

WHAT DOES SUSTAINABILITY LOOK LIKE FOR YOUR SUPPLIERS?

A CHEAT SHEET FOR MEMBERS TAKING THE NEXT STEP ON SUSTAINABILITY.

Australia's optometry sector has an opportunity to both mitigate and adapt to climate change. Knowing that we need to avoid greenhouse gas emissions and reduce waste is the first step towards making a change. The next is doing things differently to have an impact.

If you're ready to get behind sustainability for our industry, your supply chain is a great place to start. Our cheat sheet can help you with some conversation cues to talk about sustainability with suppliers and make buying decisions.

Choosing a sustainable supplier is important because many of the communities we work with are increasingly focused on sustainable eyewear choices. Our customers want to know where the products they purchase come from and what they're made from.

That means actively working with sustainable suppliers is a key step towards building sustainable practices.

HOW DO YOU SELECT A SUSTAINABLE SUPPLIER?

This starts with asking the right questions. With the right questions, you can get to know which suppliers are already on board with sustainability and can be responsible when it comes to helping you on your own journey.

📌	WHAT TO LOOK AT NEXT
	Remember, this is just the beginning of getting to know what suppliers can offer and what sustainability looks like in optometry. You can find out more in our quick guide.

QUESTIONS TO ASK



1

DO YOU OFFER PRODUCTS WITH A REDUCED CARBON FOOTPRINT?

Look for suppliers who are:

- Sharing data and third-party verification, including environmental product declarations (EPDs) or labels that vouch for their success in reducing carbon emissions.
- Carrying out lifecycle assessments on some or all of their products. This helps them understand where the carbon emissions and other impacts come from for the entire lifecycle of their products – from sourcing the materials to the manufacturing process and transporting them to your store.
- Offering you support and educational resources to help you reduce your own environmental impact.
- Offering products that are made for quality and longevity.

2

DO YOU MEASURE CARBON EMISSIONS?

Look for suppliers who have:

- Information at the ready on carbon footprint reporting and progress they've made on reducing carbon emissions.

3

HOW DO YOU ENSURE YOUR EYEWEAR WITHSTANDS DAILY WEAR AND TEAR?

Look for suppliers who are:

- Testing their products for impact and scratch resistance and frame flexibility.
- Offering warranties, lifespan guarantees or who will guarantee availability of replacement parts.

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WHAT ARE YOU DOING TO REDUCE YOUR CARBON EMISSIONS?

Look for suppliers who are:

- Getting at least some of their energy from renewable sources (including solar or wind).
- Making clear and genuine efforts to increase energy efficiency.
- Backing up their commitments with regular updates on energy use and their carbon footprint.
- Taking steps to reduce carbon emissions from transporting their products.
- Taking broader action on emissions reduction in their business.
- Part of an industry-wide carbon reduction program or sustainability initiative.

5

DO YOUR PRODUCTS CONTAIN BIODEGRADABLE MATERIALS OR MATERIALS MADE FROM RECYCLED CONTENT?

Look for products that are:

- Made from certified materials, which could be made from recycled goods like bamboo, recycled plastics (like Econyl), recycled stainless steel and recycled acetate.
- Designed to last a long time and that can be readily recycled or repaired.
- Made from materials that come from renewable or recycled sources. Knowing the percentage of recycled or renewable content can help you compare different products for their sustainability performance.

6

DO YOU HAVE CARBON REDUCTION TARGETS?

Look for suppliers who have:

- Targets that are clear, measurable and focused on reducing carbon emissions within a set timeframe.
- Targets that are science-based (SBTs) to ensure they contribute to keeping global warming below 2°C (preferably 1.5°C). SBTs provide a robust framework for setting realistic and ambitious sustainability goals.

7

ARE YOUR MATERIALS AND PRODUCTS SUSTAINABLE?

Look for suppliers who have:

- ISO certification numbers on labels as well as on their website.
- Certifications from independent third parties. These might include Forest Stewardship Council (FSC) for responsibly sourced wood and bamboo or ECONYL®, and ISCC Plus certification for materials such as recycled plastics and recycled acetate.

8

WHAT ARE YOU DOING TO REDUCE WASTE THROUGH YOUR PACKAGING AND YOUR APPROACH TO RECYCLING PRODUCTS?

Look for:

- Sustainable packaging strategies – this could include using packaging certified under the Global Recycled Standard (GRS) and the Recycled Claim Standard (RCS) and providing packaging customers can reuse for returns.
- Suppliers who manage recycling of product returns.