

History of Sustainability

AN OVERVIEW OF PUMA'S ACTIVITIES AND INITIATIVES

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- 1993** – PUMA introduces a Code of Conduct to review and enhance the working, social and environmental conditions in suppliers' factories which is binding for all manufacturers of PUMA product

 - 1999** – PUMA institutes puma.safe audits and since then, more than 2,900 audits have been conducted
– PUMA revises the company's Code of Conduct and adapts international rule and regulations which follow the International Labor Organization (ILO) Core Conventions

 - 2000** – PUMA publishes the first handbooks on social and environmental standards including a binding RSL list (Restricted Substances) for all suppliers globally

 - 2002** – PUMA releases the company's first Sustainability Report "Insights"
– PUMA receives award for business ethics from German Network of Business Ethics
– PUMA includes all licensees globally in the puma.safe auditing system
– PUMA terminates relationships with 35 footwear, apparel and accessories factories that were not complying to PUMA's standards which, in turn, prompts remaining factories to ensure compliance

 - 2003** – PUMA establishes "Talks at Banz", an annual international stakeholder dialogue and platform for discussing CSR issues

 - 2004** – PUMA becomes member of the Fair Labor Association (FLA)
– PUMA bans PVC

 - 2005** – PUMA begins monitoring Environmental KPIs from all its offices and stores worldwide
– PUMA introduces Code of Ethics for PUMA employees
– PUMA issues Sustainability Report in accordance with GRI guidelines
– PUMA makes supplier list publicly available and transparent
– PUMA becomes a member of the Apparel and Footwear International Restricted Substances Management Working Group (AFIRM Group)

 - 2005/6** – PUMA listed in FTSE4GOOD and Dow Jones Sustainability Index

 - 2006** – PUMA joins the UN Global Compact

 - 2007** – PUMA rated 'GREEN' by Greenpeace
– PUMA receives complete Fair Labour Association (FLA) accreditation
– PUMA's Sustainability Report externally audited and receives an A+ GRI Status

 - 2008** – PUMA launches Fairtrade Football and Cotton made in Africa products and supports Aid by Trade Foundation's Cotton Made in Africa; an initiative improving living conditions of African cotton farmers and their families

 - 2009** – PUMA launches PUMAVision to take CSR efforts to the next level
– PUMA opens the industry's first carbon neutral head office - PUMAVision Headquarters in Herzogenaurach, Germany
– PUMA awarded Oekom sustainability ranking
– PUMA joins "Seal the Deal", an initiative of the United Nations Global Compact
– PUMA supports the "Meat Free Monday" campaign
– PUMA joins the UN Climate Neutral of the United Nations Environment Program, UNEP, in doing so becomes first major sportswear company to join

 - 2010** – PUMA recognized by UN for sustainability reporting
– PUMA becomes member of "Business and Biodiversity Initiative" of the German Ministry for Environmental Affairs supporting the year of biodiversity
– PUMA and United Nations Environment Program (UNEP) announces the 'Play for Life' partnership to support 2010 International Year of Biodiversity
– PUMA endorses the Maasai Wilderness Conservation Trust (MWCT)
– PUMA launches next pivotal phase of ambitious long term Sustainability program
– PUMA to make substantial environmental statement at The Business for the Environment Summit (B4E) of the United Nations in Seoul
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