



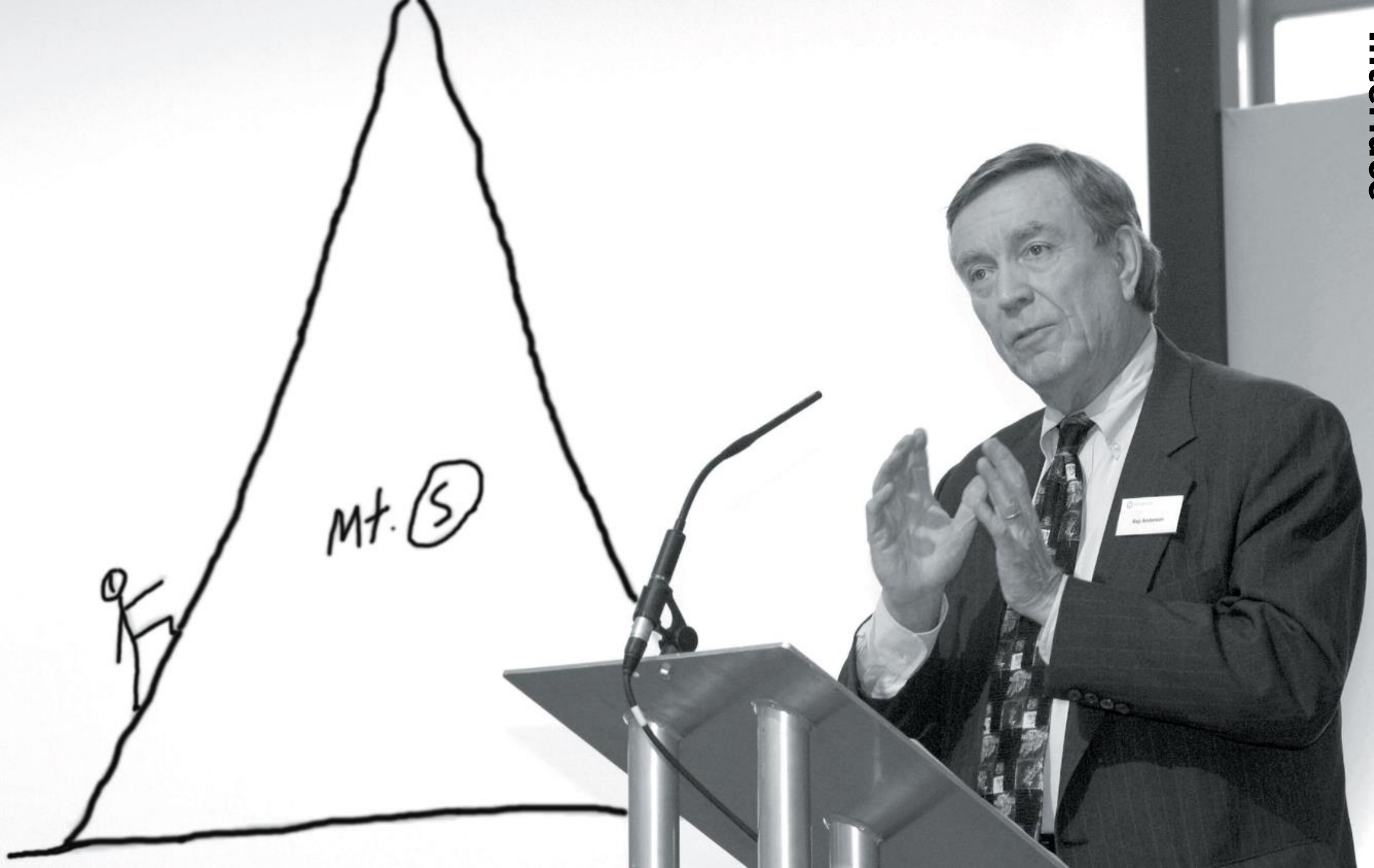
Interface®

# **LET'S START THE CLIMATE TAKE BACK**



**WFRE, Lille – October, 15th 2019**







In 1994 we set a mission to become restorative and eliminate any negative impact Interface may have on the environment by 2020. Mission Zero®.







# 25 Years of Sustainable Progress



Factory  
water use  
reduced

**88%**

since 1996

**88%**

Renewable  
energy  
globally



Waste to  
landfill  
reduced

**91%**

since 1996

**100%**

Renewable  
electricity  
in factories



Energy  
efficiency  
improved

**44%**

since 1996

**55%**

Recycled  
or biobased  
materials



GHG  
emissions  
reduced

**96%**

since 1996

**66%**

Product  
carbon  
footprint  
reduced



since 1996



We are the first.  
Every product.  
Carbon neutral.

Interface®

WE KNOW YOUR FLOORING'S  
IMPACT ON GLOBAL WARMING.  
THAT'S WHY ALL OUR PRODUCTS  
ARE NOW CARBON NEUTRAL.







As we approach 2020, we don't rest on our laurels. We're looking ahead to our next goal to become regenerative. **Climate Take Back™.**

mission®



 **CLIMATE  
TAKE BACK™**





# A CLIMATE FIT FOR LIFE

CLIMATE TAKE BACK

## **Life thrives in a benign climate.**

We can all live, love, make, grow and progress within a stable global climate system.

Turns out our species has the power to change our whole planet.

That came as a bit of a surprise. But it's time to get over it and get on with it. We've got the tools, we've got the ingenuity and we've got every living thing needing a climate fit for life.

This is our awesome opportunity.

Interface®



A woman with dark curly hair is shown in profile, looking upwards with a hopeful expression. She is wearing a pearl earring and a colorful patterned top. The background is a light, neutral color. Overlaid on the image are several words in large, bold, white capital letters: 'COURAGE' and 'ACTION' on the left, 'POSITIVITY' in the middle left, 'ADVANCE' and 'HOPE' on the right, and 'BELIEF' at the bottom left.

**COURAGE**  
**ACTION**

**POSITIVITY**

**BELIEF**

## **CHANGE STARTS IN THE MIND**

We believe that how we think and talk about climate change can change everything.\*

Positivity, optimism and belief in our ability to solve climate change is a pre-requisite to actually doing so.

**ADVANCE**

**HOPE**

\* In 2006, research group ESRC reviewed 129 different studies of how people change their behaviour for the better and found that the least effective behavioural motivator was fear or regret.



# Our solution.

There are four elements to the Climate Take Back plan. Each is designed for business or any organization which wants a climate fit for life.

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## **Live Zero**

Aim for zero negative impact on the environment

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## **Love Carbon**

Stop seeing carbon as the enemy, and start using it as a resource

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## **Let Nature Cool**

Support our biosphere's ability to regulate the climate

---

## **Lead Industrial Re-revolution**

Transform industry into a force for the future we want

# THE CLIMATE TAKE BACK

## LIVE ZERO

Aim for zero  
negative impact on  
the environment

## LOVE CARBON

Stop seeing carbon as  
the enemy, and start  
using it as a resource

## LEAD THE INDUSTRIAL RE-REVOLUTION

Transform industry  
into a force for the  
future we want

## LET NATURE COOL

Support our  
biosphere's ability to  
regulate the climate





# WHAT IS LIVE ZERO

Aim for zero  
negative impact on  
the environment

**ZERO  
POLLUTANTS**



**ZERO WASTE**



**100%  
RENEWABLES**



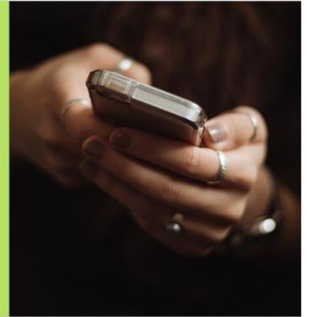
**CUT  
WATER USE**



**CLOSE EVERY LOOP**



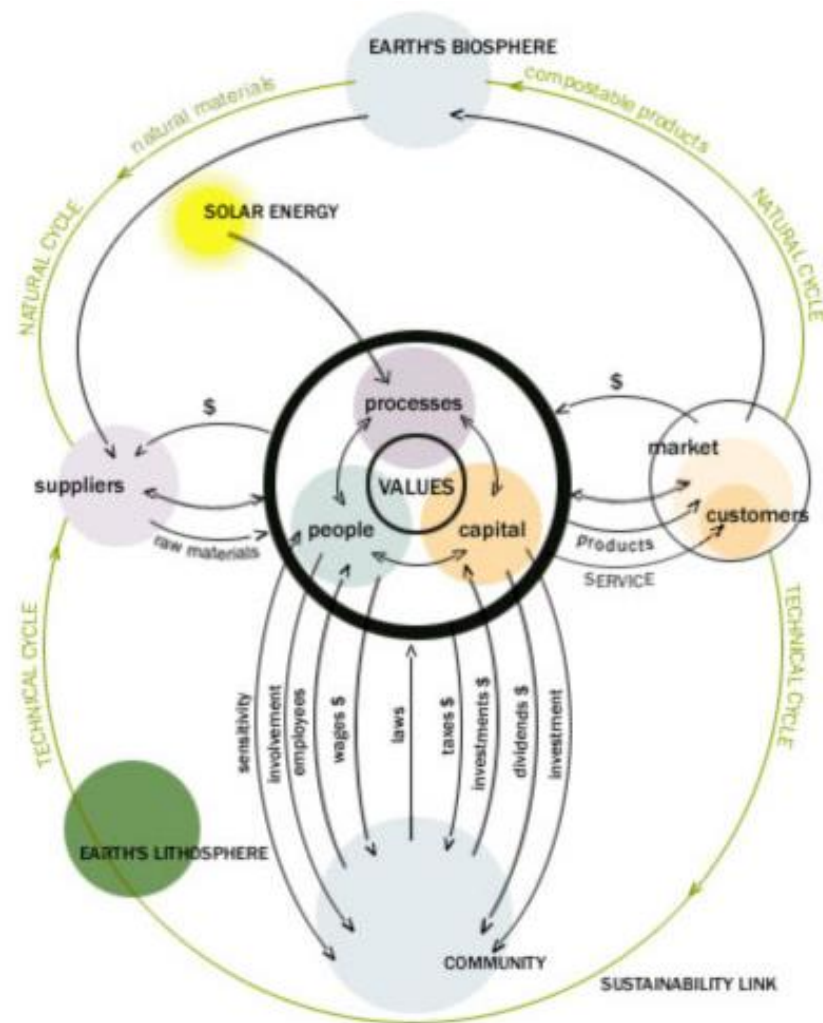
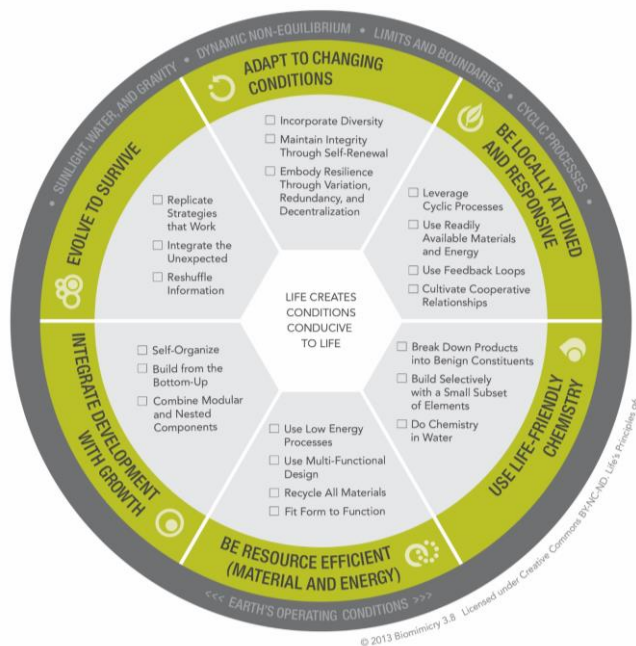
**REDESIGN  
COMMERCE**



**RESOURCE-  
EFFICIENT  
TRANSPORT**



# Learning from Nature





## How Would Nature Design?

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# Look at the Context and get a Biologist at the Table

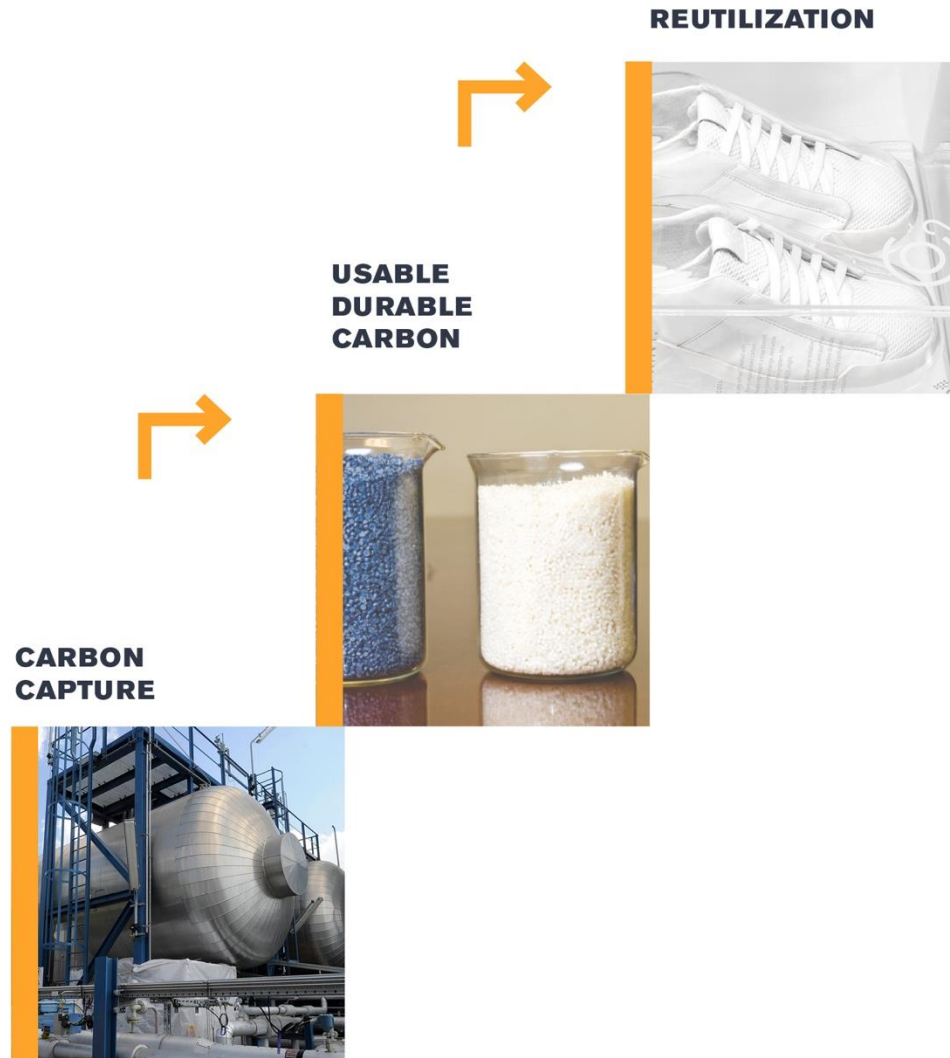
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# WHAT IS LOVE CARBON

Stop seeing  
carbon as the  
enemy, and  
start using it as a  
resource



LOVE CARBON Proof Point

## Proof Positive Tile – The World's First Carbon Negative Carpet Tile

Interface<sup>®</sup>





# WHAT IS LET NATURE COOL

Support our  
biosphere's  
ability to regulate  
the climate

**SOIL  
MANAGEMENT**



**AFFORESTATION  
AND  
REFORESTATION**



**BLUE CARBON  
HABITAT  
RESTORATION**



**ENHANCED  
WEATHERING**



**WETLAND  
RESTORATION**





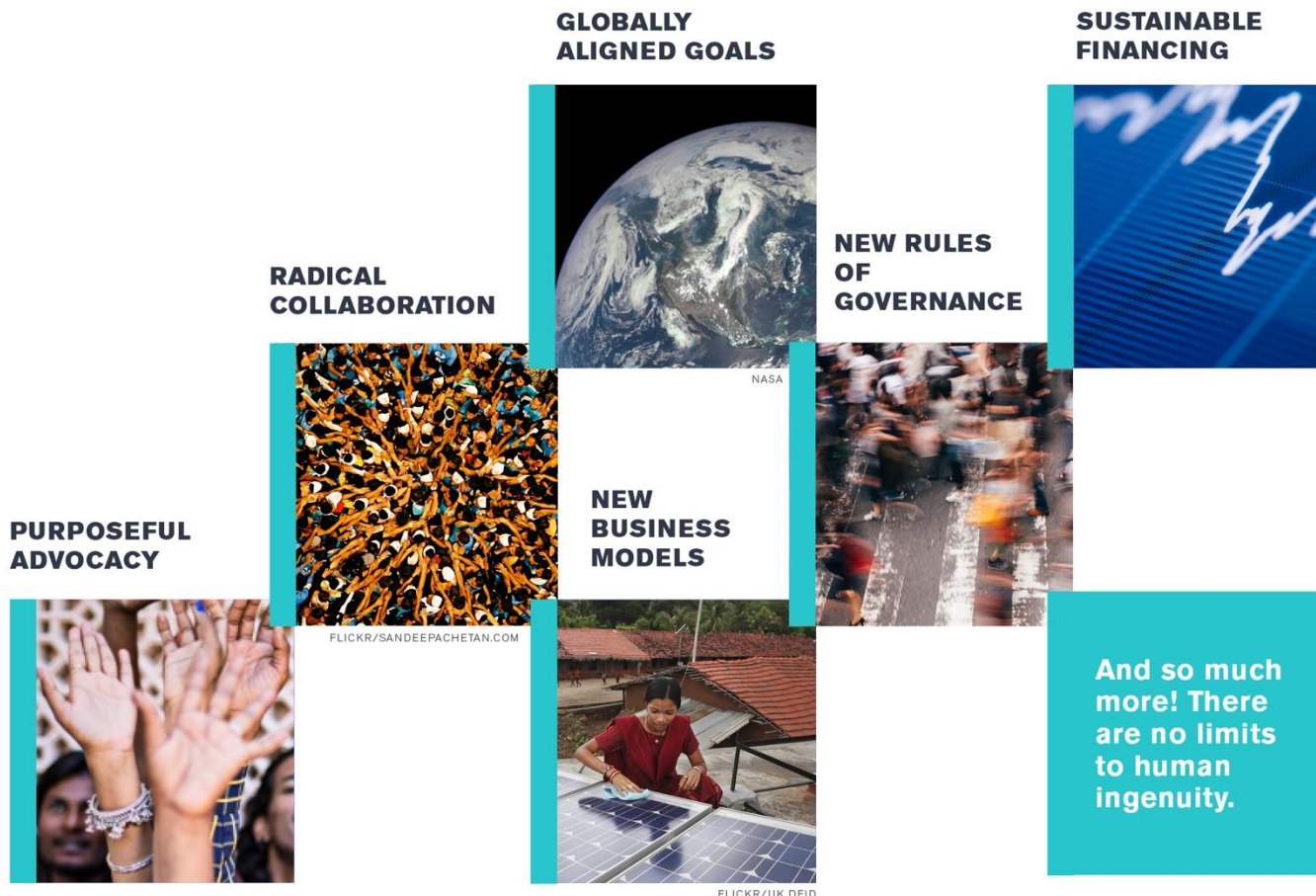


# Factories as Forests



# WHAT IS LEAD THE INDUSTRIAL RE-REVOLUTION

Transform industry  
into a force for the  
future we want

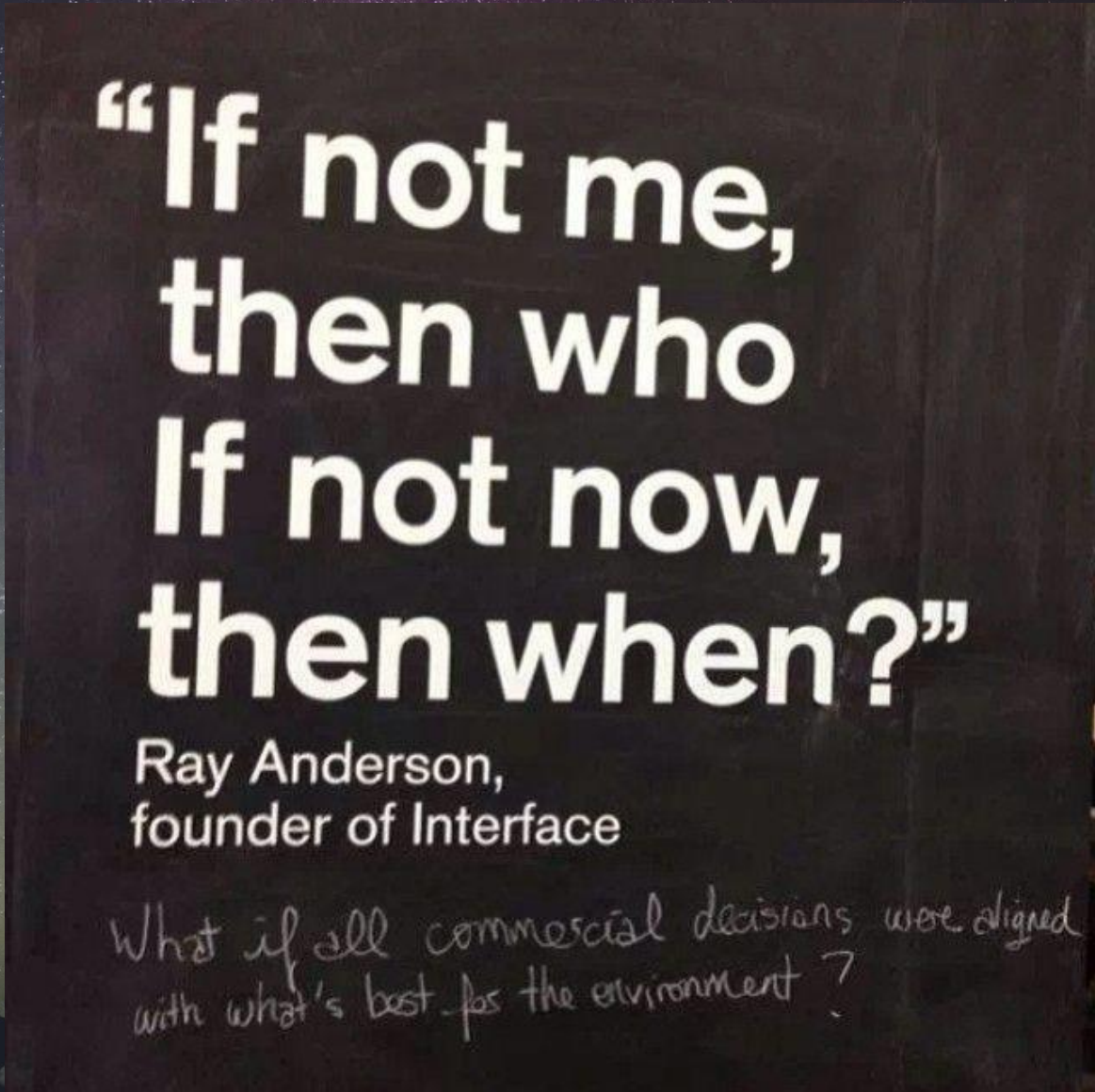


# SUSTAINABLE DEVELOPMENT GOALS



Developed in collaboration with **TROLLBÄCK + COMPANY** | [TheGlobalGoals@trollback.com](mailto:TheGlobalGoals@trollback.com) | +1 212 529 1010  
For queries on usage, contact: [dpicampaigns@un.org](mailto:dpicampaigns@un.org)





**“If not me,  
then who  
If not now,  
then when?”**

Ray Anderson,  
founder of Interface

*What if all commercial decisions were aligned  
with what's best for the environment?*