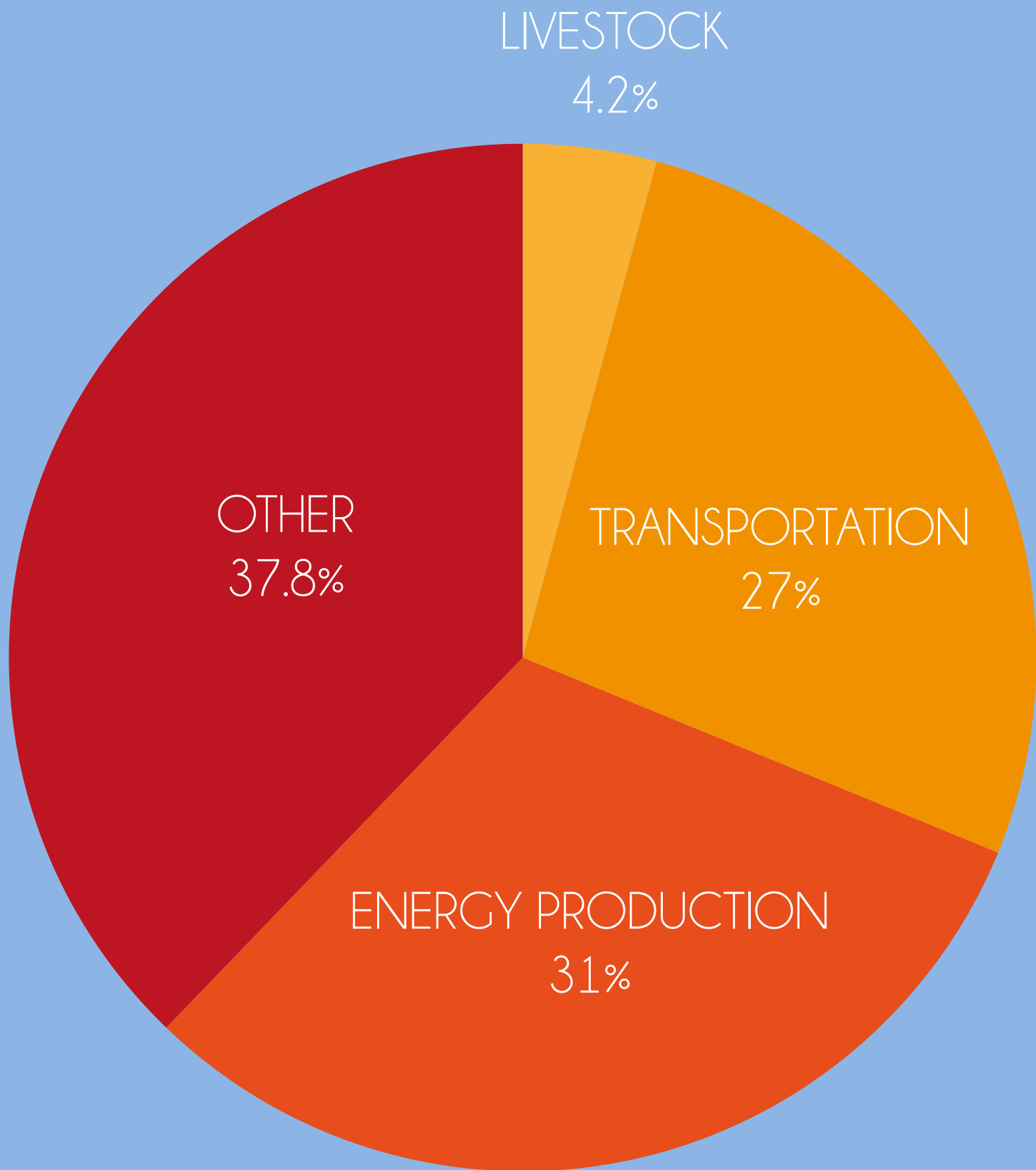


LEATHER

WVS

SYNTHETICS

# CARBON FOOTPRINT



Contributions to Greenhouse Gas in the U.S.A

source: U.S. Environmental Protection Agency

# CARBON FOOTPRINT

2.7 to 5.39 kg  
CO<sub>2</sub>-e/m<sup>2</sup>

The estimated carbon dioxide  
equivalent of animal farming  
allocated to full-grain bovine hides

source: PEFCR

# CARBON FOOTPRINT

Virgin polyester generates

**700 million tonnes  
of CO<sub>2</sub> per year**

source: Changing Markets Foundation



CARBON FOOTPRINT

100 years

Time CO<sub>2</sub> remains in the atmosphere

source: University of California

10 years

Time Methane remains in the atmosphere

source: University of California

# BIODEGRADABILITY

## 25 to 50 years

Time for leather items to biodegrade

source: WWF

## up to 500 years

Time for synthetic items to biodegrade

source: WWF

# PERCEPTION AND EDUCATION

# 39%

of fashion items are accompanied  
by a sustainability claims  
e.g. "recycled" or "eco-friendly"  
source: [Changing Markets Foundation](#)



# PERCEPTION AND EDUCATION

59%

of fashion items flouted  
green-claims guidelines by the  
Competition and Markets Authority

source: Changing Markets Foundation



## PERCEPTION AND EDUCATION

# 77%

of tanners believe that there is  
still a **CHANCE** to improve  
leather's image with consumers

source: International Leather Maker

# 80%

of tanners do **NOT** believe that  
enough is being done to market  
leather to consumers

source: International Leather Maker