

CASE STUDY

Social Impact & Inclusion



Company Name

VEJA

Category

Ethical and Sustainable Footwear Brand

Location

Paris, France

Website

<https://www.veja-store.com>

VEJA is a pioneering French footwear brand that combines **eco-conscious design with radical social impact**. Known for its minimalist sneakers, VEJA redefines the fashion industry by prioritizing **transparency, fair trade, and inclusive employment practices**. The company's mission is to prove that **style, sustainability, and social justice can coexist**—one step at a time.

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Ethical Sourcing & Fair Trade

Organic & Agroecological Materials: VEJA uses 100% organic cotton from Brazil and Peru, sourced directly from small-scale farmers paid **30–50% above market rates**.

Wild Rubber from the Amazon: Partners with indigenous seringueiro communities in the Amazon, ensuring **fair wages and rainforest preservation**.

Transparent Pricing: Breaks down the cost of each sneaker on its website, showing exactly how much goes to materials, labor, and logistics.

Inclusive Employment & Empowerment

Atelier Without Borders: Employs refugees and migrants in its Portuguese factory, providing language classes and fair wages.

Second-Chance Hiring: Collaborates with French prisons to train incarcerated individuals in craftsmanship, offering jobs upon release.

Gender Equity: 60% of VEJA's leadership roles are held by women, and its Brazilian cotton farms prioritize female-led cooperatives.



Accessible Sustainability

No Advertising, Lower Prices: VEJA reinvests marketing budgets into ethical production, keeping sneakers affordable (€100–€150) compared to luxury brands.

Repair & Recycle Program: Offers free repairs in Paris and collects worn sneakers for recycling into playground surfaces.


Community Design: Collaborates with artists from marginalized backgrounds (e.g., favela-based designers) on limited-edition collections.

Advocacy & Systemic Change

Fashion Revolution Leadership: VEJA co-founded the "Who Made My Clothes?" campaign, pushing for industry-wide supply chain transparency.

Educational Workshops: Hosts free seminars for students in low-income schools on sustainable fashion careers.

Policy Influence: Lobbies the EU for stricter regulations on synthetic materials (e.g., banning virgin polyester).



No tengas miedo de
renunciar a lo bueno para ir a
por lo grande

John D. Rockefeller.

Challenges



Scaling Ethically: Maintaining fair wages and eco-materials while meeting global demand.

Greenwashing Competitors: Competing with fast-fashion brands co-opting "sustainable" messaging.

Limited Size Range: Expanding inclusive sizing for diverse body types.

Opportunities

Circular Economy Expansion: Launching a rental/subscription model for sneakers.

Global Refugee Partnerships: Replicating its Portugal employment   in other countries.

Tech for Good: Using blockchain to trace materials from farm to foot, enhancing transparency.