



BETTER SHOES FOUNDATION CHEATSHEET

Creating better shoes takes time. Use this cheatsheet as a starting point.

POST-CONSUMPTION: AIM FOR A CIRCULAR ECONOMY

- Read up on the term '[circular economy](#)'
- Brainstorm ways to encourage the [redistribution](#) of your shoes
- Research for relevant [recycling](#) facilities
- Or find materials that will [biodegrade](#)

CONSUMPTION: ENCOURAGE RESPONSIBLE CONSUMERISM

- Apply to join [ethical consumer guides](#)
- Prepare instructions so your consumers know how to properly [care for your shoes](#)
- Recommend cobblers for when your shoes need [mending](#)

TRANSPORTATION: PLAN FOR A SHOE'S JOURNEY

- Join our map of [sustainable brands](#) so consumers can find locally made shoes
- Brainstorm ways to apply [sustainable design strategies](#) to your packaging

DESIGN PROCESS: SET YOUR SHOES UP FOR LIFE

- Read up on the [relevant legislation](#)
- Research which [standards](#) apply to your type of shoe
- Gather evidence to [certify](#) your shoes
- Brainstorm ways to fit [sustainable design strategies](#) into your business

MATERIAL SELECTION: THIS DECISION AFFECTS A SHOE'S FOOTPRINT

- Make a list of all materials you use and compare with our list of [commonly used materials](#) and their [better alternatives](#)

MANUFACTURE: WHERE THE TRUE COST LIES

- Read up on the [health and safety problems](#) of fast fashion
- Compile your own [price analysis chart](#)
- Research examples of brand transparency
- *Environmental impact*

