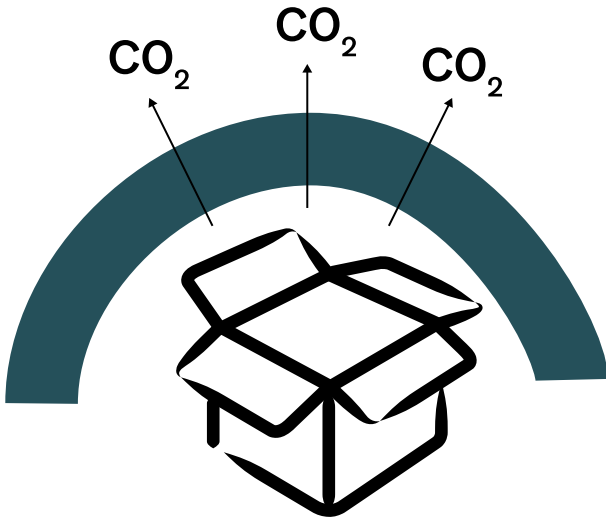


# 08.

## LE PACKAGING

# 1%

carbon emissions



## =233 tonnes

Packaging accounts for 1% of our carbon emissions but represents nearly 233 tonnes of CO<sub>2</sub> annually. Packaging includes paper bags, tote bags, labels on the clothing, polybags (protective plastic packaging) in warehouses, e-commerce packaging, shoe boxes, etc.



### E-COMMERCE

All our cardboard packaging is 100% recycled, 100% recyclable and originally derived from sustainably managed forests (FSC).

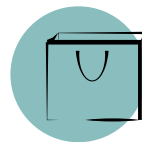
Since early 2021, we have also been offering **REPACK reusable packaging** which reduces greenhouse gas emissions by more than 80% compared to 100% recycled and 100% recyclable packaging.



### WAREHOUSE

We use plastic bags to protect ba&sh pieces during transport. In 2020, **our polybags were 60% recycled and 100% recyclable**. From 2022, our polybags will be 100% recycled and 100% recyclable.

We are aware that this is only the first step, and we are working to minimise our use of polybags and their reuse within closed circuits.



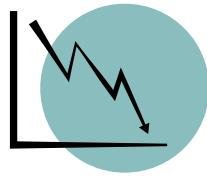
### RETAIL

Our paper bags are **FSC-certified** and made from **80% recycled fibres**. They are 100% recyclable.

# 09.

## WHAT'S NEXT ?

Having conducted this audit, we know that we are not perfect and that a lot of work remains to be done. Our ambition is to go even further and continue to reduce our CO2 emissions:



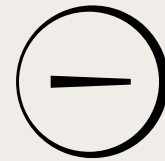
By working on a plan to reduce our carbon emissions in line with the Paris Agreement



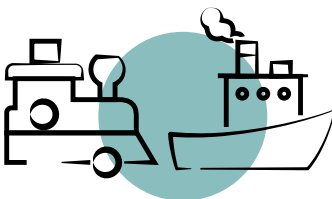
By turning to more virtuous renewable energies



By increasing the proportion of eco-friendly products to 95% by 2023



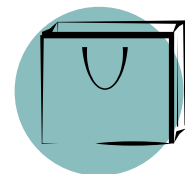
By banning virgin plastic from the entire non-commercial supply chain by 2023



By favouring maritime transport and increasing the proportion of rail transport



By increasing awareness-raising actions on the use and maintenance of our clothes



By offering 100% recycled and recyclable packaging by 2022

ba&sh  
**growing  
together  
for good.**

**BA&SH SUSTAINABLE DEVELOPMENT DEPARTMENT**

**[RSE@BASH-COM](mailto:RSE@BASH-COM)**