

[FUTURECRAFT.FOOTPRINT]

# CARBON FOOTPRINT REPORT



*allbirds*



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### GOAL OF THE STUDY

The study is a Cradle-to-Grave analysis, which means that all life cycle stages have been included: from raw materials extraction and processing, production of shoe components, assembly, transportation, use and end of life.

This Carbon Footprint analysis was done by using Allbirds' Life Cycle Assessment (LCA) tool. The Allbirds LCA tool includes a data quality assessment characterized by both quantitative and qualitative aspects, per ISO 14067:2018.

The Allbirds Carbon Footprint LCA tool has been reviewed by the 3rd party consulting firm, Industrial Ecology Consultants, led by Dr. Thomas Gloria according to 14067:2018. An assurance statement has been provided for the tool-based verification.

### FUNCTIONAL UNIT

The functional unit describes the service that needs to be delivered by the product under scope.

The functional unit defined in this analysis is described in the below table.

CATEGORY	FUNCTIONAL UNIT
WHAT	FOOTWEAR - SIZE UK 8.5
HOW MUCH	ONE PAIR OF RUNNING SHOES*
HOW WELL	WEAR IN GOOD CONDITION WITH APPROPRIATE USE
HOW LONG	DIFFERENT GUIDELINES CONSIDER FOR FOOTWEAR ONE YEAR AS THE REFERENCE WEAR TIME. NEVERTHELESS, OUR PRODUCTS ARE DESIGNED FOR LONGER USE

\*Our running shoes go through several test in order to meet our durability and performance standards, including, material and product testing, fit and wear test, and mechanical testing.

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## SYSTEM BOUNDARIES

LIFE CYCLE STAGE	DESCRIPTION
RAW MATERIALS	EXTRACTION OF NON-RENEWABLE AND NATURAL RESOURCES, RECYCLING OF (WASTE) MATERIALS
MATERIAL MANUFACTURING	YARN FORMATION, FABRIC CONSTRUCTION, COLORATION, BOTTOM UNITS MAKING
ASSEMBLY	CUTTING, SEWING, GLUING
PACKAGING	RAW MATERIALS AND PROCESSING. INCLUDES PRIMARY SHOE BOX, SECONDARY PACKAGING AND ECOMMERCE SHIPPING BOX
TRANSPORTATION	TRANSPORTATION FROM FACTORIES TO DISTRIBUTION CENTERS, AND TO RETAIL STORES OR FINAL CONSUMER, INCLUDING RETURNS. NOTE: THE DATA USED TO MODEL TRANSPORTATION CORRESPONDS TO THE PLANNED DISTRIBUTION STRATEGY FOR THE ADIZERO X ALLBIRDS MODEL THAT WILL BE COMMERCIALY AVAILABLE IN SS22
USE	ACCORDING TO DIFFERENT GUIDELINES FOR FOOTWEAR, MAINTENANCE SHOULD ONLY BE CONSIDERED WHEN PRODUCT CARE ACTIVITIES (SUCH AS MACHINE- WASHING AND/ OR DRYING) ARE ADVISED BY THE FOOTWEAR BRAND. FOR THIS PRODUCT, NONE OF THOSE ACTIVITIES WERE CONSIDERED
END OF LIFE	GIVEN ADIDAS MARKET PRESENCE WORLDWIDE AND THE DIFFERENCES IN WASTE MANAGEMENT PRACTICES IN THE DIFFERENT MARKETS, WE TOOK A CONSERVATIVE ASSUMPTION FOR THE PRODUCT FINAL DESTINATION (70% LANDFILL, 30% INCINERATION) AND FOR THE PACKAGING (32% LANDFILL, 14% INCINERATION, 54% RECYCLING)

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## DATA SOURCES

To the extent possible, primary and site-specific data is collected for individual processes where there is financial or operational control, including LCAs from materials suppliers and energy consumption data from manufacturing partners.

Primary data was collected directly from our suppliers. Through the Bill of Materials our suppliers provided all relevant information about the product such as materials consumption, processes, and losses. Similar information was collected for all packaging materials.

Secondary data was used for background processes where primary data was not available.

All datasets are assigned a data quality rating based on time, technological, and geographical representativeness, as well as parameter uncertainty; secondary data must meet a minimum "fair" or higher quality rating. The Allbirds LCA tool consultants, SCS Global Services, determined data quality and uncertainty scores for materials and processes from primary or site-specific sources. The LCA third-party verifier Thomas Gloria of Industrial Ecology Consultants, reviewed the data quality per ISO 14067 and determined the overall level of certainty was reasonable.

The carbon footprint calculations for the FUTURECRAFT.FOOTPRINT model has an overall Data Quality Review of 'Good' (1.5) and Uncertainty Score of 'Very Good' (1.1).



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### PRODUCT CARBON FOOTPRINT

The Carbon Footprint of the FUTURECRAFT.FOOTPRINT model, including all life cycle stages mentioned in the System Boundaries, is 2.94 kgCO<sub>2</sub>e. The life cycle stages of raw materials, material manufacturing and product assembly are covered under the 'Shoemaking' stage.

FUTURECRAFT.FOOTPRINT	Kg CO <sub>2</sub> e/pair
SHOEMAKING	2.16
PACKAGING	0.32
TRANSPORTATION	0.09
USE	0.0
END OF LIFE	0.37
<b>TOTAL</b>	<b>2.94</b>

Bringing on board our suppliers and logistics partners was key for the success of this product and its low carbon performance.

The key suppliers of this product committed to acquire electricity from renewable sources at relevant production facilities. Similarly, we commit to transport this product from our TI supplier to our distribution centers via sea-freight exclusively. Additionally, via our logistic partner, we secured the use of biofuels for this transportation method.

Our journey doesn't stop here. We are in a journey towards zero. Our goal is to bring to live high-performance carbon neutral products. While we get there, we will offset all remaining carbon emissions (2.94) of this product to zero.

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