

STETSON®

SUSTAINABLE

Stetson Sustainable: sustainable authentic

Developing authentic styles against a backdrop of convincing craftsmanship tradition - nowadays that means answering the question of sustainability. With Stetson Sustainable, we accept the challenge: These styles are not only sustainable, they are even carbon neutral. To this end, we work together with ClimatePartner. Learn more about it here.

Stetson has been working for some time to design and produce hats, caps & accessories sustainably. Wherever possible, we take the direct approach of combining smart sustainability with Stetson's brand essence of individual, enduring style. At the same time, we also openly say where we cannot currently realize it.

Where it says Stetson Sustainable, climate neutrality is guaranteed

Where possible, we avoid and reduce CO2 emissions. We check the fabrics, the yarns, every accessory, how sustainably they were made and how sustainable we can work with them. Recycled materials, natural dyeing, GOTS (Global Organic Textile Standard) certification are just three of our starting points. You can recognize the styles from sustainable production by the sustainability hangtag, which, by the way, is made of recycled material.

Sustainability can only be achieved together

Stetson has enlisted the help of a strong partner in its approach to using resources responsibly and developing contemporary looks. [ClimatePartner](#) supports us in calculating and reducing our CO2 emissions and offsetting any remaining emissions. This allows us to neutralize styles in their impact on the climate.

ClimatePartner's climate protection projects meet internationally recognized standards such as the Gold Standard or the Verified Carbon Standard. These projects are based on the 17 Sustainable Development Goals (SDGs) of the United Nations.

Explainer video: What are climate neutral products?



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How Stetson achieves climate neutrality





We record the CO2 emissions of the styles together with ClimatePartner and create the Product Carbon Footprint (PCF). The raw materials, logistics, packaging and disposal are considered according to the usual „cradle-to-gate plus end-of-life“ approach. We offset the remaining CO2 emissions by supporting ClimatePartner's 1087 climate protection project. This allows us to label the styles as climate neutral.



Active beyond pure CO2 offsetting

The climate protection project 1087, which Stetson has joined, is committed to protecting the oceans beyond pure CO2 offsetting. For every ton of CO2 offset in the project, 10 kg of plastic is collected as part of the „Plastic Bank“ initiative: The plastic can now no longer harm the oceans and their creatures. Collecting, in turn, supports local people in their way of life.

To which UN Sustainable Development Goals the 1087 climate protection project contributes

No poverty	Industry, innovation and infrastructure	Climate protection measures	Life under water
			
Fair income for collected plastic, additional supply of essential goods.	In regions with a lack of waste disposal Infrastructure, Plastic Bank connects shippers, plastics processors, and freight carriers, and builds a recycling circular economy.	Healthy oceans are important for stabilizing the climate. CO2 savings via a wind farm in the Philippines are Gold-Standard-verified.	In the course of offsetting one ton of CO2, 10 kg of plastic is collected. This corresponds to approximately 500 plastic bottles. In this way, the project conserves marine life, microorganisms and endangered species.