



Follow The Footprints:

Icebug opens supply chain and declares CO2 content for all styles

The Swedish brand Icebug continues to push the sustainability agenda in the footwear industry. With the new concept “Follow The Footprints” launching end-February for the Spring 21 collection, Icebug will be the first footwear brand to present key sustainability indicators and open the supply chain for every shoe, making the products and materials fully traceable.

Follow The Footprints is a concept that Icebug has developed in collaboration with the blockchain-based tech company TrusTrace. The key sustainability indicators for a style will be fully publicly available at the TrusTrace based site. It will be straightforward to reach, either by following a link on the Icebug website or – starting from the fall/winter 21 collection – by scanning a QR code on the product itself, instantly getting the facts behind the shoe. “Trust has to be earned, and transparency is the best way to earn trust”, says David Ekelund, Co-CEO and Co-Founder of Icebug. Icebug shows the CO2 footprint for each shoe and declares the percentage of recycled and biobased materials, in relation to weight. In addition to this, it’s possible to see the supply chain for the shoe and the materials. “Following the footprints leads down two paths. The most obvious one is for our customers, who will be able to get more knowledge here and use it to compare with other brands.

Right now, who knows what the lowest reachable level CO2 footprint for a pair of trail running shoes is?”, says Ekelund, and continues: “The other – and maybe even more intriguing path – is for our colleagues in the footwear industry. We’re condensing the work we’ve done during the past five years of seeking out the materials and processes with

lowest climate impact and providing the cheat code to substantial emission cuts! Sustainability wins are measured by how scalable and replicable they are, and we're sharing for maximum impact."



The three Follow The Footprints pilots that Icebug did from the fall/winter 2020 line showed that CO2 emissions were reduced between 16 and 29%, compared to using standard materials and processes. And since standard materials and processes are what the vast majority of footwear brands are using, this represents a real opportunity to lower carbon footprint fast. All materials that Icebug uses are available on the market and used throughout the regular collection.

"We're keen for others to start publishing their CO2 emissions and opening the door to the solutions as well", concludes Ekelund. "Our success in the race to zero will not depend on who gets there first, but that all of us get there on time. And that's very soon, so it will require both helping each other and some good-hearted competition!"

All new Icebug products will have QR codes containing the information from August 2021.

For more information or interviews, please contact David Ekelund at de@icebug.se or +4670 497 69 10.

Icebug is a Swedish footwear brand with expertise in traction technologies. Icebug is the first outdoor or performance footwear brand to join One Percent for the Planet, meaning we're joining a global community for change that commits to using at least one percent of the annual sale to support environmental non-profits in their work. Icebug has offset all historical carbon emissions, and since 2019 we're offsetting 200% of all emissions caused, getting recognized by the UN as the World's first climate positive outdoor footwear brand. Icebug and all our products have also been third party-certified as Climate Neutral by [climateneutral.org](https://www.climateneutral.org).