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“Keen To Make Green Soxy (and Stand Out)”

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Keen To Make Green Soxy (and Stand Out)

by Warren McLaren, Sydney on 04.28.08

FASHION & BEAUTY (footwear)

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Earlier this month, Keen announced the winners of their [STAND sustainability awareness contest](#). Prizes totaling \$150,000 USD were awarded to three winners and fifteen runners up.

The three respective winners in their categories of Stand Up, Stand Out and Stand For were: a) Spencer Brown's [Rent a Green Box](#) makes rentable reusable moving crates out of recycled plastic waste; b) Leslie Freeman's Wild Science Explorers takes under privileged high school students on river trips complete with science education and Leave No Trace training; and Brian Bell, and the team at the University of Minnesota chapter of [Engineers Without Borders](#), who are working in Haiti to develop ways to recycle HDPE water transport sachets into durable footwear for kids.

Access the full list of equally worthy runner-ups [here](#).

But this STAND contest isn't the only eco endeavour that Keen has been up to of late. They now have a line of [high grade socks](#) made from Merino wool, and if we read correctly recycled polyester. They've also introduced a [hemp upper version](#) of their cornerstone product: the Newport sandal.

And in February the company donated over \$9,000, collected at an industry fundraiser, to the [Conservation Alliance](#), Big City Mountaineers, [Leave No Trace](#), and American Whitewater. And in the past we've covered their [eco-carton](#) shoe boxes, [recycled bags](#) and [repurposed](#) rice sacks. [:Keen](#)

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