







| 2022

Contents

The following report relates to Kickers UK. Pentland Brands is the UK licensee for Kickers, for more information head to page 6. This report covers the period from 1 January 2022 to 31 December 2022.

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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 to 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.

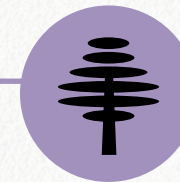


4

Reducing our environmental impact

We will work towards being a net zero business.

From packaging to our offices and end-of-life product solutions, we're continuing to consistently look for ways to reduce our environmental footprint. Season after season, year after year, we'll look at innovation and ways to reduce our environmental impact.



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 [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 [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, 23, 29
5. Gender Equality	14, 15
8. Decent Work and Economic Growth	8, 9
9. Industry, Innovation and Infrastructure	19, 20, 21, 22
10. Reduced Inequalities	11, 12
12. Responsible Consumption and Production	26, 27, 28
13. Climate Action	25, 30

Team Kickers

Our people

We have a genuine passion for our work, and our goal is to ensure that every member of our family feels appreciated, empowered and cared for.

Our dynamic team consists of dedicated individuals who bring enthusiasm to the table. Their contributions are essential to our operations. Here are a few reasons why we're a fantastic team to be a part of.

- 🌸 Flexible working policies to find the work-life sweet spot.
- 🌸 Prioritising physical and mental health with subsidised gym access and an online wellbeing hub. That includes an on-site gym and swimming pool.
- 🌸 We encourage our team to give back through charitable volunteer days or brand collaborations.

- 🌸 We're committed to building a diverse and inclusive community. Our team partners with the organisation Show Racism the Red Card on internal anti-racism training.
- 🌸 Sustainability, charity, diversity and inclusion squads offer the chance to drive change from within.
- 🌸 Opportunities to level up through training and development and industry events, including digital upskilling, WGSN, Drapers, Adobe, Business of Culture and Circus Street.
- 🌸 We offer competitive salaries, enhanced pensions, generous holidays and product discounts.
- 🌸 Paid work experience opportunities for young creatives 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.



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

Education is one of the most powerful ways to make a change, which is why we were proud to continue our partnership with the UK's leading anti-racism charity. **Show Racism the Red Card** educates and empowers young people and adults about how to be anti-racist.

We supported 'Wear Red Day', its annual initiative to raise anti-racism awareness for school children. In 2022 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 2021.

We also worked with them to create a mini-educational social series on how to tackle racism.

"Working with a brand so closely aligned to our ethos has been an exciting progression for our campaign. Alongside the anti-racism training we delivered for their staff, Kickers supported key pillars in our anti-racism work, the national School Competition and Wear Red Day. This support has increased awareness and participation in these two key elements of our work and taken them from strength to strength. We are proud to call Kickers our partners and stand shoulder to shoulder with them in the fight against racism."

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

**SHOW
RACISM
THE
RED
CARD**



In Kind Direct

While we're well aware that handing out products won't single-handedly tackle major issues, it sure does lighten the load and add a touch of brightness to daily life. We donate shoes to **In Kind Direct**, who in turn distributes them to organisations in need all across the country. We donated over 2,500 items to Kind Direct in 2022.



IMPS



Derbyshire Children's Holiday Centre

"School shoes are also a financial burden for parents as they are often expensive items of school wear. We have been able to provide many families with new school shoes from Kickers through In Kind Direct. We have also given parents footwear as often they neglect themselves to provide for their children. Thank you to all the companies that so kindly donate to In Kind Direct. Your kindness has a massive impact and is helping us provide families with essentials that they so desperately need." **Pre-school mother**



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

Kickers Presents

The launch of our Kickers Presents platform saw us support some of the hottest emerging music talent in the UK. Here's some of the ways we created opportunities for young creatives to develop and share their craft.

- 🌸 Sponsored a Kickers Presents stage at **Outlook Festival**, setting the stage for musicians to build their careers at a major festival.
- 🌸 Ran an Instagram competition for DJs to kickstart their careers by winning a headline spot on the festival stage.

- 🌸 Hosted TikTok live sessions featuring up-and-coming talent.
- 🌸 Spotlitged the UK's best underground music scene on campuses through our Kickers Presents: Off Campus sessions.

The Kickers Presents platform lives on through the extension of our Off Campus series, spotlighting talent and through industry events. From music and fashion industry advice to opportunities to win a chance to perform at festivals, we're passionate about helping young people find what they love.



UK music talent supported by Kickers

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



Kickers Collective

We want to remove entry barriers to the creative industry and give young creatives real industry experience. So, in 2022, we proudly launched our UK-wide ambassador programme, the Kickers Collective.

Through a creative competition, we selected five outstanding creatives for a week-long paid work experience. During their time at Kickers, they helped us create mini-campaigns, gained on-shoot experience, and built their professional network. From casting to creatively directing shoots and working on a footwear design brief with our design team, we tailored each member's work experience to their interest to maximise their development.

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.



**Barnaby
Radford-Wilson**



**Bobby
Nangla**



Iz Hamilton



**Lydia Rose
Pennell**



**Zoe
ward**

"Kickers has proven invaluable to me and provided a great head-start to my creative career. I have met some incredible people who continue to help me with my creative journey, even outside Kickers hours. I cannot be more grateful to everyone who helped me at Kickers HQ. Not sure what else to say other than I couldn't recommend the experience anymore."

Barnaby Radford-Wilson



Image from Zoe & Iz's campaign shoot.

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 more sustainable fabrics such as 100% Better Cotton on our denim styles and continue to look at materials with a lower environmental impact. Our swing tags are fully recyclable. They're 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 of products. Although we're a footwear brand at heart, we're excited to dive deeper into sustainable solutions for our clothing ranges.

When it comes to inclusivity, we're continually learning. In 2022 we expanded our sizing range to a UK size 22 for our most popular styles, including knitwear. Our goal is to have inclusive sizing across our ranges and we're currently reviewing the best way to make that a reality.



Footwear principles

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 Initiative for our laces and now incorporating recycled content into our linings and outsoles. Throughout our history, we've always prioritised quality

*Pentland Brands membership

and from that, we're seen as a durable brand that you can trust. Our promise is to continue to never stand still.

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'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. We believe in doing the right thing, not the easy thing.

Know your stuff



Vegan



Materials made without animal substances.

Bio-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 introduced 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.
- 🌱 The outsoles of our black school Tovni marks soles have 15% recycled content made from recycled rubber, which is made from leftover rubber from the manufacturing process.



Our vegan shoes

Cos we're all about freedom of choice, we've worked hard to give you everything we're iconic for but 100% vegan. In 2022, we dropped our 100% vegan collection, giving parents another option for their 'Back to School' shop, all without sacrificing quality, affordability or style. Consumers loved the range so much that we've expanded it into Kickers' core range. Here's the breakdown of our famous shoes.





Matte Leather Alternative

Our best-selling styles – the traditional black school shoe options and our iconic red, navy and white Kick Hi’s – reimagined in vegan.

The upper is a plant-based material made from 75% plant-based sources: a mix of 100% GMO-free corn and cereals grown for non-food purposes along with FSC-certified viscose. To ensure durability, the remaining 25% is synthetic. The glues are also animal-free and fully vegan.

A leading testing organisation, SATRA, found its durability passed the same industry standards as standard leather footwear. This upper material lasts four to five times longer than traditional PU-based products and is PETA and Vegan approved.



Our glues are entirely vegan and are either water-based or made from synthetic chemicals. The glue’s mix depends on how the shoe is made and the factory it comes from.

75% plant-based sources



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%.



CFC EMISSIONS:

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

*Based on material tests only



Patent Leather Alternative

Another vegan approved style, currently only available in school styles. It's made up of 24% plant-based materials (including a mix of corn and cereals), 40% recycled polyester and 36% petroleum-based PU (how we get that glossy look). SATRA found its durability passed the same industry standards as standard patent leather footwear.



100%

ENERGY:

From cradle-to-gate, the 100% bio-based and petroleum-free compound we use (called Susterra® Propanediol) produces less greenhouse gas emissions and consumes less renewable energy compared than two of the most common compounds used in standard PU.



↓
56%

GREENHOUSE GAS EMISSIONS:

Our bio-based PU produces 56% less greenhouse gas emission and consumes 42% less non-renewable energy than Propylene Oxide-based Propanediol, a petroleum compound used in standard PU.

24%
plant-based sources

40%
recycled polyester

36%
petroleum-based PU

Our glues are entirely vegan and are either water-based or made from synthetic chemicals. The glue's mix depends on how the shoe is made and the factory it comes from.

*Based on upper material tests only



More Conscious materials and memberships

We can make a bigger impact when we team up. That's why we partner with global organisations who are experts in their field.

Leather Working Group

This **non-profit organisation** helps improve the environmental impact of leather manufacturing. We can trace our leather 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. Animal welfare is an important consideration for those making, purchasing and using leather and the leather our factories use is primarily made from the hides and skins of animals farmed for the meat and dairy industries.

- 🌸 100% of our leather products are sourced from Leather Working Group tanneries.

Better Cotton Initiative

As the world's largest cotton sustainability programme in the world, **Better Cotton Initiative** 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 uses and crop protection.

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



ACT (Action, Collaboration, Transformation)

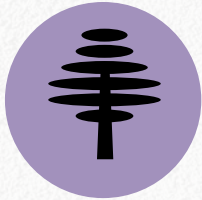
Pentland Brands is a founding member of **ACT**, a collaborative organisation of global brands and the union IndustriALL that aims to achieve living wages for workers in the garment, textile and footwear industries. We promote ethical behaviour in our supply chain through partnerships like this as well as policies, good governance processes and audits. Find out more [here](#).



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.



Supporting reforestation and local communities

In 2022 we planted one million trees through our reforestation partner, **Eden Reforestation Projects**. They work with local communities to restore degraded landscapes through tree planting – creating jobs that then improve living conditions, protect ecosystems and help mitigate climate change.

Mozambique:

With 5% of the population living under the poverty line and 8 million hectares deforested (that's the size of Portugal), we're proud to support the planting of mangrove coastal forests in Mozambique.

Kenya:

A quarter of the population lives under the poverty line and only 8% of the country is covered in forest. We're proud that our partner is helping restore forests and mangroves in Kenya.

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



Second life solutions



In 2022, over 23 billion pairs of shoes were produced around the world*. As shoes are a bit of a puzzle to recycle – they're typically made from multiple materials that are tricky to easily separate – the challenge is how best to part with them?

We're starting this journey by extending the life of our products with our friends at Reskinned. Customers can trade in their pre-loved kicks for online credit. We're all about making some quality kicks, but we get it – styles and sizes change. We want to make it easier for our customers to responsibly discard of their shoes. Need more info? Head to our [website](#) to find out all the details.



500
PAIRS OF SHOES
SAVED
SO FAR
AUG 22 - OCT 23

*Statista

Sports Traider

This charity 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 have challenging social circumstances. This also extends the life of products.

Education

We have worked with several universities, donating used and single samples to use as part of educational courses. We're open to working with other tertiary institutions. If that's you, please contact us.

Footwear care

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 delivery bags in our packaging from our online footwear orders, with Kickers.co.uk orders 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?

Transport

We choose to ship our products by sea, instead of by air freight, wherever possible as sea freight produces lower carbon emissions.



Supporting our people and their environment



charity: water

The fashion and textile industry puts immense strain on scarce water sources. So we teamed up with **charity: water**, a non-profit organisation dedicated to providing clean and safe drinking water to communities in developing nations.

We funded 20 sustainable community-owned piped systems for a remote community in the Odisha state in India. Access to clean water is now a reality for this community in India!

These efforts have transformed lives like that of Jema, who no longer schedules her entire day around water collection. She used to wake up at 4:30 am to start cooking, cleaning, caring for her children, collecting water, and helping her husband on the farm. Jema now has three water taps at home, a toilet and a bathroom.



"Innumerable times, I am running to collect water for my family. One requires water for practically everything. There used to be no time to relax. There is so much more pride and dignity in the way we live now."

Jema

Minimising our office footprint

In our North London HQ:

- 🌱 We procure 100% renewable electric energy in our owned offices.
- 🌱 We use LED lighting.
- 🌱 Our team are encouraged to use public transport and we offer cycle-to-work schemes.
- 🌱 We protect and cultivate biodiversity around the office.

We're working towards a bigger Pentland Brands goal to reach net zero. We use the SBTi definition of net zero, which is balancing the amount of greenhouse gas emissions produced against what's removed to reach 'zero'.

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



Awards

We take great pride in our award-winning designs, showcasing our commitment to excellence in every step.

- 🌸 Winner of Drapers Footwear Awards - Best Sustainable Initiative of the Year Award

“Judges were impressed by how this winner ticks all the sustainability boxes – and the commercial ones too. They said it is a big brand doing the right thing - and others should follow!”

- 🌸 Shortlisted for the Drapers Sustainable Fashion Awards - Positive Change Award 2023
- 🌸 Platinum winners for Loved by Parent Kids Footwear Award - 2022
- 🌸 Platinum winners for Loved by Parent Babies Footwear Award - 2022



Always learning

Investing in research

We will work in collaboration with external partners to develop our sustainability expertise and to further our ambitions. This is a key focus for our head office teams moving forward and will be a permanent expectation.

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, this will be measured through individual performance reviews on an annual basis. We continue to track our manufacturers' actions. Through targets and transparency, we will continue to work towards reducing our environmental impact and improving 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.



Our 2025 goals



We're constantly evolving, finding new and better ways to work, exploring product innovations, and creating a super-welcoming and creative space. It's a journey, and we hope you will come along as we explore how to be better together.

Raising our hands

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

- 🌱 We will continue to partner with organisations that have education at the heart of what they do, knowing that through the power of education we can impact things for the better.
- 🌱 Between 2020 and 2025, we want our partnership with Show Racism The Red Card to reach 700 UK schools to engage in anti-racism education.
- 🌱 Between 2020 and 2025, we aim to donate 10,000 products to In Kind Direct, supporting multiple charities in the process.

Supporting young talent

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

- 🌱 2022 saw the launch of our Kickers Presents platform 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.

- 🌱 Working towards sourcing 100% recycled and recyclable shoe boxes and tissue paper 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.

- 🌱 Our teams are continuously working towards better understanding our environmental impact, and reducing this impact, with a target to be a net zero business. We are partnering with two industry bodies to help us measure our impact so we can make informed choices to help lower our impact. These include: HIGG Index (from 2022) and Segura (from 2023).

Additional resources

This is the second Kickers Positive Business report. Last year's one 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 [here](#).



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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