

## Leather in society today - why our industry needs Leather Naturally

Leather is often portrayed negatively in mainstream media and by activist groups with another agenda. How can individual companies fight these attacks on a global scale and at the same time promote the benefits of leather, both as a material and for society in general? Is there a future for leather if we don't build a strong voice for the industry?



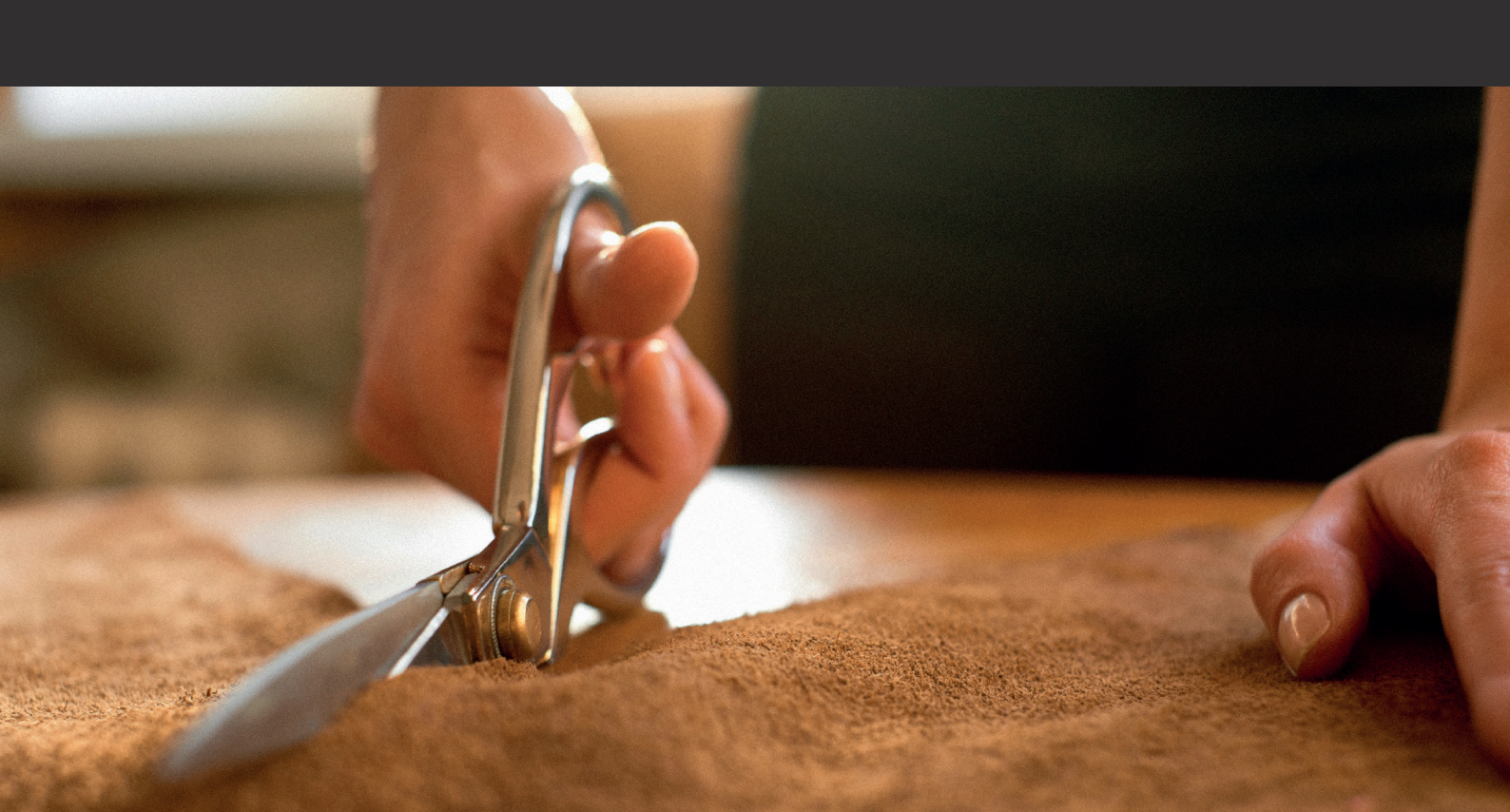
### Frequently published myths about leather that do not reflect a modern industry:

- Synthetic materials are more sustainable in cars
- Leather is connected with deforestation
- Leather is made with toxic chemistry
- Leather is made without care for the people making it
- Animals are killed for their leather, (believed by 50-60% of young consumers)
- Leather is responsible for animal cruelty
- Alternative materials often hide their composition and instead appropriate the word 'leather' to imply quality
- Vegan leather with plastic content is marketed as more sustainable than leather

“ Always proud to be a member of Leather Naturally and witnessing the positive progress being made for our industry.”

Casino Hide Tanners





## What does Leather Naturally do?

Leather naturally is a not-for-profit industry members association that focuses on education and the promotion of leather. We promote the use of globally manufactured sustainable leather and seek to inspire and inform designers, creators, and consumers about its beauty, quality and versatility.

- Our website has been developed to be the number one resource for anyone that wants to find information about leather. It contains multi-language fact sheets that can be downloaded, articles, interviews and longer reads
- Our education team continually analyses, (via search engine results) the questions that are being asked about leather and creates content that answers them in easy-to-understand language
- We amplify that website content by SEO means, paid search and positive social media campaigns
- Our promotional team ensures that Leather Naturally is visible at international live and online brand focused events, where we speak about the sustainability of leather
- Leather Naturally has been a catalyst for action on the initiatives that matter in order to unite the industry:
- Getting the right facts in the HIGG index
- Being visible at COP26 event in Glasgow
- Starting a global platform (Metcha) to reach GenZ/Millennials and promote leather
- Leather Naturally responds to negative attacks on leather by pushing back with the facts and reaching out as a resource for future information
- We undertake supportive, collaborative projects with other organisations, such as One4Leather and Choose Real Leather
- Leather Naturally has invested, together with Leather UK and the University of Northampton, in extensive consumer research that can help shape communication for the industry as a whole
- We are extending our reach into schools and educational institutions, such as working with the students and the University of Northampton and a collaborative fashion education project with NVLST in the Netherlands.

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Leather Naturally does not attack alternative materials and **will not** go to war with any activist organisations.





# METCHA

## Promoting leather to younger generations

**METCHA** is the first ever global initiative to showcase leather and leather-oriented design. It is a magazine-style publishing platform with a website that hosts features, connects industry players, interviews designers and collaborates with brands in order to promote the benefits of leather in a way that is relevant to Gen Z and Millennials.

**METCHA** runs global paid-for social media advertising in order to extend its reach a new audience and now also targets sound designers and developers via a trend report, **METCHA Forward**, which is free to download for brands everywhere.



**METCHA** was conceived and launched by Leather Naturally 2019. Since that time it has been financed by a group of around 50 organisations who recognise the importance of an ongoing campaign that targets a younger generation that is less familiar with leather.



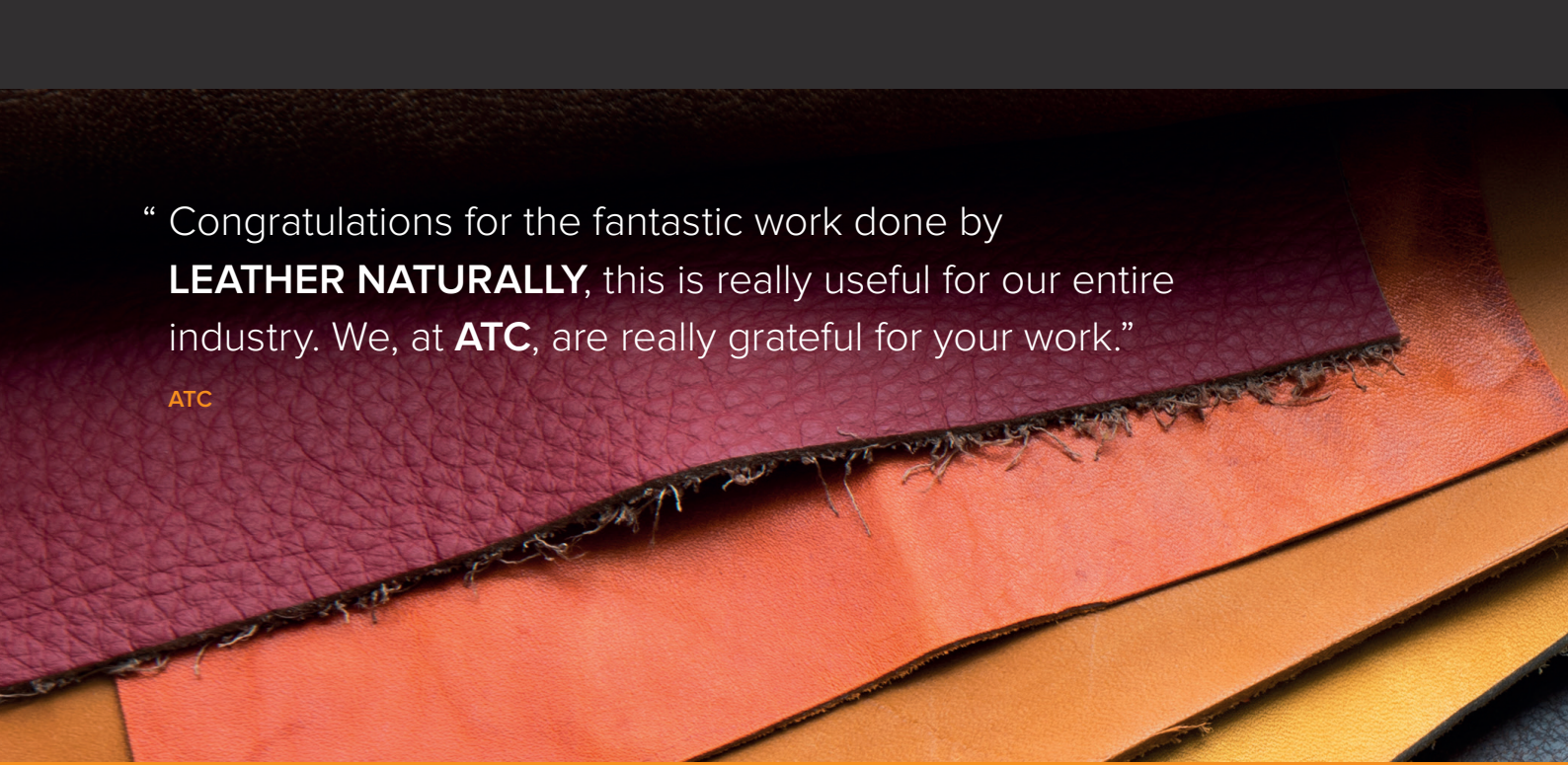
**METCHA** is run by a member of the Management Board and an independent industry team. Through the focus and expertise of this team we were able to adjust the campaign to continue to promote leather throughout the pandemic in 2020.

Looking forward we expect that **METCHA** can be partly financed by monetising the platform through collaboration with third-party brands.

- 74% of the Metcha audience is Gen Z or Millennial
- Over 500 pieces of content are produced by **METCHA** every month
- Reaching 40 million people every month
- Since the campaign start, **METCHA** has made the word 'leather' reverberate around the world over 1.2 billion times

**METCHA** reports reach and results to its funding companies through regular monthly reports.





“ Congratulations for the fantastic work done by **LEATHER NATURALLY**, this is really useful for our entire industry. We, at **ATC**, are really grateful for your work.”

ATC

## Why should you join as Leather Naturally member and Metcha funder?

The leather industry is stronger together. It is better able to defend itself from attack and better able to speak globally with one voice. Creating multi-language, educational content that is relevant to consumers is expensive to fund individually but affordable with small contributions from many organisations.

The industry must unite and build a strong organisation that can be active in the education and promotion of leather on a global, not individual company or country scale.

Leather Naturally is an association with a volunteer Management Board that is regulated and supported by a Supervisory Council. The Board and the Council are made up of high level industry professionals who understand and prioritise the importance of uniting as an industry. It reports back to its members through an annual report and accounts, half-year update and regular newsletters.

Members get access to a full page advertisement space on the Leather Naturally website as well as the full body of content and educational materials. The social media content is available to share and repost and Leather Naturally also provides its members with ready-to-use posts on the benefits of leather.

Members also have access to Leather Naturally events at leather fairs and webinars, and are authorised to use the Leather Naturally logo.

Most importantly however, members are taking shared responsibility for the future of the industry as a whole and the important role it has to play in a circular and responsible society. They are ensuring that leather is promoted in way that makes it relevant, visible and understood by brands, journalists and consumers.

Leather Naturally has worked to make its membership accessible to all companies and fees are based on a simple scale.

- Company turnover <USD 1m \$250
- Company turnover >USD 1m <USD 5m \$500
- Company turnover >USD5m <USD10m \$1,000
- Company turnover >USD 10m \$2,000

Leather Naturally co ordinates a separate funding initiative in order to drive the global reach of METCHA. If you would like more information about contributing, please email [info@leathernaturally.org](mailto:info@leathernaturally.org)