



| 2021

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Who we are

Since 1970, we've been known for uniting different tribes and making things happen from schoolyards to world stages. Born in the Parisian riots, we live and breathe the French mantra of égalité, liberté and fraternité; empowering people to feel brave enough to make a difference. We make products for young people to express themselves, we love to be colourful and we're a little bit cheeky.



Dare to question

Our mission is to empower young people to question the world around them and the choices they make – to ask why. Why can't this be better? Or different?

We believe that young people should be encouraged to be independent thinkers – free to make the choices that define who they are, and question established systems in order to reshape the futures they will grow into.

When it comes to people and planet, we're working hard to reimagine a better way of making footwear while ensuring our current processes remain ethical and become more sustainable.

We realise there's a lot to be done, but we're committed to continually challenging ourselves to do better. Where others see problems, we see opportunities to find solutions.



How we're taking action

1

Raising our hands

We will empower young people to question the world around them and create societal change.

We're a brand that's synonymous with school, and we believe in the power of education. We want young people to feel empowered to become independent, conscious young adults who can make a positive impact. We champion diversity, inclusivity and doing things differently.



2

Supporting young talent

We will support youth by removing barriers into the creative industry.

We're creative, colourful and a little bit different. We also know things are always better together, and that's why we're supporting young creatives to express themselves and find out what they love.



3

Product innovation that doesn't compromise

We will expand our lower environmental-impact ranges to offer consumers more choice.

We make quality products that last, and we're proud that people trust us for this. As we look to innovate our products and become more sustainable, we will never compromise on quality. Our plant-based leather is just one way we're giving our consumers more choice (more on page 23).

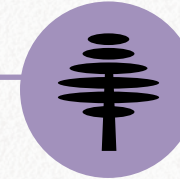


4

Reducing our environmental impact

We will work towards being a net zero business by 2032.

From packaging to our offices and end-of-life product solutions, we're continuing to consistently look for ways to reduce our environmental footprint. We will be planting a tree for every pair of Kickers made.



About Us

About Pentland Brands

Pentland Brands have held the UK license for Kickers' footwear, clothing and accessories since 1988. Pentland Brands is a family-owned portfolio of brands, including Speedo, Berghaus and ellesse. Find out more about Pentland Brands [here](#).

Our sustainability efforts form part of Pentland Brands' positive business strategy that aims to take action for people and our planet. More information can be found in the Pentland Brands Positive Business report [here](#).

About Groupe Royer

Kickers is owned and distributed outside of the UK by Groupe Royer. Find out more about Groupe Royer [here](#).

About The Ragged Priest

Our clothing and accessories range is designed, manufactured and sold by The Ragged Priest. We collaborate with them as our sublicense to design and distribute our clothing range here in the UK and with select international retailers. Find out more about The Ragged Priest [here](#).



UN Global Compact

We signed the **UN Global Compact** in 2001*, a commitment to align ourselves with the universal principles of human rights, labour and the environment. These link to the **United Nations' Sustainable Development Goals**, which tackle global inequalities and environmental challenges. We believe our business can have the biggest impact on these goals.



*Pentland Group membership



Sustainable Development Goal	Where you can find out more
3. Good Health and Wellbeing	8, 30
5. Gender Equality	16, 17
8. Decent Work and Economic Growth	9, 29
9. Industry, Innovation and Infrastructure	9, 23
10. Reduced Inequalities	11, 12, 13, 15, 16, 17
12. Responsible Consumption and Production	20-24, 27, 28
13. Climate Action	26

Team Kickers

Our people

We love what we do! And we aim to support everyone that's part of the Kickers family to feel valued, supported and equipped.

We're proud of the passionate people who make up our feisty team. Without them, we wouldn't be able to do what we do. Here are just some ways we make sure we're great to work with and great to work for.

- ✿ Flexible working policies to ensure we get that right work-life balance just right.
- ✿ We champion physical and mental health with subsidised gym access and online mental wellbeing tools. Our London HQ also has an on-site gym, tennis court and swimming pool.
- ✿ We encourage our team to give back through charity volunteer days.

- ✿ From recruitment to brand campaigns, we continually believe in continuing to build a diverse and inclusive community. Every year we celebrate inclusion week through webinars and community building activities.
- ✿ The chance to shape internal policies and drive action through sustainability, charity and diversity and inclusion squads.
- ✿ We prioritise training and development providing multiple programmes, partners and conferences including LinkedIn Learning, WGSN, Drapers, Adobe and Circus Street.
- ✿ We offer competitive salaries, enhanced pensions, generous holidays and discounts on our products.

We offer paid work experience opportunities through our **Kickers Presents platform**. Find out about our current vacancies on the Pentland Brands career page [here](#).



Our supply chain

Since starting our own footwear revolution in 1970, we've built our brand on quality, which we've achieved through long-term partnerships with our suppliers.



Our footwear is manufactured at five factories across Vietnam and India, with suppliers we've been working with for ten plus years. We value these partnerships and have never cancelled orders with our tier 1 suppliers that assemble our footwear. As part of Pentland Brands, we publish tier 1 and tier 2 factory reports every six months. These can be found [here](#).

Our clothing and accessories range is designed, manufactured and sold by The Ragged Priest. These clothing factories are based in Turkey and China.

We're committed to building a fair, ethical and transparent supply chain that protects workers' rights and improves working conditions. We also stand for ensuring all employment is freely chosen. The **Pentland Brands Modern Slavery report** details how we work towards this through policies, training, due diligence processes and global memberships.

Homeworkers

From manufacturing to assembly, supply chains are complex, spanning many locations. The hand stitching of footwear often happens in low-income, rural areas in people's homes. This can make it easier to conceal unfair policies due to a lack of visibility in this part of the supply chain. Our policies help protect the most vulnerable in our supply chain, including homeworkers. We support a homeworker's right to work at home to earn a wage flexibly, and we want them to be paid fairly with the same rights and protections as other workers. During COVID-19, we donated food parcels to homeworkers, employees, and guards that work for our factory partner in India.



Raising our hands

1

We want young people to feel empowered to become independent, conscious young adults who have the power to make a positive impact. We're proud to work with several incredible charities that share our mission.



Show Racism the Red Card

It's up to all of us to stop online abuse and racism within our communities. We passionately believe that through education we can create a positive change and that's why we partner with **Show Racism the Red Card (SRtRC)**. This leading anti-racism educational charity provides anti-racism workshops in schools, workplaces and events.

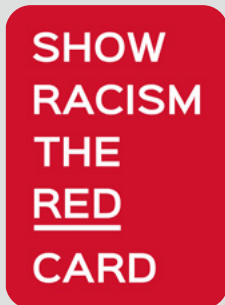
In 2021 we ran a competition that encouraged 600+ schools to take part in a national anti-racism fundraising event, which had an uplift of +36% versus 2020. We also worked with

them to create a mini-educational social series on how to tackle racism. Internally, we hosted a panel event discussing the effects of racism and what we can do to tackle it. We then broadcasted this to a global Pentland Brands employee network.

"Kickers' support for our school competition has helped thousands of young people be creative and take ownership of the anti-racism message. We believe that combatting racism is all about building partnerships, and as an organisation that lives and breathes their values, Kickers have become one of our strongest and most valued partners."

Paul Kearns, Deputy Chief Executive, Show Racism the Red Card

In 2022 our monetary donation meant that over 250 schools took part in the SRtRC National School competition which resulted in approximately 15,000 young people across England taking part in education workshops.



Magic Breakfast Club

We want the best for our kids, from what they put on their feet to what they eat. Sadly, there are 2.7 million children at risk of starting the school day too hungry to learn*. We've been supporting the **Magic Breakfast Club** to provide free before-school breakfasts to around 170,000 children each school day. In 2021 we funded 30,000 'magic' breakfasts to school kids across the UK thanks to a campaign that donated a proportion of sales from every pair of Kickers sold on **Kickers.co.uk** in August 2021.



"A full tummy and lack of food anxiety mean they can better focus and have far more chance of fulfilling their potential. Imagine knowing a stranger cares enough about you to want to make sure your tummy is full – that's powerful! A huge thank you to all involved."

Teacher from one of the Magic Breakfast partner schools

***Magic Breakfast Club**



In Kind Direct

This organisation believes everyone should be able to access life's essentials. We donate our shoes that haven't found a home to In Kind Direct, who then distributes these products to other charitable organisations in the UK and abroad. In Kind Direct work with multiple organisations that support an array of causes such as child/youth care, low-income family support, community groups and projects, children's charities and homelessness. Kickers have supported over 700 charitable organisations in the last ten years through In Kind Direct, distributing over 5,000 pairs of shoes.

"It's so much more than just a shoe, it's about making sure our children are comfortable and dry. A pair of new shoes means the world to them".

Derbyshire Children's Holiday Centre, Derbyshire



IMPS



Derbyshire Children's Holiday Centre



Supporting young talent

2

We've been shaking up British youth culture since the 70s. Young people are at the heart of our brand; supporting them is something we have always done and will continue to do.



Rose Gray

National Saturday Club

We've always been an advocate for creative expression. **The National Saturday Club** provides free learning programmes for 13–16-year-olds, igniting their creativity through classes and virtual events. In 2021 we were part of a large masterclass, nurturing 110 young people and inspiring them to explore pathways in the creative industry and educational institutions.

The Kickers Masterclass stood out for me this year, it showed me people who have made it into a creative job."

Art Design Club member, Cambridge School of Art, Anglia Ruskin University

Additionally, through fund donations we helped to support National Saturday Club host another masterclass, which engaged 890 young people in 2021.



Kickers Presents

In 2022 we will launch Kickers Presents, our platform that spotlights up-and-coming young creatives, sharing new releases, industry advice, live events and much, much more.

We will be profiling creative talent across our digital platforms, supporting them on their career journey and offering insight and advice into a multitude of creative careers. We know that breaking into the creative industry can be tough and that there's a lot of pressure on young people to figure out what they want to do as a career. We want to help.

From music and fashion industry advice to opportunities to win a chance to perform at **Outlook Festival**, we're passionate about helping young people find what they love. We'll also continue to offer paid work experience opportunities through Kickers Collective, which you can read more about on page 17.

Follow us at @Kickersuk on **Instagram** and **TikTok** for the latest Kickers Presents insights and opportunities.



Kickers Collective

As part of our collaboration with the artist Hattie Stewart in 2021, we ran a creative competition to win a two-week paid work experience with team Kickers at our London HQ.

Building on this success, in 2022, we will launch the Kickers Collective, a UK-wide ambassador programme competition offering the chance for young people to gain work experience and work with us on live briefs.



We will work with the five Kickers Collective winners, giving them networking opportunities, access to our events and tailoring their week work experience around them.

For all paid work experience opportunities, we commit to paying above the London Living Wage to encourage and make it possible for those who live outside of London to apply.

To find out more and get involved **click here.**



***Artwork by @Bethcreated runner-up of our Hattie Stewart competition who worked with us on a live brief for our Christmas influencer activation.*

Product innovation that doesn't compromise

3

We're in this for the long run – we want to design and manufacture quality products that leave a lighter footprint.



Our clothing

In 2019 we reintroduced clothing back into our range, taking inspiration from our heritage designs. Since this launch with the Ragged Priest in 2019, we've moved to 100% Better Cotton for all denim styles and continue to look at other sustainable fabrics. Our swing tags are fully recyclable. They are supplied with a recycled seal, that is 100% biodegradable and attached with a 100% recycled Polyester string. The inks used in the printing are water based.

We currently hold pop-up sample sales in collaboration with the Ragged Priest and internal sample sales to extend the life cycle of products. Although we're a footwear brand at heart, we're excited to dive deeper into sustainable solutions for our clothing ranges.

In 2022 we will expand our sizing range up to a UK size 22 for our most popular styles including knitwear. Read about the next steps in our clothing journey on page 33.



Footwear materials

We're committed to making great footwear – with care. Our design philosophy is shaped around merging quality, style and comfort while progressing towards incorporating lower-impact materials. In saying that, every product affects the environment depending on where it's made, the materials used, the journey from factory to consumer and how it's disposed of. Shoes are made from a mix of materials, with each material having a different impact on the environment.

Since our bold beginnings in 1970, we've been known for being progressive and never standing still. Over the years, we have made continuous improvements in product innovation, from our early relationship with the Leather Working Group to switching to Better Cotton for our laces and now incorporating recycled content into our linings and outsoles. Throughout our history we've always prioritised quality and from that we're

seen as a durable brand that you can trust. So, our promise is to continue to never stand still. We're committed to researching better and more sustainable materials and ways of working, from how footwear is manufactured to what happens to them at the end of their life.

Shoes have many components, and it's notoriously tricky to balance sustainability with durability. Our footwear design teams design consciously, working to a material toolkit and Pentland Brands' principles. We work to the principle of 'in good conscience' by utilising materials across ranges, being cautious with the amount we sample and ensuring our factories have agreed upon feasible production timelines. We believe in doing the right thing, not the easy thing.

Our long-term ambition is to offer more choices to our customers. Our target is to expand into plant-based materials, standing for at least 35% of our footwear collections by 2023.

Know your stuff



Vegan



Materials made without animal substances.

Plant-based



Materials made from living organisms like plants and vegetables. They are produced by renewable energy, such as the sun, wind and water.

Fossil-fuel based



Materials produced by oil, coal or gas. As these energy types cannot be replenished for an exceptionally long time, plant-based products are the preferred material.

PU



Aka polyurethane, this is a synthetic leather and made using fossil fuels.

Recycled materials

We've started to introduce more recycled materials into our footwear. Where possible, we reprocess waste from the end of a product's life as well as waste generated from manufacturing and incorporate it back into production.

- 🌸 We utilise recycled materials in our linings. In shoes that have mesh lining, these are 100% recycled polyester and certified by the Global Recycle Standard.
- 🌸 The outsoles of our black school 'kick' soles have 20% recycled content made from recycled rubber, which is leftover rubber from the manufacturing process.



Our vegan boot

We're eager to continue exploring vegan alternatives in our footwear. In 2021 we teamed up with the ethical clothing brand **Lucy & Yak** to launch a 100% vegan boot. The collection used recycled rubber in the soles and organic cotton canvas using plant-based and non-thermal dying processes. The cotton was accredited by Global Organic Textile Standard and the pink colour was created from naturally dyed rhubarb.



'Back to School' collection goes plant-based



1 square metre of a bio-veg material saves 1kg of equivalent of CO² emissions

As we try shift to a more sustainable world, we continue to explore and trial materials made from plant-based materials. We're working towards expanding our plant-based collection of shoes and offering alternative materials.

We've introduced a plant-based material where the make and development of this material has a lower-impact compared to traditional PU. This specific material is made from a mix of cereals, corn, derived polyols and viscose. The corn and cereals are grown for non-food purposes and is 100% GMO free, while the viscose is Forest Stewardship Council (FSC) certified and sourced from ethical forests. The material is PETA and vegan approved.

As this material is responsibly sourced and bio-based, it has some environmental benefits.



ENERGY: It reduces the energy needed for production from non-renewable sources by 44% than that of materials that aren't plant-based*.



CARBON EMISSIONS: Compared to other synthetic materials, this material reduces emissions by 15%*.

↓
15%*



CFC EMISSIONS: Chlorofluorocarbon emissions are harmful to the ozone layer. Producing this material reduces these emissions by 32%*.

↓
32%*



BIO-BASED CONTENT: The material is 75% plant-based.

↓
75%*



DURABILITY: This material lasts four to five times longer compared to traditional PU based products. A leading testing organisation, SATRA, found that its durability passed to the same industry standards as standard leather products.

*based on material tests only

Conscious materials and memberships

We passionately believe that by pulling together, we can help one another be better. We partner with global organisations to check we're on the right track.

Leather Working Group

This non-profit organisation helps to improve the environmental impact of leather manufacturing. Through the **Leather Working Group (LWG)**, we can trace where our leather comes from and grade tanneries against factors such as chemical usage and reducing water and energy. Simply, they help everyone in the supply chain – from tanneries to brands like us – manufacture more responsibly. We only work with leather tanneries graded gold or silver, the highest standards in their environmental assessments. All the leathers we use are a bi-product of the food industry, ensuring minimal waste.

- 🌱 Over 90% of leather products are sourced from certified gold-rated tanneries.

Why do we use leather?

We design our footwear with durability in mind – we want your kicks to be there in the moments that matter. Since we started in the 70s, we've been using leather in our footwear products because it's a high-quality material that can last a long time if looked after. This slows down the need to replace items.

However, we know leather isn't for everyone, and that's why we're introducing and working to expand our plant-based leather range so whatever your choice, we have kicks for you.

Help your fave kicks last longer with these simple tips

Better Cotton

As the world's largest cotton sustainability programme in the world, **Better Cotton (BC)** helps cotton communities survive and thrive. They support farming communities, socially, environmentally and economically. For farm workers and farming communities it means better soil health, gender equality, improved water management, fair pay, reduced greenhouse gas emissions, less pesticide use and crop protection.

Any of our footwear linings and laces that are made from cotton are BC certified.



Ethical Trading Initiative (ETI)

Pentland Brands is a founding member of this leading membership organisation that promotes workers' rights across the globe. We align our work with the ETI's principles, basing Our Standards on their ETI base code, and aligning our work to combat modern slavery.

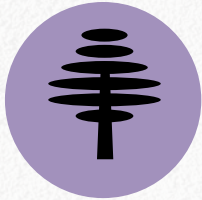
More information can be found on page 34.



Reducing our environmental impact

4

We still have a lot to learn when it comes to sustainability. However, we're working on reducing our environmental impact in various ways.



Taking action to offset our carbon emissions

In 2022, we're planting a tree for every pair of Kickers footwear made*. As the fashion industry negatively impacts the environment, we'll be offsetting some of our emissions by planting mangroves. Planting trees is a good step in tackling climate change as trees sequester carbon, protect drinking water, and help prevent climate change-related events like flooding. Our reforestation partner **Eden Reforestation Projects** will be planting mangroves in Kenya and Mozambique. Apart from helping restore biodiversity, this organisation also empowers local communities through fair wages and long-term ownership over the forests they plant.



We're aiming to plant one million mangrove trees in 2022, which equates to 308 million kg of CO₂ being removed from the atmosphere over their life**.



1 million

**Eden Reforestation Project



*All production from our 2022 ranges and orders, including main ranges and replenishment.

For more information about our work with Eden Reforestation Project head to our [website](#).



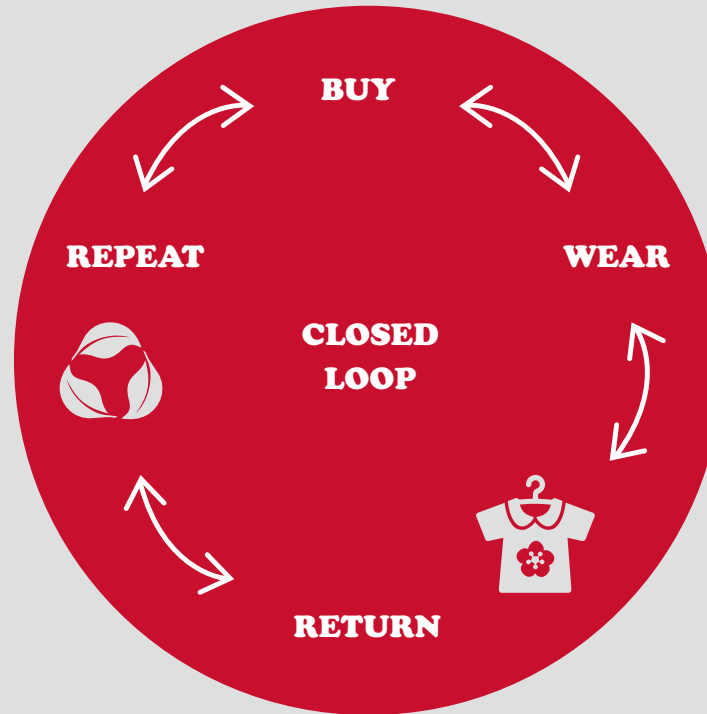
Consciously looking at how we can extend product life



RE_SKINNED™

It's estimated that the fashion industry generates 92 million tons of textile waste every year³. To start tackling this, we're looking at working with **Reskinned**, a company who has made it their mission never to send anything to landfill. They find preloved items a new home or recycle them if they've seen better days. Our customers will be able to trade in their used footwear for online credit, redeemable exclusively at kickers.co.uk. As we learn more about resource circularity, we're excited to discover more ways to give our products another life. We aim to start working with Reskinned in summer 2022.

Discover our tips on how to extend the life of your kicks [here](#). ³**Fashion Revolution**



Sports Traider

Sports Traider gives young people employment and sports participation opportunities. We donate products to them, including single shoe samples, for children to use. They work with children and adults who have a disability, experienced financial hardship or having challenging social circumstances. By working with Sports Traider, we also extend the life of products.

Education

We work with several university universities, donating used and single samples to use as part of their educational courses. In 2021 we donated product to:

- 🏡 Ravensbourne University
- 🏡 De Montford University
- 🏡 Northumbria University

For footwear repairs we recommend visiting your local cobbler for more advice.

Packaging

We're taking strides in our journey to lower-impact packaging. We've ditched the plastic bags in our packaging from our online footwear orders, with Kickers.co.uk orders now packaged in Forest Stewardship Council (FSC) certified boxes made from 80% post-consumer waste. Our shoeboxes are made from FSC certified paper with 90% recycled material and natural soya ink and our baby shoeboxes are made from a mix of coated and corrugated paper that is 70% recycled. Both of these boxes are 100% recyclable. Pretty cool, right?

We're working to also reduce any plastic packaging from our clothing ranges by 2024.

Transport

We choose to ship our products by sea, instead of by air freight, wherever possible.



Supporting our people and their environment



charity: water

From farming to manufacturing, we recognise that the global footwear and apparel industry relies heavily on freshwater. We kicked off our partnership with **charity: water** in 2021, supporting their mission to bring clean, safe water to every person on the planet. We funded sustainable community-owned piped systems to bring clean water to three taps in each home in a remote community in the Odisha state in India. Here, access to clean water can be as low as 4% of the population. We've chosen to work in India as this is one of our manufacturing locations, and we want to support these communities. Head to the Positive Business hub on our website to find out more.



Minimising our office footprint

In our North London HQ:

- ✿ We procure 100% renewable electric energy in our owned offices.
- ✿ We have LED lighting across our London HQ building.
- ✿ We have electric vehicle charging points and we reviewed our UK company car policy and restricted all vehicle options to fully electric or plug-in hybrid electric. In 2022 we will be launching an electric vehicle salary sacrifice benefit that offers senior employees the opportunity to lease fully electric cars. We can already see improvements in the reduction of carbon emissions as we shift our policy to 100% green cars.

- ✿ Our team are encouraged to use public transport and we offer cycle-to-work schemes.
- ✿ We protect and cultivate biodiversity around our London HQ.

Kickers HQ sits at the Pentland Brands HQ in London. Our office footprint is calculated as a part of all Pentland Brands' UK offices. Further information on our greenhouse gas emissions and energy and water consumption can be viewed in the Pentland Brands Positive Business report [here](#).

* See additional resources for more information



We're proud of our award-winning products

From the playground to the office, we're proud to make quality footwear for all of life's moments.

- Shortlisted for the Drapers Footwear Kids Brand of the Year Award every year since 2014, winning this multiple times
- Drapers Sustainable Initiative of the Year Award - 2020



- Platinum winners for the Loved by Parent Kids and Babies Footwear Award - 2021
- Shortlisted for Junior Design Awards - 2021
- Shortlisted for Loved by Parent Kids and Babies Footwear Award - 2022



We're continuing to learn

Investing in research

Lower-impact materials may be more difficult to source, but we're committed to putting in the time and resources. In 2021 we commissioned insights into our sustainability actions. We realise we need to continue learning and innovating, so in 2022, we will be working with a sustainability consultant to further our education.

Leading with positive business

There's no way around it; sustainability must be a core determiner of our success. From 2022 we're measuring our head office teams against positive business targets. We continue to track our manufacturers' actions. Through targets and transparency, we will continue to work towards reducing our environmental impact and improve our societal impact.

We can't do this alone

We know for sure that only through collaboration can we increase our impact. From key industry insights to customer reviews, we commit to listening to customer feedback and continually reviewing our impact.



What we're working towards by 2025



We're constantly evolving, innovating in our ways of working, choice of materials, and how we build a diverse, accepting and creative space for our communities. It's a journey, and we hope you'll follow ours as we figure out ways to be better together. **Sign up to our newsletter** and check out our sustainability goals below:

Raising our hands

We will empower young people to question the world around them and create societal change.

- 🌸 When it comes to inclusivity, we're continually learning. In 2022 we're excited to roll out extended sizing across our clothing and footwear ranges and showcase this through a more diverse model representation.
 - 🌸 We'll be championing kids who go above and beyond for their community in 2022. Look out for our 'Kickers kids who dare to be different' initiative on [@kickerskidsuk Instagram](#).
-

Supporting young talent

We will support youth by removing barriers into the creative industry.

- 🌸 2022 sees the launch of our Kickers Presents platform that will continue to support young creatives through paid work experience opportunities and profiling up-and-coming young creatives. Stay tuned on [@Kickersuk Instagram](#) and [TikTok](#) social channels for the latest opportunities.
-

Product innovation that doesn't compromise

We will expand our lower environmental-impact ranges to offer consumers more choice.

- 🌸 Increase the percentage of leather footwear products sourced from Leather Working Group tanneries to 100% by 2024.
- 🌸 Continue expanding and researching lower-impact and recycled materials. We plan to expand our vegan footwear to represent 35% of our collection by 2023 and roll out Better Cotton across all clothing categories by 2024.
- 🌸 We will collaborate with external partners to develop our sustainability expertise and to further our ambitions. This will be a focus for our head office teams and a permanent expectation.

Reducing our environmental impact

We will work towards being a net zero business by 2032.

- 🌸 Expand our Reskinned partnership to include clothing by 2024.
 - 🌸 Expand our tree planting initiative to plant a tree for every clothing item sold by 2025.
 - 🌸 From 2022, any in-store marketing materials produced by Kickers will be made from recycled materials and will be fully recyclable. We will continue to encourage our wholesale partners to transition recycled materials.
-

Additional resources

This is our first Kickers Positive Business report. Moving forward, we're excited to publish this annually. Previous reports were part of the Pentland Brands portfolio and can be found [here](#).

As part of Pentland Brands Ltd, we adhere to multiple material, working and environmental policies. For our full list of resources and policies click [here](#).

Further information on our greenhouse gas emissions and energy and water consumption can be viewed in the Pentland Brands Positive Business report.



Kickers

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To find out more about corporate responsibility
at Kickers, please contact
corporate.responsibility@pentland.com
or visit our **website**.

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