

DEG, a member of the KfW Bankengruppe (KfW banking group), finances investments of private companies in developing and transition countries. As one of Europe's largest development finance institutions, it promotes private business structures to contribute to sustainable economic growth and improved living conditions.

PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 11,000 people worldwide and has headquarters in Herzogenaurach / Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>

ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 20 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

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- 3x +WATER
- 3x +WASTE

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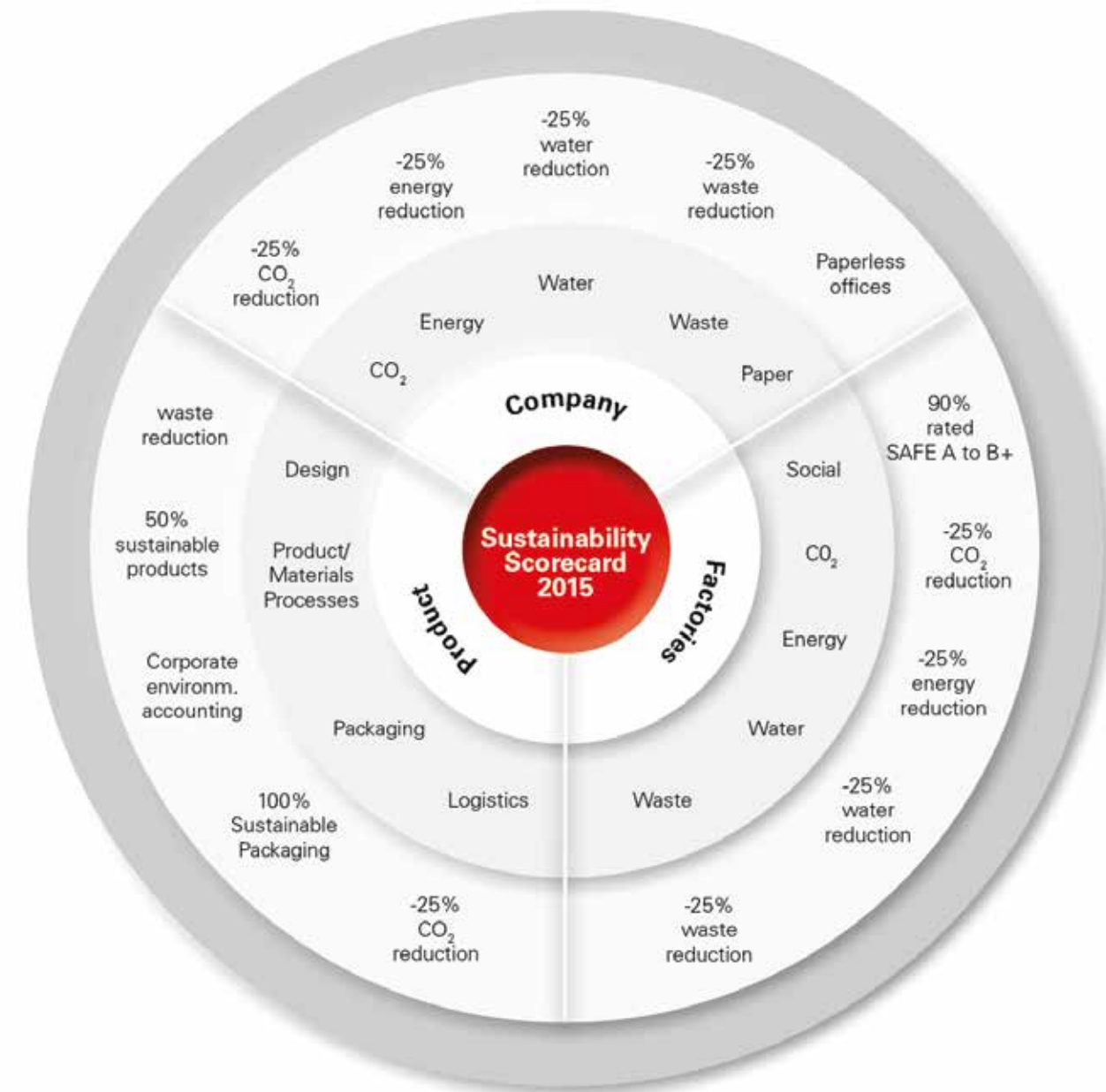
- 2x +ENERGY & AIR POLLUTION
- 2x +WATER
- 2x +WASTE



AIMS TO BE THE MOST DESIRABLE & SUSTAINABLE SPORTLIFESTYLE COMPANY IN THE WORLD.

As such, PUMA have created a comprehensive sustainability strategy comprised of three key aspects: Company, Factories and Product. The factory targets are based on 5 key impact areas; reducing energy, water, waste & carbon dioxide emissions and ensuring social, health & safety and environmental compliance.

In 2011, PUMA conducted an analysis of the environmental impact of creating its products. It found that over 90% of the total impacts caused were attributed to the supply chain; from material sourcing to final manufacturing. This is why our suppliers play an essential role in helping PUMA become more sustainable. The ultimate objective of the Sustainable Action and Vision for a better Environment (SAVE) Project is to support PUMA Supplier's in meeting their sustainability scorecard commitments by 2015.



**SAVE**  
Sustainable Action & Vision  
for a better Environment

# We Know



# How To Solve It.

## PROJECT TEAM

## SCORECARD

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# FACTS

only **2.5%** of **WATER** on Earth is fresh and drinkable.

70% frozen 30% underground

USA 9% CHINA 13% INDIA 12% OTHERS 16%  
Brazil, Nigeria, Russian Federation, Indonesia & Pakistan

**738** million people have no access to safe drinking water.

only **35%** of waste water in Asia is treated.

world **ENERGY** resources

BRNS	OIL	COAL
00 063 YRS	00 042 YRS	000 112 YRS

1/5 of the world's population has no access to electricity.

by 2035  
DEMAND INCREASE 70%  
ELECTRICITY PRICE INCREASE 15%

3/4 of the world's population is consuming more resources than the planet can produce.

By 2030, we will need an extra planet to sustain the current world's lifestyle.

**GREENHOUSE GAS** emissions

Industrial Process 3.4%	Waste 3.6%	Industry 10.4%	Fugitive Emissions 3.9%	Other Fuel Combustion 9.0%
Land Use Change 18.2%	Agriculture 13.5%	Electricity and Heat 24.6%	Transportation 13.5%	

ENERGY RELATED

By 2035 global temperature increases **3.4°C** by 2100\*

Energy related GHGs rise to **19%**

Hurricane, cyclone, flood, etc.

Urban air pollution **1.2** million deaths/year

industrial solid **WASTE**

1300 mil tonnes/year

Predicted to increase 70% (2.2 billion tonnes) by 2025

from 2000 to 2025 **90%** of China's waste is sent to landfill

South East Asia's waste is set to triple. Management costs in urban Asia are predicted to double to US\$ **50** Billion

ALL SOURCES FROM:  
www.bbc.co.uk; www.un.org; www.bp.com; www.unwater.org; www.iea.org (2011);  
www.worldbank.org (2011); www.reuters.com (2009); www.gewtrusts.org;  
www.unescap.org; www.worldenergyoutlook.org; www.sciencedirect.com;  
web.mit.edu/sitesources.worldbank.org; www.economist.com; www.ipcc.ch

\*Worst case scenario.



**Project Brief**

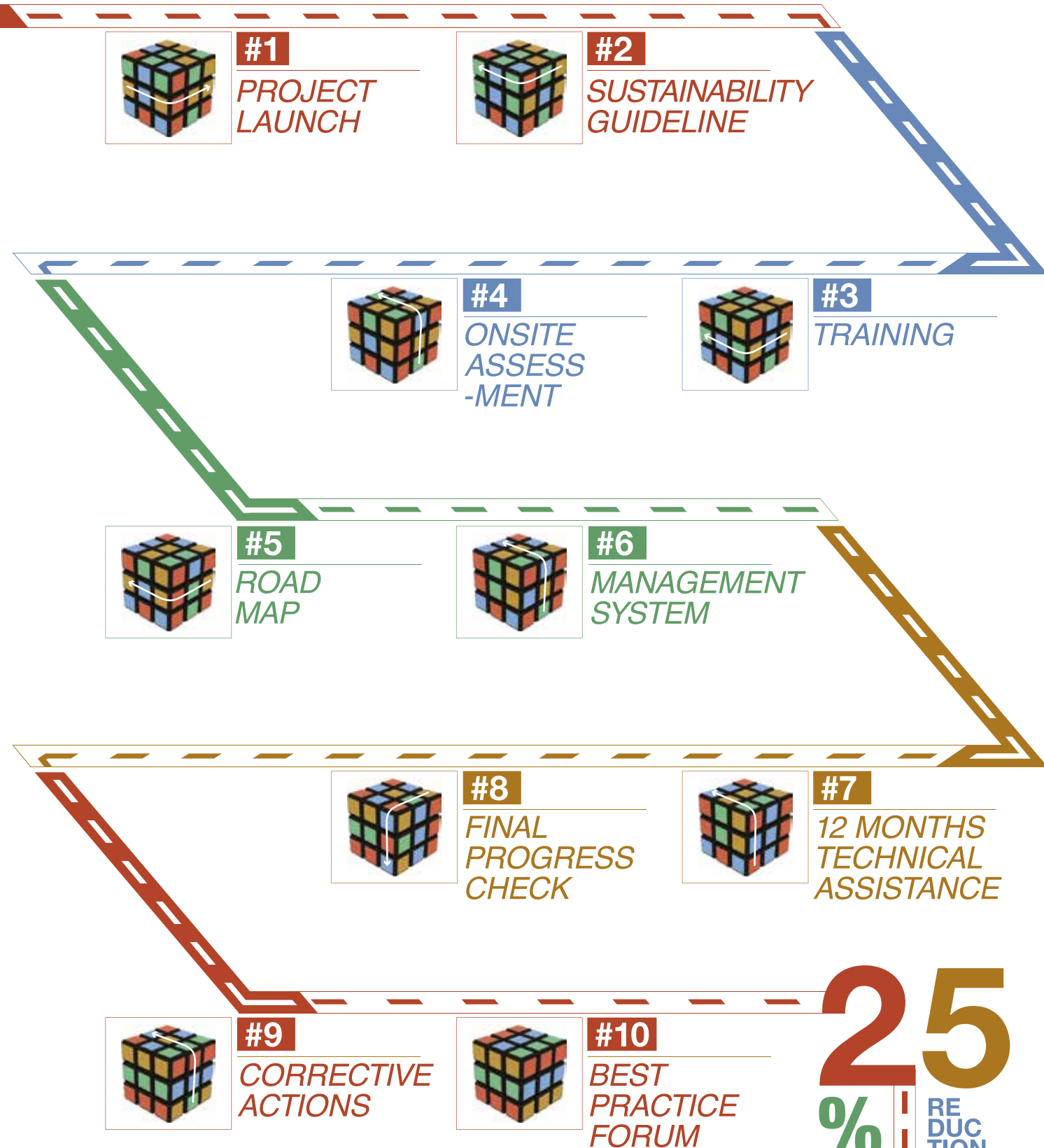
SAVE is a Public Private Partnership (PPP) project co-financed by DEG and PUMA which will start in early 2013 and finish at the end of 2015. The primary purpose of SAVE is to create more environmentally friendly production sites across the footwear, apparel and accessory supply chain in developing countries of Asia. SAVE will target the manufacturing locations of Bangladesh, Cambodia, China and Indonesia and has an ultimate goal of reducing their energy, water, waste and greenhouse gas emissions by 25% compared to a 2011 baseline. Ultimately SAVE will contribute towards achieving a green economy and sustainable industrial development through local capacity building, technical assistance and the establishment of two project support offices which will operate beyond the project duration.

**Cambodia SNE Office**  
**China SNE Office**

The two SAVE offices located in Cambodia and China will be equipped with all the necessary equipment and expertise to perform on-site assessments, identify reduction measures, provide technical assistance and will also act as a hub for all knowledge sharing forums and trainings. Their expertise, consisting of both local and international experts, will center around the areas of waste management, energy management, GHG management and renewable energy technologies.

- BENE-FITS**
- Computer Based Training
  - Free Onsite Assessment
  - Free distribution of Sustainability Guidelines
  - 5 Knowledge Sharing Forums
  - Trainings
  - Free Technical Assistance
  - Direct Savings for Water and Energy
  - Reduce Waste Production
  - Mitigate CO<sub>2</sub> Emissions
  - Achieve Green Recognition

# ACTIVITIES



**25%** REDUCTION

