

VEJA CARBON FOOTPRINT

Most companies measure their carbon footprint activity but publish incomplete results from incomplete researches.

For us, the only way that seemed fair was to calculate everything and release everything.



Campo, White Guimauve Marsala





P.3 HOW ARE CO₂ EMISSIONS CALCULATED?

- The three scopes when calculating CO₂ emissions
- The main sources of emissions of an organization
- Data collected in 2019



P.8 KEY FINDINGS

- VEJA's carbon footprint in 2019
- The missing results



HOW ARE CO₂ EMISSIONS CALCULATED?

1.

THE THREE SCOPES WHEN CALCULATING CO₂ EMISSIONS

SCOPE 1:

The company's direct activities like driving the cars we own in Brazil.

SCOPE 2:

The energy consumption from the offices and shops.

SCOPE 3:

All activities carried out by our suppliers and partners (from the fields to the factories and our offices).

We do not produce anything directly.

It is not mandatory to release this scope and it depends on the company effort depends on the company's willingness to release this data. That is why most of them do not release it.



**SCOPE 1, SCOPE 2
& SCOPE 3 GATHER
THREE DIFFERENT
KINDS OF ACTIVITIES:**

- **UPSTREAM ACTIVITIES**
- **REPORTING COMPANY**
- **DOWNSTREAM ACTIVITIES**



THE MAIN SOURCES OF EMISSIONS OF AN ORGANISATION (GHG PROTOCOL)

UPSTREAM ACTIVITIES

REPORTING COMPANY

DOWNSTREAM ACTIVITIES



Purchased goods
& services



Transportation
& Distribution



Purchased
electricity, heating,
cooling & steam



Company facilities



Company vehicles



Transportation
& Distribution



Leased assets



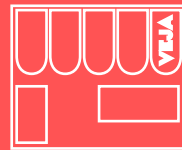
Raw materials



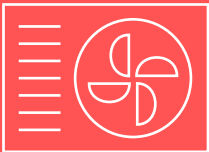
Waste generated
in operations



Processing
of sold products



Franchises



Fuel & energy
related activities



Business travel



Use of sold product



Investments



Employees
commuting



Leased assets



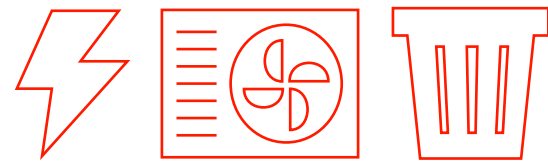
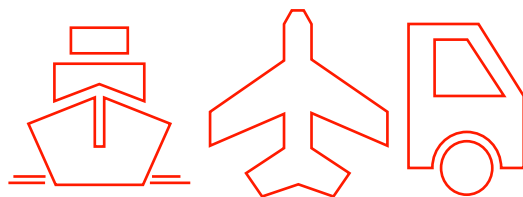
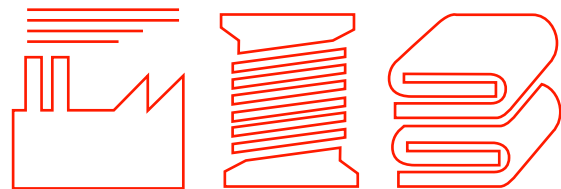
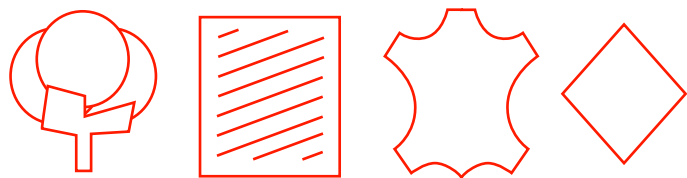
End of life treatment
of sold products

DATA COLLECTED IN 2019

SCOPE 1

SCOPE 2

SCOPE 3



① Raw materials

- > Cotton = **439 401 kg**
- > Rubber = **200 860 kg**
- > Leather = **252 697 m²**
- > Other materials consumption = **720 223 kg**

② Manufacturing

- > Intermediary entities
Rubber = 25 847 kWh
- > Complementary treatment
Cotton: Spinning & weaving = 191 655 kWh
- > Complementary production
Wood = 301 m³

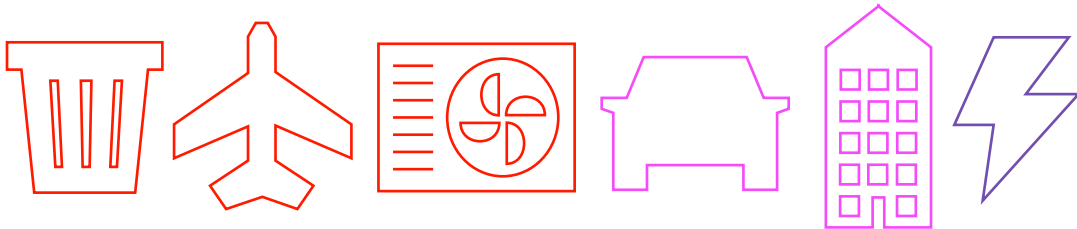
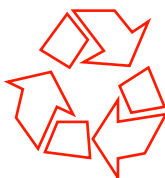
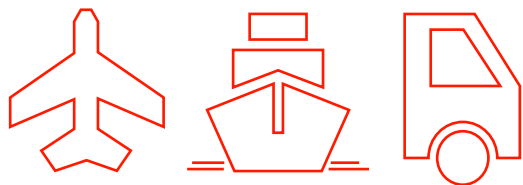
③ Freight

- > Transport of materials from factories (Km by truck)
Cotton = 30 376 km in Brazil/ 21 518 km in Peru
Rubber = 38 105 km in Brazil
Leather = 5 486 km in Brazil

④ Shoe factories

- > Electricity = **2 767 479 kWh**
- > Other fuels (ex. Wood for boiler) = **511 t**
- > Wasted materials = **749 t**

1km = 0,6 miles



⑤ Distribution

- > Delivery (e-shops, stores, customers, ports...)
= 17 256 882 km
- La Poste and TNT = 171 492 packages**
- Electricity consumption of warehouses = 889 166 kWh**

⑥ End of life

- > Pairs of shoes collected, repaired, reused & recycled
Packaging waste = 657 t
- Number of pairs sold = 1 366 955**

⑦ Offices, (E-)Shops

- > Paris office purchases
- > Wasted materials = **2715 kg**
- > Business travels = **2715 kg**
- > Commuting = **2 528 112 km**

- > Other fuels
Gas heating = 261 034 kWh
- > Company facilities
- > Company vehicles
2 cars = 31 701 km
- Mileage allowance = 82 077 km**
- > Electricity = **124 942 kWh**



2. KEY FINDINGS

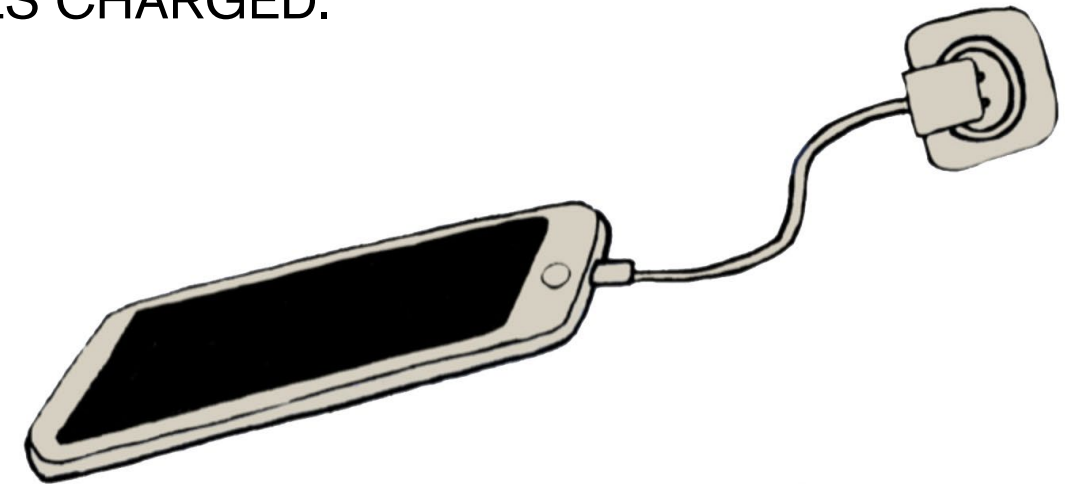
VEJA CARBON FOOTPRINT IN 2019

36 867 tCO₂e =

6000 HOMES ELECTRICITY DURING A YEAR
(TRADITIONAL ENERGY)



AROUND **4 BILLION**
SMARTPHONES CHARGED.



VEJA CARBON FOOTPRINT IN 2019

OFFICES, SHOP, E-SHOP, 4,6%

All activities related to our offices and shops like wasted materials, acquisitions, facilities, vehicles, electricity, team travels, commuting, gas heating or event our postal services.



END OF LIFE, 2,9%

Shoe packaging and an approximation of our pairs collected, repaired, reused, and recycled.

SNEAKERS TRANSPORTATION, 18%

Distribution from Brazil to our warehouses, costumers, and retailers.



SHOES FACTORIES, 3%

The electricity, waste and fuels consumed by our shoe factories.



RAW MATERIALS TRANSPORTATION, 0,5%

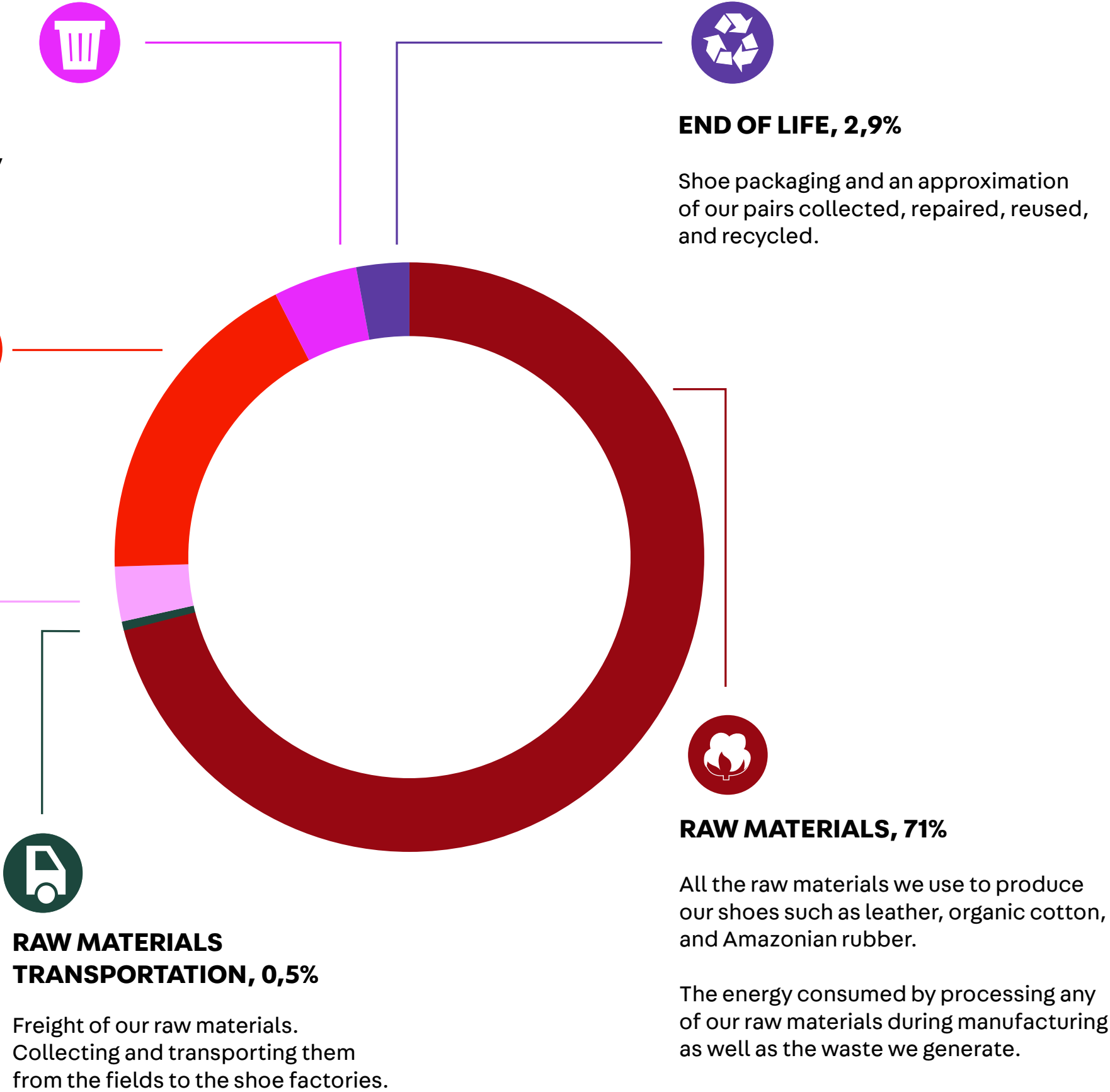
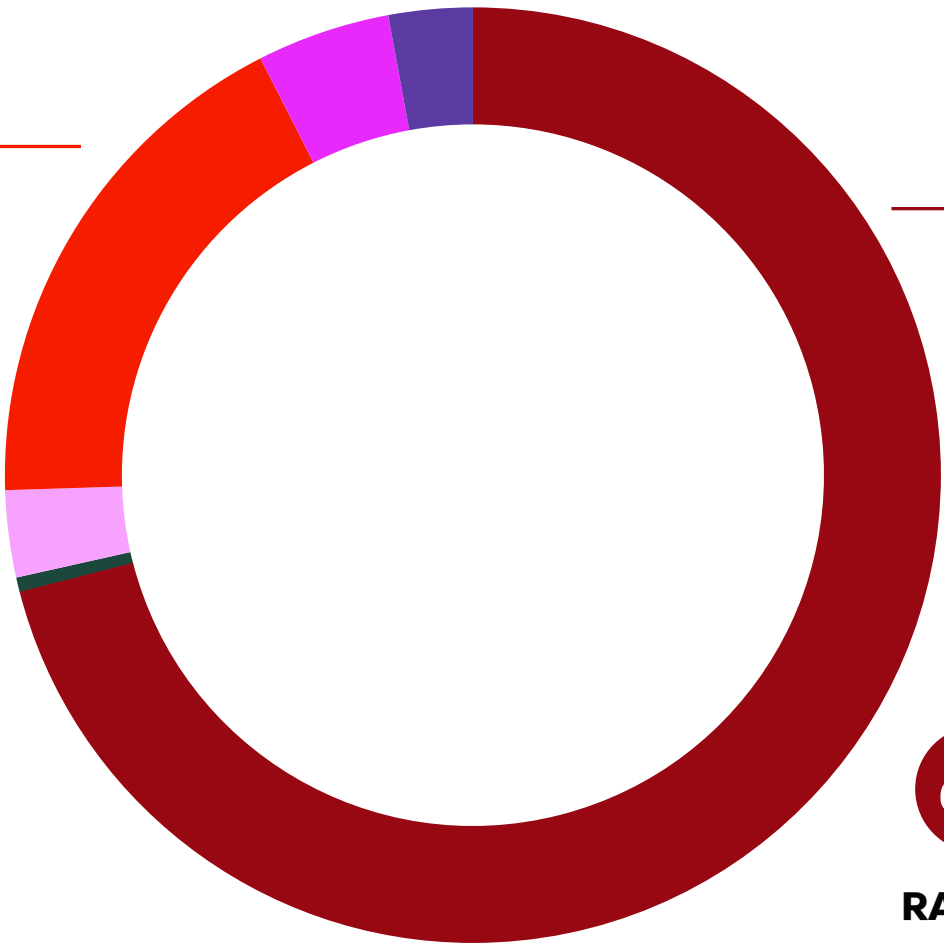
Freight of our raw materials. Collecting and transporting them from the fields to the shoe factories.



RAW MATERIALS, 71%

All the raw materials we use to produce our shoes such as leather, organic cotton, and Amazonian rubber.

The energy consumed by processing any of our raw materials during manufacturing as well as the waste we generate.





RAW MATERIALS: 71% OF VEJA'S TOTAL EMISSIONS

97% LEATHER

2% OTHER MATERIALS (SUCH AS B-MESH)

1% ORGANIC COTTON AND AMAZONIAN RUBBER

71% of our CO₂ emissions are generated by our raw materials.
97% of those emissions are due to leather.

We considered the impact we generate starting from our farms' producers to the tannery.

On average, 70% of leather carbon footprint occurs during cattle raising.

Growing, collecting, and transforming our organic cotton and Amazonian rubber accounts for 1% of our raw materials emissions.

VEJA produced in 2019 every outer sole out of 18 to 22% rubber from the Amazonian rainforest. In 2020, each VEJA outer sole was made of 20 to 30% rubber from the Amazonian rainforest.

On average, the percentage of Amazonian rubber increased by 5% and replaced synthetic rubber.

Even with the increase in production, we saved up to 29 tons of CO₂e just by increasing our use of Amazonian rubber.

The impact of Amazonian rubber is 0,67 tCO₂e per ton (production & logistics) compared to 2,49 tCO₂e per ton for Styrene-Butadiene Rubber SBR, a type of synthetic rubber.

Amazonian rubber emits about 73% less GHG than the conventional rubber used by the industry.

VEJA OUTER SOLE FROM THE AMAZONIAN RAINFOREST



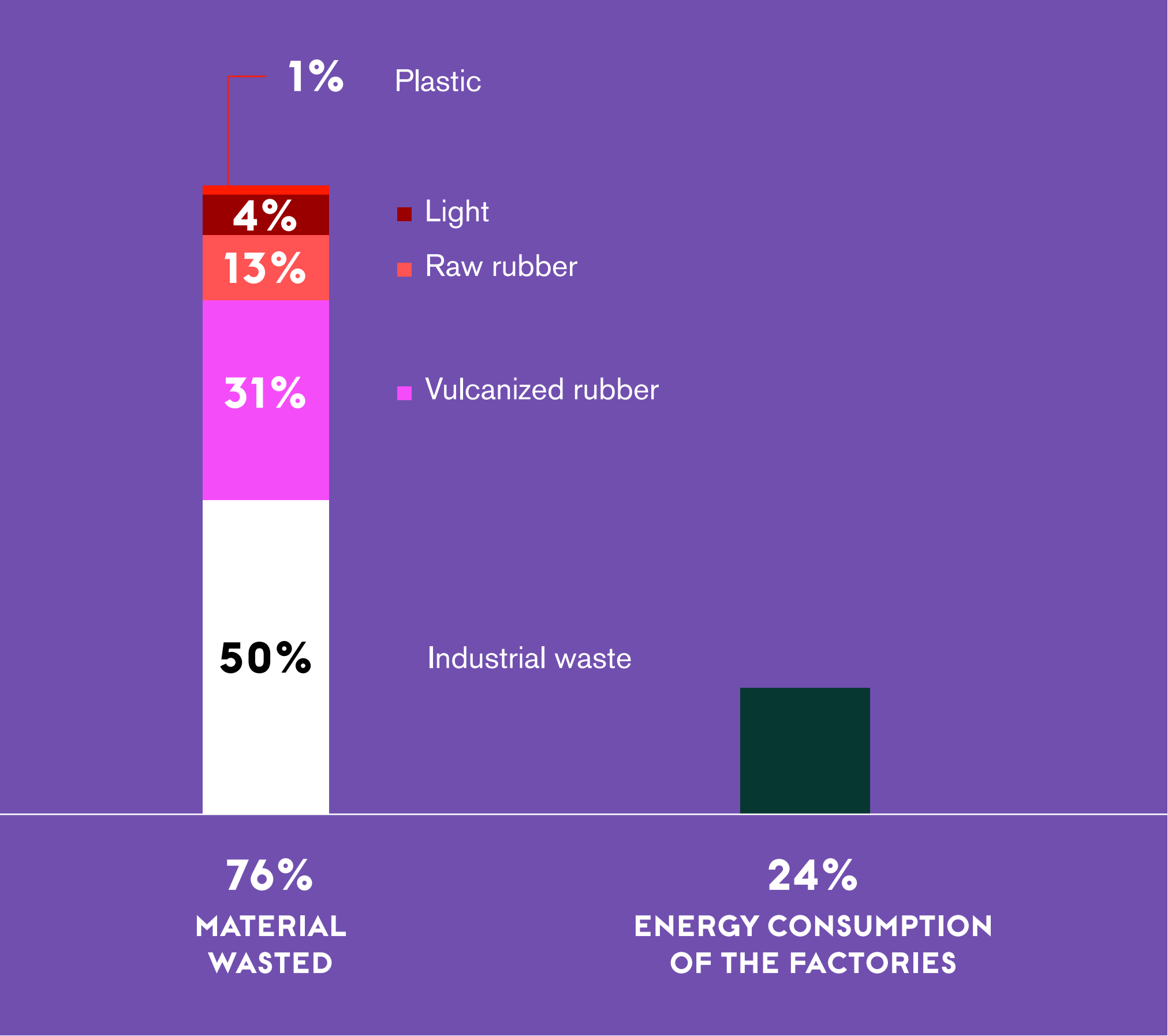


FREIGHT: 0,5%
OF VEJA'S TOTAL EMISSIONS

49% RUBBER
20% LEATHER
31% COTTON

Regarding the collect and transport of our raw materials from the fields to the factories, we did not consider all materials, but the main ones, meaning rubber, leather and cotton.

Those percentages include transportation and the weight of the materials, cotton being lighter and closer to our factory. Cotton coming from Peru to our factory accounts for 16% of those emissions, while cotton from Brazil represents 15%.



SHOES FACTORIES: 3% OF VEJA'S TOTAL EMISSIONS



The activities by our shoe manufacturers generate 3% of VEJA's total emissions.

Even if the factories we work with do not belong to VEJA, we included the material waste and the energy consumed by them.



In 2019, 80% of our shipments were done by boat and represented 5,25% of our total distribution's emissions.

We realized that, even if aircraft is used for a small part of the distribution, it represents 81% of our distribution's emissions.

In 2020, only 7% of VEJA's distribution was done by plane.

DISTRIBUTION: 18% OF VEJA'S TOTAL EMISSIONS

**81,10% AIRCRAFT
10,31% INTERMODAL**

**5,25% BOAT
3,34% TRUCK**





The end of life of our sneakers generates 2,9% of our emissions.

Even though those emissions are not high, it has always been one of our biggest concerns.

In June 2020, we launched our new project VEJA x Darwin, a test-hub for cleaning, repairing, and recycling old sneakers.

It gathers never launched VEJA prototypes, sneakers with minimal defects and a few pairs from old collections.

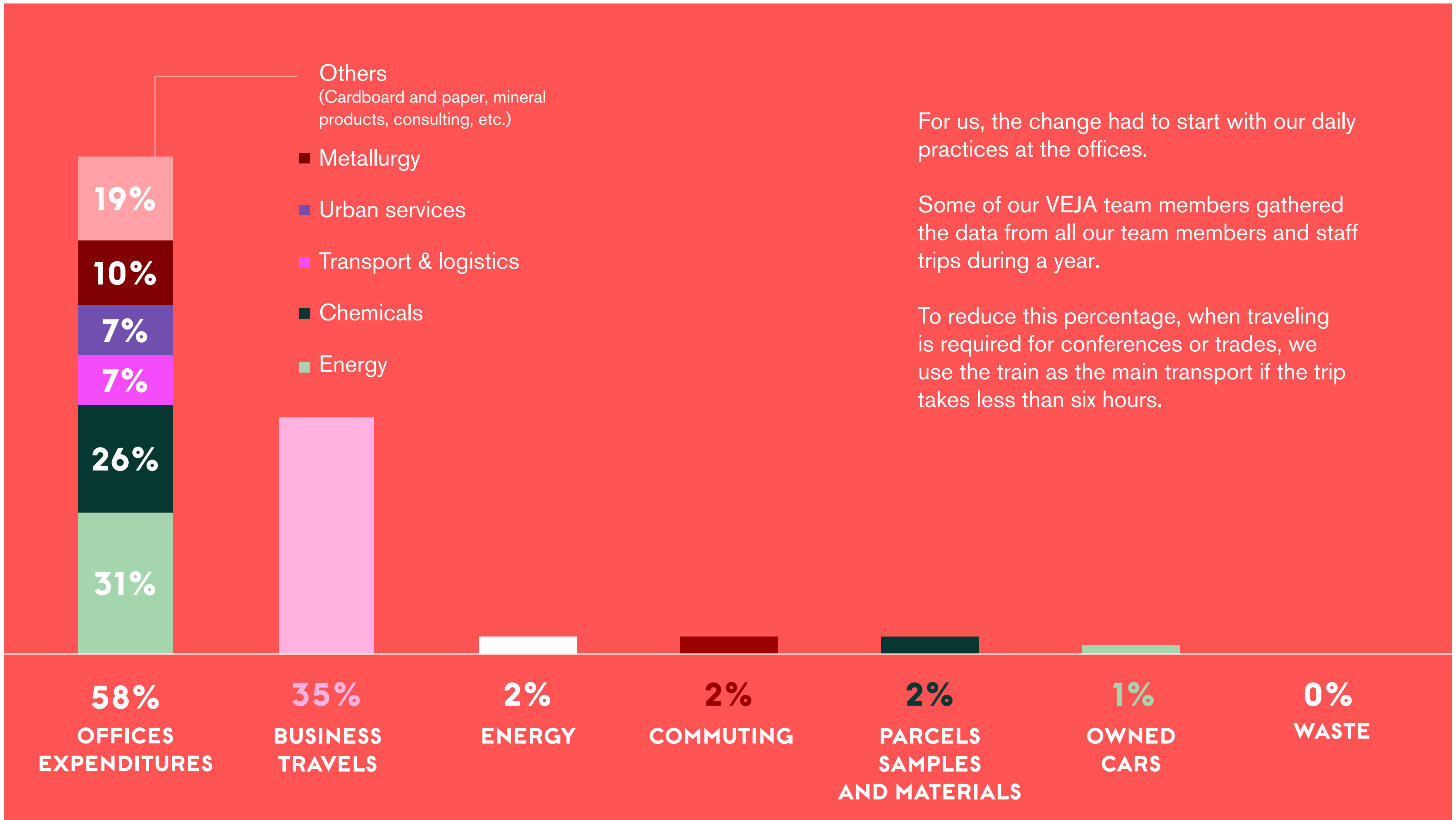
The goal is to collect old VEJA pairs, repair them when possible, and recycle them into new sneakers.

We also installed a collecting box in our store in Paris. We are planning to do it in our other stores.

END OF LIFE: 2,9% OF VEJA'S TOTAL EMISSIONS

**96% SHOES WASTED
4% PACKAGING WASTE**





OFFICES: 4,6% OF VEJA'S TOTAL EMISSIONS

WHAT WE COULDN'T TAKE INTO ACCOUNT



WHAT ARE OUR LIMITS? HOW WE CAN IMPROVE?

In this study, we could not include:

- > The waste produced by the shops and warehouses we work with.
- > Furniture in our different offices.
- > The delivery chain through retailers until their final customers.
- > Auxiliar materials included in our insoles, outsoles, or the tongue of our shoes.
- > Our eyelets, because they are made of metal we did not source ourselves.

Check the full scope of initiatives we are placing into action at the end of our CO₂ page.

