Full product transparency delivers resource efficiency

**mission Ø**

**Mission Zero:**

our promise to eliminate
any negative impact our company
may have on the environment
by the year 2020.

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# Our Results so far (Dec 2010)

– **82%** reduction in waste sent to landfill since 1996 per unit of production

– Water intake in manufacturing is down **82%** since 1996 per unit of production

– Total energy use down by **43%** since 1996 per unit of production

– Non-renewable energy is down by **60%** since 1996 per unit of production

– Absolute reduction of Interface GHG emissions by **35%** from baseline

– **30%** of global energy is from renewable sources

– **40%** of total raw materials are recycled or bio-based materials

– Cumulative avoided waste costs totalling **$438** million since 1994

– All  factories in Europe operate on **100%** renewable electricity

– **99%** of the products sold in Europe were manufactured in Europe
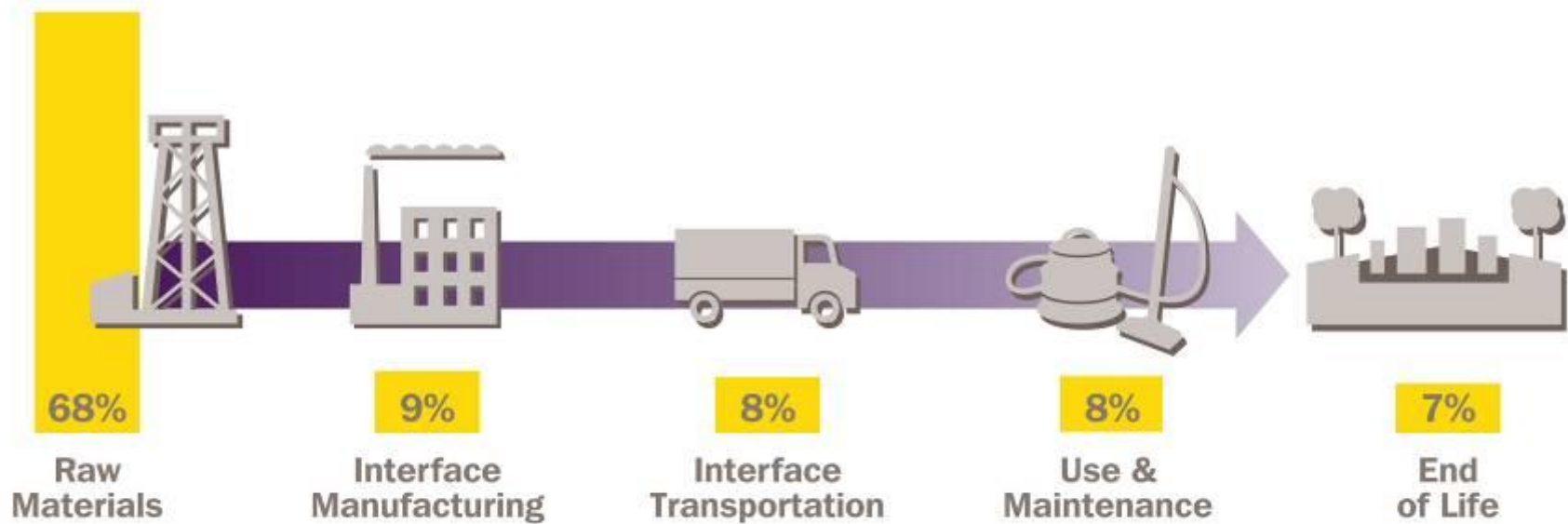
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# The 2 paradigm shift

| OLD | UPCOMING | RADICAL |
|---|---|---|
| • Corporate sustainability | • Product sustainability | • Systems sustainability |
| • The Beauty contest | • Embedded | • Radical system thinking |
| • Awards, labels, csr reports, certifications | • LCA performance | • Close loop systems, radical materials |
| | • kg CO2 / m2 | • Services |

Mission Ø
Mission Zero:
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68% Raw Materials · 9% Interface Manufacturing · 8% Interface Transportation · 8% Use & Maintenance · 7% End of Life

Life Cycle Analysis. The key in sustainability.

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**68%**

**Raw Materials**

45% Yarn

11% Backing Compound

6% Glassfleece and Tufting Carrier

4% Precoat Bonding Layer

1% Packing

1% Raw Material Transport
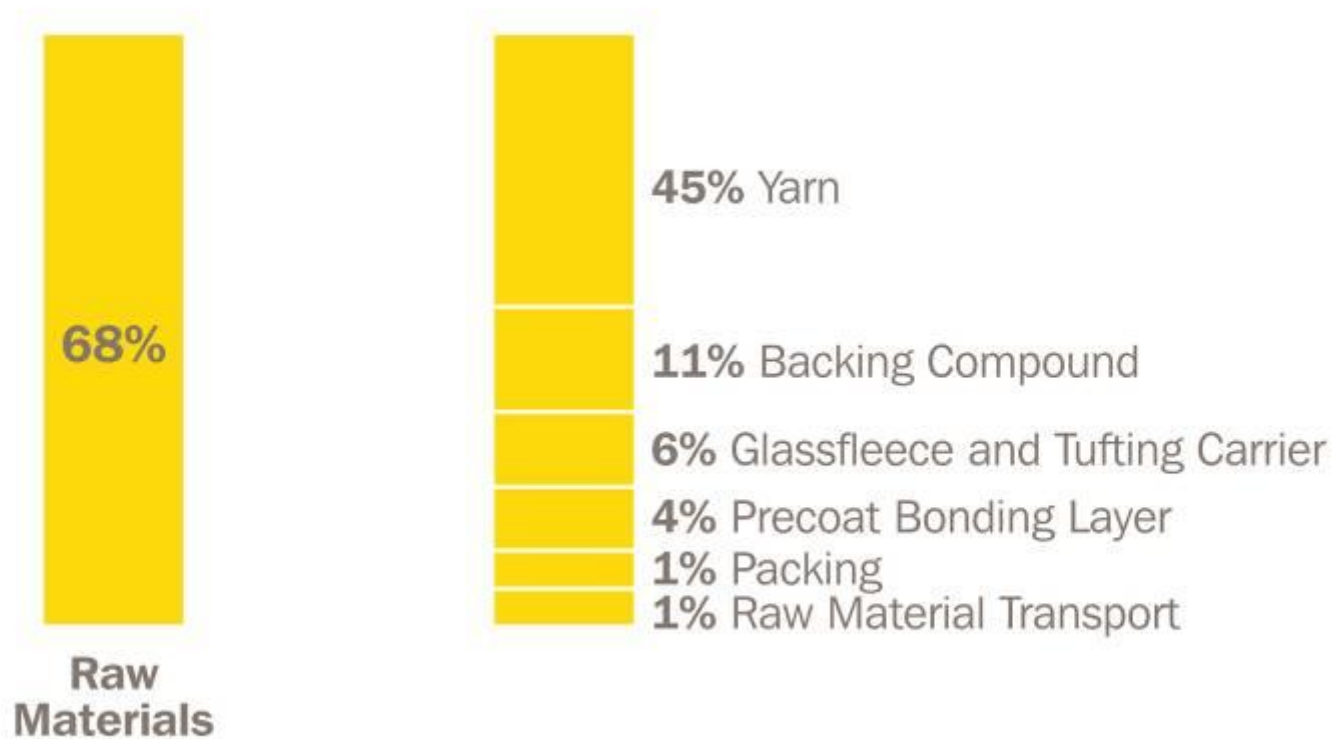
Life Cycle Analysis. The key in sustainability.

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# What can we do to reduce the impact of yarn?

— Reduce the amount of yarn used

— Use more recycled yarn in the composition

— Invent a new yarn

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Less is more. 50% less yarn.

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Scavenge fishing nets to recycle nylon

kg CO² eq. - Raw materials & Production

| Value | |
|---|---|
| 25.00 | |
| 20.00 | |
| 15.00 | |
| 10.00 | |
| 5.00 | |
| 0.00 | |

Visions (product from 1996) — Yarn / Other

Typical carpet tile with 700g virgin nylon — Yarn / Other

Biosfera Micro — Yarn / Other
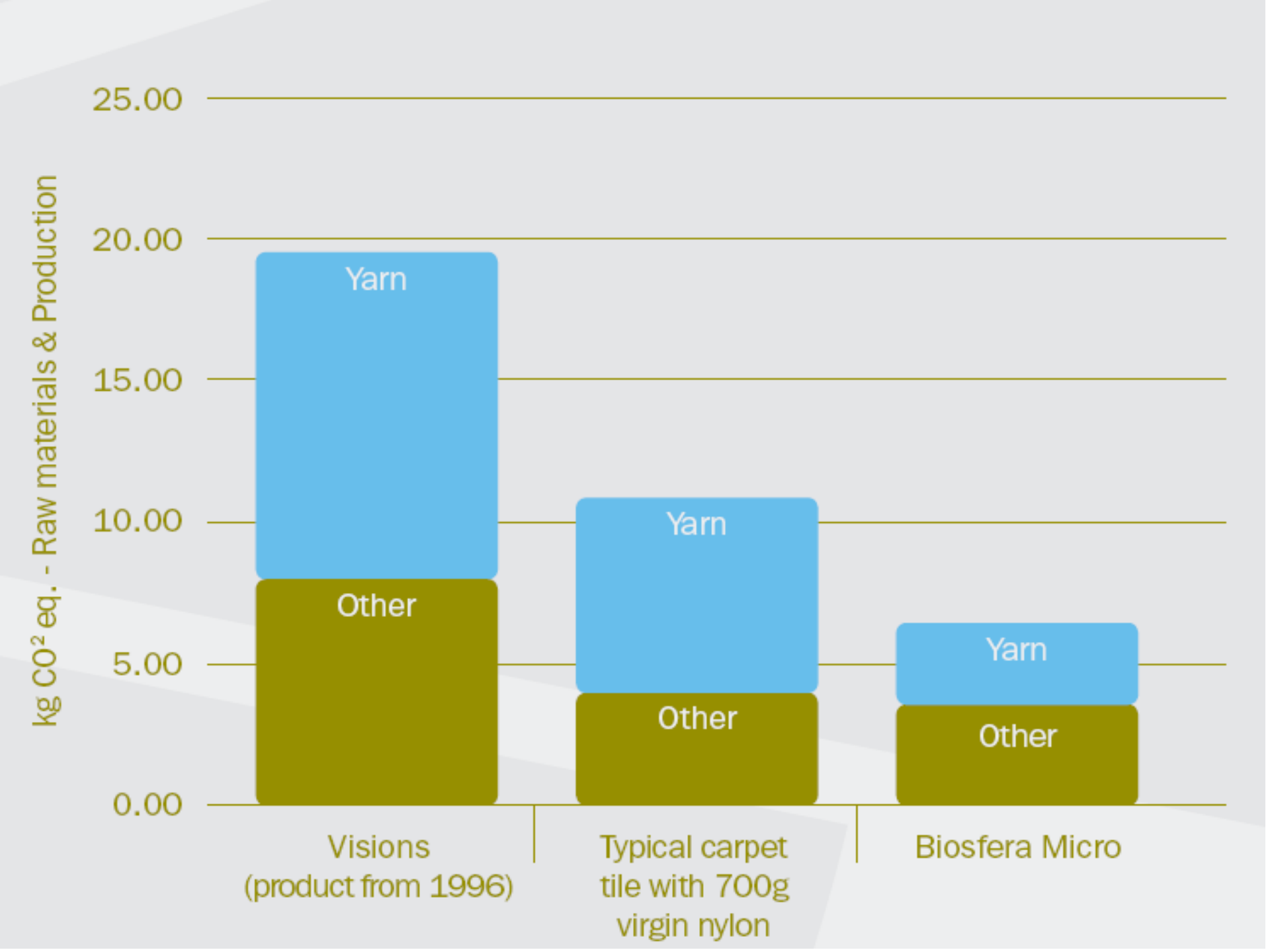
# LCA brings alignment to the whole company

| Supply Chain | Product Design and Innovation | Marketing | Sales |

Reporting to government and stakeholders
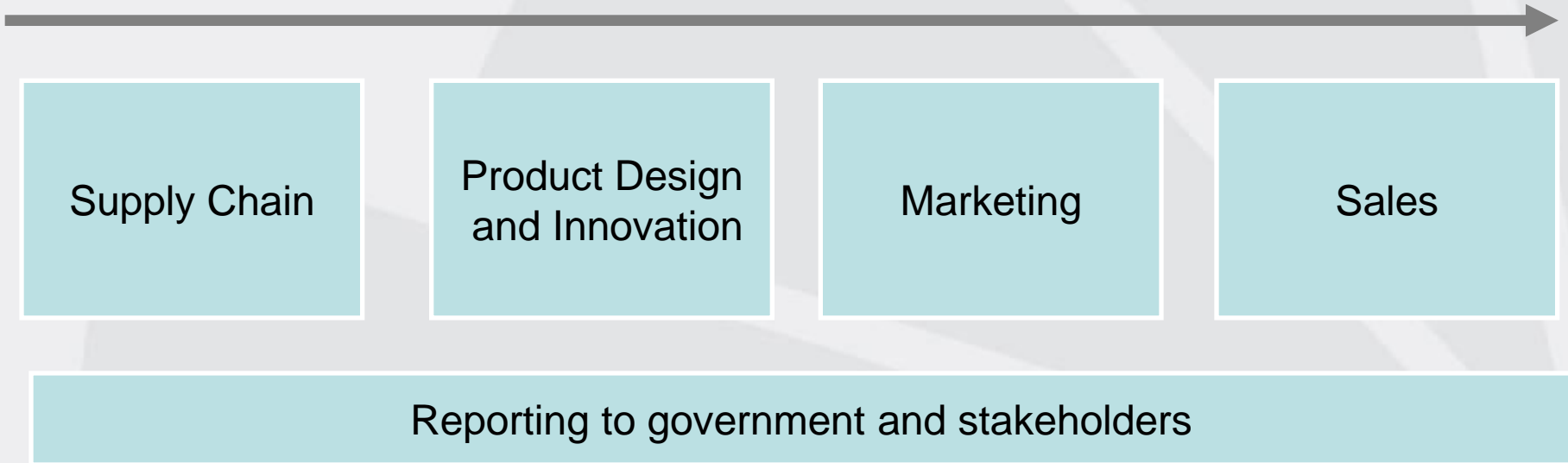
What you tell to your suppliers is the same that what you tell to your customers.

What your designers focus on is the same your sales force talk about.

What you report to stakeholders is the same that what your marketing claims.

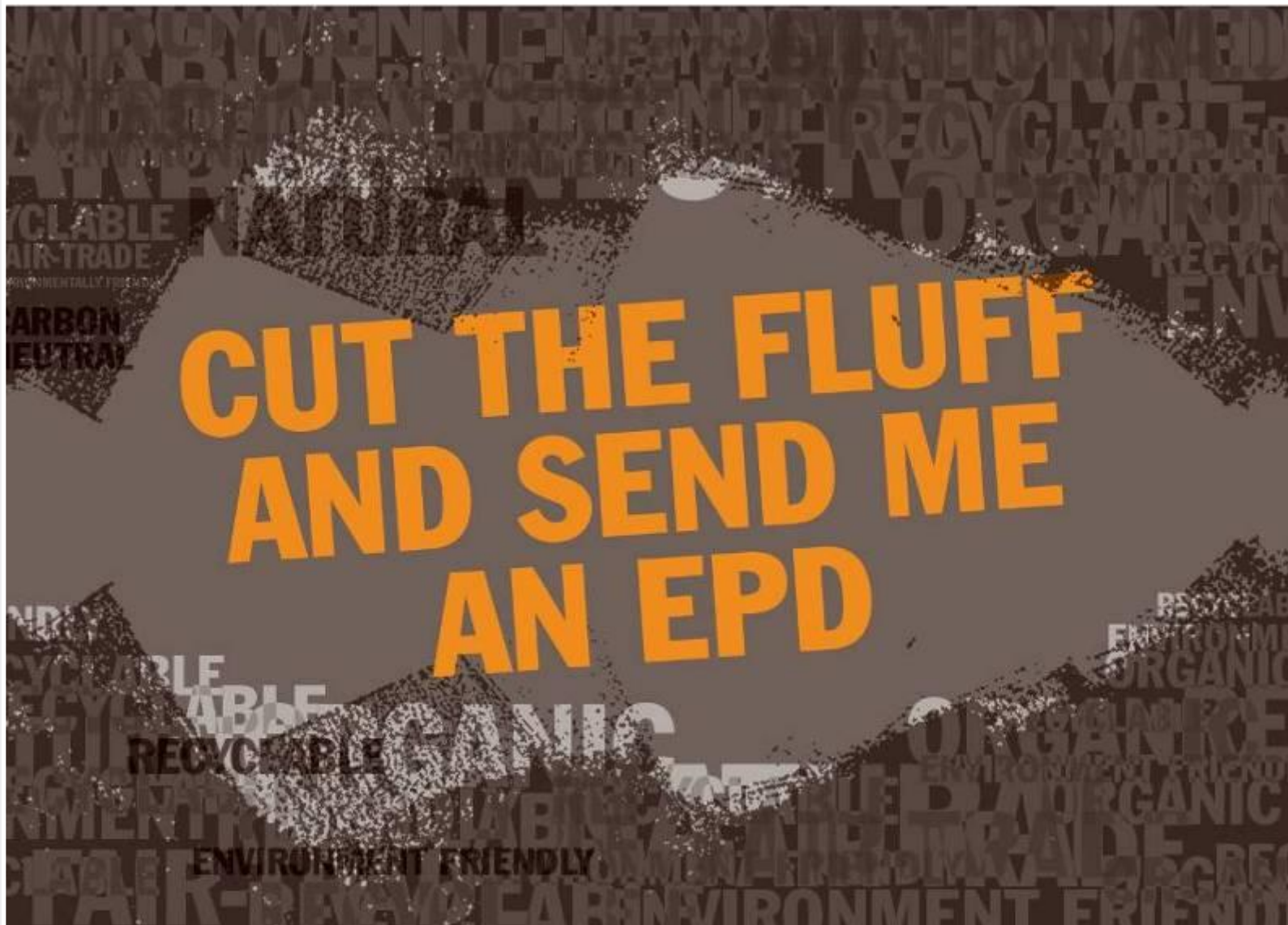It's all base on just the facts from LCA.

# The 700 questions questionnaire

- **Do you have an environmental policy?**

- **Do you sign to the precautionary principle?**

- **Have you signed to the Global Compact?**

- **Who is your ISO14001 auditor?**

## How transformative is this…?

# Today marketing is based on 100% somethings



CARBON NEUTRAL

100% NATURAL

ORGANIC

WHICH ONE DO YOU CHOOSE?

# Facts already successful in the car industry

- What is the biggest issue?
- Energy at use = gCO2/km (becomes the magic metric)
- European-wide goals for the industry on gCO2/km
- Mandatory displaying of the metric on advertising
- Company car tax: more tax if more gCO2/km
- Road tax: more tax if more gCO2/km
- City incentives: Low gCO2/km have exemptions eg parking, congestion charge

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# Same story in the building industry?

- What is the biggest issue?

- Energy at use = gCO2/m2, gCO2/occupant/year

- Embodied carbon of materials = gCO2/unit(m2, kg)

- European-wide goals for the industry

- Mandatory displaying of buildings efficiency ratings

- Stamp duty: more tax if less efficient

- Local council tax: more tax if less efficient

- Building rating tools: more points if less CO2

- VAT exemptions for low embodied carbon materials

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Innovation.
Substituting
adhesives.
TacTiles

33m TacTiles sold in 2010.

Equal to cover 20% of

products sold globally

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# Modularity at the core of the system thinking

15-60-000

Please ban the landfill of carpet. We have the technology to recycle it.

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