



**STEEL
BLUE**

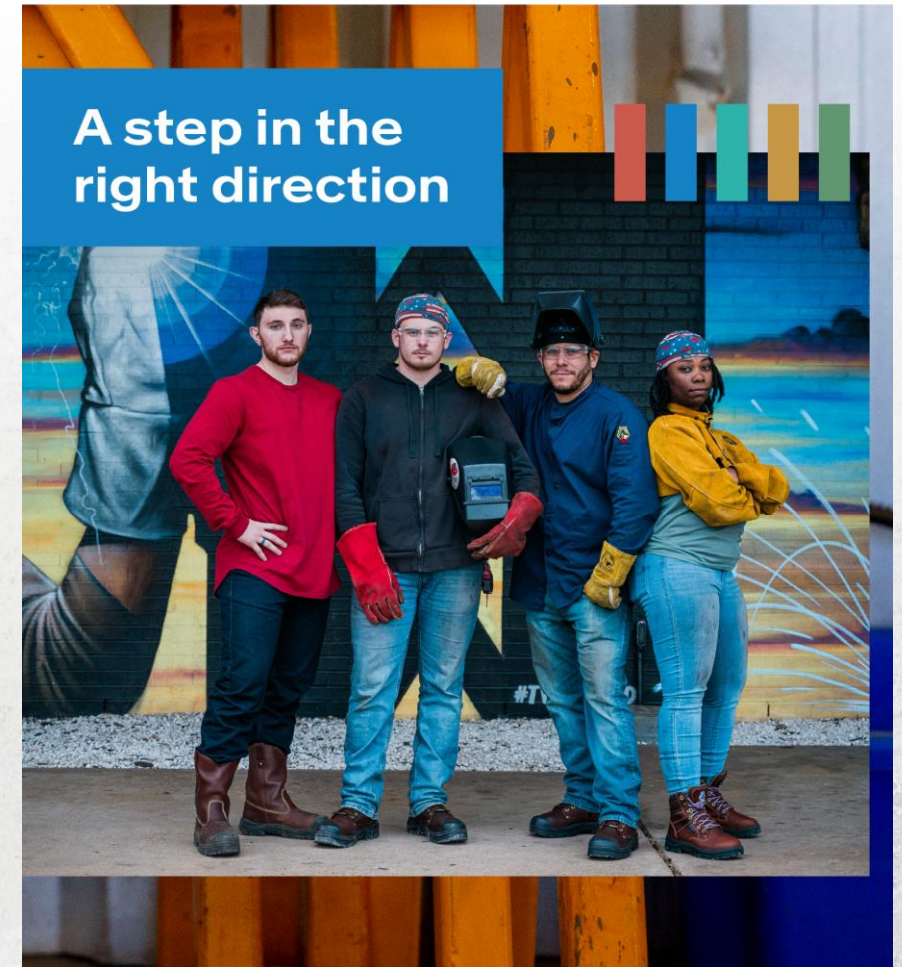
A mark of true skill

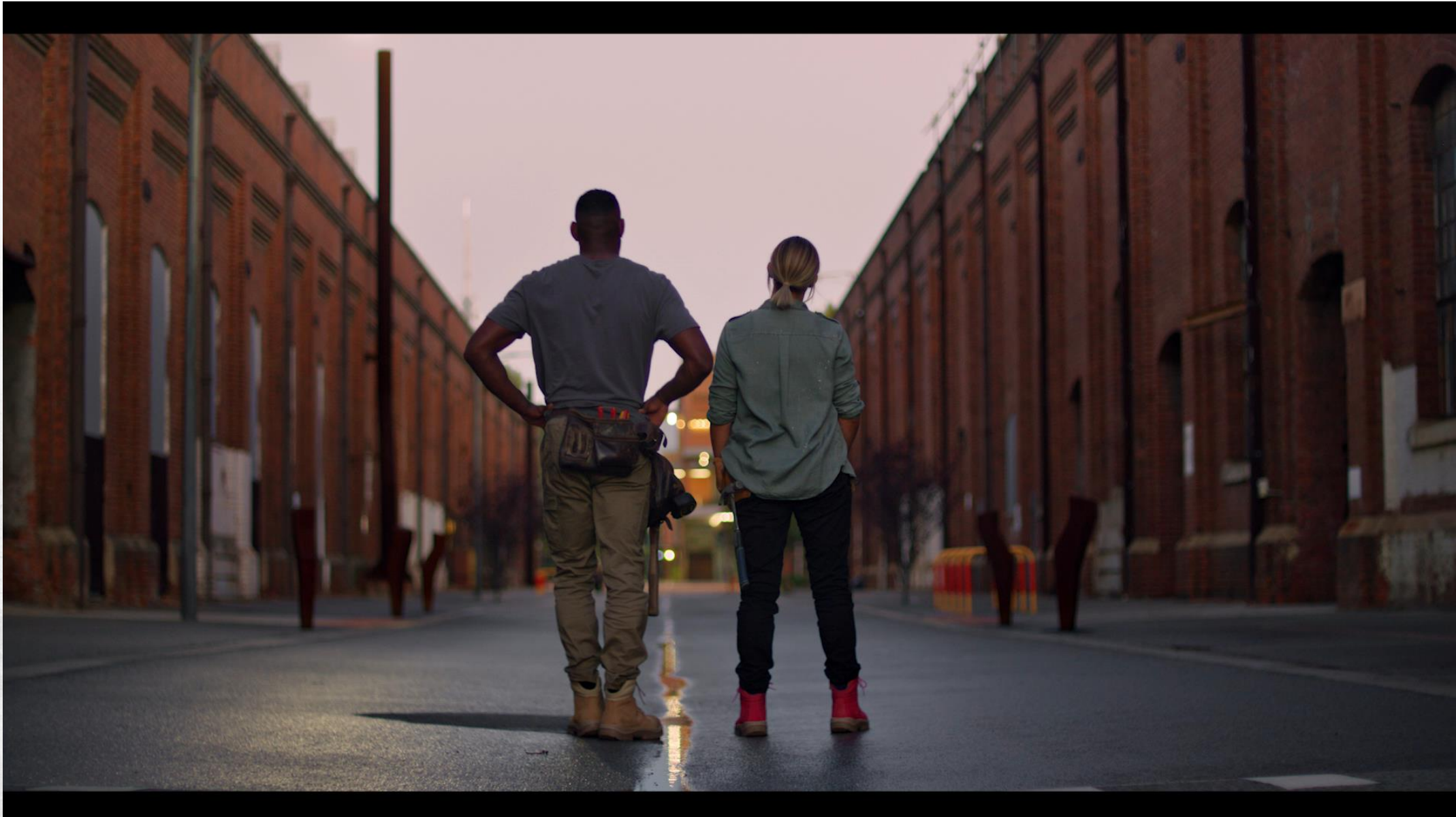
InOurStride®
Steps towards a sustainable future

Jocelyn Da Silva, CMO Steel Blue | 9 November 2023 | ESG Strategy Summit

Topics

- Sharing how Steel Blue developed its sustainability goals, strategies and what they are.
- Examining how Steel Blue is moving towards achieving those goals.
- Key learning's along the way and what is next for Steel Blue.





About Steel Blue

- Proudly Australian-owned premium safety footwear manufacturer.
- Established in 1995, service more than 40 countries and produce more than one million pairs of boots a year.
- RISE Awards - WA Business of the Year 2022



Our Goals

- Steel Blue's sustainability roadmap identified five strategic goals to 2025.
- Our goals are aligned to the UN Sustainable Development Goals.
- We do it because we care – and caring is part of our culture.



We care about community



We care about diversity & inclusion



We care about the environment



We care about climate



We care about human rights



1. Community

- **Goal** - We will have provided over \$3.0 million to community organisations.
- **Progress** - \$2.30 million donated; of that \$1.90 million to Breast Cancer Care WA and \$400,000 to Beyond Blue.
- We support several other local, national and international community-based organisations.

A mark of true support



Goal \$3.0 million
donated

So far \$2.30
million donated

\$1.90 million donated to



breast cancer
care wa **20 years
strong**



\$400,000 donated to

Proud partner



**Beyond
Blue**



2. Diversity & Inclusion

- **Goal** – A third of our workforce will be female.
- **Progress** - 34% of our workforce is female.
- By prioritising inclusivity, Steel Blue has been able to foster a workplace culture that encourages creativity and collaboration.



3. Environment

- **Goal** - Steel Blue will source leather exclusively from gold-rated suppliers.
- **Progress** - Two out of the three tanneries have achieved gold rating.
- Several initiatives to reduce our waste to landfills across our manufacturing and packaging.



4. Climate

- **Goal** - Steel Blue will be a carbon-neutral organisation globally for our business operations.
- **Progress** - AU & NZ business operations are carbon-neutral.
- Our strategy is to reduce emissions. We have committed to offset any emissions we cannot eliminate, through accredited schemes.



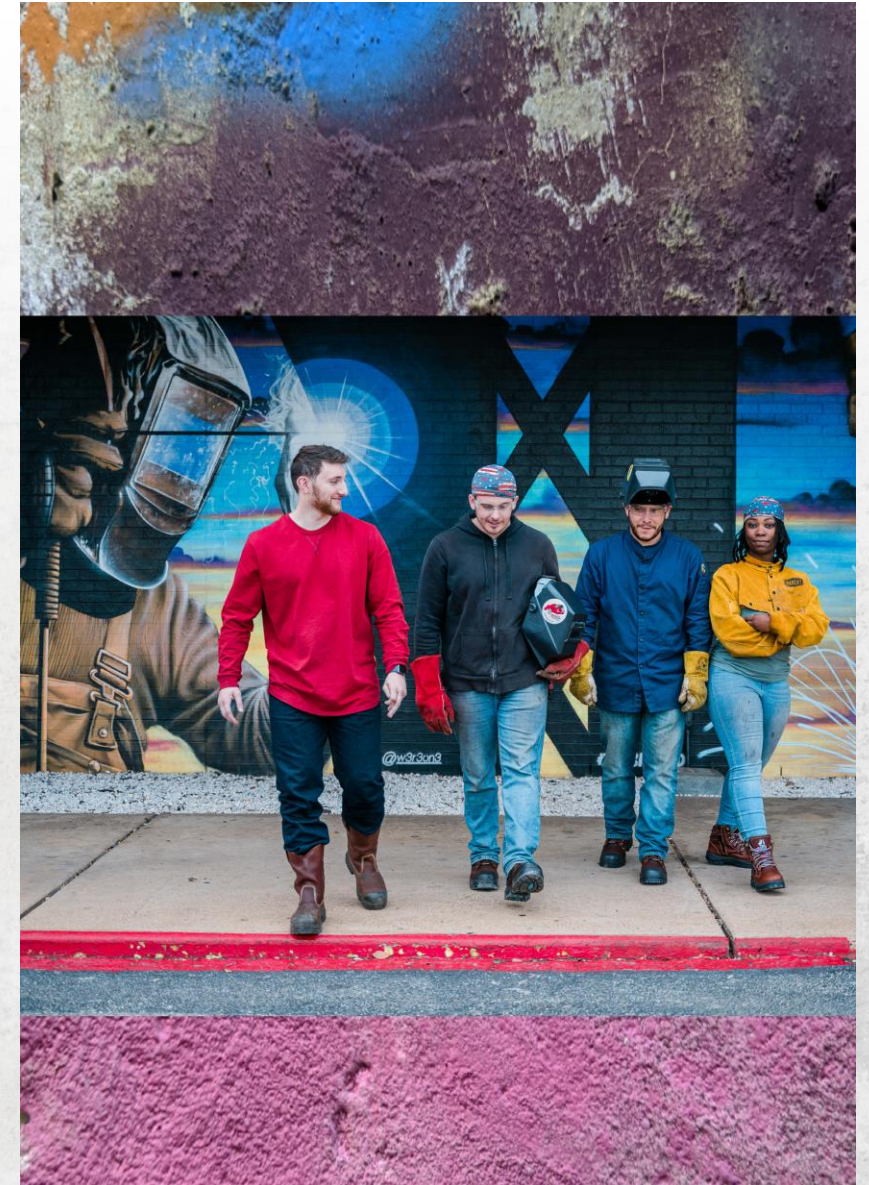
5. Human Rights

- **Goal** - Eliminated any risk of modern slavery within our supply chain.
- **Progress** - Fully comply with the Australian Government's Modern Slavery Act of 2018.
- We submit Modern Slavery Statements, and our suppliers undergo regular third-party audits from an independent body.



Learnings

- Educate the business about the ‘why’ – important to get leadership buy in.
- Share successes to keep momentum going.
- Even small things can make an impact.
- Achieve third party accreditation where possible to validate claims.



Learnings

- Different regions in the world are moving at different rates.
- Work with like-minded businesses in the supply chain.
- Sustainable process implemented at development phase.
- Just start the journey.



What Next?

- The goals were ambitious to start yet achievable. Challenge ourselves beyond our 2025 goals.
- We need to collaborate as an industry to solve the bigger problems – can't be done alone.
- Continue with the Lifecycle Assessment (LCA) Project.



Thank you for your valuable time and attention.

