



Driven to Make it Better

Timberland's vision is to be the largest, most sustainable outdoor lifestyle brand on Earth. In pursuit of this bold goal, we always strive to do the right thing – to Make It Better – for our products, our communities, and the outdoors. In our view, making premium, beautifully crafted products for the outdoor lifestyle, and being a responsible corporate citizen, are inextricably linked. It's simply how we do business.

Products

At Timberland, we design and manufacture our products responsibly, and hold ourselves accountable for what goes into our products as well as how they are made. This commitment comes to bear in a number of ways – from our efforts to steadily increase the use of recycled, organic and renewable (ROR) materials, to our responsible sourcing of wool, down and cotton, to the tanneries and factories with whom we choose to do business.

Examples of Timberland's progress around product sustainability, as outlined in our [2014 CSR Report](#), include:

- In 2014, 79% of all Timberland® footwear shipped incorporated recycled, organic or renewable materials, up from 70% in 2013.
- 99% of Timberland's footwear leather volume was sourced from a silver- or gold-rated tannery, earning high marks on key environmental metrics as rated by the [Leather Working Group](#).
- Since 2009, Timberland has given more than 185 million plastic bottles new life in footwear through the use of recycled PET. In 2014 alone, the brand used 1.25 million pounds of recycled PET.
- Through recycled rubber outsoles, comprised of up to 34% recycled post-industrial latex rubber, Timberland has produced a total of 19.9 million pairs of footwear using recycled rubber through 2014.
- In today's ever-changing marketplace, Timberland frequently collaborates with like-minded companies, brands and organizations to identify creative solutions to environmental and social challenges. In one such example, this year Timberland launched [Timberland Tires](#) in partnership with global tire designer and manufacturer Omni United. Timberland Tires, which went on the market in April 2015, are the first line of tires purposely created to be recycled into footwear outsoles at the end of their journey on the road.

At the factory level, Timberland is committed to working with suppliers and factories that adhere to stringent standards that ensure the safety and well-being of our workers, and the environment. The company amplified this commitment with its "Beyond Factory Walls" program initiated in 2008, looking beyond compliance to address community needs for the 280,000+ workers who produce Timberland® products around the globe. (See "Community")

The Outdoors

At Timberland, we strive to reduce our environmental impact and to do our part to protect, create, and restore the outdoors for generations to come. We focus our efforts in two key areas: resource efficiency and greening.

Resource Efficiency

Timberland strives to minimize its impact through increased resource efficiency in Timberland-owned and operated facilities. Our retail locations around the world reflect our longstanding commitment to sustainability by using recycled materials and other responsible building practices. Build-out features include: reclaimed wood and repurposed industrial machinery used for table bases and displays; recycled ceramic floor tiles; FSC-certified woods; reduced-wattage LED lighting; Energy Star-eligible equipment and appliances; low volatile organic compound (VOC) paints; and water-conserving plumbing fixtures.

Timberland also has several initiatives in place aimed at reducing our greenhouse gas emissions, and increasing our use of clean, renewable energy. For more information, including targets and progress, visit our [2014 CSR Report](#).

Greening

We see great value in trees and green spaces. They're good for the environment, they provide sustenance and shade, and they generally seem to make people happy. And we can't overlook the fact that the Timberland logo is a tree.

As such, we have a commitment to greening urban spaces and planting trees around the globe. In fact, since 2001 we have planted more than 7.3 million trees worldwide, primarily in China and Haiti.

- In August 2015, we planted our two millionth tree in China's Horqin Desert, a significant milestone in a 14-year strong commitment to tackle desertification in Inner Mongolia in partnership with Japanese NGO, Green Network. This effort has not only helped to enhance the environment in that region, but also to revive local agriculture and strengthen the community. For more information visit plantmypledge.com.
- 2015 also marks the culmination of Timberland's five-year commitment to plant five million trees in five years in Haiti, in partnership with the [Smallholder Farmers Alliance](#) (SFA). What started as a straightforward tree planting commitment evolved into something much greater: together, Timberland and SFA created a truly sustainable agroforestry model that has restored hope to communities in dire need. The model, which at its core has local smallholder farmers volunteering to plant trees in nurseries in return for training and seeds for their own farms, has helped more than 3,200 Haitian farmers increase productivity on their farmlands, increase their incomes, and create new opportunities for the future. The positive environmental, social, and economic impacts of this program are chronicled in a powerful documentary called [KOMBIT: The Cooperative](#). Timberland hopes to replicate this private/public model in other areas of its footwear and apparel supply chains, investigating opportunities to scale to cotton and rubber plantation farming in other developing countries.

Communities

At Timberland, we support and serve communities around the world where we live, work, and play. At the heart of this commitment is our Path of Service™ program. Launched in 1992, the Path of Service™ program offers employees up to 40 paid hours each year to volunteer in their communities -- whether it's refurbishing a school or playground, building community gardens, supporting food pantries and shelters, or creating and maintaining trails to get people into the outdoors. In September 2014 Timberland employees proudly served their one-millionth hour; now we're working on the next million.

To help employees use their volunteer hours on a large scale, Timberland hosts two global service events annually:

- Serv-A-Palooza is Timberland's signature showcase of employee leadership and civic engagement. Launched in 1997, this annual celebration of communities and service unites employees, vendors, community partners, and youth in a day of transformational service in more than 30 countries around the world.
- Each spring since 1998, Timberland has hosted employee community service projects around the world in celebration of Earth Day. Thousands of volunteers serve – at environmentally focused service events -- in more than 100 locations worldwide.

A key driver of Timberland's success in communities worldwide is the Global Stewards Program. Established in 2006, the Global Stewards are a team of passionate employees who volunteer above and beyond their regular job responsibilities to serve as ambassadors of CSR to their local countries and offices. The Global Stewards plan service events for employees in their locations and drive local CSR education, engagement, and communication.

Timberland's commitment to community extends to the factories where our products are made. We support the belief that every person should have access to fundamental things like nutritious food, clothing, housing that allows privacy as well as shelter, affordable health care, and education. In 2008, Timberland began exploring these beliefs more deeply with suppliers to gain a greater understanding of workers' needs and opportunities for a better and more sustainable life, beyond the factory walls. Since then, Timberland has initiated 49 sustainable living projects with factory communities across five countries. Projects in 2013 and 2014 included a community childcare center in India, financial literacy programs in India, health awareness programs in Bangladesh, and clean drinking water towers in the Dominican Republic.

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