

Cole Haan

Cole Haan: Stepping towards innovative solutions



COMPANY:

Cole Haan

LOCATION:

Yarmouth, ME

INDUSTRY/SECTOR:

Footwear and accessories

COMPANY INFORMATION:

Cole Haan, headquartered in Yarmouth, Maine, is globally recognized for high-quality dress and casual footwear for men and women as well as accessories such as belts, hosiery, handbags and personal leather goods. Cole Haan operates over 110 retail stores in the U.S., 74 internationally and employs 2,000 people worldwide including nearly 120 in Yarmouth. Owned by Nike Inc., in 2009 Cole Haan realized nearly \$475 million in sales.

The Impact of a Shoe

Cole Haan and its parent, Nike Inc., have worked to identify its energy and climate footprint and understand where their actions will have the greatest impact.

In looking at the footprint more completely, they realized that the largest energy impact is embedded in the materials. In a typical running shoe, 59 percent of the energy is in the materials, 22 percent is used during the manufacturing of the product, and only 10 percent of the footprint is attributable to shipping.

Reaching Out to Policy Makers

Nike partnered with Levi Strauss & Co., Starbucks, Sun Microsystems and Timberland as a founding member of Business for Innovative Climate and Energy Policy (BICEP). We have committed to strategic collaboration through BICEP to push for U.S. energy and climate legislation and rule making.

Accomplishments

- In FY09, overall CO2 emissions across Nike and its supply chain returned to FY07 levels, representing a 4-percent decrease from FY08's high
- The CO2 emissions from Nike-owned and operated facilities declined 15 percent in FY09 from FY07 levels, though the overall footprint from facilities rose compared to FY08 given a decrease in purchases of renewable energy certificates in FY09
- CO2 emissions from inbound logistics declined 9 percent between FY07 and FY09



"Nike, Cole Haan and our other affiliates have long advocated for Congress to pass a comprehensive climate and energy policy because we believe it's a pathway to environmental progress, economic growth and stimulating innovation. Business needs certainty and a level playing field to help spur green jobs and unlock innovation essential to creating technology and infrastructure solutions for a sustainable future."

— Hannah Jones
Vice President,
Sustainable Business and Innovation
Nike Inc.

