



Project: Footwear Carbon Footprint (Reference: LIFE12 ENV/ES/000315 – CO2Shoe)

Dissemination at GDS Shoe Fair, Düsseldorf, 11th February 2016

Information on the CO2Shoe project was disseminated to various shoe brands at the GDS Shoe Fair in Düsseldorf, Germany. GDS Shoe Fair takes place twice a year and is organised by Messe Düsseldorf GmbH. The fair provides a platform for manufacturers to present their brands and products as well as knowledge and information about footwear fashion trends. For the 2016 winter edition, 182 German brands and 606 brands from other countries exhibited their products, with visitors coming in from 91 countries. CEC approached shoe brands with an eco label or an interest in environmentally friendly manufacturing, informing them about the expected results and products of the project and how it can be used by companies to reduce the footprint of their shoe production. The brands identified and approached were El Naturalista, Ganter, Naturino (group Falc), Ethletic, Ten Points, John W. Shoes, and Good Guys. The shoes and manufacturing process of these companies are characterised by both environmentally friendly components and production methods. Specifically, the characteristics of the shoes include organic material (i.e. cotton), and natural or recycled components (i.e. natural rubber sole, natural latex to bind components, vegetable-tanned leather, vegan components, and recycled material). In terms of the production method, the characteristics include compliance with environmental standards and sustainable production methods.



Figure 1. CO2Shoe dissemination at the GDS Shoe Fair – Brand: El Naturalista



Confédération Européenne de l'Industrie de la Chaussure
European Confederation of the Footwear Industry



Figure 2. CO2Shoe dissemination at the GDS Shoe Fair – Brand: Ganter