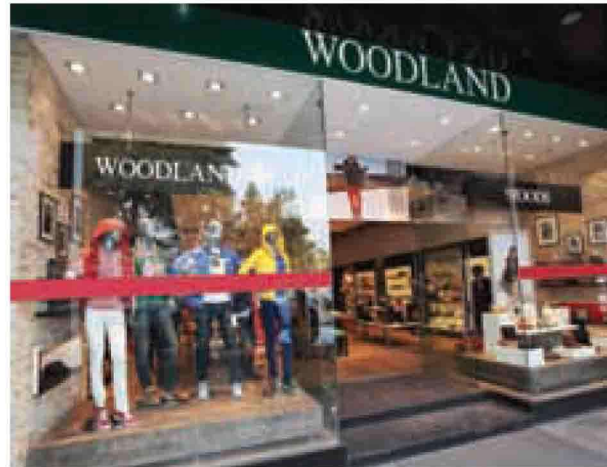


## WOODLAND

Woodland, the outdoor and adventure wear brand has created a strong niche for itself in the minds of the customers. It signifies the spirit of adventure and has been an environment concentrated brand that strives to work incessantly towards the same direction. In addition, to the several eco-friendly measures and practices Woodland runs Pro planet, one of Woodland's CSR initiative committed to making our home, our planet, a better place to live in. "The goal is to inspire the next generation of enthusiasts and increase their participation in conservation of nature," said Harkirat Singh, Managing Director, Woodland.

### RESPONSIBLE MEASURES

- Woodland uses environment-friendly materials like organic cotton for its products. In addition, it invests heavily in green technologies such as video conferencing and solar panels.
- Packaging of all its products—right from the box used to pack shoes and other products like carry-bags given out to customers are made of recycled paper.
- Woodland offers biodegradable shoes and sandals that are free of any major processing. The materials used are free of any harmful substances. As much as 80 percent of the material used for the soles comes from recycled tires, which is processed at a local facility and transported to a sole factory just few kilometres away. The outer sole and heel is made of crepe rubber (natural raw rubber) and the upper is made of vegetable tanned leather, which has also been utilized in the lining of the shoe. Cellulose has been used to make the insole, the toe puffs and the counters. The in sock / foot bed is made of latex foam and duly covered by vegetable tanned leather. Water based rubber adhesive has been used for fabrication and the upper has been stitched to the insole and the sole. The thread and the laces are made of cotton.
- Woodland uses recycled water in the manufacture process of jeans. This water is recycled multiple times which significantly reduces the overall amount of water used to make products. In addition, eco-friendly chemicals and dyes are used for the processing and finishing that further lowers the impact on environment.
- The brand makes extensive use of social networking platforms to create greater awareness among the masses about sustainable practices. Its website has a carbon emission calculator that helps evaluate a person's share of pollution. The brand has col-



“While it is essential that we create profit for our shareholders, it is just as essential that we create value for our communities. We have always focused on the importance of eco-consciousness and has embraced it as one of the key objectives with the goal to inspire the next generation of enthusiasts and increase their participation in conservation of nature.”

— HARKIRAT SINGH, MANAGING DIRECTOR, WOODLAND.

## COVER STORY



► Shoes and sandals made from recycled material

laborated with MTV to launch ECO-LUTION, a digital campaign encouraging youth to plant trees and preserve the environment.

- Woodland constantly looks for opportunities to tie up with environmentally conscious NGOs to promote eco-friendly initiatives in the community.
- The brand's work culture fosters eco-consciousness and employee level participation in eco-friendly activities. Employees are trained in issues of social responsibility. The organization focuses its efforts by: assessing, promoting and assisting factories in improving their working environment; communicating, educating and motivating employees and partners to seize opportunities to reduce environmental impact and supporting communities where we operate. 🌱