

LANE EIGHT Sustainability White Paper

May 2022

LANE EIGHT was founded on the premise that fitness and movement should be approached from an inclusive and multi-faceted standpoint.

We develop responsibly made footwear that responds to the needs of the **everyday athlete** while minimising our impact on the **planet**.

As part of our mission we're on a journey towards global net zero. We do this by first measuring our carbon impact, and then working to reduce our footprint. As part of this, we're committed to documenting and sharing our progress with our community.

ABOUT LANE EIGHT SHOES

Lane Eight shoes are developed prioritising both performance and sustainability. This approach ensures our shoes are the world's best workout shoes while minimising our carbon footprint.

- Approximately 60% of the global footprint of a pair of shoes comes from the extraction and processing of raw materials, which is why we prioritise the use of natural materials such as wood fibre and algae, and where not available, recycled materials or the best available alternatives.
- Instead of virgin paper, we use post-consumer recycled paper for our packaging, and have decreased the amount of packaging by removing non-essential packing materials.
- We prioritise ocean and land shipment versus airfreight.
- All partially-worn and cosmetically defective products are donated to our charitable partners.

Our journey to **global net zero** is a longterm one and our aim is to achieve this by 2030.

Our journey so far:

> 2018 - 2020 - Develop the AD 1 - using lower impact materials where possible (recycled polyester for the upper, Bloom algae compound for the midsole)

> 2021 - Develop the HIIT trainer using natural materials (Tencel wood fibre and cotton for the knit upper)

- Calculate the carbon footprint of the AD 1 and the HIIT trainer using a Life Cycle Assessment (LCA) tool.
- Introduce biodegradable shipping bags produced by Invisible Co. for last mile deliveries.

> 2022 - Q1 verify the calculations from the LCA tool. **Carbonfact** was identified as the partner for this. The methodology used by Carbonfact is the Product LCA ISO 14040 series and heavily compliant with the latest PEFCR methodology of the Apparel & Footwear category. PEFCR stands for "Product Environmental Footprint Category Rules" and is the most recognized methodology to assess the environmental impact of a product in the Apparel & Footwear category.

> 2022 - Q3 disclosure - during Q2 and Q3 we will be preparing to disclose our carbon numbers.

> 2022 - Q3 - Continued research into lower-impact materials for existing and future footwear.

- > 2022 - Q3/Q4 - research carbon offsets - understand the different methodologies, identify and finalise partner(s).
- >2023 - Offset our carbon footprint through the purchase of verified and permanent carbon offsets.

> 2023 (Ongoing) - continue to research opportunities for reduction of carbon intensity of both LANE EIGHT products and operations.

OUR LEARNINGS (so far)

> **STANDARDS** - There is no single standard for how the environmental (carbon) footprint of products are calculated. In partnering with **Carbonfact**, whose methodology follows the 'Product Environmental Footprint Pilots' developed by the European commission, we aim to be a part of developing comprehensive standards for the sportswear industry.

> **CARBON FOOTPRINT** - What needs to be managed, needs to be measured first. Our main priority is to reduce the major emissions of our products. Recognising it is virtually impossible today to create a performance shoe that is carbon neutral, we aim to be better than comparable products, while continually striving to reduce our footprint until we arrive at global net zero.

> **INNOVATION** - The results of the assessment need to be translated into tangible actions. Materials and process innovations are most important and we incorporate these in our development process for new products and updates of existing models. Working with **Carbonfact** enables us to measure the carbon footprint of our products and compare with the average product in the global market. The results of the assessment assist us to identify the major contributors to our products' footprint. This helps to build up meaningful reduction strategies while developing new products.

> **OFFSET STRATEGIES** - Our long term goal is to reach global net zero. Our primary focus is on the reduction of our emissions. Since we are aware some emissions are unavoidable in the short-term, our strategy is to neutralise our identified emissions with credible, permanent and socially beneficial offset projects.

WHERE WE ARE TODAY

Working together with **Carbonfact**, we have calculated the carbon footprint of the Trainer AD 1 and the HIIT Trainer. These calculations take into account, materials, production, logistics, product usage and, product disposal at end-of-life.

Our results show that LANE EIGHT shoes have a reduced carbon footprint of between 27-37% lower than comparable footwear.

<https://laneeight.com/product/womens-hiit-trainer/>

*(Lane Eight footwear is a unisex product. For calculation purposes we have used a Men's US 9.)