

VIKING®

Viking Footwear on a sustainability journey
From a vision to reality



Sustainability plays an increasingly important role these days and manufacturers in particular are called upon to take steps so that we can continue to enjoy our planet and its beauty for a long time to come. While many measures are already being implemented by consumers on a private and political level, companies are often not yet where they could be in this respect. The Norwegian outdoor footwear specialist Viking Footwear has for this very reason scrutinised its entire structure and adapted it in such a way that essential sustainability points are fulfilled. The goal of these measures is to become a climate-positive company by 2030 and thus contribute to improving our world.

By optimising the entire value chain, greenhouse gas emissions are reduced, which are generated during material procurement, further processing and transport to retailers. The company has also taken a big step forward in terms of recycling and in the processing of residual materials and is conserving our world's resources as much as possible. When it comes to materials, the company is also focusing more and more on sustainable or at least sustainably produced components.

In addition, the company supports projects for reforestation, animal welfare and responsible forestry and also takes these points into account when choosing its partners and suppliers. One of these projects is the cooperation with Milkywire and the importer Michael Waiyaki. Together they want to realise Michael's vision, plant millions of trees and train a future generation of environmentalists. The aim is to combat the devastating effects of climate change caused by deforestation, preserve biodiversity and minimise soil erosion and flooding. Vikings supports this ambitious project through 1% of its E-Com gross profit, which is donated via <https://www.milkywire.com/viking-save-our-forests> to Michael Waiyaki.

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Another current project supported by Viking is the initiative launched by Mats Niklasson to save the European dark bees. Preserving the habitats of *Apis mellifera mellifera* and ensuring their survival is Niklasson's goal and Viking is also



supporting this cause together with Milkywire and has created a special edition of its most popular children's rubber boots for this project. For every pair sold, Viking will donate €1 to support Mats Niklasson in his fight for the bees. Those who want to support this initiative can do so via <https://www.milkywire.com/impacters/mats>.

All in all, Viking Footwear is making a relatively large effort to achieve its goal of becoming a climate-positive company. See Viking's new sustainable path for yourself and find out more details at:

<https://vikingfootwear.com/de/sustainability>

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High-resolution images available for download at:

<http://www.brandmaster.no/>

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