

Urban Factory Sustainability program.

Every 'Cyclee' laptop bag / backpack sold = 1 tree planted & reforestation educational program.



ACTING FOR THE ENVIRONMENT

For years, Urban Factory has been offering a complete range of laptop bags made from recyclable and recycled materials (r-PET) in order to reduce its environmental impact through the reuse of raw materials.

In 2020, with the Launch of the new CYCLEE range and to strengthen our commitment to the environment, we have backed this range with a special program in partnership with the non-profit organisation's PLANETE URGENCE and GANDEE in order to plant a tree on the planet for each sale of a product from the CYCLEE range !



1 bag purchased = 1 Tree planted



PLANETE URGENCE
VOLONTARIAT & DEVELOPPEMENT

| GROUPE SOS |



URBAN FACTORY “1 BAG = 1 TREE” PROGRAM



PLANETE URGENCE
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About our partner Planète Urgence:

Planète Urgence is an international solidarity and development aid NGO created in 2000 and recognised as being of public utility. Through its volunteering and skills-building schemes, its awareness-raising actions and its forest preservation projects; its mission is to empower women and men to preserve forests and biodiversity.

Planting a tree and much much more:

Behind the motto “1 bag = 1 tree”, there are actually 3 main strategic pillars on which Planète Urgence focus :

Protect endangered forest & biodiversity



Promote & support the development of local communities



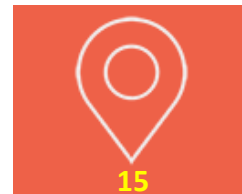
Raising environmental awareness



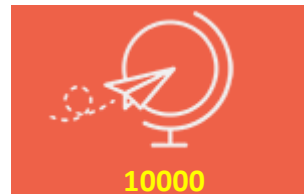
So, behind each purchase of the Urban Factory eco-friendly ‘CYCLEE’ laptop bags and backpacks, these are some of the Planète Urgence activities that we are proudly contributing through our program “1 bag = 1 tree” :



local partners



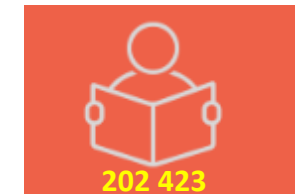
countries of intervention



volunteers



trees planted



school eco-kits distributed

ISO CERTIFIED COMPANY

Our quality and sustainability policy aligns with our company purpose, culture and context. It provides a framework for defining and reviewing quality / environment objectives and serves to demonstrate our commitment to our customers' satisfaction.

