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***Icebug joins hands with FSC® and Thai rubber farmers to call on outdoor footwear brands to establish sustainable natural rubber supply chains***



***Together with FSC and a collective of smallholder rubber farmers from Thailand, Icebug invites outdoor footwear brands at ISPO to drastically cut emissions and welcome the new European Union Deforestation Regulation (EUDR)***

[Gothenburg, Sweden, \*\* November 2023] - Icebug, a leading footwear brand committed to environmental protection and sustainability, successfully partnered with the Forest Stewardship Council® (FSC) to establish a certified supply chain for sustainably grown natural rubber. The aim is to make outsoles with a high percentage natural rubber content, a great environmentally friendly alternative to traditional oil-based rubber, cutting down CO<sub>2</sub> and reducing the brand's carbon footprint.

A [recent study](#) in *Nature* conducted by Dr. Antje Ahrends of the Royal Botanic Garden Edinburgh, highlights the underestimated impact of forest clearing for rubber cultivation, which causes substantial deforestation. In addressing this critical issue, Icebug and FSC have collaboratively developed a certified supply chain with a capacity of 20,000 tons of shoe rubber. With Icebug's annual consumption of only 17 tons, the brand is proactively inviting other footwear brands in the industry to make use of the sustainable source.

To showcase the success of this collaboration, Icebug has invited FSC to share their booth at ISPO, the world's largest sports trade show. The booth will feature discussions and presentations, including a talk on natural rubber by Icebug Sustainability Manager Maria Munther, industry expert Maiprae Loyen, Co-founder and Managing Director of Agriac and Dr. Antje Ahrends. The presentation, moderated by FSC's Sean Nyquist, aims to promote awareness and inspire other brands to adopt sustainable practices.

Maria Munther, Icebug spokesperson, stated, "Sourcing sustainably grown natural rubber initially proved to be a complex challenge. Our collaboration with FSC has not only successfully addressed this challenge but has created a model for sustainable practices in the industry."

Sean Nyquist, Value Chain Development Manager at FSC, emphasized the need for broader downstream commitment for sustained impact, stating, "While positive environmental impact is a key desired outcome, the initiative must be underpinned by support to smallholder farmers, to improve livelihoods while incentivizing responsible forest stewardship. By inviting other brands to join, we hope to create a collective force for positive change."

Icebug and FSC believe that joining forces in the global footwear industry will not only drive sustainability but also aligns with the new European Union Deforestation Regulation (EUDR). Brands participating in this initiative will be well-positioned to meet regulatory requirements while contributing to the industry's collective effort towards a more sustainable future.

**About Icebug** : Icebug is a Swedish footwear company founded in 2001 on the idea of making better shoes for people that want to get outdoors every day. World leading traction technologies empower people to get out and enjoy even in the most slippery conditions. Icebug's vision is to be a changemaker for a society where people can thrive on a planet in balance. Icebug does not have a sales growth target and Nature and Society are prioritized stakeholders. Icebug has set out to change the footwear industry through sharing scalable solutions.

Icebug is FSC-certified with license code: FSC-C173562

**About the Forest Stewardship Council® (FSC®)** : FSC is a non-profit organization that provides a proven sustainable forest management solution. Currently, over 160 million hectares of forest worldwide is certified according to FSC standards. It is widely regarded as the most rigorous forest certification system among NGOs, consumers, and businesses alike to tackle today's deforestation, climate, and biodiversity challenges. The FSC forest management standard is based on ten core principles designed to address a broad range of environmental, social and economic factors. FSC's "check tree" label is found on millions of forest-based products and verifies that they are sustainably sourced,

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