

Yonderland

Our Planet

Criteria List 2.0
for AW Season 2022

 **BEVER** **AYACUCHO** Y A Y A **runnersneed**
the running specialists


COTSWOLD
outdoor

JÜTTU
BRANDS & FRIENDS

**SNOW
+
ROCK**





Agenda

- **Our Mission & Program**

- Our Planet Label
- In-Store and Online Experience
- Criteria List
- Data Submission
- Appendix

Yonderland

Changing the fabric of outdoor retailing

OUR MISSION

At Yonderland our home is the great outdoors, and we believe it's our duty to protect it. We want to enable our customers to enjoy the outdoors in a sustainable manner. We seek to change the fabric of outdoor retailing by facilitating a more circular economy: from sourcing sustainable products to running a low environmental impact business to enabling and inspiring our customers to use and dispose of their products in a sustainable way – we always keep our great outdoors in mind.



Our 5 year plan focuses on incentivising sustainable, circular outdoor products, carbon neutrality, minimal waste & protecting our regional outdoor spaces through project work & donations

SUSTAINABILITY PROGRAM



01 SUSTAINABLE PRODUCTS

The biggest lever in protecting our environment is in the products we sell. Our projects focus on creating incentives for brands to develop and sell more sustainable products, informing customers in an easy-to-understand & transparent manner on the topic of more sustainable outdoor products and outdoor lifestyle, actively encourage the sale of more sustainable products and inspire & enable a circular economy.



02 CARBON NEUTRALITY

By 2025 our full business operations across all countries will be carbon neutral by reducing our energy & travel needs, switching to renewables and lastly offsetting any remaining emissions.



03 MINIMAL WASTE

We seek to undertake a full review of all our internal waste streams to enable a 100% recycling rate for recyclables and reduce any other waste generation to a feasible minimum.



04 PROTECTING OUR OUTDOORS

Going the extra mile in protecting our beautiful outdoors we will reforest native woodlands, enable our employees to work on conservation projects and go green in our charity donations.



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The logo is a composite of powerful images relating to the environmental sustainability objective of the label; it is easily and universally recognisable

OUR PLANET LOGO



The Plant

The plant symbolizes new life and a greener future. It stands for sowing and harvesting. For innovation and sustainability. It is a small, sprouting plant - which also stands for every small step we take towards a better future. It is a universally recognized symbol for environmental sustainability, which is crucially important as customers should immediately recognize what it stands for.



The Planet

The circle can be seen as both planet Earth itself or as the sun behind the plant on wavy ground.

The texture of the line implies soil / natural ground



The Protection

The outer circle represents the protective layer we want to place over our planet.

We take responsibility for tomorrow, by pre-selecting our products for our customers. As such the outer layer also creates the association of a stamp or a seal of approval, which is what the label is.

This message is reiterated in the text "With Love for"





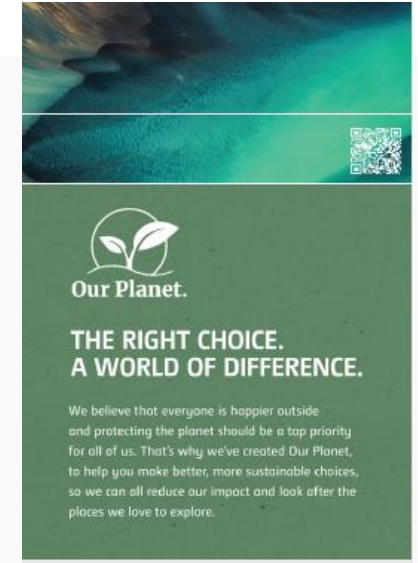
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More sustainable products will be signposted through physical „Our Planet“ tags or stickers to actively encourage customers to buy more sustainably

IN-STORE EXPERIENCE



In our Cotswold Outdoor, Snow+Rock and RunnersNeed stores across the UK and Ireland we will highlight the “Our Planet” products through small, reusable hanger-tags made of recycled materials.

They will sit below the size cube on the hangers. Wherever this is not possible (e.g. smaller accessories or folded clothes) we will add the “Our Planet” label through low-level POS.

In addition, we have placed islands of mannequins displaying a range of “Our Planet” products with large POS explaining what “Our Planet” stands for.

All POS is equipped with a URL code that links to our dedicated webpage providing further detail on the credentials making up the Our Planet label.

More sustainable products will be signposted through physical „Our Planet“ tags or stickers to actively encourage customers to buy more sustainably

IN-STORE EXPERIENCE




Similar to the UK stores, our Bever stores in the Netherlands will elevate “more sustainable” products that qualify for the “Our Planet” label through reusable hanger-tags made from recycled materials.

Alongside this will sit window displays and islands highlighting the “Our Planet” label

In our online customer journey image overlays in our product lister pages and a sustainability filter serve to highlight *more* sustainable products to our customers


ONLINE EXPERIENCE



Uit de folder Duurzaam

Patagonia Torrentshell 3L Dames Jas

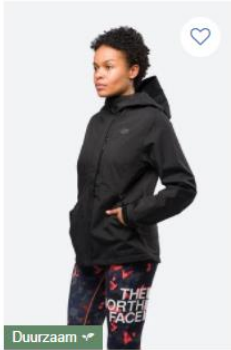
€169,95



Duurzaam

The North Face Dryzzle Futurelight Jas Dames


€229,95



Duurzaam

The North Face Dryzzle Futurelight Jas Dames

€229,95




Duurzaam

Rab Firewall Jas Dames

€289,95


Product Lister Page Sample - Bever



Columbia Mens Ampli-Dry Jacket

★★★★★ 3

€135.00




New In Sustainable

Patagonia Mens Triplet Jacket

★★★★★ 23

€325.00




Sustainable

Berghaus Men's Cornice IA Jacket

★★★★★ 597

€225.00



New In

Mountain Equipment Mens Tupilak Jacket

★★★★★ 5

€380.00

Product Lister Page Sample – Cotswold Outdoor

Brands

Size

Sustainability

New Season

Waterproof Gear

Clothing Type

Online we are highlighting products that qualify for the “Our Planet” label via an image overlay “Sustainable”.

Moreover, customers are now able to apply a “Sustainability” – Filter to their search results, which will only show products with the “Our Planet” label.

The product details page will provide further information around which sustainability criteria a product has met to qualify for the “Our Planet” label.

Please Note: It is critical that brands provide us with accurate information in a timely manner for us to allocate a “Our Planet” label to their products.



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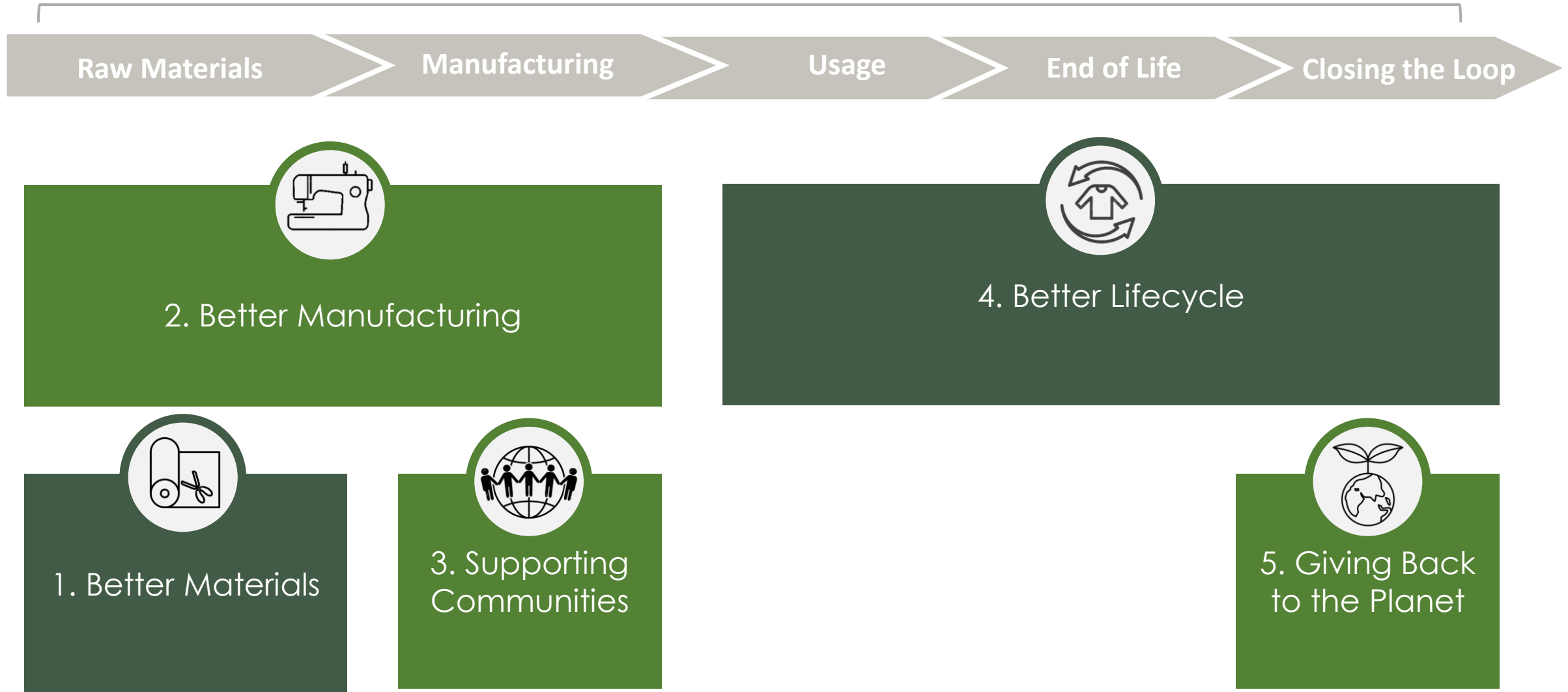
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To encourage and reward sustainable innovation throughout the value chain, the “Our Planet” criteria fall under 5 groups which sit across the value chain

CRITERIA GROUPS ACROSS VALUE CHAIN

Value Chain of Products



To encourage and reward sustainable innovation throughout the value chain, the Our Planet criteria fall under 5 groups which sit across the value chain

CRITERIA GROUPS ACROSS VALUE CHAIN

Value Chain of Products



1. Better Materials

1.1. Better Chemical Management

1.2. Recycled Materials

1.3. Organic Fibres

1.4. Alternative Fibres

1.5. Combination of 1.2, 1.3, 1.4

Beginning with the raw materials going into the products we sell; we want to reward products that are manufactured from materials that put less strain on our precious resources and have an overall lower environmental impact.

1.1. Better Chemical Management
Products that are manufactured omitting hazardous chemicals, that are otherwise often common practice in textile and clothing manufacturing, are rewarded. Examples of better chemical management are the adherence to the “Zero Discharge of Hazardous Chemicals” (ZDHC) or the omission of PFC in waterproof garments.

1.2. Recycled Materials
A great way of limiting a product’s environmental footprint is to manufacture it from existing resources instead of relying on the production of new raw materials. Examples are recycled polyester from PET bottles or recycled cotton.

1.3. Organic Fibres
Organic fibres are natural fibres grown without the use of synthetic pesticides, insecticides, or herbicides and GMOs (Genetic Modified Organisms) according to the principles of organic agriculture. Organic agriculture is a production process that sustains the health of ecosystems, soils and people.

1.4. Alternative Fibres
Products that use plant or animal based materials that have been proven to come from more responsible sources. Examples are the introduction of wood pulp fibres sourced from responsibly managed forests or wool accredited with the Responsible Wool Standard.

1.5. A Combination
To qualify under 1.2 – 1.4, a certain threshold of total material used in a product must fulfill the criteria outlined in 1.2 – 1.4. In the rare case where a product does not qualify under any of the individual thresholds in 1.2 – 1.4 but consists to 100% of a *combination* of those materials, it qualifies under this criterion.

To encourage and reward sustainable innovation throughout the value chain, the Our Planet criteria fall under 5 groups which sit across the value chain

CRITERIA GROUPS ACROSS VALUE CHAIN

Value Chain of Products



2. Better Manufacturing

The manufacturing process of a product is executed in an environmentally responsible manner, taking care to reduce resource use such as water and energy, limit waste generation such as offcuts, and/or stop the discharge of chemicals in the manufacturing process.



1. Better Materials



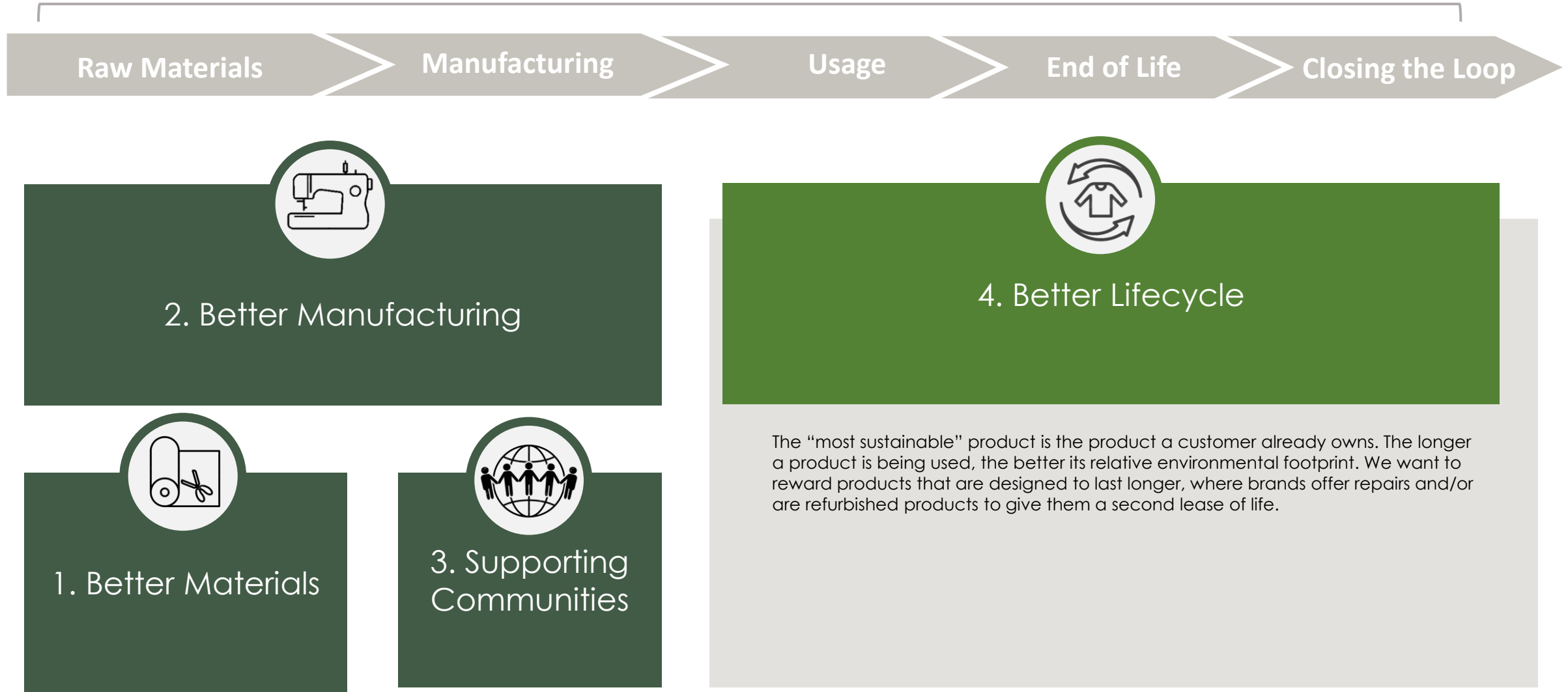
3. Supporting Communities

Social responsibility is equally important to us, as preserving our environment. We want to reward products that are manufactured in better labour conditions. We base our criteria on external auditing organization like the Fairwear Foundation, Fairtrade or the Business Social Compliance Initiative. Fair working conditions are characterized by health care, occupational safety, childcare, food supply and/or improved accommodations for employees.

To encourage and reward sustainable innovation throughout the value chain, the Our Planet criteria fall under 5 groups which sit across the value chain

CRITERIA GROUPS ACROSS VALUE CHAIN

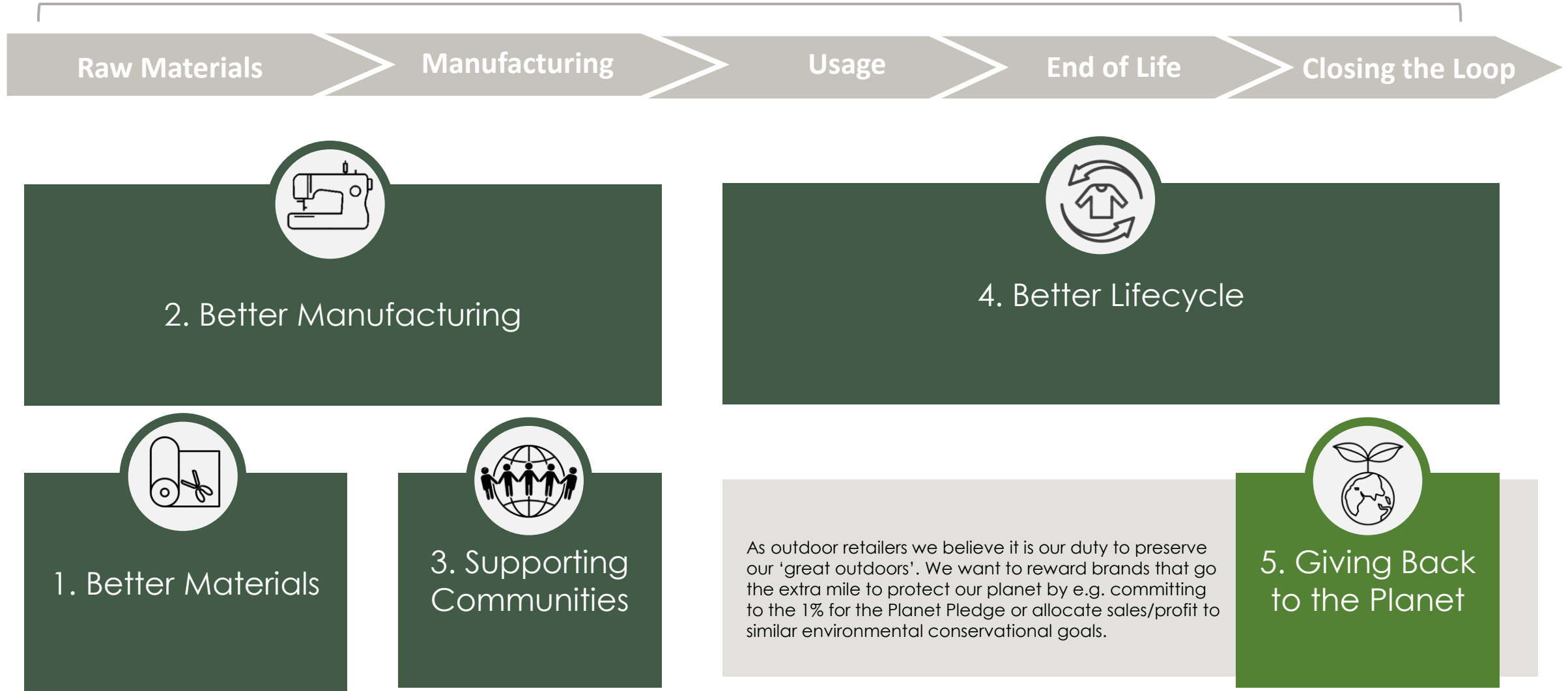
Value Chain of Products



To encourage and reward sustainable innovation throughout the value chain, the Our Planet criteria fall under 5 groups which sit across the value chain







CRITERIA GROUPS ACROSS VALUE CHAIN

Value Chain of Products



To qualify for Our Planet a product must fulfill at least one of the following criteria





OUR PLANET CRITERIA 2.0 – List for AW22

| Group | Criteria Name | Threshold by Product Weight | Brand Requirements | |
|-------------------------------|--|--|---|---|
| 1.1. Reduced Chemicals | PFC Free | 100% of any DWR product | Evidence must be provided upon request to demonstrate the product is 100% PFC free and the product itself is officially labelled as such by the brand | n/a |
| | Zero Discharge of Hazardous Chemicals | 100% of product | Evidence must be provided upon request that the product adheres to the Zero Discharge of Hazardous Chemicals Guidelines |  |
| | Made in Green | 100% of product | Oeko-Tex “Made in Green” accreditation for product must be achieved |  |
| 1.2. Recycled Materials | Recycled Plastics | 50% or more of product | Materials certified by the GRS (Global Recycled Standard), the RCS (Recycled Claim Standard) or certifiably made from Repreve recycled plastic contents are accepted. Alternatively, we also accept products where the product itself is clearly labelled (e.g. on the inside tags) to contain recycled content of the required threshold and material. |   |
| | Recycled Cotton | 20% or more of product | | |
| | Recycled Down | 50% of down content | Evidence must be provided upon request that the down content is recycled and the product is clearly labelled (e.g. on the inside tags) that it fulfils the required threshold of recycled down | n/a |
| 1.3. Organic Fibres | Organic Fibres | 100% of cotton / linen / wool / silk content and this material makes of 50% or more of the product | <p><i>Material</i> must be accredited by Global Organic Textile Standard issued by Textile Exchange for materials used in the product.</p> <p>For cotton, we also accept cotton approved by the Better Cotton Initiative</p> |   |

To qualify for Our Planet a product must fulfill at least one of the following criteria






OUR PLANET CRITERIA 2.0 – List for AW22

[Update](#)

| Group | Criteria Name | Threshold by Product Weight | Brand Requirements |
|-------------------------------|--|---|--|
| 1.4. Alternative Fibres | Wood Pulp Fibres | 50% or more of product | Accepted are Lyocell (wood pulp) fibres where the material comes from FSC or PEFC certified sustainably managed forests. Key examples are Tencel or Ecovero  |
| | Hemp / Jute | 50% or more of product | Evidence must be provided upon request and it must be clearly stated on the product (e.g. on the inside tags) that product is made of Hemp / Jute at or above the required threshold n/a |
| | <div>Update</div> Responsible Wool | 100% of wool content and the wool content makes up more than 50% of product | Wool material (standard wool / merino/ mohair) must be accredited by one of the below: <ul style="list-style-type: none"> the Responsible Wool Standard, ZQ Natural Fibres Nativa Responsible Alpaca Standard Responsible Mohair Standard  |
| | <div>Update</div> Responsible Down | 100% of down content | Down content is accredited by the Textile Exchange with either the Responsible Down Standard, the DownCodex OR the Global Traceable Down Standard  |
| | <div>Update</div> Responsible Leather | 100% of leather content | A 100% of the leather content stems from manufacturer / tannery accredited with the “Silver” OR “Gold Standard” by the Leather Working Group OR made from 100% TerraCare Leather  |
| 1.5. Better Combination | More Sustainable Combo | 100% of the product consist of a combination of recycled materials (1.2.), organic fibres (1.3.) and/ore more sustainable fibres (1.4.) | Evidence must be provided upon request that the product is composed a 100% of a combination of materials certified by respective accreditations listed above. n/a |




To qualify for Our Planet a product must fulfill at least one of the following criteria

OUR PLANET CRITERIA 2.0 – List for AW22

| Group | Criteria Name | Applies to: Product OR Brand | Brand Requirement |
|----------------------------------|---|---------------------------------|--|
| 2. More Sustainably Manufactured | Bluesign | Product AND/OR Brand | The product must be “Bluesign Product” accredited and/or the brand is “Bluesign” accredited  |
| | Green Button / Gruener Knopf | Product | The product must be accredited with the “Green Button”  |
| | Cradle to Cradle | Product | The product is “Cradle to Cradle” accredited  |
| | Made in Green | Product | Oeko-Tex “Made in Green” accreditation must be achieved for the product  |
| 3. Supporting Communities | <div>Update</div> Social Responsibility | Product OR Brand | <p>The specific product is accredited with the Fair Trade “Textile Standard” by Fair Trade International</p> <p>OR the brand as a whole is certified by either</p> <ul style="list-style-type: none"> the WFTO to comply with the “Fair Trade Standard”. Fairwear the Fair Labour Standard by the Fair Labour Association the brand has completed the SMETA Audit by Sedex the brand is a BSCI member of and adheres to the BSCI Code of Conduct.       |

To qualify for Our Planet a product must fulfill at least one of the following criteria

OUR PLANET CRITERIA 2.0 – List for AW22

| Group | Criteria Name | Applies to: Product OR Brand | Brand Requirement |
|------------------------------|---------------------------|---------------------------------|---|
| 4. Better Lifecycle | Lifetime Guarantee | Product | The brand offers a guarantee for the useful life of the product equal to or exceeding our guarantee threshold of min. 4 years. <i>Please note: that we are currently gathering the information on this criteria for internal reasons and may not share this with customers at this point yet.</i> |
| | Available for Rent | Product | Our Yonderland fasciae are trialling rental programs throughout 2022. Rental products will be awarded the Our Planet label due to lower relative environmental impact.  |
| | Second-Hand / Refurbished | Product | Our Yonderland fasciae are trialling second-hand/refurbished products. These products will be awarded the Our Planet label due to lower relative environmental impact.  |
| 5. Giving back to the Planet | 1% for the Planet | Brand | The brand has committed to the 1% for the Planet Pledge  |
| | Charity Contribution | Product OR Brand | Either a % of proceeds from a product line or the company contributes a share of its profits to a environmental charity of their choice. Evidence must be supplied and will be decided on, on a case-by-case basis. |

For all product categories, except footwear, the %-Share thresholds refer to the share of total weight of a product; for footwear it is split between sole and upper

A NOTE ON THRESHOLDS

Where thresholds are given as a Percentage Share of a product's weight, this refers to the Percentage share of a product's **total weight**, except in the case of footwear.

Given the disproportionate weight of most footwear soles, we have decided to divide footwear into two components: (1) sole and (2) upper components.

Thus, a footwear product must fulfill the threshold by weight in at least one of the weight components.





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Brands must provide information regarding a product's sustainability features prior to season start. Upon request evidence supporting claims must be provided

PROCESS OF PROVIDING EVIDENCE

At AS Adventure Group we do not have a dedicated team to audit each individual sustainability features of our product ranges and hence we rely primarily on accreditations audited by third party organisations.

It is the responsibility of the brand to provide information on its products sustainability features alongside any other product information **prior to each season (i.e. by July for Autumn/ Winter and by October for Spring/Summer)**

Moreover, the brand shall provide AS Adventure Group with all product texts and product features relevant to the online product range with texts provided in English, Dutch, French and German.

The sustainability features represent an addition to and shall be treated like the product information requested in the **General Purchase Conditions**.

This information must be provided in accordance with the procedure set out in our General Purchase Conditions.

Upon request a brand must provide satisfactory evidence to support its claim that a given product meets the sustainability criteria of "Our Planet". If a brand cannot provide satisfactory evidence the product will be removed from "Our Planet" list immediately and the **brand may be disqualified** from submitting products for "Our Planet" in future.

We will carry out spot checks to ensure the credibility of our "Our Planet" label





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The “Our Planet“ criteria and thresholds have been carefully selected in line with current industry developments & will be reviewed ahead of every season

ACCREDITATIONS INFORMATION

1.1. Reduced Chemicals

PFC Free

PFCs (per- and poly-fluorinated chemicals) are all completely man-made chemicals which do not occur naturally. They are commonly used in DWR (durable water repellent) coatings and waterproof membranes. The DWR we used as a standard for years was a long-chain (C8) fluorocarbon-based treatment that is highly effective and extraordinarily durable. Unfortunately, its by-products are toxic and persist in the environment, a combination that makes it unacceptable despite its excellent performance. For instance, PFCs are now so widely dispersed in the environment that even the tap water we drink has a low level of background pollution. Governments around the globe have now required chemical companies to stop making C8 DWR. For a DWR product to classify as “PFC free” no PFCs have been used in the material or manufacturing of the product.

Zero Discharge of Hazardous Chemicals (ZDHC)

The mission or ZDHC’s “roadmap to zero” is to enable brands and retailers in the textile, apparel, and footwear industries to implement sustainable chemical management best practice across the value chain. Through collaborative engagement, standard setting, and implementation, the industry will advance towards zero discharge of hazardous chemicals.

The ZDHC Manufacturing Restricted Substances List (MRSL) is a list of chemical substances banned from intentional use in facilities that process textile materials and trim parts in apparel and footwear. The ZDHC MRSL is regularly updated with new chemicals and processes that should be phased out of the supply chain. [Link](#)

Oeko-Tex Made in Green

MADE IN GREEN by OEKO-TEX® is a traceable product label for all kinds of textiles (e.g. garments, home textiles) and leather products (e.g. garments, finished and semi-finished leathers) including non-textile/-leather components (e.g. accessories). The MADE IN GREEN label verifies that an article has been tested for harmful substances. This is carried out through certification in accordance with STANDARD 100 by OEKO-TEX® or LEATHER STANDARD by OEKO-TEX®. It also guarantees that the textile or leather product has been manufactured using sustainable processes under socially responsible working conditions. [Link](#)

1.2. Recycled Materials

Global Recycled Standard

The GRS is an international, voluntary, full product standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices and chemical restrictions. [Link](#)

Recycled Claim Standard

The Recycled Claim Standard (RCS) is an international, voluntary standard that sets requirements for third-party. It is a chain of custody standard to track recycled raw materials through the supply chain. It uses the chain of custody requirements of the Content Claim Standard (CSS). The Recycled Claim Standard is intended for use with any product that contains at least 5% Recycled Material. Each stage of production is required to be certified, beginning at the recycling stage and ending at the last seller in the final business-to-business transaction. Material Collection and Material Concentration sites are subject to self-declaration, document collection, and on-site visits. The RCS standard is a single attribute certification and does not take into account social or environmental aspects of processing and manufacturing, quality, or legal compliance. [Link](#)

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ACCREDITATIONS INFORMATION

1.2. Recycled Materials

Repreve

REPREVE is a branded performance fiber made from recycled materials (including plastic bottles). Repreve’s process embeds properties like wicking, adaptive warming and cooling, water repellency, and more at the fiber level. For reliable, durable quality. [Link](#)

1.3. Organic Fibres

Global Organic Textile Standard

The Global Organic Textile Standard (GOTS) was developed by leading standard setters to define world-wide recognised requirements for organic textiles. From the harvesting of the raw materials, environmentally and socially responsible manufacturing to labelling, textiles certified to GOTS provide a credible assurance to the consumer.

From Field to Fashion: The GOTS quality assurance system is based on on-site inspection and certification of the entire textile supply chain (processing and trade). Operators from post-harvest handling up to garment making, as well as wholesalers (including exporters and importers), have to undergo an on-site annual inspection cycle and must hold a valid certification in order for the final products to be labelled as GOTS certified.

For a product to qualify under this criterion it is sufficient for the materials used in the product to be certified as “organic”, even if the brand does not hold the certificate for the product. [Link](#)

Better Cotton Initiative

The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton sustainability programme in the world. BCI exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector’s future. The Better Cotton Standard System is a holistic approach to sustainable cotton production which covers all three pillars of sustainability: environmental, social and economic. Each of the elements – from the Principles and Criteria to the monitoring mechanisms which show results and impact – work together to support the Better Cotton Standard System, and the credibility of Better Cotton and BCI. The system is designed to ensure the exchange of good practices, and to encourage the scaling up of collective action to establish Better Cotton as a sustainable mainstream commodity. [Link](#)

1.4. More Sustainable Fibres

Lyocell

Lyocell is a form of rayon. It consists of cellulose fibre, made from dissolving pulp and then reconstituting it by dry jet-wet spinning. The fibre is used to make textiles for clothing and other purposes. Unlike rayon made by the viscose process, lyocell production does not use harmful carbon sulfide, which is toxic to workers and the environment. Lyocell shares many properties with other fibres such as cotton, linen, silk, ramie, hemp and viscose rayon, (to which it is very closely related chemically). [Link](#)

Tencel

TENCEL™ branded lyocell and modal fibers are produced by environmentally responsible processes from the sustainably sourced natural raw material wood. [Link](#)

The “Our Planet“ criteria and thresholds have been carefully selected in line with current industry developments & will be reviewed ahead of every season

ACCREDITATIONS INFORMATION

1.4. More Sustainable Fibers

Ecovero

Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment. [Link](#)

Forest Stewardship Council (FSC)

FSC will promote environmentally appropriate, socially beneficial, and economically viable management of the world’s forests. FSC forest management certification confirms that the forest is being managed in a way that preserves biological diversity and benefits the lives of local people and workers, while ensuring it sustains economic viability. [Link](#)

Programme for the Endorsement of Forest Certification (PEFC)

PEFC, the Programme for the Endorsement of Forest Certification, is a leading global alliance of national forest certification systems. As an international non-profit, non-governmental organization, they are dedicated to promoting sustainable forest management through independent third-party certification. [Link](#)

Responsible Wool/Alpaca/Mohair Standard

The Responsible Wool/Alpaca/Mohair Standard is a voluntary standard that addresses the welfare of sheep/alpacas/mohair sheep and the land they graze on. The goals of the standards are to provide the industry with a tool to recognize the best practices of farmers; ensuring that wool comes from farms that have a progressive approach to managing their land, practice holistic respect for animal welfare of the sheep and respect the Five Freedoms of animal welfare. The RWS requires all sites to be certified, beginning with the wool farmers and through to the seller in the final business to business transaction. Usually the last stage to be certified is the garment manufacturer or brand. [Link](#)

ZQ or ZQRX Natural Fibres

ZQ growers and brand partners are committed to protecting our environment, as well as our animals and people behind their businesses. ZQ Natural Fibre is only available through supply agreement contracts, set up between the grower and a ZQ brand partner. ZQ is an established grower standard, owned and operated by The New Zealand Merino Company Ltd and is recognised by the ISO/IEC 17065:2012 standard. All ZQ growers adhere to the requirements set out in the ZQ Grower Standard. [Link](#)

Nativa

NATIVA™ is the most-advanced 100% traceable and sustainable global wool brand. NATIVA™ aims to bridge the gap between sustainable sourcing standards and the demands being set by today’s consumers. [Link](#)

Responsible Down Standard

The Responsible Down Standard (RDS) aims to ensure that down and feathers come from animals that have not been subjected to any unnecessary harm. The standard provides companies and consumers with a tool to know what is in their products, and to make accurate claims. [Link](#)

Down Codex by Mountain Equipment

The DOWN CODEX® places animal welfare, quality and sustainability at the heart of every down insulated products. Its key aim is to manage and reduce risk in our down supply chain by constantly working to develop our knowledge and best practice, backed up by comprehensive and transparent auditing. It follows the Responsible Down Standard guidelines and exceeds them in some areas. [Link](#)

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ACCREDITATIONS INFORMATION

1.4. More Sustainable Fibers

Global Traceable Down Standard

The Global Traceable Down Standard (Global TDS) ensures that down in garments and other household and commercial products comes from a responsible source that respects animal welfare and can be transparently traced. [Link](#)

Silver/Gold Standard – Leather Working Group

Leather Working Group is a not-for-profit organisation responsible for the world's leading environmental certification for the leather manufacturing industry. LWG aims to improve the environmental impact of the leather industry by assessing and certifying leather manufacturers. [Link](#)

TerraCare Leather

terracare® leather is produced as environmentally respectful as possible: thanks to minimal consumption of resources, transparent origin of raw materials and an optimal recycling rate. 100 % transparent raw material origin, 100 % clean auxiliary materials, at least 97 % recycling/recovery rate, at least 40 % less water consumption, at least 30 % less CO2 spend. [Link](#)

2. More Sustainably Manufactures

Bluesign

BLUESIGN is a system that provides safer and more sustainable environments for people to work in and everyone to live in. Powered by a holistic approach, BLUESIGN traces each textile's path along the manufacturing process, making improvements at every stage from factory floor to finished product. BLUESIGN changes the environmental impact of textiles for good. As a solution provider and knowledge broker, BLUESIGN acts as an independent verifier to secure trust and transparency. [Link](#)

Green Button

The Green Button is a government-run certification label for sustainable textiles. It demands that mandatory standards are met to protect people and the environment. A total of 46 stringent social and environmental criteria must be met, covering a wide spectrum from wastewater to forced labour. [Link](#)

Cradle to Cradle

Cradle to Cradle Certified® is a globally recognized measure of safer, more sustainable products made for the circular economy. To receive certification, products are assessed for environmental and social performance across five critical sustainability categories: material health, material reuse, renewable energy and carbon management, water stewardship, and social fairness. A product is assigned an achievement level (Basic, Bronze, Silver, Gold, Platinum) for each category. A product's lowest category achievement also represents its overall certification level. The standard encourages continuous improvement over time by awarding certification on the basis of ascending levels of achievement and requiring certification renewal every two years. [Link](#)

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ACCREDITATIONS INFORMATION

3. Supporting Communities

Fair Trade – Textile Standard

The Fairtrade Textile Standard is one component of the greater Fairtrade Textile Programme to facilitate change in textile supply chains and related business practices. This comprehensive approach engages manufacturers and workers in the supply chain to bring about better wages and working conditions, and engages brands to commit to fair terms of trade. [Link](#)

World Fair Trade Organisation – Fair Trade Standard

The WFTO Fair Trade Standard is part of the WFTO Guarantee System. The Standard contains WFTO’s 10 Principles of Fair Trade and defines compliance criteria. The WFTO Principles are set by WFTO members and are based on common Fair Trade values, the International Labour Organisation (ILO) conventions, human rights and other internationally recognised principles. [Link](#)

Fair Wear

Fair Wear’s mission is to create a world where the garment industry supports workers in realizing their rights to safe, dignified, properly paid employment. They focus on garment production, specifically sewing, cutting and trimming processes—the most labour intensive parts of the supply chain. Fair Wear works with our 140+ member brands, who are committed to finding a fairer way to make clothes, and engages directly with factories, trade unions, NGOs and governments to find answers to problems others think are unsolvable. [Link](#)

amfori BSCI

Since 2003, amfori BSCI has enabled companies to trade with purpose by improving social performance in their supply chain. Its strong code of conduct has 11 principles that support our members. These range from fair remuneration to no child labour, along with a step-by-step approach that enables companies to monitor, engage, get empowered and receive support to put sustainable trade at the heart of their business. [Link](#)

Fair Labor Standard – Fair Labor Association

Companies that join the FLA commit to ten Principles of Fair Labor and Responsible Sourcing (and/or Production) and agree to uphold the FLA Workplace Code of Conduct in their supply chain. The Code of Conduct is based on International Labour Organization (ILO) standards and seeks to protect the workers who manufacture the clothing, footwear, agricultural products and other items enjoyed by consumers around the world. [Link](#)

SMETA Audit – Sedex

SMETA is Sedex’s social auditing methodology, enabling businesses to assess their sites and suppliers to understand working conditions in their supply chain. A social audit is one of the best ways to understand the working conditions at a supplier site. An auditor physically attends the site – or workplace – of a business, enabling the auditor to assess the conditions on the ground. [Link](#)

5. Giving Back to the Planet

1% for the Planet

In 2002, Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet and started a global movement. The idea is simple: because companies profit from the resources they take from the earth, they should protect those resources. We pair businesses and individuals with our approved environmental nonprofits, creating high-impact partnerships that amplify the impact of our members’ giving. [Link](#)



Changing
the fabric
of outdoor
retailing