



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

Presentation and Dissemination of CO2Shoe project to Italian footwear companies at the Assocalzaturifici Board Meeting in Brussels

On 30 May 2017, CEC presented the final results of the CO2Shoe project to the Board of Directors of Assocalzaturifici, the Italian footwear association that met in Brussels on this occasion.

CEC gave a presentation on the project's activities to the Italian footwear entrepreneurs, and explained how the new tool contributes to the reduction of the carbon footprint of footwear. CEC described the two phases of the pilot test, explaining how the carbon footprint calculation tool works and showing how the companies which participated in the pilot reduced the carbon footprint of their footwear models by following personalised improvement plans. CEC encouraged the representatives of the companies to use the tool, describing the benefits for the companies, consumers, and the environment.

CEC also distributed informative fact sheets on the CO2Shoe project's mission, objectives, and expected results to the Board's participants.



Photo 1. Presentation at Assocalzaturifici Board Meeting



Photo 2. CO2Shoe fact sheet distribution