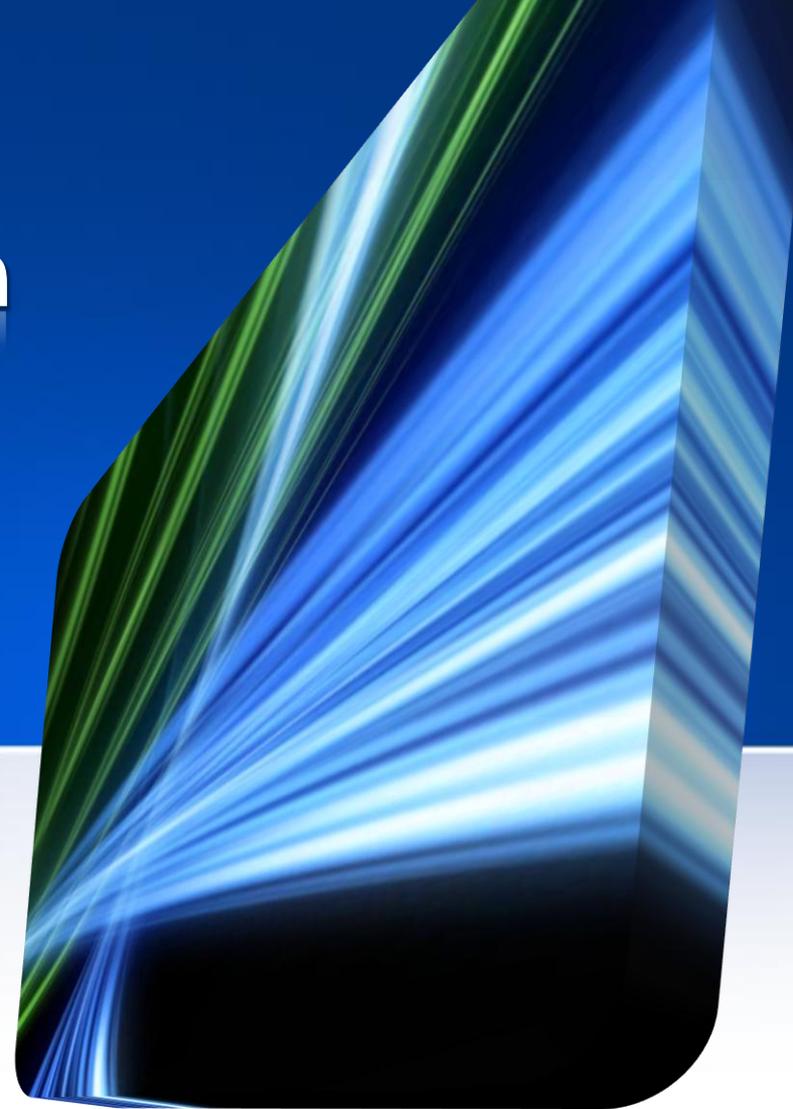


Czech Footwear and Leather Association „CFLA“

PIRMASENS 09 – 10/ 04/ 2014

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Step 2
Sustainability



CFLA Content



Associates manufacturers, retailers and traders



Counseling, educational activities



Voluntary certification



Projects, Research

CFLA Main orientation



- CFLA was created as a voluntary group,
- is information centre for businessmen in the leather industry,
- is a member of the CEDDEC and UITIC,
- associates 55 companies and institutions concerned with manufacture, research and testing in footwear sector.



CFLA Activities



- cooperates with the National Institute of Vocational Education (NUOV, www.nuov.cz), qualified workforce,
- e-learning for retailers and merchants, e-coka.cepac.cz,
- training for retailers and merchants,
- seminars, conferences,
- international shoe fairs tradefairs Kabo, Moshoes,
- advisory, consultancy,
- health days for public.



Voluntary certification



- CFLA certified health harmless children's footwear,
- certificate brand „Giraffe“ in the Czech Republic is very extended and popular,
- certificate is approving by the healthy footwear commission, doctors.



- the main evaluation criteria:

- | | |
|-------------------------|---------------------------------|
| - shape of the footwear | - ample space |
| - material | - flexibility |
| - construction | - height of the heel |
| - size | - vertical position of the heel |
| - fitting | - strong and anatomic counter |
| - type | - anatomic upper |
| | - suitable materials |
| | - shock absorption |
| | - adequate weight |

- comfort shoes for adults.



Projects & Research



- INNOFOOT – LdV Project,
- E-shoelearning, LdV Project,
- National project approach to quality 2013,
- The Regional authority: support for counseling in the area of foot care,
- Cooperation with FT UTB in Zlín,
- Flexibility of children's shoes,
- Cooperation with the Ministry of Industry and Trade,
- Shoes and exercise for the healthy development child's foot,
- Measuring feet in kindergartens and schools.



Thank you for your attention



Czech Footwear and Leather Association
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Step 2
Sustainability