

Swedish fashion retailer Asket launches impact receipt

What is it?

Swedish fashion retailer Asket launched its impact receipt to educate its customers on the environmental effect of their purchases.

The impact receipt breaks down the garment-, shipping- and packaging-related environmental footprint.

Why does it matter?

Retailers are arming customers with the knowledge to make more informed choices when it comes to purchases.

Strategic implications:

Technology and traceability will help both retailers and consumers to make better informed decisions.

STEPIC drivers/winning strategies:

Traceability moving up the agenda

Intelligent supply chains



ANNUAL CLOTHING CONSUMPTION FOOTPRINT EXAMPLE

ITEM	QUANTITY	WATER (M3)	ENERGY (KWH)	CO ₂ e (KG)
THE T-SHIRT	2	54	65	11
THE OXFORD SHIRT	1	32	38	8
THE LINEN SHIRT	1	7	25	8
THE SWEATSHIRT	1	102	45	8
THE MERINO SWEATER	1	3	23	11
THE CHINO	1	30	60	13
THE WASHED DENIM JEANS	1	57	40	12
THE BOXER BRIEF 3 PACK	2	44	55	10
THE COTTON SOCKS 3 PACK	2	64	46	35
TOTAL	12	391	395	115
PACKAGING SHIPPING	3			4
TOTAL		CO ₂ e	115 kg	
		Energy	395 kwh	
		Water	391 m ³	



"Because we've only ever been told the price consumers pay for a garment, the industry has created a disconnect between our shopping habits and its impact. As a result, we've amassed an irrevocable environmental debt. And until we put a price on our planet's resources and understand what our choices actually cost, we'll never make concessions to the consumption we think we're entitled to,"

August Bard Bringéus,
 Asket co-founder