



## PRESS RELEASE

### **PUMA joins Climate Neutral Network of the United Nations Environment Programme**

**Nairobi/ Herzogenaurach, Germany, November 18th 2009** – Sportlifestyle brand PUMA will become the first major sportswear company to join the Climate Neutral Network of the United Nations Environment Programme, the company announced at its 7<sup>th</sup> annual stakeholder meeting “Talks at Banz” at the Banz monastery in Germany. The cooperation is in line with its sustainability concept PUMAVision and underpins PUMA's efforts to contribute to a low carbon society.

PUMA will reduce its carbon footprint by converting to green energy such as solar power and other renewable sources, optimizing travel and logistics to reduce transport-related emissions and leasing more fuel-efficient cars for its company fleet, among other measures. The plan covers the breadth of PUMA's worldwide operations, from direct emissions from PUMA's offices, stores and warehouses to staff business travel and the shipping of goods.

Achim Steiner, UN Under-Secretary-General and UNEP Executive Director, said: “By becoming the first global sport brand to join the Climate Neutral Network, PUMA is showing how sport can play a powerful green role in a low-carbon world. Sport has the unique ability to catalyze action among millions of people around the world – we look forward to working with PUMA to green mass sporting events and to engage sports men and women and fans around the world on the environmental challenges facing this generation.”



Jochen Zeitz, CEO of PUMA, said: “We at PUMA constantly strive to make our contribution to environmental protection and mitigate PUMA’s negative impact on our planet. Most scientists agree that the continued unlimited emission of greenhouse gases will lead to irreversible damages to our climate and ecosystem. PUMA’s strategy to reduce its carbon footprint is a significant milestone within our sustainability concept PUMAVision that looks ahead to a world that is safer, more peaceful and more creative for the generations to come.”

The company’s Head Office in Germany already uses renewable energy including concrete core temperature control and solar power for electricity and water heating. Similarly, its Boston office has a large-scale solar power station.

PUMA also helps its suppliers to work actively to reduce their own emissions – its South African supplier, Impahla Clothing, became the first Carbon Neutral apparel supplier on the African continent. In addition, the company says it will work with industry peers to develop a common industry framework and share best practice.

“As a supporter of the UN Global Compact, PUMA endorses the Seal the Deal! Campaign supporting the signing of a binding international agreement on Climate Change following the Kyoto Protocol,” the company says in its carbon neutral strategy.

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**PUMA**

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PUMA is one of the world’s leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi.



The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit [www.puma.com](http://www.puma.com)

### **The Climate Neutral Network**

Launched in February 2008, the Climate Neutral Network (CN Net) is a high-profile outreach initiative led by the United Nations Environment Programme (UNEP) to promote a global transition to low carbon economies and societies. Today, the CN Net has over 170 participants, including ten countries, three regions, 16 cities, approximately 100 private companies, UN agencies and leading NGOs that have set some of the world's most ambitious greenhouse gas reduction targets.

Based on a free of charge, interactive website <http://www.unep.org/climateneutral>, the CN Net gives participants a platform to present their strategies in climate neutrality to the world, providing visibility and inspiring others. It functions as a network for information exchange and sharing of practical experiences, making the best available knowledge on climate neutrality widely available to all.

### **UNEP**

UNEP, established in 1972, is the voice for the environment within the United Nations system. UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment. To accomplish this, UNEP works with a wide range of partners, including United Nations entities, international organizations, national governments, non-governmental organizations, the private sector and civil society.