

SUSTAINABILITY CHARTER



EUROPEAN
OUTDOOR
GROUP

www.europeanoutdoorgroup.com

INTRODUCTION

The outdoor sector is a major player in the global sporting goods sector. Our sector – retailers, brands, manufacturers - has grown from a deep human aspiration to live and experience the alpine and natural environment. We therefore are inspired by, and feel deeply connected to, this natural environment, its wildness and beauty: from the rugged and difficultly accessible mountains, to subtropical regions, through to the challenging climatic conditions that may be present in more arid areas.

The origins of the outdoor sector lie in the enthusiasm and value sets of individual entrepreneurs who have challenged themselves in the outdoors and in the development of their business. That is why the sector stands today where it is. As a sector, we facilitate the relationship between us humans and the outdoor natural environment. As individuals, we are outdoor and nature lovers, in tune with nature and society as a whole.

As such, we recognise that sustainable development is a journey that is undertaken over time. It is the basis of, and cherishes, our origins, and prepares the ground for our successes going forward. It is the foundation for our existence and necessary for the future success of our species. As a sector we are committed to contributing to maintaining 'our roots': the natural environment and society we draw our inspiration from. As individuals we are committed to work towards this goal, both in our professional endeavours as well as in our private undertakings.

This Charter outlines the EOG's understanding of what good corporate citizenship and responsibility entails.

It is intended as a guidance and help for the voluntary journey towards sustainability we encourage our members – retailers, brands and manufacturers - , and the outdoor sector at large, to undertake.

SUSTAINABLE DEVELOPMENT IS A JOURNEY

This charter outlines the processes, which the European Outdoor Group (EOG) and its members are committed to maintain in their organisation, with the intention to create tangible, continued progress towards sustainability on a voluntary basis. They do so on the grounds of sovereign equality.

It also outlines the EOG's understanding of what good corporate citizenship entails and is intended as a guidance and help for the voluntary journey towards sustainability we encourage our members – retailers, brands and manufacturers -, and the outdoor sector at large, to undertake.

In a world of limited resources, it is recognised that no one organisation has the capacity to address all sustainability challenges at once and to the full satisfaction of all stakeholders. Hence, prioritisation, collaboration, and outsourcing are equally legitimate approaches.

It is also recognised that "*Sustainability*" is not a status that can be finally and unambiguously achieved, although the fundamentals can be outlined. Instead, it has to be seen as a process of mindful co-existence and co-evolution within the variable limitations of our natural and social world. It is both, collaborative and competitive at the same time. As a consequence, a regular revision of strategies and concrete measures is required, as much as the preparedness to react on unforeseeable events.

Further, there does not exist a single, unified, and globally recognised pre-defined path, tool or methodology to undertake this voluntary journey. This is particularly the case for a group of retailers, brands and manufacturers, as diverse as those represented in the EOG. We therefore encourage each EOG member, and the outdoor sector as a whole, to establish what is the most suitable approach for each of them individually. This voluntary Sustainability Charter aspires to be a support and guidance for any such decision.

OUR JOURNEY – GUIDANCE TOWARDS GOOD CORPORATE CITIZENSHIP

Being committed to sustainability in the sense of this charter means for the EOG and our members (retailers, brands, manufacturers):

Journey Stage 1:

A company* or organisation* that ...

1. Subscribes, at a minimum, to the 10 Principles of the UN Global Compact (Annex 1) as a foundational definition of sustainable business practice.
2. Recognises that the social, societal and ecological well-being are essential to sustainable business success. This applies to the individual company as well as the outdoor sector as a whole.
3. Resolves conflicts based on fairness, sovereign equality and mutual respect.

Journey Stage 2:

A company* or organisation* that ...

1. Implements and then maintains a strategic, operational management, as well as technical innovation process, to identify and manage at least its most materially important sustainability aspects.
2. Encourages, supports, and monitors active self-management of suppliers and contractors.
3. Encourages, collaborates with and supports its business partners to improve, innovate, and actively collaborate towards more sustainable business practices.
4. Constructively participates in sector initiatives to address challenges requiring collaborative effort.

Journey Stage 3:

A company* or organisation* that ...

1. Integrates sustainability into its standard governance, management and business procedures and processes, to ensure appropriate decisions and actions are taken as part of everyday business routine and decisions.
2. Integrates sustainability as a core dimension of its innovation processes regarding management, products, services, organisation, promotional activities and human resource development.
3. Practices a systemic whole-life-cycle perspective on product and service responsibility.
4. Outlines and tracks its strategic and operational sustainability goals in concrete, and measurable ways (Key Performance Indicators, KPIs).
5. Repeatedly reviews the 360° effectiveness of its sustainability initiatives to identify obstacles and improvement opportunities across all governance, management and business processes and procedures.
6. Communicates clear sustainability expectations towards suppliers and (sub)-contractors, including raw material specifications, and holds them accountable for their results.
7. Actively supports sector harmonisation regarding sustainability requirements, measures, and reporting as well as compliance in environmental, social, labour, human rights, animal welfare, and product safety.
8. Communicates and promotes sustainability aspects in all dimensions of its business and to all stakeholders, including (executive and non-executive) board, management and employees, media, customers and end users, in a way that is fair, consistent, accountable, based on facts and with adequate respect to complexity.
9. Provides publicly available reporting statements regarding governance, its particular sustainability strategy, commitments, initiatives, resources, challenges and achievements.

*: Any commercial or not-for-profit organisation active in the outdoor sector, including – but not limited to – retailers, brands, manufacturers, standard holders, consultants etc.

ANNEX 1: THE 10 PRINCIPLES OF THE GLOBAL COMPACT¹

Human Rights

Businesses should

- **Principle 1:** support and respect the protection of internationally proclaimed human rights; and
- **Principle 2:** make sure that they are not complicit in human rights abuses.

Labour

Businesses should

- **Principle 3:** uphold the freedom of association and the effective recognition of the right to collective bargaining;
- **Principle 4:** the elimination of all forms of forced and compulsory labour;
- **Principle 5:** the effective abolition of child labour; and
- **Principle 6:** the elimination of discrimination in respect of employment and occupation.

Environment

Businesses should

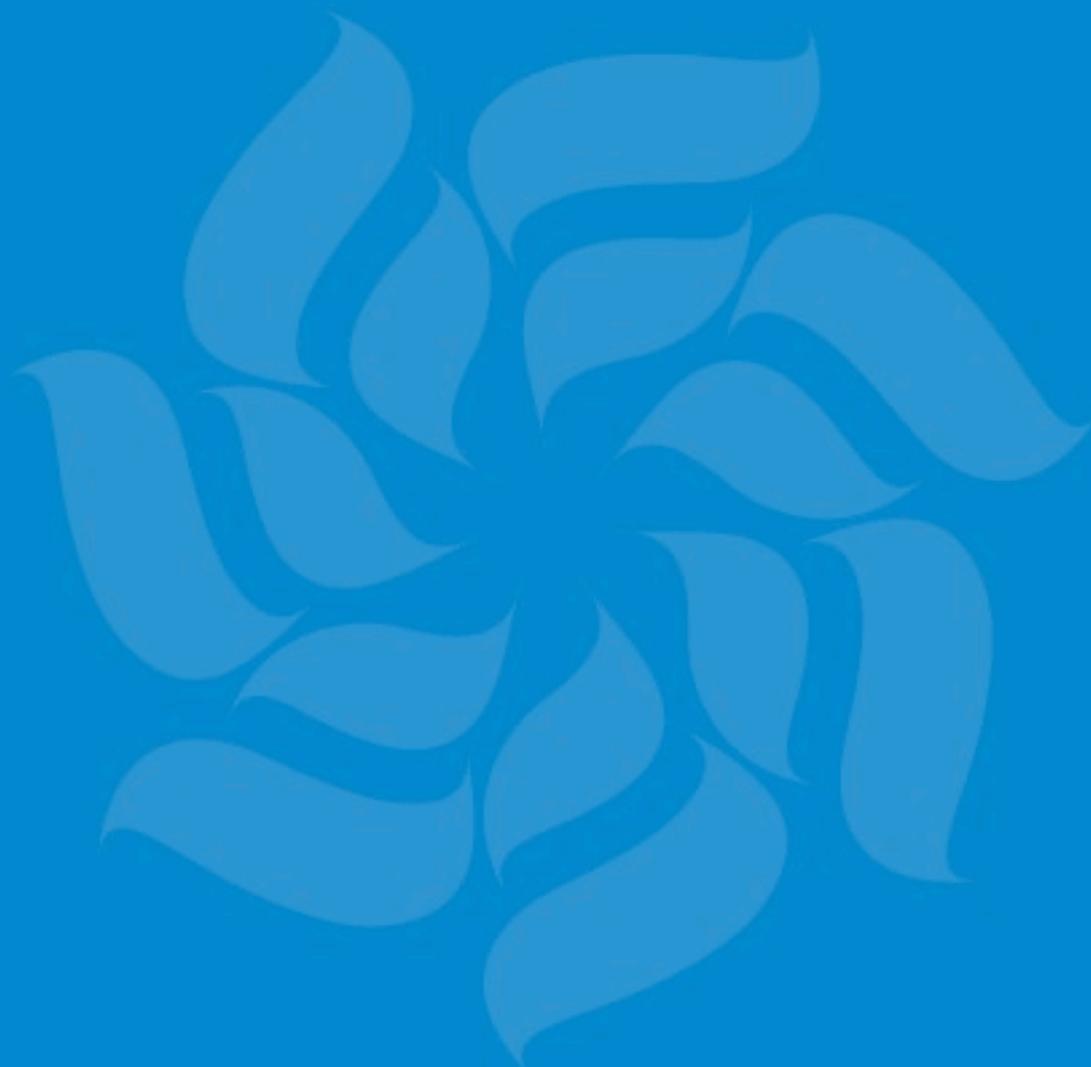
- **Principle 7:** support a precautionary approach to environmental challenges;
- **Principle 8:** undertake initiatives to promote greater environmental responsibility; and
- **Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Businesses should

- **Principle 10:** work against corruption in all its forms, including extortion and bribery.

¹ <https://www.unglobalcompact.org/what-is-gc/mission/principles>



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