

FDRA

Shoe Sustainability Update

By Andy Polk • Apr 25, 2024

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5 super fast important things:

1. 🗨️ **Boston, May 21: <https://conta.cc/3xOSQIG>**

You need to be in the room to hear what is going to be the next epoch of shoe sustainability + discuss how we measure and how we reduce impact at little to no cost + get a 📝 regulatory update!

We've got around 12 shoe brands and retailers so far, plus several key suppliers and experts coming to the Boston meeting May 21.

This is real, deep, discussions. No B.S. Please plan to come. Members only. Just \$50. Comes with beers!

2. 🤖 **There is a material that can be up to 50% bio-based, using [Bio Mass Balance](#).**

'Bio-Mass Balance' can potentially reduce carbon footprint for the material in half. It's not new, but new to us.

How is your company approaching the concept of mass balance? Is it something that is considered acceptable in your sustainability measurements, narratives, etc.? And, if so, how are you drafting marketing collateral to convey the concept to consumers?

[Please let me know.](#) This is for our internal understanding to help companies benchmark...we NEVER share any intel with names, etc. *We will discuss this at the Boston meeting.

3. 🌍 **Is your company purchasing carbon credits to help offset emissions? What is the current cost per credit you are paying in the marketplace?**

[Please let me know.](#) Again...this is for our internal understanding to help companies benchmark...we NEVER share any intel with names, etc. *We will also discuss this at the Boston meeting.

4. 😊 **Sneak Peak! Announcing [Paul Foulkes-Arellano](#) is the keynote** for the 2024 Shoe Sustainability Summit September in Portland.

Paul is helping me build out the agenda this year and run some panels. Paul is an amazing thinker and doer. And it's going to take this event to the next level of critical thought.

Our focus is to help companies see new ideas and ways to operate that cost little to nothing...as well as tackle big ideas down to actionable items.

BUDGET TO ATTEND! YOU HAVE TO BE IN THE ROOM! :)

5. 🍌 **Caleres is using 93% EPMS!**

Reading company impact reports opens up new ideas and pathways you can adopt - I read Deckers (super transparent...hat tip to [Brooke Beshai](#) who pulls that all together) and many others every year companies put out.

[Caleres just put out their latest ESG report](#) and there is lots to unpack.

[Andee Burton's](#) finger prints are all over this new report...she spent an incredible amount of time developing targets, training teams... then building ways to measure and target impacts.

If the EPMS work looks similar to FDRA's EPM guide, it was because Andee was part of the leadership team who put it together for the industry. 🙌 She will be sharing at the Boston meeting to help others along the same path.

There is so much good work being done, even in a tough environment. We are cheering you all on. Let us know how we can help.

**Hugs,
AP**

PS - see you in Boston, right! :)

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