

The logo for EON, consisting of the letters 'EON' in a white, sans-serif font inside a white rounded square.

EON

# France's Anti-Waste and Circular Economy Law (AGEC)

Textiles and Footwear

Article 13 of France's 'Loi AGECE' (Anti-Waste for a Circular Economy Law) went into effect on January 1, 2023 in France, with the aim of empowering shoppers with more transparent product information across many sectors, including Apparel. For brands selling products in the French market, complying with [Loi AGECE](#) is now only a legal imperative, and an opportunity to build customer trust.

This whitepaper is intended to provide a helpful guide to the AGECE law, and share how the EON Product Cloud platform can enable brands to efficiently manage required product data and comply with confidence.

What you'll learn:

- Overview of France's AGECE law
- How EON Product Cloud supports compliance
- Detailed overview of AGECE's data requirements

# Understanding the Loi AGECE

## What is the AGECE law?

France's Anti-Waste and Circular Economy ("AGECE") legislation and Décret n° 2022-748 aims to help companies embrace more circular production, and shoppers move toward more sustainable consumption.

## Who is impacted?

This decree impacts all companies selling products in France and applies to all new consumer goods put on the French market (except second-hand products).



Producers



Importers



Distributors



Retailers

## When will AGECE go into effect?

Disposing of unsold products, and the use of some marketing and production claims, such as "biodegradable" and "environmentally-friendly", were immediately banned for all companies when the decree was published in 2022, while disclosure requirements have progressively been implemented since January 1, 2023.

The chart below provides further details about when companies were required to follow AGECE requirements based on their annual turnover and volume of products sold within France.

Date	Jan 1, 2023	Jan 1, 2024	Jan 1, 2025
Turnover + Volume	>50M€ >25,000 units	>20M€ >10,000 units	>10M€ >10,000 units

## Are there penalties for not complying?

Penalties for not complying with this law include a €15,000 EUR fine and risk of reputational damage.

<sup>1</sup> [https://www.legifrance.gouv.fr/loda/article\\_lc/LEGIARTI000041554554/2020-02-12](https://www.legifrance.gouv.fr/loda/article_lc/LEGIARTI000041554554/2020-02-12)

<sup>2</sup> <https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000045726094>

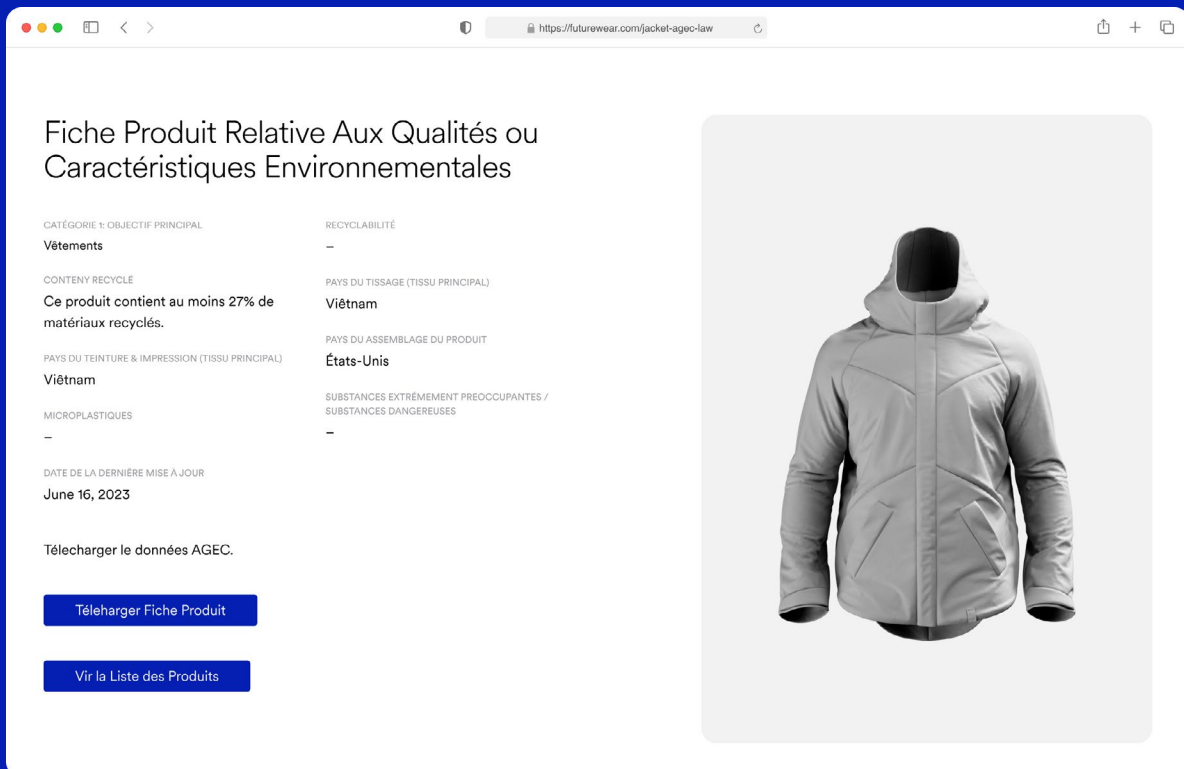
# Key Requirements

## 1 Brands must share required data with customers at time of sale

- Brands must inform consumers about the environmental characteristics of their products, including provenance and materials information.
- Required data must be made available to consumers in an aggregated “product sheet”, accessible free of charge at the time of purchase on their website.
- All data must be provided in the French language.
- The information must be publicly available for two years after bringing the last unit of the product to market.

## 2 Brands cannot use forbidden claims in association with products

- Environmental claims cannot be used in association with products, either on the product page or packaging.
- Some of these include: Environmentally friendly (Écologique), Eco (Éco), Green (Verte) and Sustainable (Durable).



The screenshot displays a web browser window with the URL <https://futurewear.com/jacket-agec-law>. The page title is "Fiche Produit Relative Aux Qualités ou Caractéristiques Environnementales". The content is organized into two columns of data:

<b>CATÉGORIE 1: OBJECTIF PRINCIPAL</b> <b>Vêtements</b>	<b>RECYCLABILITÉ</b> -
<b>CONTENU RECYCLÉ</b> <b>Ce produit contient au moins 27% de matériaux recyclés.</b>	<b>PAYS DU TISSAGE (TISSU PRINCIPAL)</b> <b>Viêtnam</b>
<b>PAYS DU TEINTURE &amp; IMPRESSION (TISSU PRINCIPAL)</b> <b>Viêtnam</b>	<b>PAYS DU ASSEMBLAGE DU PRODUIT</b> <b>États-Unis</b>
<b>MICROPLASTIQUES</b> -	<b>SUBSTANCES EXTRÊMEMENT PRÉOCCUPANTES / SUBSTANCES DANGEREUSES</b> -
<b>DATE DE LA DERNIÈRE MISE À JOUR</b> <b>June 16, 2023</b>	

Below the data, there is a link "Télécharger le données AGECE." and two buttons: "Télécharger Fiche Produit" and "Vir la Liste des Produits". To the right of the text is a large image of a light-colored, quilted jacket with a hood.

An example of AGECE product data sheet.

# All the tools you need for Loi AGEC Compliance

## EON Product Cloud

The EON Product Cloud platform provides a secure, central repository for all product and material data, enabling brands to efficiently standardize, validate and share information across the value chain.



### Capture

Capture product information from internal data systems (PIM, PLM etc.) to create a unique data profile or Digital ID for every product at the item-level.



### Connect

Connect serialized items with a data carrier such as a QR code or NFC tag, enabling customers to scan for access transparent information and services.



### Capitalize

Embed services and capabilities into your products — from easy resale to efficient policy compliance and smart authentication.

Product IDs / Women's Oversized Crew-Neck Sweatshirt

## Women's CloudRun Sneakers

EON ID 4568

Overview

GTIN	EON ID	SKU
8413351289543	2398367163	NMT54_S6H3F
BRAND / LABEL	RELEASE DATE	COLOR NAME
FUTUREWEAR	11.10.2022	Space Grey
SIZE SYSTEM	SEASON	SIZES
US	Spring 2022	34-44
ITEMS	MSRP	CUSTOMER EXPERIENCE
10,245	\$125.00	Live

Product details | Data insights | Events history | Items

# EON Compliance Solutions for AGECE

The vast amount of data required for AGECE compliance can be collected, stored, and managed in the EON platform to help you stay organized and minimize the risk of non-compliance.

## STEP 1

### Capture required product data

EON's data management tools make it easy to ingest data from a variety of sources and unify this data into serialized Digital IDs.

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- Understand the data requirements of AGECE with pre-built data templates.
  - Data meeting the requirements listed below can be ingested into the EON platform via document upload or API integration.
  - Pre-built integrations +90 systems make it easy to capture data from PLM, ERP, Material Traceability partners and more.
  - Once in the platform, it can easily be formatted, structured, and confirmed.
- 

## STEP 2

### Gauge compliance level

EON's Policy Management tools help brands understand their overall level of compliance, identify which products are not compliant, and get actionable reporting on what specific data fields must be corrected.

- 
- Validate your existing AGECE data against requirements.
  - Receive alerts when products are not compliant.
  - Get notified if AGECE requirements change, and what data provided must be updated in response.
  - Real-time reporting means you can identify and resolve issues quickly and efficiently.
  - Screen product descriptions for forbidden claims including:
    - Sustainable (Durable)
    - Biodegradable (Biodégradable)
    - Compostable (Compostable)
    - Environmentally friendly (Écologique)
    - Eco- (Éco-)
    - Green (Verte)
    - Environmentally responsible (Eco Responsable)
    - Conscious
-

## Share required product data with customers

EON enables brands to efficiently create aggregated product data sheets, and bring data forward to customers through digital product scan experiences.

- Receive an AGECE sheet in French for every product by default.
- Provide an easy access point to your AGECE compliance data through an embedded QR code or NFC tag on the product.



# Get to know the data requirements of Loi AGECE

## Apparel & Footwear

Recycled Content	Product Recyclability	Hazardous substances	Microplastics	Upstream traceability

### PRODUCT IDENTIFICATION



<b>Description</b>	Specifies which product all subsequent information relates to.
<b>Required Data Points</b>	<ul style="list-style-type: none"> <li>Product name               <ul style="list-style-type: none"> <li>Example: Chelsea Boots</li> </ul> </li> <li>Product category               <ul style="list-style-type: none"> <li>Example: Footwear</li> </ul> </li> <li>Product Reference ID e.g. Unique SKU, GTIN, or other identifier               <ul style="list-style-type: none"> <li>Example: I962779</li> </ul> </li> </ul>
<b>How to collect</b>	This information can be sourced from your PLM or other core product data platform, or uploaded via csv.
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	There are no standard values, but companies should be as precise as possible.

### MATERIAL COMPOSITION

<b>Description</b>	Specifies the main material used in the manufacturing of the product, including natural, synthetic, and blended fibers.
<b>How to collect</b>	<p>Only necessary to include the main material, not all materials included in the product.</p> <p>EON Exchange partners:</p> <div data-bbox="312 1608 1027 1666">  FiberTrace            Inspectorio            TextileGenesis            Worldly         </div>
<b>How to disclose</b>	Main material must be expressed as a material type. If no recycled material is present, these fields can be left blank.
<b>Level of data granularity</b>	SKU level
<b>Required data attributes</b>	<ul style="list-style-type: none"> <li>Main material               <ul style="list-style-type: none"> <li>Example: Coton (Cotton)</li> </ul> </li> <li>Recycled content               <ul style="list-style-type: none"> <li>Example: 32%</li> </ul> </li> <li>Recycled content disclosure               <ul style="list-style-type: none"> <li>Example: Produit comportant au moins 30% de matières recyclées (Product contains at least 30% recycled materials)</li> </ul> </li> </ul>






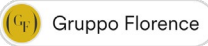
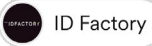

RECYCLABILITY	
<b>Description</b>	Information regarding the product's ability to be recycled, including the recycling processes it is compatible with.
<b>How to collect</b>	Specific methodology for Apparel and Footwear has not yet been provided by Refashion. This attribute can be ignored until the methodology is released. It will not be required for leather goods.
<b>How to disclose</b>	<p>Companies can explain that at this point the methodology has not been made available for apparel and footwear by Refashion.</p> <p>Once there is a methodology, disclosure requirements will most likely include the following: Recyclability information must be disclosed with the phrase "mostly recyclable product" ("produit majoritairement recyclable") if the product fulfills the recyclability requirements below. If the product fulfills all these requirements and if the recycled material produced represents more than 95% of the weight of the collected waste, then the claim "entirely recyclable product" can be used.</p>
<b>Level of data granularity</b>	SKU level
<b>Required data attributes</b>	<ul style="list-style-type: none"> <li>Recyclability disclosure <ul style="list-style-type: none"> <li>Refashion considère qu'il n'y a donc aucune information relative à la recyclabilité à faire figurer au sein de la fiche intitulée « fiche produit relative aux qualités et caractéristiques environnementales » concernant les produits textiles d'habillement, linge de maison et chaussures. A la suite de cet conseil, aucune information à la recyclabilité est figurée ci-dessous pour l'instant.</li> </ul> </li> </ul> <p>(Refashion considers that there is therefore no information relating to recyclability to be included in the product sheet concerning textile clothing, household linen and shoes. Following this advice, no recyclability information is listed below at this time.)</p>

HAZARDOUS SUBSTANCES	
<b>Description</b>	Declaration of whether the product contains hazardous substances.
<b>How to collect</b>	<p>Ask your suppliers whether their products contain any substances of very high concern in greater than 0.1%. The substances which are determined as hazardous are listed here: <a href="https://www.askreach.eu/">https://www.askreach.eu/</a></p> <p>EON can integrate with testing and quality companies to manage evidence of compliance.</p> <p>EON Exchange partners:</p> <div style="display: flex; align-items: center; gap: 10px;">  Inspectorio  TextileGenesis </div>
<b>How to disclose</b>	<p>Must be expressed as a disclosure statement.</p> <p>If a hazardous substance is present at a concentration higher than 0.1% (in weight) in the product, the statement must be followed by the name of all the harmful substances present in the product.</p> <p>If the product does not contain hazardous substances, this can be left blank.</p>
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	<ul style="list-style-type: none"> <li>Hazardous substances disclosure <ul style="list-style-type: none"> <li>Contient une substance préoccupante: le plomb &lt;1000ppm (Contains a hazardous substance: Lead &lt;1000ppm)</li> </ul> </li> </ul>
<b>Other Notes</b>	As this is an existing regulation, no action is needed if you are already in compliance with the EU REACH Regulation.

## MICROPLASTICS

<b>Description</b>	% plastic microfibers contained in the product, along with a specific disclosure regarding their potential release during washing.
<b>How to collect</b>	Determine the total % of synthetic materials in your product. This may be captured in a product’s Bill of Materials.
<b>How to disclose</b>	If a product contains more than 50% synthetic fiber by weight, the disclosure must mention, “this product releases plastic microfibers in the environment during washing”. If the product contains less than 50% synthetic fibers, the disclosure can be left blank. Negative statements are not required.
<b>Level of data granularity</b>	SKU Level
<b>Required data attributes</b>	Plastic microfibers Example: 51% Plastic Microfibers Disclosure Example: Rejette des microfibres plastiques dans l’environnement lors du lavage (This product releases plastic microfibers in the environment during washing)

## PRODUCT TRACEABILITY

<b>Description</b>	Details the country where each relevant production process took place.
<b>How to collect</b>	<p>Determine the product’s main material (by weight) and identify the countries where the relevant processes took place.</p> <p>Suggested partners:</p> <div style="display: flex; justify-content: space-around; align-items: center;">       </div>
<b>How to disclose</b>	<p>List the country where the processes above took place for a majority of the product.</p> <ul style="list-style-type: none"> <li>• For apparel: Weaving, Dyeing / Printing, and Assembly</li> <li>• For shoes: Stitching, Finishing, and Assembly</li> </ul>
<b>Level of data granularity</b>	SKU level or item level in the case of a 50/50 split on material composition
<b>Required data attributes</b>	<p>Apparel only</p> <ul style="list-style-type: none"> <li>• Country of Weaving: VNM (Vietnam)</li> <li>• Country of Dyeing and Printing: TUR (Turkey)</li> <li>• Country of Assembly: USA (United States of America)</li> </ul> <p>Footwear only</p> <ul style="list-style-type: none"> <li>• Country of Stitching: VNM (Vietnam)</li> <li>• Country of Finishing: TUR (Turkey)</li> <li>• Country of Assembly: USA (United States of America)</li> </ul>

# Get to know the data requirements of Loi AGECE

## Packaging

PACKAGING IDENTIFICATION	
<b>Description</b>	Specifies which packaging all subsequent information relates to and type of packaging used.
<b>How to collect</b>	Request this information from your packaging supplier.
<b>How to disclose</b>	There are no standard values, but companies should be as precise as possible.
<b>Required data attributes</b>	Packaging Type Example: Garment bag Packaging Reference ID Example: ID123456
<b>Level of data granularity</b>	SKU

MATERIAL COMPOSITION	
<b>Description</b>	Specifies which materials the packaging uses and the % of recycled content.
<b>How to collect</b>	Request this information from your packaging supplier.
<b>How to disclose</b>	Should be expressed as a % amount. If the packaging does not contain recycled materials, the attribute can be left blank — negative statements are not required.
<b>Required data attributes</b>	<ul style="list-style-type: none"><li>• Main material<ul style="list-style-type: none"><li>• Example: Plastic, Cardboard, Glass</li></ul></li><li>• Recycled content<ul style="list-style-type: none"><li>• Example: 50%</li></ul></li></ul>
<b>Level of data granularity</b>	SKU

RECYCLABILITY	
<b>Description</b>	Information regarding the packaging's ability to be recycled, including the recycling processes it is compatible with.
<b>How to collect</b>	Packaging recyclability is determined by CITEO (packaging EPR) companies can assess the recyclability of their packaging using the TREE tool available here: <a href="https://www.citeo.com/le-mag/recyclabilite-tree-souvre-tous">https://www.citeo.com/le-mag/recyclabilite-tree-souvre-tous</a>
<b>How to disclose</b>	Must be expressed as a recyclability rate: Fully recyclable product, Mostly recyclable product or Not recyclable.
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	<ul style="list-style-type: none"><li>• Recyclability<ul style="list-style-type: none"><li>• Example: Produit majoritairement recyclable (Mostly recyclable product)</li></ul></li></ul>

## HAZARDOUS SUBSTANCES

<b>Description</b>	Declaration of whether the packaging contains hazardous substances.
<b>How to collect</b>	Ask your suppliers whether their products contain any substances of very high concern in greater than 0.1%. The substances which are determined as hazardous are listed here: <a href="https://www.askreach.eu/">https://www.askreach.eu/</a>
<b>How to disclose</b>	<p>Must be expressed as a disclosure statement.</p> <p>If a hazardous substance is present at a concentration higher than 0.1% (in weight) in the product, the statement must be followed by the name of all the harmful substances present in the product.</p> <p>If the product does not contain hazardous substances, this can be left blank.</p>
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	<ul style="list-style-type: none"> <li>• Hazardous substances <ul style="list-style-type: none"> <li>• Example: Contient une substance préoccupante: le plomb &lt;1000ppm (Contains a hazardous substance: Lead &lt;1000ppm)</li> </ul> </li> </ul>
<b>Other Notes</b>	As this is an existing regulation, no action is needed if you are already in compliance with the EU REACH Regulation.

## REUSABILITY AND RE-FILLABILITY

<b>Description</b>	Declaration of whether the packaging is reusable and/or refillable.
<b>How to collect</b>	<p>Reusable packaging is packaging designed for at least one second use, in a non-cumulative manner: For a use in the same nature as that for which it was designed, and whose reuse is organized by or on behalf of the producer;</p> <p>Refillable packaging is defined as: Packaging that is refilled at the point of sale in the context of bulk sales, or at home if it is a refill device organized by the producer.</p> <p>Some examples include:</p> <ul style="list-style-type: none"> <li>• A reusable tote bag for clothing purchases, designed for multiple uses.</li> <li>• A refillable container for accessories, part of a returnable system.</li> <li>• A garment bag that can be returned and reused for multiple purchases.</li> </ul>
<b>How to disclose</b>	A simple statement is required in both cases. No further guidance or systems need to be in place. Negative statements are not required.
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	<ul style="list-style-type: none"> <li>• Reusability disclosure <ul style="list-style-type: none"> <li>• Example: emballage réemployable</li> </ul> </li> <li>• Refillability disclosure <ul style="list-style-type: none"> <li>• Example: emballage réutilisable</li> </ul> </li> </ul>

## COMPOSTABILITY

<b>Description</b>	Ability of packaging to break down into natural elements under composting conditions.
<b>How to collect</b>	Only collection bags (paper/cardboard or domestically compostable plastics) that are eligible for joint collection and valorization with source-separated biowaste are considered “compostable.” This is according to the decree of March 15, 2022, which lists compostable, methanisable, and biodegradable packaging and waste that can be jointly collected with source-separated biowaste.
<b>How to disclose</b>	If the packaging is compostable, a disclosure statement is needed. If the packaging is not compostable, this can be left blank.
<b>Level of data granularity</b>	SKU
<b>Required data attributes</b>	<ul style="list-style-type: none"><li>• Compostability<ul style="list-style-type: none"><li>• Example: Emballage compostable (packaging compostable)</li></ul></li></ul>
<b>Other notes</b>	It is forbidden to call the packaging compostable if the product does not meet the definition of compostable under French law.



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## Ready to streamline your AGEC compliance management?

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