



NEW EARTHKEEPERS™
MADE WITH RECYCLED MATERIALS*

*Recycled content: outsole 30%, lining 70%

Timberland Make it better.

Gaining the consumer's confidence in
Timberland's Environmental Stewardship efforts

In Green We Trust



THIS IS THE EDSEL

never before a car like it



newest expression of fine engineering from Ford Motor Company

No consumer objects to adding sustainability to products, but they object to poor quality, bad design and high prices¹

¹ Source: Trendwatching.com





An interest in green does not necessarily always translate to buying green²

² Source: Boston Consulting Group - , “The Millennial Consumer: Debunking Stereotypes,” April 2012



Timberland®



EST. 1973

BEST THEN. BETTER NOW.

TIMBERLAND.COM

Top: 6" Premium Waterproof Boot in wheat Nubuck.
Left: Earthkeepers® Rugged Lightweight Waterproof
6" Boot in Brown Tumbled Nubuck.
Right: Earthkeepers® Heritage Rugged LTD Waterproof
Chukka in Tundra Travelbuck.
Bottom: Earthkeepers® Heritage Rugged LTD Waterproof
6" Boot in Tundra Travelbuck.



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The product has to look good. It has to perform well. And, then, all things being equal, redeeming eco-friendly qualities are a gift with purchase.



S

STYLE

P

PERFORMANCE

G

GREEN



TIMBERLAND RESPONSIBILITY

HOME CLIMATE PRODUCT FACTORIES SERVICE STRATEGY REPORTING

Our Journey & Commitment



Goals & Progress

Social & Environmental Performance Data



CLIMATE
Protecting the Outdoors



PRODUCT
Innovating Cradle to Cradle



FACTORIES
Improving Workers Lives



SERVICE
Engaging Communities



Millennials expect companies to care about social issues, are more likely to purchase items associated with a particular cause and will reward companies that partner with the right ones²

² Source: Boston Consulting Group - , “The Millennial Consumer: Debunking Stereotypes,” April 2012



PILLAR GOALS	CATEGORY	2011 PERFORMANCE		FUTURE TARGETS		FEATURED METRIC
		Actual	Target	2012	2015	
CLIMATE	> GHG Inventory	16,482	15,870	15,870	12,775	> GHG Inventory Metric Tons of Carbon Emissions Actual 16,482 ↑ Target 15,870 Our Greenhouse Gas (GHG) inventory includes emissions from owned and operated facilities, as well as employee air travel. Read More
	Renewable Energy	15%	15%	19%	30%	
	Supply Chain	13.30%	20%	40%	100%	
PRODUCT	Green Index®	5%	–	100%	–	
	Chemicals	61.6	64.0	54.0	42.0	
	Leather	82.7%	100%	100%	100%	
FACTORIES	Raw Materials	25.4%	23.3%	35.2%	50.6%	
	Factory Conditions	33%	30%	TBD		
	High Risk	0.05%	0%	TBD		
	Environmental Performance	6%	20%	40%	100%	
SERVICE	Remediation Effectiveness	59%	70%	TBD		
	Responsible Sourcing	47%	48%	TBD		
	Rate of Hours Served	43%	42%	45%	60%	
	Employee Engagement	80%	80%	81%	84%	
	Scale	40%	baseline	TBD	baseline	

The deep dive is there for those who want to take the plunge



OUR FOOTPRINT

NOTRE EMPREINTE

We're committed to corporate social responsibility. "Our Footprint" measures the environmental impact of our products.

Nous nous investissons dans la responsabilité sociale de notre entreprise. « Notre empreinte » mesure l'impact de nos produits sur l'environnement.

RENEWABLE ENERGY¹

ENERGIE RENOUVELABLE¹

15%

PVC-FREE FOOTWEAR²

CHAUSSURES SANS PVC²

94.7%

RECYCLED, ORGANIC OR RENEWABLE MATERIALS³

MATÉRIAUX RECYCLÉS, BIOLOGIQUES OU RENOUVELABLES³

59.2%

TREES PLANTED BY TIMBERLAND (2000-2011)

ARBRES PLANTÉS PAR TIMBERLAND (2000-2011)

3,557,721

¹ Timberland carbon footprint for owned and operated facilities and employee air travel only, accounting for 4% of Timberland's overall carbon footprint in 2011.
Empreinte carbone de Timberland générée par les installations qu'elle possède ou qu'elle gère et par les déplacements en avion de ses employés uniquement, représentant 4 % de l'empreinte carbone globale de Timberland en 2011.

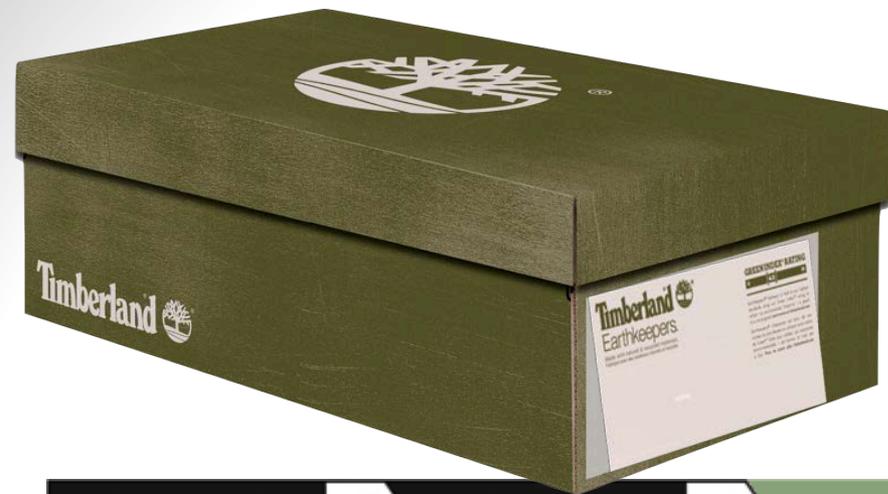
² Measure excludes trace elements.
Cette mesure ne prend pas en compte les éléments traces.

³ Based on the measurement of 58.6% of footwear shipped by Timberland in 2011 (exclusive of licensed footwear). 59.2% of the footwear measured contains at least 10% recycled, organic or renewable materials.
Basé sur 58,6 % des chaussures livrées par Timberland en 2011 (à l'exception de chaussures sous licences). 59,2 % des chaussures analysées contiennent au minimum 10 % de matériaux recyclés, biologiques ou renouvelables.

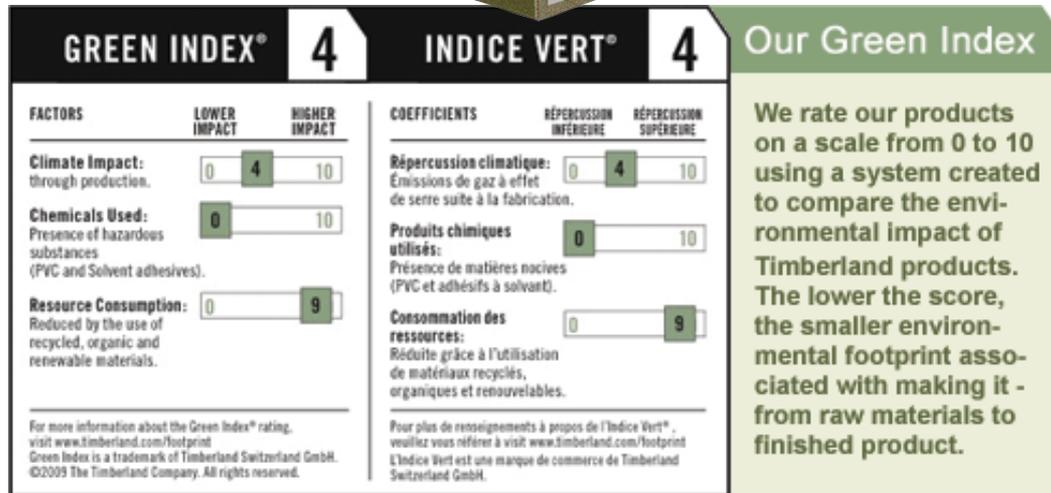
For more information visit timberland.com/footprint
Pour plus d'information: timberland.com/footprint

A Nutrition Label in every box and on every garment tells the story of our annual corporate footprint





Every pair of Timberland's has a Green Index[®] that measures the environmental impact of the product



Source: <http://community.timberland.com/Earthkeeping/Green-Index>





Boot.
Brand.
Belief.



TIMBERLAND® EARTHKEEPERS®

It's our most eco-minded collection
of gear . We use natural
and recycled  materials and make it
in eco-conscious ways. Earthkeepers®
footwear is held to our highest standards
using our Green Index™ rating  to
reflect its environmental footprint .

(1 = good. 10 = not so good.)

The Timberland® Earthkeepers®
collection—a small step in keeping
the outdoors  great.

Story telling at
retail is critical
to getting
consumers to
care





We've got the right to tell an eco-story





Don't Tell Us It Can't Be Done!

By signing the petition below, I declare that I have personally contacted public officials and made a request for the issue that the government needs to act on. They need to act on the issue. If you agree, sign on. This is the most important step in getting government action on climate control.

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YOUR NAME: _____
 CITY: _____
 COUNTRY: _____
 STATE/PROVINCE: _____
 EMAIL: _____
 YOUR COMMENT: _____



- DIG IT
- CONNECT
- LEARN
- PLAY
- SHOP

YOU LOVE EARTH. WE LOVE EARTH. LET'S BAND TOGETHER.

EARTHKEEPERS BELIEVE TAKING SIMPLE STEPS CAN HELP MAKE THE WORLD BETTER. LIKE STARTING A COMMUNITY GARDEN, PLANTING A TREE, EVEN ORGANIZING A ROCK CONCERT. YES A ROCK CONCERT. IT'S HAPPENING SOON. IT'S CALLED DIG IT AND WE'RE GOING TO NEED QUITE A FEW EARTHKEEPERS TO PULL IT OFF. LIKE EARTHKEEPERS HERO STONE GOSSARD OF MIAL 344, AND ENVIRONMENTAL PHOTOGRAPHER JAMES BALOG. AND, EARTHKEEPERS LIKE YOU. LEARN MORE



And
 tell it,
 we do....

boots boxy brown
manly reliable boring long-lasting masculine
clean universal comfortable warm
waterproof universal comfortable warm
tough timeless hopbulky invisible earthy flannels
dark workwear well-made rugged
outdoors work sturdy durable
blah square winter not-fun urban established hip rappers
functional classic





Millennials are the most environmentally conscious generation in history

Two-thirds believe global warming is real

Over 40 percent believe it is caused by human activity, levels much higher than other generations

Source: Roosevelt Institute's Campus Network (RICN); Time magazine



THANK YOU

