

# SUSTAINABILITY CHARTER FAQ



EUROPEAN  
OUTDOOR  
GROUP

[www.europeanoutdoorgroup.com](http://www.europeanoutdoorgroup.com)

## QUESTION 0: WHY A CHARTER?

The European Outdoor Group's (EOG) Sustainability Charter is a simple approach for member brands to undertake their sustainability journey, and to work on social, environmental and societal aspects within their business as well as with their supply chain partners.

It is a set of commitments that brands are encouraged to make. The EOG Sustainability Charter outlines three progressive journey stages that will support and guide EOG member brands to drive the extent of their sustainability engagement in a transparent, pro-active, forward looking manner.

The EOG Sustainability Charter therefore outlines the EOG's understanding of what good corporate citizenship entails.

## QUESTION 1 - WHAT LEVEL OF COMPLIANCE DOES THE EOG REQUIRE?

At this time the Charter is entirely voluntary, and is intended to help and guide our members in their CSR & sustainability journey.

We hope though, and encourage, that our members work at least towards Journey Stage 1.

## QUESTION 2 – IS THIS ANOTHER LABEL / CERTIFICATION?

No.

This Charter outlines the EOGs view what good citizenship entails, and the different stages on this journey. It is therefore merely intended as a support, guidance and help for our members.

Our members are encouraged to use it for their internal self-assessment, and in this way practise their own judgement about what to focus on, and to review and assess their achievements.

## QUESTION 3 – WHAT IF WE'RE STILL WORKING ON JOURNEY STAGE 1?

Congratulations for embarking on the journey, and working on Journey Stage 1.

This is great news. We are looking forward to hear more about your progress.

Do feel free to get in touch with our secretariat for any support you might need, and we'd be happy provide support whenever possible.

## QUESTION 4 – CAN I PUBLICLY SAY THAT I AM ADHERENT TO JOURNEY STAGE [1, 2, 3]?

This Charter is not intended to be yet another label or certification around which public statements and reporting can be built.

However, we welcome members publishing their achievements, particularly at Stages 2 or 3. All we would like to ask for in this case is that any such claim be backed up with robust evidence on how this achievement has been assessed.

The EOG hopes to see its members progress beyond Journey Stage 1.

## QUESTION 5 – THIS IS DIFFICULT. IS THERE ANY SUPPORT AVAILABLE? CAN I TALK TO SOMEONE ON A 1:1 BASIS?

Absolutely. Just get in touch with the secretariat, and we'd be more than happy to support you in working through your challenges.

We have access to experts, tools and information that might be able to help you in just the right way.

We are also always available for a direct, personal one-on-one conversation.

In addition, we support our members in their efforts, through the following resources and means that are already in place for them to make use of and fall back upon:

1. *Information & Engagement (I & E)*: Promote information, background research, insights and partnerships to advance and support the industry's CSR & Sustainability leadership; encourage industry-wide approaches.
  - This happens through:
    - our monthly newsletter,
    - timely updates on critical issues,
    - relationship building with NGOs, civil society and industry organisations,
    - lists of publicly available resources published on the EOG website <http://www.europeanoutdoorgroup.com/responsibility/public-resources/>.
2. *Implementation & Development (I & D)*: Facilitate/support the awareness, knowledge of, insights into, as well as when and if desired the adoption of existing standards, resources and tools.
  - This happens through:
    - our Q&A help desk,
    - our network of experts that members can get access to,
    - the broadcast and creation of educational opportunities e.g. via webinars, member-led projects, etc.
    - collaboration with 3<sup>rd</sup> parties such as the Sustainable Apparel Coalition, Textile Exchange or the Fair Wear Foundation.
3. *Best Practice & Innovation (BP & I)*: Discover, profile, promote and share existing best practice from within the industry as well as from adjacent industries, so as to foster leadership around CSR & Sustainability.
  - This happens through:
    - Organisation of events such as the bi-annual Sustainability Breakfast and other focused events at trade fairs, resource development, and the representation in standards development committees.

**QUESTION 6 – IF I ALREADY WORK ON / WITH THE HIGG INDEX, WILL THIS BE EVEN MORE ADDITIONAL WORK?**

**QUESTION 7 – I ALREADY WORK ON / WITH [YOUR TOOL] – WILL THIS BE EVEN MORE ADDITIONAL WORK?**

**QUESTION 8 – DO YOU HAVE CONCRETE SUGGESTIONS FOR WHAT TOOLS TO USE?**

There is many a path that leads to the goal, and therefore many tools that may help you along the path broadly suggested in this Charter.

The Higg Index is but one tool that would support you in the concrete implementation of many (most) of the above Journey Stages.

Other tools are for instance The Global Reporting Initiative (GRI) V4, the Chemical Footprint Project, the ZDHC audit protocol for chemicals management, ISO 26'000, or initiatives such as the Fair Wear Foundation, the Ethical Trade Initiative, The Fair Labor Organization, the B-Corp certification, or the Future Fit Benchmarks and KPIs.

Every business is different. Finding tools is an important decision. This Charter can help you finding, assessing and deciding on the concrete implementation tools most useful to you and your company.



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