




WESTWING

Sustainability product
labeling @Westwing

May 2022



“ *At Westwing, we believe that there is a sustainable way to live beautifully.*

We are here to create it by designing honest products and inspiring our customers to lead, live, and enjoy a more sustainable lifestyle:

To shape the future of our homes and those of next generations. ”

We want to enable our customers to make more sustainable choices



Goals

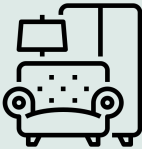
Promote **sustainable products and lifestyle**

Targets



Significant share of products online labeled as sustainable

50% of our Westwing Collection products
to be labeled sustainable by 2027



Sustainability product labeling @ Westwing

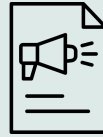
There is no widely accepted definition of what is a “sustainable” product.



At Westwing we implemented a product-level sustainability label to *enable our customers to make more sustainable choices*

- Our product **Sustainability Labeling (SL) guidelines** recognize:
 - more than **40 independent certificates**
 - a number of important **sustainability attributes**
- Focus is on highlighting products that use **more sustainable materials**

Which products do we label as “sustainable”?



Sustainability Labeling (SL) Guidelines

Our SL guidelines set out the criteria for product labeling

and/or

Sustainably certified products

We label products that carry widely recognized sustainability certificates.

Products with minimum sustainable attributes

We also label products with other recognized sustainability attributes.

Our sustainability labeling process



The **sustainability labeling criteria** are **defined** in our SL guidelines:

- Sustainability certificates (e.g., FSC®, GOTS)
- Sustainable attributes (e.g., recycled, natural).



The designation as “Sustainable” is based on information **provided by the supplier** about the product.

Checks on product claims are also conducted.



Product and material **features are reviewed and checked** for adherence to the labeling criteria.



Products adhering to our SL guidelines are **highlighted as sustainable on our websites and apps.**

Campaigns are marked as sustainable when **more than 80% of the products offered** have a sustainability feature.



A **sustainability filter** and a **sustainability section** in the product detail page (PDP) help customers in their choice.

Number of products labeled as sustainable is **tracked monthly.**



Our labeling criteria - assessing materials (1 of 2)

FOCUS ON MATERIALS

Materials	Certificates	Sustainable content
Cotton	Global Organic Textile Standard (GOTS), Fairtrade Cotton	30% recycled cotton
Linen (Flax)	Global Organic Textile Standard (GOTS)	-
Wool	Global Organic Textile Standard (GOTS), Angora Caregora (TM), ZQ Merino Label (™)(ZQML)	30% recycled
Down/feathers	Downpass	-
Fabrics/Textiles	Bluesign®, NATURTEXTIL IVN ZERTIFIZIERT BEST, Fairtrade Textile Standard, MADE IN GREEN by OEKO-TEX®	30% recycled nylon, 30% recycled polyester, 50% Monocel®, 50% Tencel (™), 50% Ecovero (™), 50% Seaqual®, 50% Sisal, 50% Organic Hemp, 50% Kapok, 50% Jute, 50% Coir
Foam	Certipur (TM), GOLS	100% RISE (*note: formerly known as BLOOM), 100% Coir
Gold	Fairmined Ecological Gold Standard	-

Our labeling criteria - assessing materials (2 of 2)

FOCUS ON MATERIALS

Materials	Certificates	Sustainable content
Leather	Naturleder IVN certified	30% recycled, 100% plant-based, 100% chrome-free (*note: also referred to as metal-free/vegetable-tanned)
Recycled materials	-	30% recycled
Wood/ fibres	FSC®, PEFC, CanopyStyle Initiative	30% recycled, 100% reclaimed
Metals	-	30% recycled
Plastics	-	30% recycled
Glass	-	30% recycled

Our labeling criteria - assessing products

FOCUS ON PRODUCTS

Products	Certificates	Sustainable content
Cosmetics	COSMOS Organic®, COSMOS Natural, Natural Products Association (NPA) for personal care products, NATRUE Organic, NATRUE Natural, EWG verified (™), Leaping Bunny (Cruelty free international), Animal test-free (Peta), Vegan, USDA organic	95% natural, 95% organic , 100% Vegan
Food & beverages	USDA organic, EU organic logo, German Bio label, Soil Association Organic Standard	-
Electronics	Energy star®	Energy efficient A+++ (when scale is A+++, A++, A+) and A (when scale is A,B,C)
Various products	Blue Angel (Blauer Engel) - UZ 38, Cradle to Cradle (Basic, Bronze, Gold, Platinum), EU Ecolabel, FEMB Level, NF Environnement, Nordic Swan, World Fair Trade Organization (WFTO), Fairtrade, GREENGUARD, SCS Indoor Advantage Gold	-

Contacts and further information

For more information contact us at sustainability@westwing.de or visit [Sustainability at Westwing / Westwing Group](#)



Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Certificates	Description
Cotton Wool Linen (Flax)	Global Organic Textile Standard (GOTS)	The Global Organic Textile Standard (GOTS) rigorously evaluates ethical business practices, environmental management and chemical management along the entire supply chain. This ensures that products are made from organic material, which is grown free of harmful substances and produced in safe facilities using environmentally friendly production methods.
Cotton	Fairtrade Cotton	Cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers. Fairtrade means fairer trading conditions and opportunities for cotton producers in developing countries to invest in their businesses and communities for a sustainable future. Visit www.info.fairtrade.net
Wool	ZQ Merino Label (™)(ZQML)	ZQ(TM) is a certification program that ensures high standards of animal welfare, fiber quality, social and environmental sustainability on farm level, and traceability throughout the supply chain.
Wool	Angora Caregora (TM)	The Caregora (TM) seal stands for responsible and reliable angora fibres and for breeding managed in compliance with the European Animal Welfare Standards and the Codes of recommendations for the Welfare of Livestock recommended and promoted by DEFRA.
Down/ feathers	Downpass	The DOWNPASS label guarantees high quality and provides certainty that down and feathers are ethically sourced and come from tightly controlled and traceable supply chains.
Fabrics/ Textiles	Bluesign®	Bluesign(R) guarantees the highest degree of assurance to consumers and ensures that any products were manufactured with responsible use of resources and the lowest possible impact on people and the environment.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Certificates	Description
Fabrics/ Textiles	NATURTEXTIL IVN ZERTIFIZIERT BEST	The NATURTEXTIL IVN standard sets the highest requirements for textile ecology. BEST documents the entire production chain from both an ecological and social accountability standpoint.
Fabrics/ Textiles	Fairtrade Textile Standard	This label aims to make manufacturing socially responsible and sustainable, putting workers' rights, freedoms and safety at the heart of production.
Fabrics/ Textiles	MADE IN GREEN by OEKO-TEX®	Products that carry the MADE IN GREEN by OEKO-TEX (R) label are tested for harmful substances and produced sustainably in accordance with OEKO-TEX® guidelines. Find more on: https://www.oeko-tex.com
Foam	Certipur (TM)	CertiPUR (TM) is a certification program for the environment, health and safety properties of polyurethane foam used in bedding and upholstered furniture applications. The certification specifies restricted substances that may not be used or should be limited in the production of polyurethane foams.
Foam	GOLS	GOLS labelled products are made of organically grown natural rubber latex, as well as being socially justifiable, environmentally friendly, and traceable throughout the supply chain.
Gold	Fairmined Ecological Gold Standard	The Fairmined Ecological Standard for Gold ensures that gold is produced in accordance with strict social, organizational and economic criteria. In addition, no toxic chemicals were used during the extraction process.
Leather	Naturleder IVN certified	The NATURLEDER IVN ZERTIFIZIERT quality seal is a European quality standard for sustainable leather. The quality seal NATURLEDER IVN ZERTIFIZIERT attests that the labeled products represent a very high level of ecology and quality.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Certificates	Description
Wood/ fibres	FSC®	The Forest Stewardship Council (FSC(R)) ensures economically viable, socially and environmentally sustainable management of the world's forests. The FSC seal guarantees that wood products come from responsibly managed forests or other responsible sources that uphold community rights and protect ecosystems.
Wood/ fibres	PEFC	PEFC certified (Programme for the Endorsement of Forest Certification) products are from sustainably managed forests, recycled and controlled sources.
Wood/ fibres	CanopyStyle Initiative	CanopyStyle is an initiative dedicated to eliminating the use of Ancient and Endangered Forests in viscose and other cellulosic fabrics' supply chains. Product contain viscose fibers manufactured in a facility that is audited and graded according to the CanopyStyle guidelines.
Cosmetics	COSMOS Organic	The COSMOS ORGANIC (R) signature is available for products that comply with the COSMOS standard in all respects and contain the required percentages of organic ingredients as specified in the COSMOS standard. The COSMOS standard defines strict criteria and certification rules for organic and natural cosmetic products and ingredients. It covers in detail all aspects of the sourcing, manufacture, marketing, and control of cosmetic products.
Cosmetics	COSMOS Natural	The COSMOS NATURAL ® is available for products that comply with the COSMOS standard in all respects but do not meet the required minimum organic percentages as specified in the COSMOS standard. The COSMOS standard defines strict criteria and certification rules for organic and natural cosmetic products and ingredients. It covers in detail all aspects of the sourcing, manufacture, marketing, and control of cosmetic products.
Cosmetics	Natural Products Association (NPA) for personal care products	Personal care products that carry the Natural Products Association (NPA) seal use only, or at least almost only, natural ingredients and are manufactured with appropriate processes to maintain ingredient purity, avoid any ingredient with a suspected human health risk, don't use animal testing in their development and include biodegradable ingredients and the most environmentally sensitive packaging.

Our labeling criteria - details

FOCUS ON PRODUCTS

Materials	Certificates	Description
Cosmetics	NATRUE Organic	To achieve the NATRUE organic certification a product must comply with clearly defined minimum amounts of natural ingredients and maximum levels of derived-natural components. For the organic certification level, at least 95% of the natural substances and derived natural substances must come from certified organic farming and/or wild collection. The certification also does not allow animal testing and requires that packaging be kept to a minimum and that products be designed for multiple uses.
Cosmetics	NATRUE Natural	To achieve the NATRUE natural certification a product must comply with clearly defined minimum amounts of natural ingredients and maximum levels of derived-natural components. The certification also does not allow animal testing and requires that packaging be kept to a minimum and that products be designed for multiple uses.
Cosmetics	EWG verified	Products that are EWG VERIFIED (TM) cannot contain any ingredients with EWG's health, ecotoxicity and/or contamination concerns and that it meets stringent standards for ingredient disclosure on the label, providing full transparency, including fragrance ingredients. EWG requires that product manufacturers develop and follow current good manufacturing practices to further ensure the safety of their products.
Cosmetics	Leaping Bunny (Cruelty free international)	The Leaping Bunny Logo is an internationally recognized symbol guaranteeing consumers that no new animal tests were used in the development of any product displaying it.
Cosmetics	Animal test-free (Peta)	The animal test-free logo by PETA recognizes companies and brands that have verified that they and their suppliers do not conduct, commission, pay for, or allow any tests on animals for their ingredients, formulations, or finished products anywhere in the world and that they will never do so in the future.

Our labeling criteria - details

FOCUS ON PRODUCTS

Materials	Certificates	Description
Cosmetics	Vegan	The Vegan Trademark by the Vegan Society ensures that the manufacture and/or development of the product, and its ingredients, did not involve, the use of any animal product, by-product or derivative nor any testing on animals by the company itself or on its behalf.
Cosmetics/Food & beverages	USDA organic	The USDA Organic seal guarantees that the final product has followed strict production, handling and labeling standards and went through the organic certification process. The standards address a variety of factors such as soil quality, animal raising practices, and pest and weed control. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used.
Food & beverages	EU organic logo	The EU organic logo means that the product fulfills strict conditions on how it is produced, processed, transported and stored. The logo can only be used on products when they contain at least 95% organic ingredients and additionally respect further strict conditions for the remaining 5%.
Food & beverages	German Bio label	The German BIO label certification requires among other that the product originates from ecologically controlled cultivation and without the employment of conventional pesticides and artificial fertilizers. It also requires that animals are not treated with antibiotics and growth hormones and that products are not genetically modified.
Food & beverages	Soil Association Organic Standard	Organic certification is a requirement to demonstrate a product or operation has met organic regulation requirements. The Soil Association symbol is a recognised and trusted mark of organic certification internationally, and as a certification body the Soil Association delivers certification to some of the highest organic standards.
Electronics	Energy star®	ENERGY STAR(R) certified products meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency helping the final consumer save energy and reducing the environmental burden of the product's use phase.

Our labeling criteria - details

FOCUS ON PRODUCTS

Materials	Certificates	Description
Various products	Blue Angel (Blauer Engel) - UZ 38	The Blue Angel/UZ-38 eco-label considers the entire life-cycle of a product and promotes the use of wood from sustainably managed forests and low-emission wood-based materials. (www.blauer-engel.de/uz38)
Various products	Cradle to Cradle (Basic, Bronze, Gold, Platinum)	Cradle to Cradle Certified (R) is the world's most advanced science-based, multi-category certification program for designing, making and verifying materials and products that are safe, circular and responsibly made. Cradle to Cradle Certified(R) is a registered trademark of the Cradle to Cradle Products Innovation Institute.
Various products	EU Ecolabel	The EU Ecolabel is the European Union's official label for environmental excellence. EU Ecolabel certified products have a reduced environmental impact across multiple stages of the product lifecycle.
Various products	FEMB Level	LEVEL is a sustainability certification program for office and non-domestic furniture for indoor use based on the FEMB Sustainability standard. In order to be LEVEL certified, products and the facilities that produced them must meet certain sustainability criteria in four impact areas.
Various products	NF Environnement	The NF Environment certificate demonstrates that the product has a reduced impact on the environment and complies with ecological and fitness for purpose criteria.
Various products	Nordic Swan	The Nordic Swan Ecolabel is a well-recognized and renowned environmental label in the Nordic countries. This label ensures that throughout the life-cycle of this product strict environmental and chemical requirements are met.

Our labeling criteria - details

FOCUS ON PRODUCTS

Materials	Certificates	Description
Various products	World Fair Trade Organization (WFTO)	The World Fair Trade Organization (WFTO) Guarantee System verifies that its members are mission-led enterprises fully practicing the 10 Principles of Fair Trade across their business and supply chains aiming to improve the livelihoods of marginalised producers and workers in the Global South.
Various products	Fairtrade	FAIRTRADE ensures that a set of social, economic and environmental standards are met in the production and supply of a product or ingredient. For farmers and workers, Fairtrade means workers' rights, safer working conditions and fairer pay.
Various products	GREENGUARD	Products carrying the UL(R) GREENGUARD label are certified to low chemical emissions.
Various products	SCS Indoor Advantage Gold	The SCS Indoor Advantage (TM) Gold certification demonstrates that products meet strict indoor air quality standards.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Sustainable content	Description
Recycled materials	30% recycled	The use of recycled materials helps divert waste from landfills and their production is usually linked to the use of fewer natural resources than virgin materials.
Wool	30% recycled	Using recycled wool contributes to a reduction of air, water, and soil pollution among other by helping divert used wool garments from landfills, reducing land use for sheep grazing and avoiding the use of chemicals for dyeing.
Cotton	30% recycled cotton	Recycled cotton is made using old garments or textile leftovers, hence it prevents additional textile waste. Its production requires far fewer resources than conventional or organic cotton.
Fabrics/ Textiles	30% recycled nylon	The use of recycled nylon helps divert waste from landfills and its production uses much fewer resources than virgin nylon (including water, energy and fossil fuel). A large part of the recycled nylon produced comes from old fishing nets.
Fabrics/ Textiles	30% recycled polyester	Recycled polyester is made from recycled plastic bottles and helps divert waste from landfills. Its production requires far fewer resources than that of virgin polyester and generates fewer CO2 emissions.
Fabrics/ Textiles	50% Monocel [®]	Monocel(R) is produced from bamboo, which is grown under Forest Stewardship Council (FSC (R)) standards, which supports responsible forestry management. During the manufacturing process, Monocel uses an energy and water efficient closed loop system to recycle the non-toxic chemicals used to produce Monocel(R) fibre. This process contribute to reducing Monocel's (R) carbon and water footprint.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Sustainable content	Description
Fabrics/ Textiles	50% Tencel (™)	TENCEL (TM) is produced primarily from eucalyptus trees. These trees are grown to meet Forest Stewardship Council (FSC(R)) or the Programme for the Endorsement of Forest Certification (PEFC) standards; which supports environmentally and socially beneficial forest management. Once harvested, the wood from the trees is pulped and undergoes a series of chemical processes to produce the TENCEL(TM) fibre. TENCEL (TM) reduces its environmental impact, by using an energy and water efficient 'closed loop' process which recycles the nontoxic chemicals used to process the fibre.
Fabrics/ Textiles	50% Ecovero (™)	ECOVERO(TM) branded Viscose. Its manufacturing generates lower emissions and has lower water impact compared to generic Viscose. The fibers are derived from sustainable wood and pulp, coming from certified and controlled sources. LENZING(TM) ECOVERO(TM) fibers have been certified with the EU Ecolabel as meeting high environmental standards throughout their life cycle: from raw material extraction to production, distribution and disposal, ensuring supply chain transparency.
Fabrics/ Textiles	50% Seaqual ®	SEAQUAL ® is a synthetic type of fabric yarn made from 100% post-consumer recycled polyester coming from ocean plastic waste. Seaqual considerably reduces greenhouse gas emissions, water, and energy consumption compared to conventional polyester which is a petroleum-based product and has the added benefit that it helps address the problem of marine litter.
Fabrics/ Textiles	50% Sisal	Sisal is a strong and durable plant-based fiber derived from Agave leaves and characterized by the low water consumption during cultivation. In addition, the material is renewable and biodegradable.
Fabrics/ Textiles	50% Organic Hemp	Organic hemp is grown without the use of synthetic fertilizers and pesticides. Hemp is a plant which grows fast without requiring much water or energy and its cultivation does not exhaust the soil it is planted in.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Sustainable content	Description
Fabrics/ Textiles	50% Kapok	Kapok is a high-quality, resistant natural fiber that is obtained from the fruit capsules of the kapok tree. The capsules are harvested without the tree having to be felled - this protects the rainforest. Kapok trees grow wild without chemical fertilizers, insecticides or pesticides. Kapok is a luxurious and fluffy fiber - a wonderful alternative to down.
Fabrics/ Textiles	50% Jute	Jute is a rapidly renewable raw material characterized by the low water consumption during cultivation and processing. In addition, the material is completely biodegradable.
Fabrics/ Textiles	50% Coir	Coir is a versatile natural biodegradable fiber made from the outer husk of coconut. As a by-product of coconut production it has a relatively small environmental impact.
Foam	100% RISE (note: formerly known as BLOOM)	Rise by BLOOM foam is an environmentally-conscious, high-performance replacement for traditional petroleum-based foams. This foam is created by utilizing excess algae biomass harvested from ecosystems in need of algae management. Algae biomass does not require fossil fuel or arable land to grow, making it a more sustainable alternative to traditional foam products.
Foam	100% coir	Coir is a versatile natural biodegradable fiber made from the outer husk of coconut. As a by-product of coconut production it has a relatively small environmental impact.
Leather	30% recycled	Recycled leather is made out of leather scrap and offcuts thus reducing the amount of waste generated in traditional leather manufacturing. The recycling process also requires less water and energy consumption and does not involve the use of chemical solvents.

Our labeling criteria - details

FOCUS ON MATERIALS

Materials	Sustainable content	Description
Leather	100% plant-based	100% plant-based synthetic leathers are cruelty-free and tend to be more climate-friendly and have a lower environmental impact than genuine leather. No plastics have been used in their manufacturing.
Leather	100% chrome-free (note: also referred to as metal-free/vegetable-tanned)	100% chrome-free leathers are made without using any chromium during the tanning process which leads to overall less pollution, cleaner waste streams and improved biodegradability at the end of life.
Wood/ fibres	30% recycled	Using recycled wood ensures that used wood does not end up in the landfill and also helps decrease the demand for newly sourced lumber, which helps curb deforestation.
Wood/ fibres	100% reclaimed	Using reclaimed wood ensures that used wood does not end up in the landfill and also helps decrease the demand for newly sourced lumber, which helps curb deforestation. In addition when using reclaimed wood there is little to no extra processing required thus any environmental impacts are minimal.
Metals	30% recycled	Recycled metals are from waste metal was processed and turned into a new metal material. Using recycled metals helps conserve raw materials and is linked to environmental benefits as well as energy savings.
Plastics	30% recycled	Recycled plastics are produced by reprocessing plastic waste into new fibers or plastic components thus reducing the need to use virgin plastic material. Recycled plastic uses less natural resources while also decreasing plastic waste in landfills.
Glass	30% recycled	Glass recycling helps preserve significant amounts of raw materials and natural resources. Glass recycling also helps in saving energy as cullets melt at a lower temperature than raw materials. Consequently, less energy is required for the melting process.

Our labeling criteria - details

FOCUS ON PRODUCTS

Products	Sustainable content	Description
Cosmetics	95% natural (no: GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils)	Includes natural, derived natural and nature-identical substances and does not contain Genetically Modified Organisms (GMOs), silicones, parabens, microplastics, synthetic fragrances or mineral oils in its formulation.
Cosmetics	95% organic	Includes organic ingredients and does not contain Genetically Modified Organisms (GMOs).
Cosmetics	100% Vegan	Does not contain any animal-derived ingredients.
Electronics (not light bulbs)	Energy efficient A+++ (when scale is A+++, A++, A+)	This is the highest energy efficiency rating possible to achieve. (Scale A+++ to F) .
Electronics (not light bulbs)	Energy efficient A (when scale is A,B,C)	This is the highest energy efficiency rating possible to achieve. (Scale A to G)