

Report on Supply Chain Compliance Volume 3, Number 18. September 17, 2020 Timberland announces plan for products to be net positive for nature by 2030

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In a [Sept. 1 news release](#),^[1] Timberland vowed to design 100% of its products for circularity and ensure that 100% of all materials used to make the products are sourced from regenerative agriculture. The goals are in line with Timberland's recent actions regarding environmental, social and governance work, and its goals to create a sustainable and transparent supply chain.

"Suppliers and materials have been at the center of Timberland's sustainability efforts for more than a decade," [wrote Emma Cosgrove](#).^[2] "The company has released a full list of factories it contracts with quarterly since 2018 and reported on the sustainability of its raw materials quarterly since 2015. The company, though, has been tracking many of its materials-based goals since 2008."

Timberland's goals for circularity include using materials that would have otherwise gone to waste to manufacture goods and designing products that can be disassembled and made into something new, instead of merely recycled.

¹ Business Wire, "Timberland Announces Bold Goal for Products to be Net Positive by 2030, Continues Pursuit of a Greener Future," news release, September 1, 2020, <https://bwnews.pr/33eJgMa>.

² Emma Cosgrove, "Timberland pledges sustainable materials sourcing, circularity by 2030," *Supply Chain Dive*, September 2, 2020, <https://bit.ly/2FkUk1W>.

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