Puma pledges 35% reduction in carbon emissions by 2030

By Isabel Leonhardt - 25 June 2019

Puma wants to reduce greenhouse gas emissions by 35% by 2030. The German sportswear brand’s target was approved by the Science Based Target initiative (SBTi) - a collaboration between CDP, the UN Global Compact Initiative, the World Resources Institute and the World Wide Fund for Nature (WWF).

The science-based target will ensure the company’s goals are aligned with the Paris Agreement, which aims to limit global warming to well-below 2°C above pre-industrial levels.

Puma has committed to reducing emissions from owned and operated facilities (Scope 1 and 2) by 35% by 2030 compared to 2017, the company said. Between 2017 and 2030, the company will also aim to reduce its Scope 3 emissions (coming from purchased goods and services) by 60% per million euros in sales.

“Recent scientific reports have highlighted the need for urgent action, as global warming is happening at a faster pace than previously anticipated. That is why Puma wants to be a part of the solution by setting a bold path towards reducing greenhouse gas emissions,” said Stefan Seidel, head of corporate sustainability at Puma.

As part of its commitment to sustainability, the sportswear manufacturer is playing an important role in the development of the ‘Fashion Industry Charter for Climate Action’, which was presented at the UN Climate Change Conference in Poland in 2018.

“We know that the fashion industry has a significant impact on the environment, but rapid growth in global apparel and footwear production shows no signs of slowing," said Cynthia Cummis, director of private sector climate mitigation at World Resources Institute (WRI). "We need more companies in the industry to follow Puma’s lead and pursue comprehensive strategies to decarbonise and do their part to prevent catastrophic climate change.”

On 25 Jun, the SBTi released new guidance to provide clarity on measuring and reducing value chain emissions in the apparel and footwear sector. The organisation provides expert guidance and promotes best practice in
the apparel and footwear sector. The organisation provides expert guidance and promotes best practice in science-based target setting.

In the past few days, other companies including C&A, Tchibo and Lenzing Group have announced plans to reduce CO2 emissions.

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