

# History of Sustainability

## AN OVERVIEW OF PUMA'S ACTIVITIES AND INITIATIVES

PUMAVision™



Fair  
Honest  
Positive  
Creative

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- 1993** – PUMA introduces a Code of Conduct to review and enhance the working, social and environmental conditions in suppliers' factories which is binding for all manufacturers of PUMA product
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- 1999** – PUMA revises the company's Code of Conduct and adapts international rule and regulations
  - PUMA institutes PUMA.Safe audits and since then, more than 2,900 audits have been conducted
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- 2000** – PUMA publishes the first handbooks on social and environmental standards including a binding RSL list (Restricted Substances) for all suppliers globally
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- 2002** – PUMA receives award for business ethics from German Network of Business Ethics
  - PUMA includes all licensees globally in the PUMA.Safe auditing system
  - PUMA terminates relationships with 35 footwear, apparel and accessories factories that were not complying to PUMA's standards, which in turn, prompts remaining factories to ensure compliance
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- 2003** – PUMA establishes "Talks at Banz", an annual international stakeholder dialogue and platform for discussing CSR issues
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- 2004** – PUMA becomes member of the Fair Labor Association (FLA)
  - PUMA bans PVC
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- 2005** – PUMA begins monitoring Environmental KPI's from all its offices and stores worldwide
  - PUMA introduces Code of Ethics for PUMA employees
  - PUMA issues Sustainability Report in accordance with GRI guidelines
  - PUMA makes supplier list publicly available and transparent
  - PUMA becomes a member of the Apparel and Footwear International Restricted Substances Management Working Group (AFIRM Group)
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- 2005/6** – PUMA listed in FTSE4GOOD and Dow Jones Sustainability Index
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- 2006** – PUMA joins the UN Global
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- 2007** – PUMA rated 'GREEN' by Greenpeace
  - PUMA receives complete Fair Labour Association (FLA) accreditation
  - PUMA Sustainability Report externally audited and receives an A+ GRI Status
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- 2008** – PUMA launches Fairtrade Football and Cotton made in Africa products and supports Aid by Trade Foundation's Cotton Made in Africa; an initiative improving living conditions of African cotton farmers and their families
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- 2009** – PUMA launches PUMAVision to take CSR efforts to the next level
  - PUMA opens the industry's first carbon neutral head office - PUMAVision Headquarters in Herzogenaurach, Germany
  - PUMA awarded Oekom sustainability ranking
  - PUMA supports the "Meat Free Monday" campaign
  - PUMA joins the UN Climate Neutral of the United Nations Environment Program, UNEP, in doing so becomes first major sportswear company to join
  - PUMA joins "Seal the Deal" an initiative of the United Nations Global Compact
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- 2010** – PUMA recognized by UN for sustainability reporting
  - PUMA becomes member of "Business and Biodiversity Initiative" of the German Ministry for Environmental Affairs supporting the year of biodiversity
  - PUMA and United Nations Environment Program (UNEP) announces the 'Play for Life'
  - Partnership to support 2010 International Year of Biodiversity
  - PUMA endorses the Maasai Wilderness Conservation Trust (MWCT)
  - PUMA launches next pivotal phase of ambitious long term Sustainability program
  - PUMA announces carbon neutrality plan at The Business for Environment Summit (B4E) of the United Nations in Seoul
  - PUMA launches PUMA.Creative Documentary Awards with the Channel 4 BRITDOC Foundation to champion independent documentary film
  - PUMA receives Peace and Sport Award for "Best CSR Initiative"
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- 2011** – PUMA publishes first Environmental Profit & Loss Account
  - PUMA launches Ocean Preservation Awareness Campaign with PUMA Ocean Racing team
  - PUMA receives German Sustainability Award for "Most Sustainable Strategy 2010"
  - PUMA's Clever Little Bag receives Conde Nast Traveller Innovation Award, GOOD Design Award and "Innovation Award" at Luxury Briefing Awards
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