



# Omnichannel Alignment of Sustainable Products

LAST UPDATE:  
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El Puerto de Liverpool



# Omnichannel Alignment of Sustainable Products



## A. OBJECTIVE

Establish the guidelines and rules for the management and implementation of items classified as “sustainable” and thus contribute to the guidelines of the sustainability strategy in accordance with policy DO-POL-2021/5/24-Sustainability.

(<https://docs.google.com/document/d/1VYi9AI7Bzl40IVZKtIKCO6gBxMdfUfELFZE3tExR478/edit>)

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## B. SCOPE

Applies to all Liverpool stores, Remote Sales (VAD) and Suppliers (Physical and Virtual Channel), as well as Department Suppliers (Physical and Virtual Channel), as well as to Department Heads, PV and Display Team, Salespeople, SF/ HL Purchasing, VAD, Boutiques, Project Office, Suppliers, CDH / CRS, Logistics, Procurement, Legal Operations Management (Consumer Rights), Real Estate Management and Environment, Proprietary Brands, LASO, Product Data Governance Management.



## C. RULES:

1.- It is the responsibility of the areas involved to know, disseminate and comply with the guidelines established in this policy in an orderly, honest and ethical manner.

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## OF THE ATTRIBUTES.

2.- It is the responsibility of the buyer(s) designated by the Purchasing Departments, as well as suppliers, to know the categories of sustainable products defined by the Company; in the case of Suburbia, it will also be the responsibility of the CATMEX and Design areas. Likewise, the purchasing areas are responsible for understanding the review process of certificates and sustainable attributes and the basic rules for labeling products identified within these categories, as described in the Sustainable Manual (Annex 1) and the Sustainable Certifications and Attributes Guide (Annex 2).

3.- Buyers are responsible for ensuring that articles with sustainable characteristics meet the requirements established to be included in the corresponding category, after validation of the following aspects:

- That the product has a sustainability feature or attribute.
- That the information of the product and/or attribute in the market is clear and truthful
- That the product has a certificate and/or any other document issued by a competent authority or body, empowered, authorized and/or accredited to do so. If the product does not have a certificate, you will be asked to sign the Letter of Attribute Responsibility (Annex 6).
- The supplier must present the appropriate documentation supporting the certification of the qualities or properties of the “sustainable” product or service, which must be presented in Spanish or, in its absence, have a translation made by a qualified expert.
- That the product is listed, with the activated attribute visible to consumers on the website.

4.- It is the supplier's responsibility to comply with the requirements for the creation of the product, such as:

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4.1.- Registration of the article within the single entry (See manual in annex 4).

4.2.- Include the certificates or if not having the same, the letter of attributes letter of attributes that supports the characteristics of the product, according to the according to the single entry manual.

4.3.- Describe or cite in the single entry what type of benefit, initiative or protocol is being presented in relation to the product.

4.4.- In case the product is not 100% sustainable, specify the percentage, characteristic or describe the part that complies with the attribute within the single entry portal (access only to suppliers).

4.5.- It is the responsibility of the supplier to deliver the merchandise with the packaging, seals and labels that endorse the sustainable characteristics and provide (Labeling Manual Annex 5).

5.- It is the responsibility of the Legal Operations Management and the Product Data Governance Management to review on a quarterly basis that the attributes comply with the requirements and laws in force. 6.- As a general rule, the purchasing area (in the case of Suburbia, the CAT-MEX area) must provide the supplier with a letter of commitment specifying the veracity of the attributes of the products and their certificates, which must be delivered by the supplier to the purchasing area (in the case of Suburbia, the CAT-MEX area) with the signature of the legal representative of the company in question. (Annex 6)

Likewise, the supplier must confirm the validity of its certificates at least one month prior to their expiration date. In particular, situations that represent a possible risk that could affect the reputation of El Puerto will be reviewed.

7.- It is the responsibility of the Legal Operations Management to inform and/or validate laws applicable to new attributes and/or assets, or any reform to the legislation, prior regulatory alert.

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## OF THE PROCESS OF REGISTRATION OF ARTICLES AND/OR ATTRIBUTES

8.- The buyer is responsible for:

8.A) In the case of Liverpool: Validate with the Legal Operations Management and Product Data Governance the creation of a new attribute.

8.B) In the case of Suburbia: Merchandising validates the attribute by product and communicates to the commercial and design areas for placement in PLM.

9.- It is the supplier's responsibility to prove or demonstrate the characteristics that define and justify which attribute it corresponds to.

10.- It is the responsibility of Product Data Governance Management to verify and communicate to the SL/HL purchasing sub-directorates on a quarterly basis the volume of products with sustainable attributes.

## PACKAGING AND LABELING

11.- It is the supplier's responsibility to deliver the goods with the labels and seals visible for review.

12.- It is the supplier's responsibility to comply with the regulatory requirements for packaging and packing and, as far as possible, to ensure that they are sustainable.

13.- For Suburbia, it is the responsibility of the CAT-MEX area to ensure that the product of origin arrives with the supply label (under the “acciones que suman más” campaign)

## OF IN-STORE IMPLEMENTATION.

14.- It is the responsibility of the department head to ensure that the product is displayed and labeled with sustainable information visible to the customer.

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- 15.- It is the responsibility of the Visual Presentation and Display team to adequately display the product in focal points outside the sections.
- 16.- The department head is responsible for the adequate display of the product within his/her section, as well as for managing the graphic communication materials for the client and the maintenance of the displays outside the sections.
17. Sustainable product communication in physical and digital stores will have to be aligned.



## D. ANNEXES

Número de anexo	Título	Archivo
1	Definitions-Manual (Definiciones Manual)	<a href="#">Manual Sostenible</a>
2	Guide to certifications (Guía de certificaciones)	<a href="#">Certificaciones y atributos sostenibles</a>
3	Glossary (Glosario)	<a href="#">Glosario</a>
4	Single Entry Manual (Manual Entrada Única)	<a href="#">Manual de entrada única</a>
5	Labeling Manual (Manual Etiquetado)	<a href="#">Manual de etiquetado</a>
6	Responsible Letter of Attributes (Carta Responsiva de atributos)	<a href="#">Carta español</a> <a href="#">Carta Inglés</a>

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## E. TABLE OF APPROVALS

Prepared	Reviewed	Authorized	Version number	Date of update
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	Brenda Reyes Ortíz Gerente Operaciones Juridico	Esperanza García Sánchez Director Marcas Propias Suburbia		
	Antonio García Cancino Gerente Responsabilidad Social	Daniela Hernández Calderón Director Corporativo Comercial SoftLine		
	Alejandra Sánchez Juárez Subdirector Mundo Mesa			
	Karla Irma Vargas Delgado Subdirector Mundo Niñas			
	Marco Antonio Salazar Bonilla Coordinador Multimedia y Deportes			
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