

CLASS OF 2024

# Optic for Good

The **specifications** of the label for an independent eyewear brand



[www.opticforgood.com](http://www.opticforgood.com)

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# CONTEXT

If we want to eat organic food, we know which store to go to and which product to buy.  
If we want to buy jeans that have the least impact on the planet, we know which brand to buy.

If we like to take care of our skin, we know which cosmetic label allows us to know the fair and sustainable commitment of a brand.

But in eyewear, there is no certification or label to identify sustainable products or professionals committed to the environmental cause..

So the Optic for Good label takes up the criteria :

- of generalist environmental labels,
- the CSR bases of companies
- the UN Sustainable Development Goals
- Green deals condition

awhich are adapted to the optics-eyewear industry to create a unique and precise audit.

This audit makes it possible to determine the actors of the sustainable optics-eyewear industry to choose in all ecological conscience its product or the professional.

- Optic for Good for brand eyewear is conformed with ISO 14 024, the eco-label standard.
- Carrying out the life cycle analysis of the eyewear (LCA)



NEWS 2024

## Concretely...

**OPTIC FOR GOOD is the first independent label of trust in optic industry for sustainable way, founded by Carole RIEHL.**



Average of 2500 visits per month to our sites



Community of +6 K on social networks



Target :

- French and European opticians
- French and international brands
- French and European consumers

Only 67% of audited brands have passed the audit since 2019.

Since its launch, 63% of audited opticians have succeeded in passing the audit !

# CHARTER

The Optic For Good brands, like the opticians, meet societal, entrepreneurial, technical requirements and know-how on an environmental basis through a charter of eight requirement measures.

**Optic For Good guarantees the ethical commitment and the quality of the products offered by the brands it represents to the consumer.**

**OPTIC FOR GOOD**

## The charter

for eyewear brands

- 1 THE COMPANY'S COMMITMENT**

The heart of the business of an Optic for Good eyewear brand is a human story that is known and recognized in the business and among its customers. Its governance is adapted to its commitments.
- 2 THE RESPECT OF ENVIRONMENT**

This is an important question. The creation of glasses and the behavior to get there addresses the issues of : eco-design, zero waste, water management, energy expenditure, etc... The eyewear brand must meet the 17 points of the UN Sustainable Development Goals.
- 3 KINDNESS**

Applying ethical principles throughout the production chain has as much value as respecting the people who will wear them. The eyewear brand Optic for Good practices ethical marketing and even slow marketing. The company must respect human rights, the place of Nature, the environment etc... Also, it will be sincere, transparent and professional.
- 4 THE KNOW-HOW**

The optics industry is a well of knowledge that must be maintained, protected and shared. The Optic for Good eyewear brand respects eyewear know-how as much as the know-how of an ancestral culture drawn from other industries.
- 5 INGENUITY**

The eyewear industry is developing with innovative ideas and is changing the profession towards an sustainable industry. The eyewear brand Optic for Good is taking part in this development on its own scale.
- 6 THE MATERIALS**

There are alternatives to plastics, petrochemicals and environmentally destructive mining. The eyewear brand Optic for Good is aware of this variety and uses it intelligently to produce sustainable eyewear collections.
- 7 THE PLACE OF MANUFACTURE**

Globalization must allow the sharing of know-how and the maintenance of local manufacturing. The eyewear brand Optic for Good optimizes the manufacture of its eyewear collections according to its needs.
- 8 COLLECTIONS MANAGEMENT**

The eyewear brand Optic for Good knows how to manage its eyewear production while continuing to meet the needs of customers to support them throughout the life of the frames.

[www.opticforgood.com](http://www.opticforgood.com)

[More information](#)

# GOALS

So this label meets 2 objectives :

- it attributes **recognition of environmental commitments** among opticians and eyewear designers.
- it **creates a proof of sustainable trust** both with eye care professionals and with the consumer.

## Objectives achieved for...

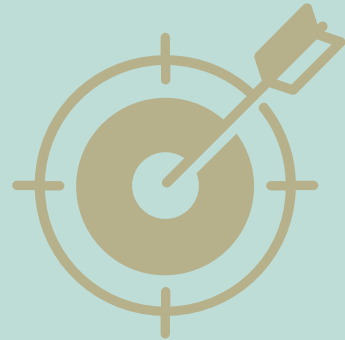
... you	... your suppliers and your clients	... the consumer
<i>Certify the quality and sustainable commitment of your creations</i>	<i>Support the committed eyewear industry</i>	<i>Easily locate a recognized product in France and french speaking countries (also in your country)</i>
<i>Benefit from visibility with a connected and french (french speaking countries) consumer</i>	<i>Benefit from the influence of the label thanks to you</i>	<i>Have the guarantee of a committed and ethical product</i>
<i>Have a privileged link with colleagues also labeled Optic for Good</i>	<i>Create stronger links through a network that shares the same values</i>	<i>Invest in a quality and sustainable product</i>

# IS IT FOR ME ?

## Am I in the target ?

The label is for :

- **independent eyewear brands.**



## Do I have time ?



The label gives the recognition of a sincere environmental commitment.

But it requires maintaining this sustainable goal and improving during the period of validity of the audit and the license.

So it takes time to devote to it during the validity of the license.

## Do I have the basic criteria ?










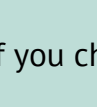
**The audit is open to everyone.**

The audit is there to evaluate, not to judge your commitment.

Nevertheless, to have the Optic for Good license, you must be OK some essential prerogatives.

*(see next page)*



	<b>Communicate its environmental commitment (via its website, in its store, on social networks, etc.)</b>
	<b>Have suppliers recognized in their environmental conviction and CSR policy</b>
	<b>Be aware of the localization of ALL the steps of creation</b>
	<b>Be transparent in the composition and origin of the materials</b>
	<b>Be transparent in its commitments and processes</b>
	<b>The team must embody the company's environmental commitment</b>
	<b>Have recognized customer service</b>
	<b>Have a waste sorting policy in place</b>
	<b>Practice eco-design</b>
	<b>Practice a rare / specialized / regional or national recognized know-how</b>

If you checked all the boxes, you can pass the audit whenever you want.

# CALENDAR

STEP  
01



30/45 min video interview to get to know each other and ask questions

ÉTAPE  
02



Sign the confidentiality agreement + payment for the audit

ÉTAPE  
03



Sending the audit + LCA

ÉTAPE  
04



Feedback from you

ÉTAPE  
05



Request for supporting documents + analysis of the audit within 10 days

ÉTAPE  
06



Result of the audit by email

ÉTAPE  
07



Sending of the license agreement + payment



Redirection and tips





# DURATION



## Validity

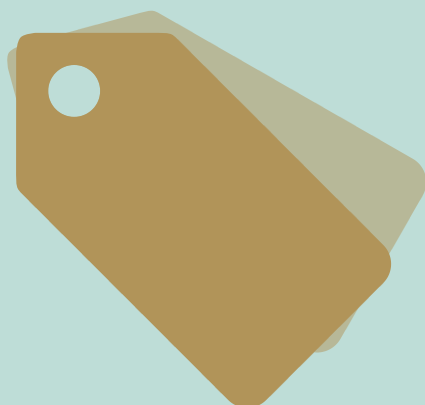
The audit and the Optic for Good label are valid for 3 years.

## Payment

The audit and the label are valid for 3 years.

You have the option to pay for the license:

- in 1 time,
- or in 3 payment, on the anniversary of obtaining the label.



## Price

The price of the license is fixed during the validity of the audit.

# BUDGET

## AUDIT

950 € HT

- 1/2 day for the analysis
- 1/2 day for the LCA
- 1 day for editing the results
- between 4 and 6 hours to edit the result book

(estimated minimum time)

**Your performance index resulting from the audit is greater** than or equal to the Optic for Good average : you can subscribe to the Optic for Good license.

## LICENCE

1 300 € HT\*  
per year

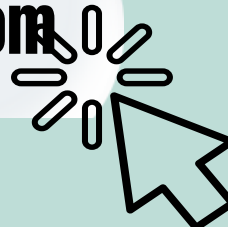
- Audit and LCA report sheet
- Access to the private area of the site and the Whatsapp group
- Access to a communication kit for the press and social networks
- Cartography of France and French-speaking countries
- Bi-monthly newsletter for licensees
- Monthly subscriber newsletter
- GUIDES content free or at preferential rates (on the Optic for Good platform)
- Exclusive partnerships
- Detailed presentation sheet on *opticforgood.com*
- Presentation article on *leslunettesecologiques.com*
- Featured on the Optic for Good subscriber newsletter
- Highlighted on social networks (instagram, Facebook of Optic for Good and Les lunettes écologiques Magazine)
- put forward at European optical fairs

\*or in 1 payment €3,900 excluding tax for 3 years

# CONTACT

If you haven't already, take an appointment now for the 1st step :

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