Look for the green leaf.

New Balance’s green leaf standard highlights the partial inclusion of environmentally preferred material in some of our most popular footwear and apparel.
New Balance’s green leaf standard highlights environmentally preferred material (EPM) adoption across our footwear and apparel products.

For apparel that meets New Balance’s green leaf standard, at least 50% or more of the materials in a garment are sourced as environmentally preferred.

For footwear that meets New Balance’s green leaf standard, at least 50% or more of the upper materials are sourced as environmentally preferred, and includes at least one environmentally preferred sole ingredient.

A material can be environmentally preferred based on its physical characteristics (for example recycled polyester) or more sustainable sourcing practices. Please refer to the garment care label, footwear hangtag, or the product listing on www.newbalance.com for the material details of any product.

Bold climate response has never been more urgent, and our corporate goals aim to create a healthier planet. We are choosing to drive the green leaf standard through some of our biggest stories where the environmental impact will be the greatest, and in addition, hope to achieve zero waste to landfill in our footwear factories by 2025.
If not now, when?

Bold climate response has never been more urgent. We’re taking action to create a healthier planet.

We are making changes today to achieve these goals between now and 2030.
Source 100% preferred leather and 50% recycled polyester by 2025.

Polyester and leather are the two largest drivers of climate impact for New Balance. Preferred leather reduces environmental impacts across the supply chain, from farm to tannery. Recycled polyester helps reduce reliance on fossil fuels.

Source 100% renewable electricity for owned operations by 2025.

Eliminate use and discharge of hazardous chemicals by 2025.

Achieve zero waste to landfill in our footwear factories by 2025.

Achieve a 30% reduction in CO2 emissions by 2030.
Even now is not soon enough.

We’re changing the way we do things to reduce our environmental impact. Now is not soon enough, but with transparency and urgency, we’re not letting another moment go to waste.
Committed to a More Sustainable Future

As a member of RE100 and a signatory to the UN Fashion Industry Charter for Climate Action and the ZDHC Roadmap to Zero, we’re addressing some of the biggest environmental impacts at our manufacturing facilities and throughout our global supply chain.
Quality Design Is Sustainable Design

Quality has always been a part of our heritage. We’re constantly learning and evolving our approach to create quality, long lasting design. We’re building our portfolio of environmentally preferred materials, finding ways to use fewer materials, and driving toward more circular systems like repair and recycling.
Independent since 1906, we empower people through sport and craftsmanship to create positive change in communities around the world.