Building A Sustainable Brand:
The Story Of Earthkeepers

Margaret Morey-Reuner
Sr. Manager, Global Brand and Values Marketing, Timberland
Timberland
## Our Footprint

<table>
<thead>
<tr>
<th>Climate Impact</th>
<th>Incidences sur le climat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of renewable energy</td>
<td>6.67%</td>
</tr>
<tr>
<td>Utilisation d’énergie renouvelable</td>
<td></td>
</tr>
<tr>
<td>Chemicals Used</td>
<td>Produits chimiques utilisés</td>
</tr>
<tr>
<td>PVC-free</td>
<td>Sans PVC</td>
</tr>
<tr>
<td>Resource Consumption</td>
<td>Consommation de ressources</td>
</tr>
<tr>
<td>Eco-conscious materials</td>
<td>28.2%</td>
</tr>
<tr>
<td>Matériaux écologiques</td>
<td></td>
</tr>
<tr>
<td>Recycled content of shoebox</td>
<td>100%</td>
</tr>
<tr>
<td>Contenu en matières recyclées de la boîte de chaussures</td>
<td></td>
</tr>
</tbody>
</table>

Trees planted through 2008
Nombre d'arbres plantés en 2008
915.52

**Timberland**

**Earthkeepers.**

Green Index™ Rating
Classification du vert
Lower Impact
Peu d'Impact

For more information visit [www.timberland.com](http://www.timberland.com)
Pour plus d'information : [www.timberland.com](http://www.timberland.com)
TBL share price 2006-08
Re-positioning Timberland - the largest, most sustainable outdoor lifestyle brand on earth
NEW EARTHKEEPERS™
MADE WITH RECYCLED MATERIALS®

*Recycled content outside 30%, lining 70%
NEW EARTHKEEPERS™

MADE WITH RECYCLED MATERIALS™

*Recycled content: minimum 35%, average 70%.
DON'T TELL US IT CAN'T BE DONE!

Businesses will find a way to make environmentally conscious products and profits at the same time. But government needs to act now. They need to set the standards. If you agree, join us. Your voice will be heard at December's Copenhagen conference on climate control.

By signing the petition below, I declare that:

I want government leaders attending the United Nation's Conference on Climate Change in Copenhagen to come to an agreement on fair and
WALK THE TALK.

While government leaders are debating climate change in Copenhagen, we're actually doing something about it. Our Earthkeepers™ boots use 40% less rubber soles that come from recycled tires. And in just three years, we've reduced our direct carbon emissions by 27%.

Want to do your part? Tell world leaders to do more than talk in Copenhagen. Tell them to lead.

Join our call for action at www.dothebootsandbedone.com
BICEP members react to Obama's commercial building emissions reduction, Sundance Film Festival chatter.

EK product chatter continues around Mount Holly, especially around EK City Boot, organic cotton, recycled materials.


Mentions of Footprint Chronicles, 1% for the Planet chatter.

EK product chatter, especially around Mount Holly.

1% for the Planet, organic cotton.

Recycled polyester, organic cotton and baby apparel chatter.

Venture Jacket potential award from Backpacker Magazine.

Recycled polyester, Reuse-A-Shoe, Considered Design.
Signs of a turnaround...
Signs of a turnaround...
Lessons Learned: What Works

- Authenticity: “inside out” story-telling
- Sustainability as “Gift With Purchase”
- Transparent commercial motives
What Doesn’t Work?

• “TMI”

• Being earnest
李冰冰女士出任气候大使
亚太区推广大使
Low-Carbon Now!
“低碳”不是赶时髦

《环保》记者 李安迪 环境 世界

随着全球变暖的加剧，低碳生活越来越受到人们的关注。然而，一些人却认为“低碳”只是时髦的表象，实际上并不需要真正去实践。对此，我们进行了深入的探讨。

记者：在您的眼中，什么是真正的“低碳”生活？
专家：真正的“低碳”生活不仅仅是减少碳排放，更重要的是改变我们的生活方式。例如，我们可以选择公共交通工具，减少私家车的使用；或者通过节约用电，减少能源消耗。

记者：那么，我们应该如何实现真正的“低碳”生活呢？
专家：首先，我们要改变观念，认识到“低碳”生活的重要性。其次，我们可以从小事做起，例如，减少一次性产品的使用，选择环保的购物袋；或者在日常生活中，多使用可循环利用的物品。

记者：在您看来，哪些行业是实现“低碳”生活的重要领域？
专家：我认为，能源、交通、建筑、农业等行业都是实现“低碳”生活的重要领域。比如，能源行业可以通过发展清洁能源，减少化石燃料的使用；交通行业可以通过推广公共交通，减少私家车的使用；建筑行业可以通过采用绿色建筑技术，提高能源效率。

记者：您认为，实现“低碳”生活需要政府、企业和社会各界的共同努力吗？
专家：是的，实现“低碳”生活确实需要政府、企业和社会各界的共同努力。政府需要出台相关政策，引导和激励企业和社会各界参与“低碳”生活；企业需要通过技术创新，降低自身的碳排放；社会各界也应积极参与，共同为“低碳”生活贡献力量。

总的来说，“低碳”生活并不是简单的时髦，而是需要我们真正去实践和努力的。只有这样，我们才能真正实现“低碳”生活的目标，为地球的可持续发展做出贡献。
The footwear of Abdalla Salem El-Badri attracted attention at Davos yesterday. As befits the secretary-general of the oil cartel Opec, the Timberland Earthkeepers boot boasts strong environmental credentials, with recycled lining and sole.
“A society grows great when old men plant trees whose shade they know they shall never sit in”

- Ancient Greek Proverb
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