



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## Shoes for "walking carefully on Mother Nature"

**Company name:** Skofabriken Kavat AB

**Product category:** Footwear

**Country of origin:** Sweden

**License holder since:** 2015

**Available in:** Sweden, Finland, Denmark, Germany, Austria, Belgium, Luxemburg, Italy, Spain, France and Holland

**Website:** [www.kavat.com](http://www.kavat.com)

### What convinced them to apply for the EU Ecolabel?

"To get recognition on Pan-European basis for the eco-friendly products and production methods, that champions conscious consumption pattern."

### How has being certified with the EU Ecolabel given them an edge over competitors?

"It serves as proof of our concept, and certifying our shoes with criteria and not invented by us. EU Ecolabel is for real and no green washing."

### Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"Yes, we have gone from 3 million € to 12 million € (2008-2016), and now distribute in many stores/online in many countries."

### How do they evaluate consumers' and general demand for sustainable products?

"It is increasing. The interest for product's origin and the impact of the environment is very important in today's market. Kavat look at fashion and furniture as agricultural products, in a way like food. If you know a product's origin it's like a mark of quality and creates in many ways products to be proud of.. The story of its origin, including the materials, is giving our shoes the unique story."

### How are they contributing to the circular economy?

"We manufacture children's sandals from waste leather, as well offer repair and resoling services of used footwear. Many components in our shoes are also from recycled materials."

### What future plans do they have for the company's sustainability mission?

"We work under the motto "walk carefully on Mother Nature" and this mission statement reflects our effort and vision to create products in a timeless style, and minimize the impact on environment."

### What advice would they give to other companies considering applying for the EU Ecolabel?

"Definitely do it. It is today undoubtedly the best ingredient to a modern brand, and stands out to consumers as best guidance for a better (more green) purchase, and much better, more honest than those green-washing labels/ads that shows things in a better light than they really are. Besides, your organization is also



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improving by complying with the EU Ecolabel criteria, to identify materials and processes that are long lasting, and for the better of the world, and its environment. "



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

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