

CREATING PRODUCTS AND SERVICES

SUSTAINABLE FASHION ONLINE COURSE

In 2016, we provided an online learning course to colleagues in our CSR, Apparel Development and Sourcing teams. Run by the Sweden-based Sustainable Fashion Academy (SFA), the course covered topics such as better material choices, managing chemical safety, labor standards in the supply chain, and sustainable design. Nine participants from Europe, the USA and Japan enrolled in six modules over a period of three months.

As a foundational course, it is relevant for all functions within our organization and is a good complement to our internal ASICS sustainability training. The course was very well received by participants, many of whom said that it had highlighted impacts of the product manufacturing process that they hadn't previously been aware of. They also said that they valued working together on project assignments. More colleagues will participate in 2017.

“Personally, I had a wonderful experience taking this course. My key learnings were to understand each process and the sustainable choices we can make as a group. I hope that we'll have more initiatives for more teams to get involved and learn more about what we can do to have less negative impact and still deliver high quality products.”

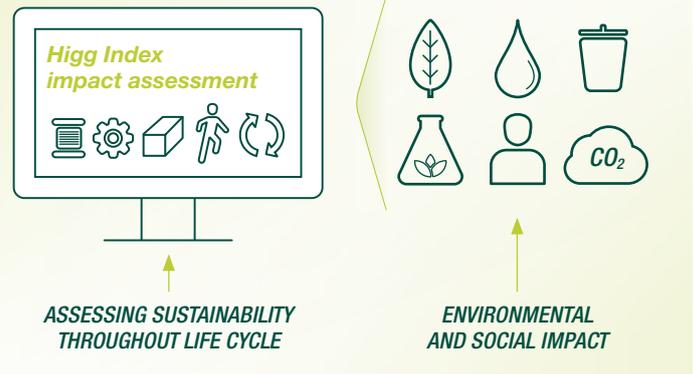
Apparel Design Director ASICS America Corporation
Participant in the Sustainable Fashion Academy Spring 2016

A SCIENTIFIC APPROACH TO SUSTAINABILITY IMPROVEMENT

For ASICS, scientific research is the starting point for sustainable product development. At the ASICS Institute of Sport Science, we carry out continuous research and development in our pursuit of innovative and sustainable materials and manufacturing technologies. Some of the areas we focused on during 2016 included improving product durability, bonding technology, and prototyping in order to conserve resources and reduce environmental impacts.

When we develop more durable or lightweight materials, we actively apply them in our footwear products to improve both their functionality and sustainability. We will continue to pursue research projects within our own ASICS Institute of Sport Science, as well as in collaboration with external partners, in order for sustainability to be a source of innovation in product development and manufacturing.

HIGG INDEX APPROACH



DEVELOPING AND IMPLEMENTING THE HIGG INDEX

Developed by the Sustainable Apparel Coalition (SAC), the Higg Index consists of various modules that allow for sustainability assessments to be carried out on a product, facilities or brand level. As a founding member of SAC, we have been involved in developing the product level Higg Index tools, and using those indicators to assess sustainability of our materials and products. As the product level Higg Index tools are developed, we are planning to fully adopt it into our product development process.

In 2016, we took part in the Higg Index Product Design and Development Module (DDM) pilot. This involved testing the tool with various types of footwear products from sports performance, lifestyle and business categories. Our footwear developers provided feedback about the tool's user interface, scoring structure and assessment method.

We also continued to use the indicators of the Higg Material Sustainability Index (MSI) and the Higg DDM to carry out regular sustainability assessments of our key apparel and footwear materials, and all categories of footwear products.

11

PRODUCT SUSTAINABILITY
RESEARCH PROJECTS IN 2016