

GREEN SHOES (March, 2021)

It is great to see more footwear brands trying to reduce their environmental impact. Big brands like Adidas and Reebok both have sustainable options, and other big brands are working on it.

Newer environmentally friendly companies such as Veja, Allbirds, Cariuma, Etika, and Rothy's are becoming better known, as consumers seek to reduce their carbon footprint. In general, what I call 'green shoes' are made with materials including recycled plastics, plant-based products. There is also a trend toward fairtrade and ethical production, and some companies pay carbon offsets for freight (and good to 'buy local' where possible).

Read more about 'green shoes' here: <https://us.cnn.com/2020/03/02/cnn-underscored/eco-friendly-shoe-brands/index.html>

Brand	Category	Materials	Other	Link
Etiko	Vegan and Fairtrade certified Australian	<ul style="list-style-type: none"> soles - fresh from a rubber tree uppers - Organic Cotton canvas and laces shoe boxes from post-consumer waste. 	<ul style="list-style-type: none"> Hand stitched by Certified Fair Trade employees Zero animal glues and non-toxic dyes 	https://etiko.com.au/collections/vegan-shoes
Adidas x Parley	Transform ocean plastic collected from shorelines and ghost-nets into sneakers.	<ul style="list-style-type: none"> Made from ocean plastic 	<ul style="list-style-type: none"> One of the more sustainable products 	https://www.adidas.com.au/parley
Saola	- Global Organic Textile Standard-certified organic cotton.	<ul style="list-style-type: none"> Uppers -100% recycled plastic bottles, Outsoles -algae foam (harvested from excess algae), Laces 		https://saolashoes.com/
Ree cycled (Reebok)	Uppers - 50% recycled materials Apparel -at least 40% recycled materials.	<ul style="list-style-type: none"> Eucalyptus bark Durable, breathable upper Castor bean oil <ul style="list-style-type: none"> - midsole, good energy return Bloom algae <ul style="list-style-type: none"> - insole for comfort. Natural rubber - Outsole from rubber trees 	<ul style="list-style-type: none"> Plant-based materials Recycled polyester - recycled plastic. 	https://www.reebok.com.au/sustainability_home

Green Shoes – list 1, 2021

Veja	Brazil made from recycled plastic, natural materials like rubber, organic cotton or rice waste and a record-low of chemicals	<ul style="list-style-type: none"> • Upcycled and plant-based materials. • Use 'B-mesh' from recycled plastic bottles, vegan suede panels, logo V made of rubber, lining in jersey of recycled polyester and the sole made out of EVA and wild rubber from the Amazonian forest. 	<ul style="list-style-type: none"> • Vegan • Fair trade • Gender equality • Handcrafted • Minimal waste 	https://wellmadeclothes.com.au/
Ekn	Germany-based	<ul style="list-style-type: none"> • Natural materials • Vegan options • All organic materials • Zero harmful chemicals used • Limited quantities for minimal environmental impact 	<ul style="list-style-type: none"> • Fair trade made, in a transparent supply chain, from sustainable materials, 	https://wellmadeclothes.com.au/designers/ekn
Bondi shoe club	Sydney, Australia	<ul style="list-style-type: none"> • Durable canvas, eco friendly glues and recyclable rubber soles. 	<ul style="list-style-type: none"> • certified vegan • - 5% profits to Australian Marine Conservation Society 	https://www.thebondishoeclub.com/
Re tyre	WA-based	<ul style="list-style-type: none"> • upcycled rubber tyre waste • - also use vegan and eco-friendly materials eg hemp, cork and denim. 	<ul style="list-style-type: none"> • Animal free • Ethically made in Bali, Indonesia. 	https://www.retyreshoes.com/
Allbirds	New Zealand	<ul style="list-style-type: none"> • Merino wool • Eucalyptus trees 	<ul style="list-style-type: none"> • The standard sneaker emits 12.5 kg CO2e. Our average shoe emits 7.6 kg CO2e. 	https://www.allbirds.com.au/
Cariuma	Brazil	<ul style="list-style-type: none"> • Bamboo uppers • Outsole is made with raw natural gum rubber • Organic cotton • Sugarcane • Cork • Recycled PET 	<ul style="list-style-type: none"> • For every pair of sneakers purchased, we plant 2 trees in Brazilian Rainforest C • Carbon neutral shipping • Ethical factories • Recycled & Recyclable Packaging 	https://int.cariuma.com/pages/home

Green Shoes – list 1, 2021

Stella McCartney	Ethical, and environment-friendly shoes and clothes.	eg Eclypse – retro trainer, women’s fashion, Adidas styles, Children’s		https://www.stellamccartney.com/gb/online/stella-mccartney/women/shoes
ON and ADIDAS – seem to be leading the way				
Buy or Subscribe – Wear the shoes – Return to On/Adidas - RECYCLE – REUSE material – new shoes				
Adidas	100% reusable	Thermoplastic polyurethane (TPU) Constructed with no adhesives or chemicals	These shoes are returned to Adidas when ‘worn out’ - washed, munched to pellets, melted into material a new pair of shoes, - zero waste!	https://www.adidas.com.au/futurecraft
On	Subscription shoes – you never own these! These shoes are made from a bio-based material (cyclon), no dyes	Made from castor beans – bio-based	Subscribe (\$30/month) wear them, then return and shoes are 100% recycled – new shoes	https://www.on-running.com/en-us/cyclon

More **Green shoe** links to explore here:

<https://goodonyou.eco/ethical-sustainable-shoes/>

<https://mygreencloset.com/sustainable-shoes/>

<https://www.thegoodtrade.com/features/15-ethical-shoe-brands-for-every-occasion>

https://ecolookbook.com/ethical-sustainable-brands-shoes/?doing_wp_cron=1616638957.9743421077728271484375