

APPAREL AND ACCESSORIES

Kering sets new sustainability goal for 2035

March 21, 2023



Kering established an internal Greenhouse Gas Protocol in 2011 to gauge its own volume of carbon emissions, and soon thereafter began setting goals to reduce this output. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has moved its ESG goalpost further out.

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On March 17, the group announced that it aims to ease its greenhouse gas emissions by 40 percent in absolute terms, based on a 2021 baseline, by the year 2035. The announcement of this initiative is part of its "Crafting Tomorrow's Luxury" strategy a plan to increase group-wide practices of responsibility and sustainability and comes ahead of Kering's 2020-2023 Sustainability Progress Report, which will be released March 22.

"Kering and our houses have made significant strides to reach our sustainability targets over the last years and, in parallel, we have augmented our ambitions," said Francois-Henri Pinault, chairman/CEO at [Kering](#), in a statement.

"Now we are setting this new absolute target, spanning scopes 1, 2 and 3 of the greenhouse gas protocol, because, if we want to truly decarbonize our global businesses, we need to move from carbon intensity reductions to absolute reductions," he said.

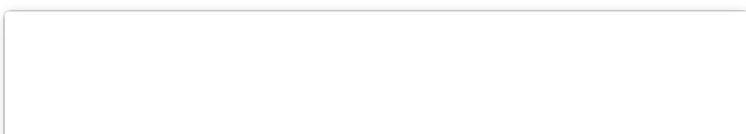
"I am convinced that impact reduction in absolute terms combined with value creation must be the next horizon for truly sustainable companies."

Mile markers

Kering has made several notable pushes to lessen its environmental impact in the last several years, both as a conglomerate and by the many individual houses within its portfolio, including Italian fashion house Gucci ([see story](#)).

In 2011, Kering established its Greenhouse Gas Protocol through which it analyzed its own emissions.

Subsequently, the group pledged to reduce its greenhouse gas (GHG) emissions by 50 percent by 2025, based on its 2015 levels.



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Later, the group announced plans to become carbon neutral across its supply chain ([see story](#)).

As part of that larger 2025 push, the unveiled a strategy dedicated to biodiversity in particular, aiming to achieve a "net positive" impact on said biodiversity by said year.

The plan included more specific objectives including protecting and regenerating six times the footprint of the Kering supply chain's total land footprint, converting 1 million hectares of its supply chain landscapes into regenerative agriculture and adding 1 million new hectares dedicated to biodiversity protection ([see story](#)).

Kering became the first luxury and fashion company to develop a more sustainable business model through 100 percent traceable organic cotton when it joined Albin Group, Supima and Oritain ([see story](#)).

Also, in 2019, the group announced its support of Make.org, a Paris-based tech organization that works to engage citizens on civil issues.

Through its initiative with Kering, the organization sought feedback from the public about the best way to practice sustainability ([see story](#)).

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