

United Nations Global Compact

Communication on Progress 2009 - PUMA AG



PUMAVision Headquarters, Herzogenaurach, Germany



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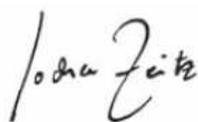
Statement by Jochen Zeitz, Chairman and CEO, PUMA

At PUMA we believe that our position as the creative leader in Sportlifestyle gives us the opportunity and the responsibility to contribute to a better world for the generations to come. We introduced PUMAVision at the end of 2008 to manifest and provide a practical framework for PUMA's long-standing work and efforts in Corporate Social Responsibility (CSR). Through the programs of puma.safe, puma.peace and puma.creative, we are providing real and practical expressions of this vision. The year 2009 saw many initiatives, projects and activities going live that contributed to protecting the environment, improving labour conditions, raising awareness for peace worldwide as well as supporting artists and their works. This communication on progress report will provide you with further details about some of these activities.

PUMA has supported the United Nations Global Compact (UNGC) since 2006 and we have implemented and incorporated the UNGC principles in many of our operating and corporate processes as well as taking responsibility for our PUMA employees and everybody involved in the PUMA manufacturing process. We will continue to support the initiative and its ten principles in the years to come.

I am confident that by relentlessly working to improve our company's products and practices, we will continue to achieve the goals we set for ourselves and PUMA will continue to be a leader in social and environmental responsibility.

Yours,

A handwritten signature in black ink, reading "Jochen Zeitz". The signature is written in a cursive, flowing style.

Jochen Zeitz

PUMAVision

A major milestone in 2009 was the introduction of PUMA's initiative known as PUMAVision, which looks ahead to a world that is safer, more peaceful and more creative for the generations to come.



At PUMA, we believe that our position as the creative leader in Sportlifestyle gives us the opportunity and the responsibility to contribute to a better world for the generations to come. In this respect, we have been working on improving social and environmental standards, especially in our suppliers' production facilities, for over a decade now.

A better world in our vision – [PUMAVision](#) – would be safer, more peaceful and more creative than the world we know today. We are providing real and practical expressions of this vision through our three programs: [PUMA.Safe](#) comprises our longstanding initiatives in environmental protection and improved working conditions, adding new programs that will support our endeavors to implement cleaner, safer and more sustainable systems and processes in our supply chain. [PUMA.Peace](#) is dedicated to fostering global peace and is exemplified by our annual One Day One Goal initiative which supports the International Day of Peace on September 21st every year and [PUMA.Creative](#) supports artists and creative organizations to encourage creative exchange in the realms of art and culture.

PUMAVision is our own unique way to unite all of our CSR projects and initiatives, giving them a coherent and consistent direction. The 4Keys is the tool we have developed to help us stay true to PUMAVision, and we use it by constantly asking ourselves if we are being Fair, Honest, Positive, and Creative in everything we do. We believe that by staying true to

our values, inspiring the passion and talent of our people, working in sustainable, innovative ways, and doing our best to be Fair, Honest, Positive, and Creative, we will keep on making the products our customers love, and at the same time bring that vision of a better world a little closer everyday. This, for example, includes that we screened every single step of our production process – from raw material sourcing to our PUMA stores, to ensure sure that harmful substances were removed from the process, and that safety, security and environmental standards for our employees were adhered to and unnecessary transportation was avoided to reduce our impact on the planet. PUMA also increased organic cotton production and sourcing volumes from the Aid by Trade Foundation “Cotton Made in Africa”. Through our PUMA.Creative program we developed new platforms to bring together individual artists and organizations for creative exchange and international exposure. The “Creative African Network”, grew out of this endeavor and is the most comprehensive database and information site for African creatives, which facilitate the online presence of many emerging art professionals, some for the first time. Together with our majority shareholder PPR we supported the touching documentary HOME about the history of our planet that was viewed by around 150 million people worldwide.



Under this banner, we are bringing together all of our longstanding work on environmental issues and decent work in decent workplaces, and combining it with new initiatives that will drive us to cleaner, greener, safer and more sustainable systems and practices. Imaginative solutions are found in every aspect of production for our Sportlifestyle products, from the sourcing of raw materials through the Cotton made in Africa campaign—that has seen excellent results for subsistence farmers in Africa—to building the capacity of our suppliers. In addition, transparent and constructive dialogues with stakeholders, supplier partners, and non-governmental organizations (NGOs) such as the Fair Labor Association have ensured that our PUMA Code of Ethics and Code of Conduct are observed and audited in workplaces worldwide. PUMA.Safe will continue to work toward reducing our carbon footprint, developing new sustainable products, and raising work and production standards worldwide.



<http://peace.puma.com/us/en/>

Through the PUMA.Peace program, PUMA continues its support of the United Nations Global Cease-Fire Day and the non-profit organization that inspired it, Peace One Day. PUMA supported the Peace One Day documentary, which was filmed partly in Afghanistan with peace activist Jude Law and screened in major cities around the world including Cannes, London and New York. In 2008, we launched One Day One Goal, a global football movement that celebrated Peace Day with goodwill football matches played around the world, in many cases between communities previously in conflict. In it's first year, the One Day One Goal campaign held over 180 peace games. PUMA.Peace will continue to develop initiatives that promote and support peace across the globe. In 2009, the One Day One Goal games included a match between employees of both PUMA and adidas, featuring CEOs Jochen Zeitz and Herbert Hainer. PUMA.Peace will continue to develop initiatives that promote and support peace across the globe.

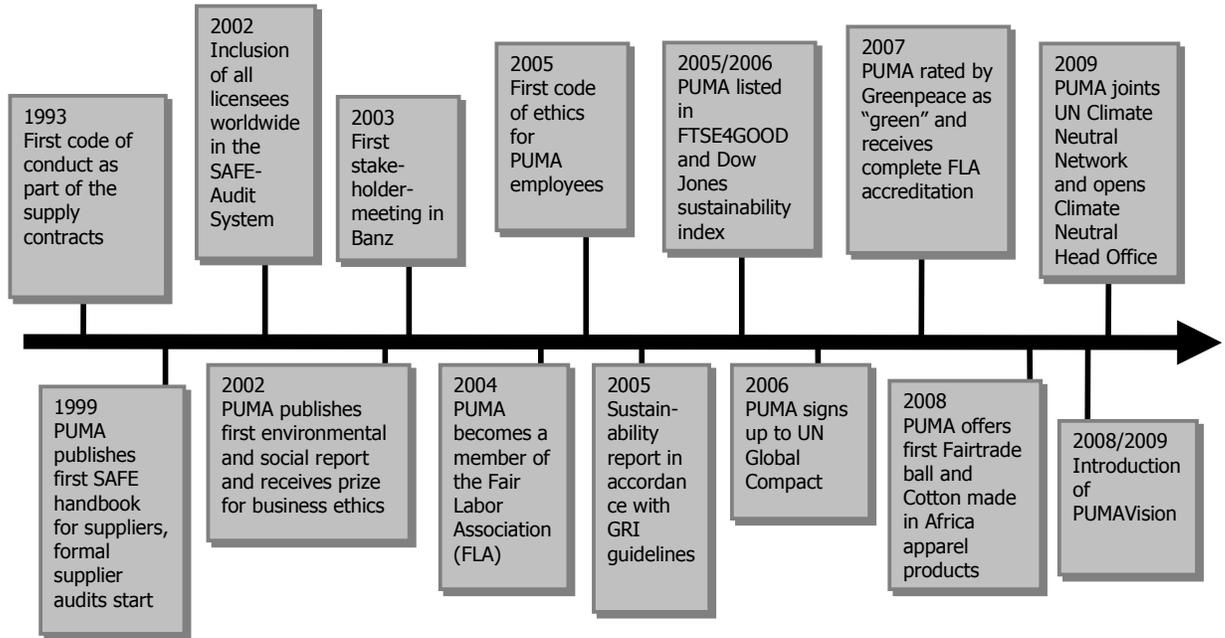


<http://creative.puma.com/us/en/>

Our PUMA.Creative initiatives aim to bring together individual artists and organizations, and provide them with a platform for creative exchange and international exposure. The first PUMA.Creative project was the support of the exhibition 30 Americans at the Rubell Family Collection in Miami, Florida, during Art Basel Miami 2008. Both Art Basel Miami and the important 30 Americans exhibition challenged our understanding of the synergy between art and design, music, style, and fashion, and was a perfect fit for the expression of PUMAVision's creative initiative. The sponsorship of Hussein Chalayan's retrospective at the Design Museum in London further grounded PUMA.Creative's serious commitment to supporting art and culture. In London we also sponsored the Central Saint Martins graduate fashion show and subsequent auction benefiting the PUMA Central Saint Martins Bursary Award. In 2009 we established and continue to develop the Creative Africa Network (CAN), an online social networking website and cultural directory that enhances, celebrates and honors existing African and Africa-related cultural networks within and beyond the continent. Lastly, through the PUMA.Creative Mobility Award program, grants are given to artists and

art professionals to facilitate participation in major international art and cultural events. Since the program inception, over 250 PUMA.Creative Mobility Awards have to been made.

PUMA's History of a Sustainable and Ethical Business Management



PUMA.Safe 2009

Social and Working Standards

Audits in PUMA Factories

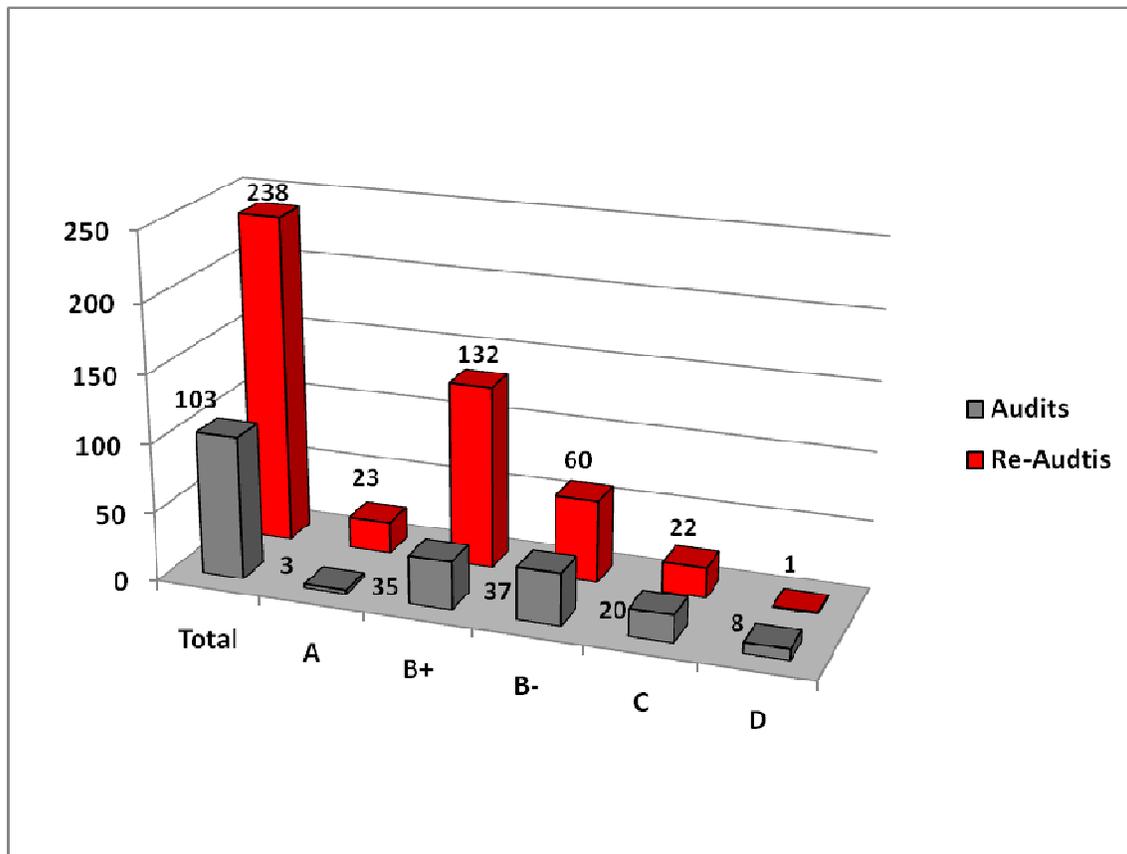
The [PUMA.Safe](#) team, which comprises 13 experts worldwide in Germany, Turkey, The Philippines, India, Vietnam and China, ensures that the manufacturers adhere strictly to the code of conduct by regularly auditing the PUMA production plants.

PUMA products are currently manufactured by 400 external suppliers in 50 different countries.

2009	A	B+	B-	C	D	Total
Number of audits	26	167	97	42	9	341
%	8	49	28	12	3	100

During the year 2009 we conducted in total 341 audits in our supply chain. Out of these audits, 85% achieved a passing grade of B – or higher, while 15% of factories were rated C or D and failed the audit. Consequently, the failed factories had to improve or were delisted from our active supplier base.

Comparing the results of first audits against re-audits it is apparent that our existing suppliers achieve a higher passing grade on average – whereas over 25% of all new suppliers fail our audit and hence are not authorized for PUMA production.



Furthermore, in 2009 the PUMA.Safe team started to focus on the most important subcontractors and component suppliers of our main suppliers, which - in order to differentiate those from our direct contract partners - are also called tier 2 and tier 3 suppliers. We were able to audit 43 of such tier suppliers which keeps PUMA on track for the target audit coverage of lower tier factories.

An audit normally takes the following form:

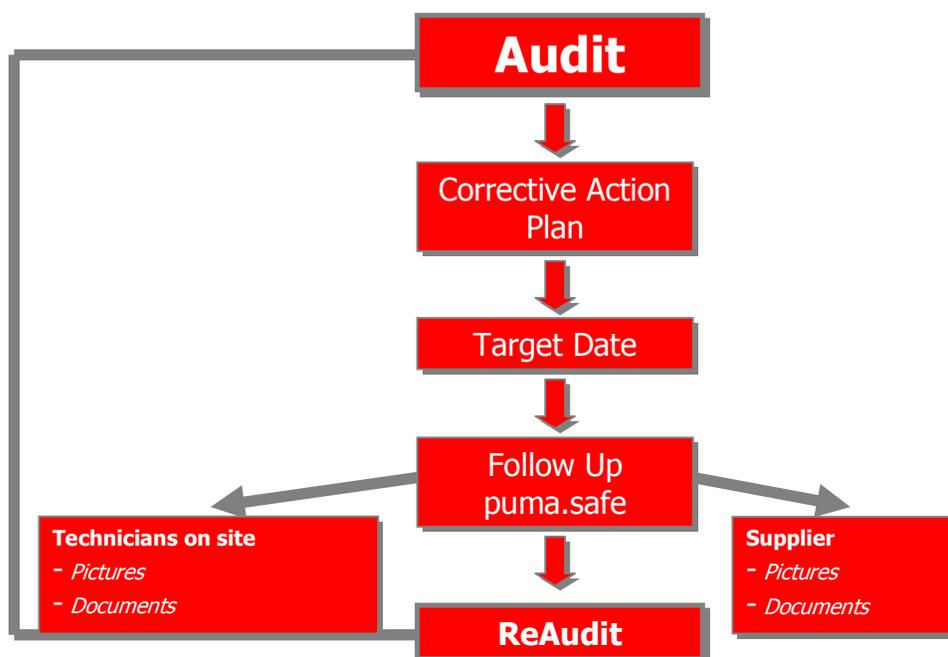
- ✓ Initial meeting with the factory management
- ✓ Complete tour of the factory including social areas, toilets, depot, etc.
- ✓ Talks with randomly selected staff without management present, sometimes talks with the employee representatives
- ✓ Inspection of documents such as personnel files, pay rolls, social security contributions, etc.
- ✓ Concluding meeting with the factory management and where applicable handing over of plans for compulsory improvements.

During the audit the PUMA staff in the factory monitor the employees' working hours, the overtime accrued, the contractual rates of pay, pay rolls, employment contracts, health and safety standards in the workplace as well as the appropriate disposal of waste. The results of the audit are analysed and the factory is rated on a scale from A to D.

New suppliers first have to pass a PUMA audit before being added to the list of PUMA manufacturers. If a manufacturer's standards are too low to pass the audit, they can apply again when the necessary improvements have been made.

After each audit, the PUMA.Safe team staff member discusses weak points with the factory management and suggests ways of how improvements can be made. We aim to find out the causes of the problems. We want to help the factories to support themselves, making them aware of weaknesses in their systems and how to take steps to improve independently. In most cases the factory management is grateful to us and receptive to the fact that our audits help highlighting problems which they would otherwise have ignored or glossed over.

Following an audit the PUMA.Safe team checks either online or through PUMA technicians on-site to see whether the necessary improvements in the factory have been carried out correctly. The factory management notes any measures which are implemented, particularly those relating to health and safety. The PUMA.Safe team then audits the factory again to make sure that the necessary improvements have been carried out.



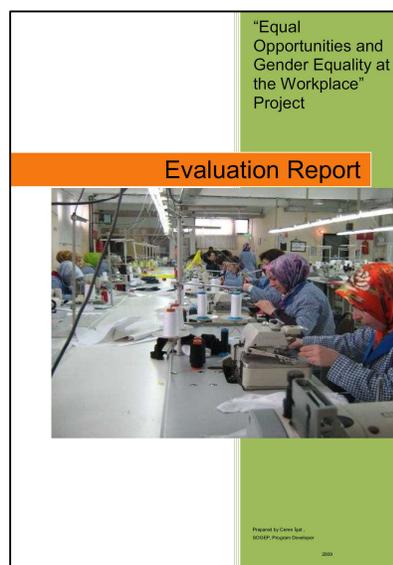
Capacity Building Projects

PUMA's commitment to improving conditions in the workplace goes far beyond regular auditing. It's very important to us to go to the heart of the problems in the factories and not merely to deal with their symptoms. Building capacity is therefore a priority for us. The aim of these "Capacity Building" projects is to alert management to weak points in their operations by offering training programmes and enabling them to make improvements independently.

Our suppliers may have a very good infrastructure but also have areas that show potential for improvement. There is no single solution to these problems as every supplier is different and the challenges can be diverse. Ineffective complaints procedures as well as a heavy workload have shown themselves to be crucial in the supply chain.

Working on a one-to-one basis with our suppliers and in partnership with other stakeholders we devise possible solutions, with the problems themselves as our starting point. PUMA has faith in its suppliers' ability to solve problems and demonstrate transparency as they move forward.

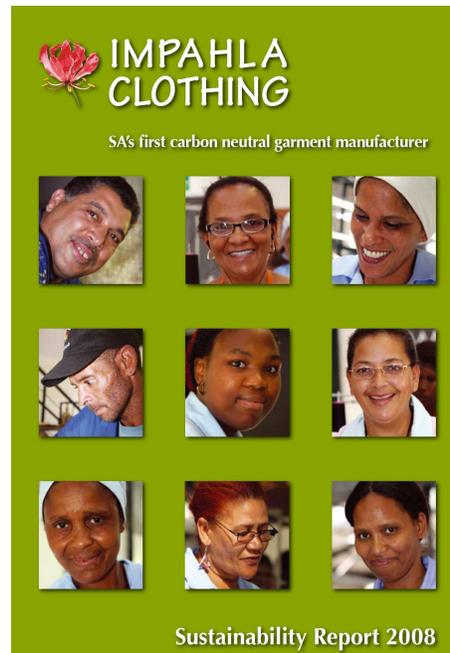
During the year 2009 our capacity building efforts included sustainability summits for suppliers worldwide, environmental trainings in China and Vietnam as well as Women's and Labor Rights trainings with a local NGO partner in Turkey.



Title	Description	Country	Operating Period
Multi-Brands Human Resources Management Systems Project (with TUV & Kind Mgmt. Intl.)	Build up of human resource management systems in suppliers of 4 brands by training in 6 key HR topics, implementation of modular improvement projects supervised by factory committee/brand/trainer and alignment with existing CAPs.	Vietnam	Phase 1: December 2008-2009 Phase 2: January 2010-2011
Better Work Vietnam and Better Factories Cambodia	Multi-stakeholder ILO/IFC program to improve observance of ILO standards in apparel suppliers in target countries. Audit and training system was piloted in Cambodia, and has been implemented in Vietnam and now includes advisory service to suppliers. PUMA encourages factories to participate in BW Vietnam training programs, and the brand participates in industry-wide discussion of issues	Vietnam, Cambodia	4thQ 2009 – December 2010 (1st phase Vietnam); Cambodia - ongoing
Single Issue workshops	Q&A on Wildcat Strikes and Industrial Relations, Training in industrial relations and the role of trade union officer and SAFE Compliance officer; Updates on minimum wage legislation; Impact of Financial Crisis in China and Vietnam; Stakeholder engagement on foreign migrant workers in Malaysia	Vietnam, Vietnam, China & Vietnam, Malaysia	Throughout 2009
New SAFE standards training	Suppliers were trained on the new Rating System to be implemented by 2010.	Vietnam, China, Cambodia, Malaysia, Indonesia	September-December 2009
Environmental KPIs training (with Vietnam Chamber of Commerce & Industry)	Adapted from Green Exporter/Factory Improvement Program of VCCI, the project offers a comprehensive baseline survey of factory envt. performance and combined training & consulting on envt. and waste mgmt. as well as clean production.	Vietnam	December 2009-November 2010
China Labor Watch Grievance Management System project	Improve the internal communications between workers and management and raise the awareness of workers on SAFE standards in five footwear factories.	China	January – December 2009
Workshop on women's and human rights for workers with KEIG, SOGEP and Kadav	Raise awareness on gender equality and women's rights in the context of the workplace and general society with the aim of improving management and women worker relations.	Turkey	
Management Systems Awareness and Implementation Trainings (EMS, IMS, HRMS) with BVQI and Neville Clarke	Training to build awareness on environment management systems for suppliers. Training to implement an integrated management system (IMS) for EHS as well as on HRMS for key suppliers in China.	China	January-December 2009
Participative HSE Committee with HK Worker Health Center	Help to set up a participative occupational health and safety (OHS) committee in factory, to empower the front line staff and workers with OHS knowledge and encourage them to voice out their concern on OHS improvement as well as to enhance the ability of management level staff on how to communicate with front line staff and how to work with teammates on OHS challenges.	China	January-December 2009
Sustainability Reporting with GRI/GTZ, Sustain	Suppliers producing own GRI based reports	Bangladesh, China, India, Pakistan, Portugal, South Africa, Turkey	

Global Action Network for Transparency in the Supply Chain (GANTSCh)

In collaboration with the Gesellschaft für Technische Zusammenarbeit (GTZ) and the Global Reporting Initiative (GRI), PUMA became the first member of the Global Action Network for Transparency in the Supply Chain (GANTSCh). Through this network we support small and medium-sized suppliers in producing their own sustainability reports, thus encouraging them to take on social responsibility for themselves.



Ten key PUMA suppliers in Bangladesh, China, India, Pakistan, Portugal, South Africa and Turkey are currently producing their own reports. They are supported by external advisers who are experts in reporting on sustainability and familiar with GRI guidelines for small and medium-sized companies (KMUs). Supporting small and medium-sized companies in the supply chain with training, workshops and resources enables the KMUs to start the report-writing process which will markedly improve management of and commitment to sustainability.

PUMA sources most of its products from the countries covered by the GANTSCh network. After producing three supplier sustainability reports in South Africa during a pilot project in 2007/2008 it was therefore important for PUMA to extend the project to our main sourcing countries in Asian and Europe.

Sustainable Products

On our way towards more sustainable products and production processes we have taken significant steps in 2009. Not only did we hold sustainability workshops for key decision makers at PUMA on three continents. We also put the topic on the agenda of Design Camps and our stakeholder dialogue meeting "Talks at Banz".

First internal results of our internal sustainability initiative were already presented to an expert audience, who gave us valuable feedback on how to integrate further aspects of the product lifecycle. We plan to launch our sustainability index to the public in 2010.

PVC-free Products

PUMA was the first sports goods company to ban PVC from its product range. Although PVC has very good technical characteristics, we decided to take this step as the production and disposal of PVC can cause damage to the environment. Instead we now work with alternative materials such as polyurethane, silicon, ethylene vinyl acetate (EVA) or rubber - all examples of sustainable raw materials. All our products carry a PVC-free label.

Cotton Made in Africa

In order to improve living conditions of African cotton farmers and their families, PUMA has been supporting the Aid by Trade Foundation's "Cotton Made in Africa" initiative since the spring of 2008.

The destruction of the environment, soil pollution and dwindling supplies of drinking water in so-called developing countries are inextricably linked to unsustainable use of natural resources and to increasing levels of poverty. Realising that the resources essential for life have to be protected and only sustainable development can ensure prospects for future generations, Dr. Michael Otto created the Aid by Trade Foundation in 2005. Together with the NGOs and various partners from business, political and the scientific world, the foundation wants to make a contribution to the fight against poverty and to environmental protection in developing countries, especially in Africa.

If cotton is grown as a monoculture, the land can quickly become exhausted and infertile. As a result, large areas of once fertile arable land may soon become unsuitable for farming – not least because of the incorrect use of chemicals – and can therefore no longer be used in the production of staple foods.

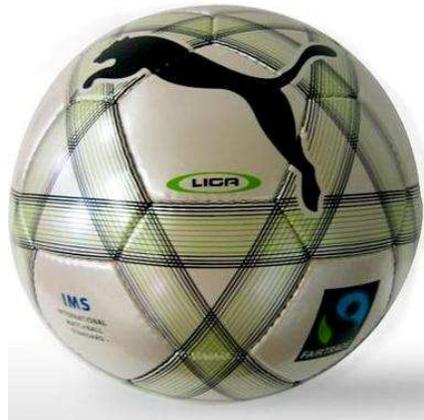
Cotton in Africa is produced without artificial irrigation due to the poverty, the lack of infrastructure and low water reserves. An efficient use of rainfall is therefore all the more important. The Cotton Made in Africa project wants to create an efficient management of farms by offering advice. Techniques such as mulching to keep the soil covered and to prevent such a high-level of evaporation or balanced fertilisation are crucial. Farmers participating in the Cotton made in Africa project are taught the relevant skills in facilities such as „Farmer Field Schools“.

Cotton’s contribution to the fight against poverty in Africa could be much greater under different conditions. Improved growing conditions, a surge in demand for African cotton from big retailers in industrial countries, as well as a more efficient and transparent international supply chain could all achieve this. They lead to mutually beneficial business relations and by offering such things as practical help and training for producers, improve social and ecological standards in the cotton chain at the same time.



In 2009, PUMA produced over 1 Mio. T-shirts from Cotton Made in Africa up from 150.000 in 2008. PUMA plans to use this high-quality raw material in other collections. The products carry the „Cotton Made in Africa“ label.

Fairtrade



After the successful launch of the first PUMA Fairtrade Football in 2008 initial orders of 5.000 balls were delivered in 2009 to the Bavarian Ministry for Culture and Education and the NGO Missio. We continued our Fairtrade engagement by selling the ball directly to consumers through our PUMA online-store on www.puma.com. In 2009 PUMA.Peace produced special edition Fairtrade footballs to support the One Day One Goal campaign.

Environmental Protection

Protection of the environment is extremely important at PUMA. Our aim is not only to make the environmentally friendly production of our sports goods transparent for our partners and target groups, but also to continually improve our standards.

The full integration of our environmental policy into our business strategy is a big challenge. Long-term economic prospects are very heavily dependent on the ability to establish environmental protection and sustainable development as important parts of our business strategy. Eliminating harmful substances from PUMA products as well as controlling environmentally-sensitive emissions in water, air and land are key to reaching this target. We therefore compile environmental figures for energy consumption, water and waste on a regular basis.

2009							
Consumption per	Offices		Stores		Warehouses		Total
	Employee	m ²	Employee	m ²	Employee	m ²	
Electric Energy (MWh)	3.78671	0.0859	6.52727	0.2247	12.86486	0.03726	53,112.64
Water (m3)	16.06	-	12.44	-	28.82	-	1,400.60
Waste (tons)	0.18	0.004	0.71	0.024	3.26	0.009	6,563.43
Paper (tons)	0.07	-	0.04	-	0.08	-	529.93

Average and total consumption figures for PUMA Offices, Stores and Warehouses worldwide

2009	
Green House Gases emissions	Total
Scope 1 (tons)	6,259.62
Scope 2 (tons)	24,423.50
Scope 3 (tons)	59,129.42

Total Greenhouse Gas Emissions in Scope 1 (direct emissions from burning of fossil fuels), Scope 2 (indirect emissions from purchased electricity and steam) as well as Scope 3 (indirect emissions from employee business travel and transportation of goods)

PUMA joins United Nations Carbon Neutral Network

As the world was getting ready for the Climate Conference in Copenhagen, we at PUMA made a bold statement for the protection of our Climate. PUMA became the first Sportlifestyle company to join the Climate Neutral Network of the United Nations Environment Program. By doing so, we agreed to reduce and over time eliminate our contributions to climate change.

The first steps in this direction were already taken in 2009 with the opening of our PUMAVision Headquarters. Furthermore, in 2010 PUMA will completely offset its own global CO₂ emissions (generated in 2009) to become the first carbon neutral company within the Sportlifestyle industry.

PUMAVision Headquarters – Carbon Neutral and Eco-friendly



PUMAVision became the benchmark for us at our company headquarters in Herzogenaurach. The building has not only been called PUMAVision Headquarters, but also sets the course of our aspiration to protect the environment in terms of a responsible management of natural resources. By completion at the end of 2009 PUMA had invested € 65 million in the new main building and, through innovative concepts, continues to make considerable savings on electricity, CO₂ and water.

The building covers an area of 50,000 square meters and includes an administration centre, a Brand Centre as well as a Concept and Factory Outlet Store. Environmentally-friendly methods are used to heat and cool the buildings, setting the correct temperature by concrete core temperature control, thus meeting the latest ecological requirements. A photovoltaic power system, 1,000 square meters in size, was realized for the roof of the Outlet building. This will produce 100,000 kwh per year of electricity and will meet the annual energy needs for 20 homes with three to four people per household. Combined with 140 square meters of solar modules, built into the window facades (see picture above), PUMA will save 65 tonnes of CO₂ per year. It's estimated that the photovoltaic power system will last approximately 25 years, meaning savings of 1.625 tonnes of CO₂. The company calculates that within eleven years at the most the investment in the system to produce renewable energy will have paid for itself and PUMA will be able to re-invest the saving in electricity costs. Water in the PUMA Plaza is heated partly through solar energy with solar

panels on the roof of the administration building. Air conditioning costs in the summer are reduced by protecting the South side of the main building from the sun.

PUMA uses water sparingly – in future toilets are flushed with rain water collected in a cistern. Extensive turfing of the 1500 square meter roof areas of the Brand Centre and the visitors restaurant are aesthetically pleasing for the 700 staff, and will act as a natural insulation protecting against heat and UV-rays to provide a more comfortable room temperature. Sensors which turn the light off automatically if employees are not at their desks also save on electricity. Through the use of solely renewable electricity from a specialized electricity provider as well as district heating utilizing waste heat from a combined heat and power plant partly run on landfill gas, PUMA was able to achieve an important milestone – the PUMAVision Headquarters is the first carbon neutral headquarters in our industry. In order to achieve this, a small offsetting of CO₂ emissions was realized by supporting a wind power project in Turkey.

Figures for the PUMA Plaza showing that the solar power system would have paid for itself after 11 years, thereby saving money, demonstrate that investment in climate protection represents a win-win-situation for the environment and the company balance sheet. PUMA worked together on energy-saving ideas with the renowned Institut für Energie und Gebäude (ieg) in Nuremberg, which issued the new headquarters with an energy saving certificate (Energiepass).

PUMA's place in the Dow Jones Sustainability Indices Confirmed

In 2009, the Swiss Ratings Agency SAM (Sustainable Asset Management) confirmed PUMA's place in the Dow Jones Sustainability Indices (DJSI) once again. PUMA has been a member of the DJSI since 2006. Only those companies which have successfully passed a stringent test of their sustainable activities by the independent ratings agency are accepted. PUMA was awarded SAM Silver Class for the second year in a row in 2009.



PUMA.Peace 2009

For the third year running PUMA, through its [PUMA.Peace](#) program, continued to support Peace Day, September 21, the United Nations Global Cease-Fire and Non-Violence Day and the non-profit organization that inspired it, Peace One Day, through the One Day One Goal campaign. One Day One Goal is an initiative to facilitate football matches around the globe, to raise awareness of Peace Day and encourage unity and cooperation through the power of sport. On September 21, thousands of commemorative One Day One Goal football matches took place including all 192 UN Member States.

PUMA.Peace initiated a symbolic truce with adidas after a 60-year rivalry started by the companies founding brothers. In support of the peace initiative PEACE ONE DAY the two sportswear companies adidas and PUMA buried the hatchet in 2009 and shook hands for the first time after six decades. As a sign of amicable cooperation, PUMA and adidas CEO's and employees of both companies played football together on Peace Day, 21 September, and subsequently watched the movie "The Day after Peace" by Jeremy Gilley, director and founder of PEACE ONE DAY. These events were the first joint activities of both companies since their founders Rudolf and Adi Dassler left their shared firm and established adidas and PUMA.

The joint initiative aimed at raising awareness for PEACE ONE DAY and the necessity of peaceful cohabitation. adidas and PUMA also took the message and idea of PEACE ONE DAY into the football stadiums in Munich and Stuttgart through surprise highlights during the halftimes of the German premier league games FC Bayern München - 1. FC Nürnberg and VfB Stuttgart - 1. FC Köln the weekend before Peace Day.

The companies adidas and PUMA were founded by the brothers Rudolf and Adi Dassler in the 1940s. Until they separated and went their own ways, they both owned a factory called "Gebrüder Dassler Sportschuhfabrik" where they together manufactured sports shoes – quite successfully as the world records of Jesse Owens proved. In the last decades, adidas and PUMA became worldwide leading brands. Both companies are still based in Herzogenaurach, Germany.



Adidas CEO Herbert Hainer and PUMA CEO Jochen Zeitz playing together during World Peace Day, 21st September 2009 .

PUMA.Creative 2009



[PUMA.Creative](#) supported the making of environmental movie “HOME,” directed by YannArthus-Bertrand, photographer and author of “Earth From Above”, and produced by Luc Besson. The movie was released worldwide on 5 June 2009 — the World Environment Day — in cinemas, on DVD, and for free on television and the Internet. In support of the movie, PUMA.Creative funded screenings of HOME in cultural institutions in Africa and beyond including the Planetarium in Cape Town, South Africa, the National Museum of Nairobi, Kenya, the Institute of Contemporary Art (ICA) in Boston in cooperation with the French Cultural Service, Bass Museum of Art in Miami,USA and for school children at the Zeitz Foundation launch, Nairobi, Kenya.

We established and continue to develop the Creative Africa Network (CAN), an online social networking website and cultural directory that enhances celebrates and honours existing African and Africa-related cultural networks within and beyond the continent. CAN also includes the CAN Ambassador Awards, awarded to 20 Curators and Directors in 2009 for dedicated service to the arts, as well as 40 PUMA.Creative Mobility Grants awarded to selected artists. As part of our commitment to a more creative world, PUMA will continue to support artists, art projects and exhibitions globally through PUMA.Creative.



8th Bamako Encounters biennale press conference thanking sponsors and puma.creative for their support of the official exhibition "Borders", and providing all participating artist with puma.creative Mobility Awards to attend the biennale.



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