

**RED**  **INDUSTRY**  
*Green*

**THE FIRST  
SAFETY SHOE  
IN THE WORLD  
CERTIFIED  
CARBON NEUTRAL**

**U.  Power**  
Don't worry... be happy!



# “CARBON NEUTRALITY BY 2050: THE TOP PRIORITY FOR THE WORLD”



Secretary general António Guterres. December 11, 2020

## CLIMATE NEUTRAL NOW

### Momentum for Change: Climate Neutral Now

To achieve climate neutrality, we must measure what we emit and then reduce those emissions. Even with our best efforts to reduce, daily activities and business operations will result in unavoidable emissions. This is why offsetting, only after measuring and reducing, is key for climate neutrality.

Climate neutrality is a three step process, which requires individuals, companies and governments to:

Measure their climate footprint;

Reduce their emissions as much as possible;

Offset what they cannot reduce with UN certified emission reductions.



Over time the need for offsets is going to decline as energy systems become ever more low carbon, healthy ecosystems like forests expand and we arrive at a climate neutral world in the second half of the century. Climate change will affect everyone, yet everyone can effect positive change starting today and beginning now.

Learn more about all Lighthouse Activities under Climate Neutral Now below:

<https://unfccc.int/climate-action/momentum-for-change/climate-neutral-now>

For more information :



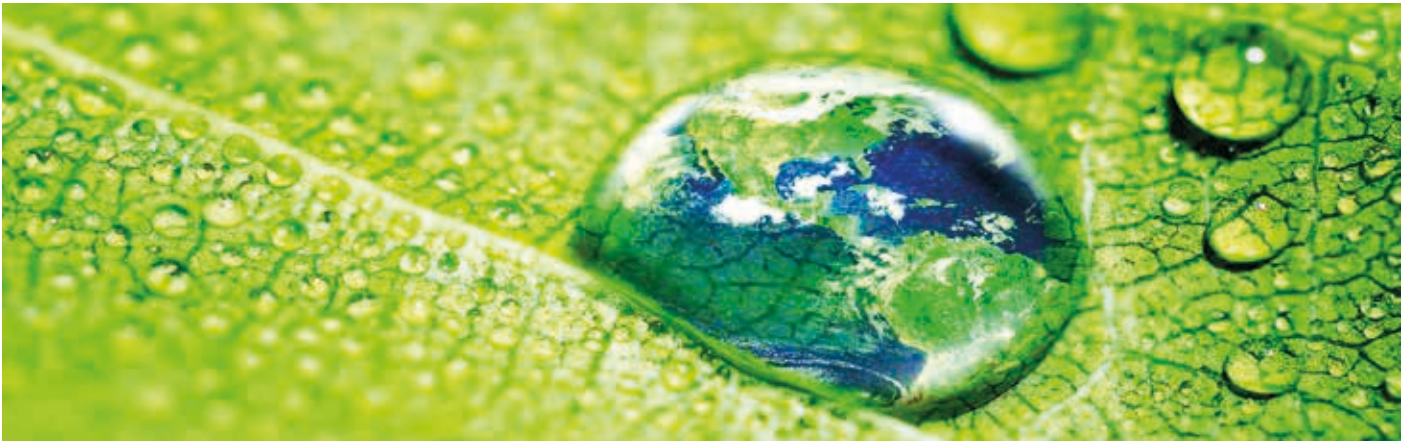


The products of the red industry green line have achieved zero net CO<sub>2</sub> emissions through the use of materials with reduced environmental impact and the offsetting of the residual emissions by the purchase of carbon credits certified according to arrangements and methodologies recognised by the United Nations.



Organisation with CFP Systematic Approach certified by Bureau Veritas Italia Spa in accordance with standard ISO 14067:2018

[www.carbonfootprintitaly.it](http://www.carbonfootprintitaly.it)



# RED INDUSTRY Green

## MAXIMUM PROTECTION AND COMFORT WITH GREAT RESPECT FOR THE ENVIRONMENT



SOLE: in PU by BASF **100% MADE FROM RENEWABLE RESOURCES\***



INSOLE: in PU by BASF **100% MADE FROM RENEWABLE RESOURCES\***

UPPER AND ANTI-PERFORATION in components with **HIGH PERCENTAGE OF RECYCLED MATERIAL**

For more information about BASF:



### OUR ECO-SUSTAINABLE MISSION

A circular economy for the environment that minimises waste, reuses and recovers materials, reduces CO<sub>2</sub> emissions by offsetting them with specific projects.

### U-POWER DOES NOT STOP HERE

We will continue to invest in research and development on a daily basis, optimising our processes and reducing our consumption in order to develop increasingly GREEN solutions.

\*Use of REDcert2 certified products of BASF that come with a 100% substitution of fossil with renewable raw materials in the value chain.

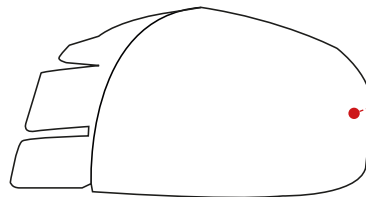


**Laces** 100% recycled polyester.

**Upper**  
**PUTEK® spider repet**  
 with 68% of recycled material  
 Ultra RESISTANT and WATERPROOF



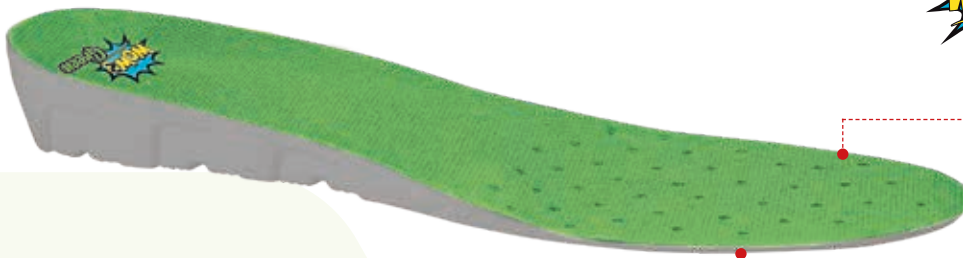
**Lining** 66% of recycled air tunnel material, highly breathable: dissipates sweat and keeps the foot dry.



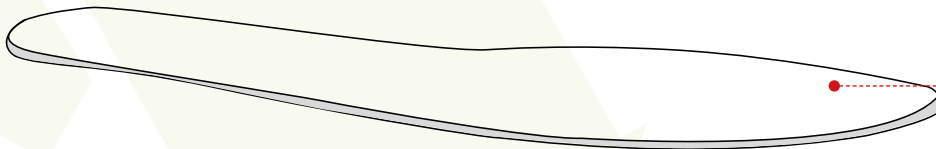
Toe cap  
 200J resistant



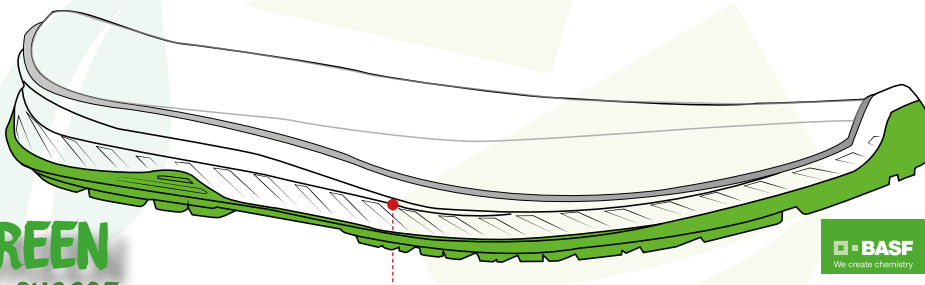
100% renewably sourced PU **footbed** by BASF. Accommodates the foot, giving it a feeling of relief and lightness. Anatomical and antibacterial.



**New seamless** ESD technology increases comfort and reduces contact rubbing with the sole of the foot



**Anti-perforation system** with 59% of recycled material and totally "Metalfree"  
 Anti-puncture protection guaranteed on 100% of the surface because it is sewn directly onto the upper.

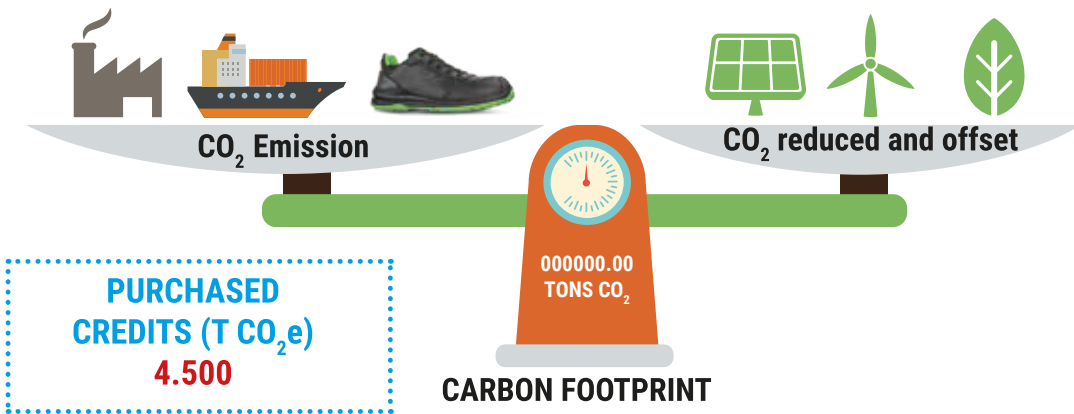


PU soles by BASF  
 100% renewably sourced  
 Anti-abrasion, anti-oil, anti-slip and anti-static.

**U-GREEN SHOES: CHOOSE WITH THE ENVIRONMENT IN MIND!**

All the information and values given here refer to the approximate average values belonging to all the products of the Red Industry Green line, according to standard EN ISO 14021:2016

# THE FINAL RESULT IS A RANGE OF CARBON-NEUTRAL PRODUCTS!



Our carbon credits originate from projects recognised by the UNITED NATIONS Clean Development Mechanism (CDM), contributing to the fight against climate change with a cross-cutting approach to the sustainable development objectives.

**Xe Namnoy 2  
Hydropower  
Lao PDR**

Generating clean energy, reducing emissions and boosting the local economy



**THE PROJECT CHOSEN IN THIS FIRST PHASE IS A HYDROELECTRIC POWER PLANT IN LAOS FOR THE PRODUCTION OF RENEWABLE ENERGY, WHICH CONTRIBUTES ACROSS THE BOARD TO SUSTAINABLE DEVELOPMENT OBJECTIVES**

## SUSTAINABLE DEVELOPMENT GOALS



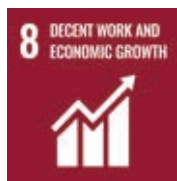
**1,048  
PEOPLE**

benefit from improvements to the water supply made by the project developer



**83,000  
MWh**

of clean electricity sent to the grid on average per year



**10  
long term jobs**

for local people during the operational period



**46.000  
tCO<sub>2</sub>e**

mitigated on average per year by displacing part of the power generated by thermal power plants

For more information :



# CANYON

# S1P SRC ESD

# RI20346



### UPPER

Soft microfibre with a high percentage of recycled material, with breathable inserts.

### SAFETY TOE CAP

AirToe Composite

### PIERCE-RESISTANCE

Save & Flex® PLUS GREEN

### FOOTBED

WOW2 GREEN in PU di BASF

### SOLE

100% renewably sourced PU from BASF, compact Antislip, antistatic and oil resistant

### SIZE

from 35 to 48



# ISLAND

# S3 CI SRC ESD

# RI20334



**PU Tek® SPIDER**  
REPEL  
HYPERTEX technology

### UPPER

PUTEK® spider repet with a high percentage of recycled material

### SAFETY TOE CAP

AirToe Composite

### PIERCE-RESISTANCE

Save & Flex® PLUS GREEN

### FOOTBED

wow2 GREEN in PU di BASF

### SOLE

100% renewably sourced PU from BASF, compact Antislip, antistatic and oil resistant

### SIZE

from 35 to 48



# NIAGARA

# S3 CI SRC ESD

# RI10324



### UPPER

Soft microfibre with a high percentage of recycled material

### SAFETY TOE CAP

AirToe Composite

### PIERCE-RESISTANCE

Save & Flex® PLUS GREEN

### FOOTBED

wow2 GREEN in PU di BASF

### SOLE

100% renewably sourced PU from BASF, compact Antislip, antistatic and oil resistant

### SIZE

from 35 to 48



# NATURAL

# S3 CI SRC ESD

# RI20324



### UPPER

Soft microfibre with a high percentage of recycled material

### SAFETY TOE CAP

AirToe Composite

### PIERCE-RESISTANCE

Save & Flex® PLUS GREEN

### FOOTBED

wow2 GREEN in PU di BASF

### SOLE

100% renewably sourced PU from BASF, compact Antislip, antistatic and oil resistant

### SIZE

from 35 to 48



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