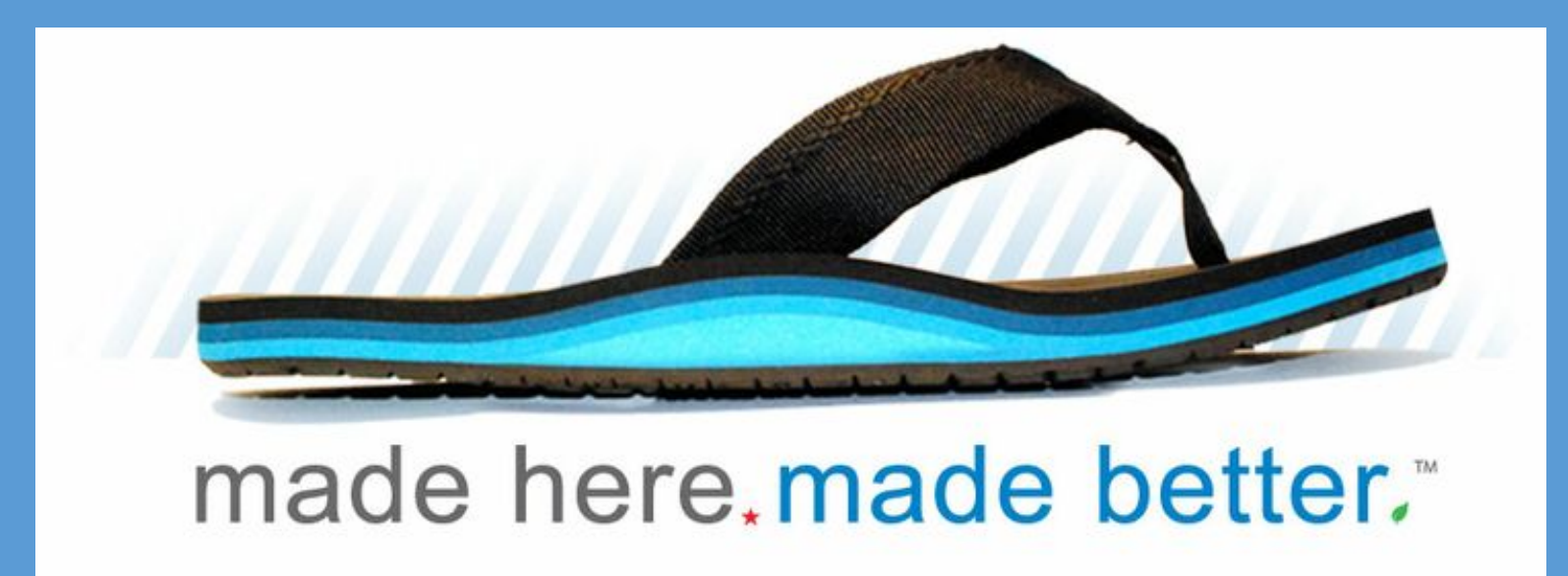


Out with the Old, In with the New: Vere Sandal Company, Sustainability, and Social Innovation

Michael Conte, Sustainable Community Development Program

Sustainability

- All Vere sandals are manufactured locally right here in Geneva, NY
- Sandals incorporate PlusFoam, a 100% recyclable product that can be returned to the factory for end-of-life management
- Used pairs of sandals can be downcycled to produce new sandals



Community



- Ability to create or retain jobs within a low-income community in Geneva
- Co-branding with local businesses and other organizations to promote shared visions and goals
- Sold at local retailers to support the local economy

Accountability

- Transitioning to a Benefit Corporation
- Dedicated to increased transparency and shared benefits



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