

To: [Adidas](#) × [Burberry](#) × [Gucci](#) × [H&M](#) × [Hermes](#) × [Levi's](#) × [Louis Vuitton](#) × [Lululemon](#) × [Moncler](#) × [New Balance](#) × [Nike](#) × [Prada](#) × [Ralph Lauren](#) × [The North Face](#) × [Uniqlo](#) × [Zara](#) × ...

Subject:
Our Earth Day gift to you

Dear friends,

Allbirds pollutes the planet. And we put that dirty little secret on a label for all to see.

We call it our Carbon Footprint, which is the rather precise measurement of the emissions of every product we make. It's basically a nutrition label for your closet. (See attached for reference)

That label is what we believe the public needs most: A simple, standardized way to understand that everything with a price tag comes with a cost to the planet.

So this Earth Day, we're giving our Carbon Footprint away to the entire fashion industry. The spreadsheets we use to calculate emissions. A guide to help you get started. Even the label designs. It's all yours for the taking at FreeTheFootprint.com

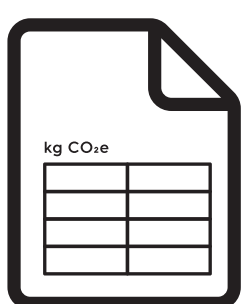
We know sharing proprietary information might not make the most business sense. But the global climate crisis is bigger than business. And if competition got us into this mess, perhaps collaboration can get us out.

So please, take our Carbon Footprint and make it yours. If we can change the way the world shops for shoes and clothes, we can change the world. Sounds ridiculous, but it's true. And if anyone can make people care about a new label, it's the fashion industry.

Chat soon,
Allbirds



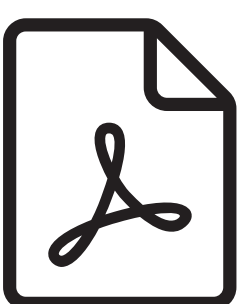
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FOOTPRINT_CALCULATOR
.xlsx



ALLBIRDS_CF_Label
.pdf



GETTING_STARTED
.pdf



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