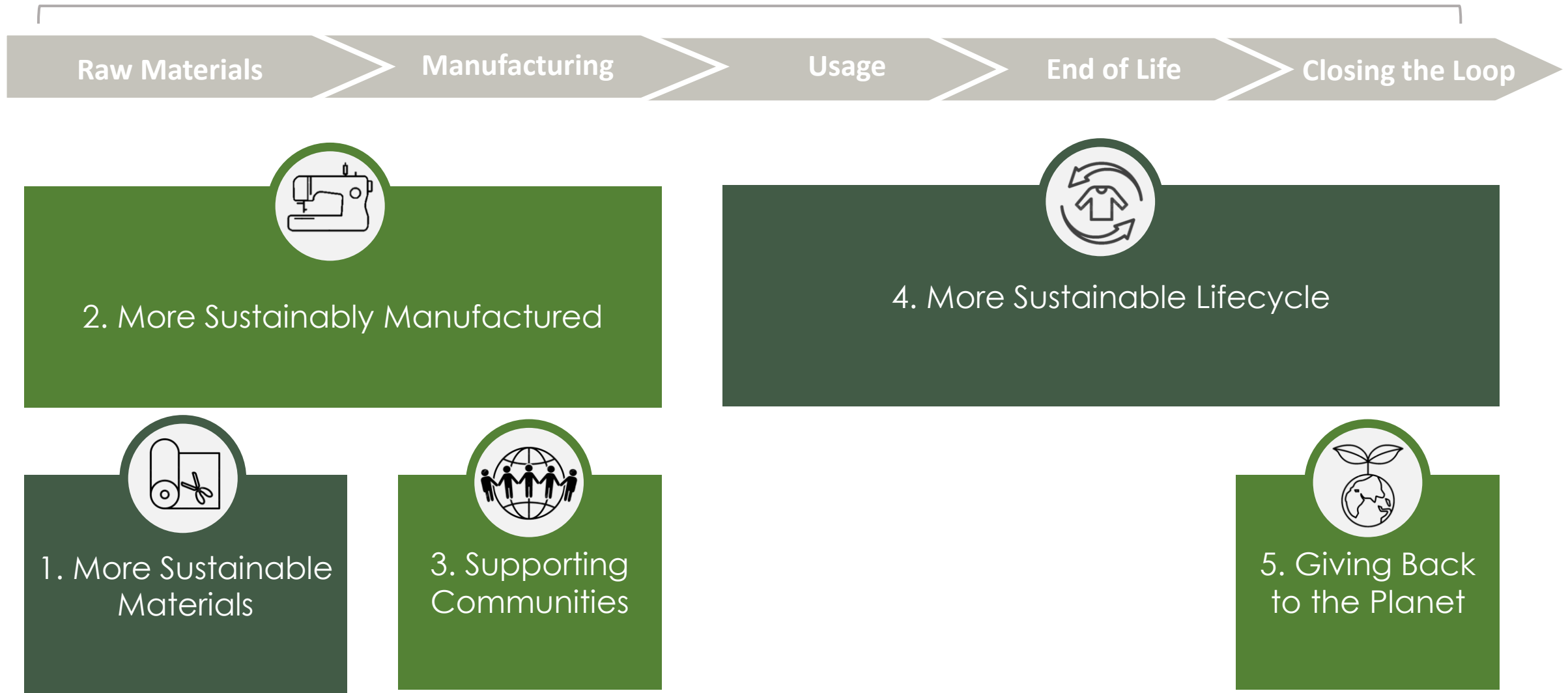


To encourage and reward sustainable innovation throughout the value chain, the „Our Planet“ criteria fall under 5 groups which sit across the value chain

CRITERIA GROUPS ACROSS VALUE CHAIN

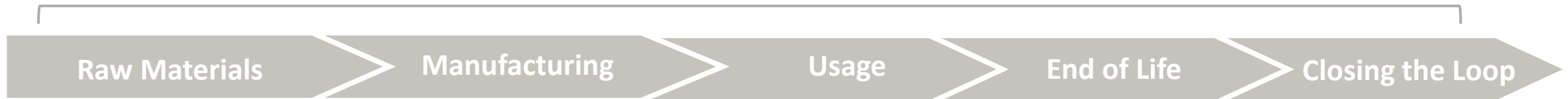
Value Chain of Products



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. More Sustainable Materials

1.1. Better Chemical Management

1.2. Recycled Materials

1.3. Organic Fibres

1.4. More Sustainable 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. More Sustainable 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. More Sustainably Manufactured

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. More Sustainable Materials



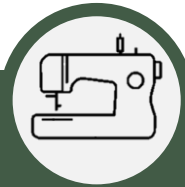
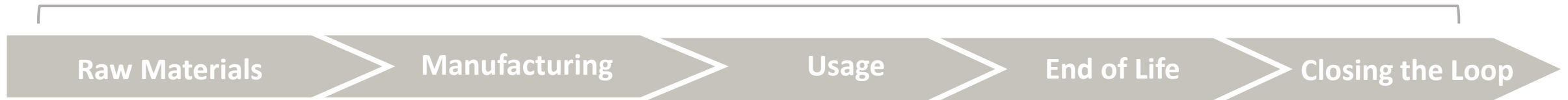
3. Supporting Communities

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



2. More Sustainably Manufactured



1. More Sustainable Materials



3. Supporting Communities



4. More Sustainable Lifecycle

The “most sustainable” product is the product a customer already owns. The longer a product is being used, the better its relative environmental footprint. We want to reward products that are designed to last longer, where brands offer repairs and/or are refurbished products to give them a second lease of life.

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. More Sustainably Manufactured



4. More Sustainable Lifecycle



1. More Sustainable Materials



3. Supporting Communities






As outdoor retailers we believe it is our duty to preserve our 'great outdoors'. We want to reward brands that go the extra mile to protect our planet by e.g. committing to the 1% for the Planet Pledge or allocate sales/profit to similar environmental conservational goals.



5. Giving Back to the Planet





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

OUR PLANET CRITERIA

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	<i>Material</i> must be accredited by Global Organic Textile Standard issued by Textile Exchange for materials used in the product.  For cotton, we also accept cotton approved by the Better Cotton Initiative 



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

OUR PLANET CRITERIA

Group	Criteria Name	Threshold by Product Weight	Brand Requirements
1.4. More Sustainable 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
	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 the Responsible Wool Standard, ZQ Natural Fibres, or Nativa. No accreditation required for Yak or Alpaca wool yet. 
	Responsible Down	100% of down content	Down content is accredited by the Textile Exchange with the Responsible Down Standard 
	Responsible Leather	100% of leather content	A 100% of the leather content stems from manufacturer / tannery accredited with the “Gold Standard” by the Leather Working Group 
1.5. Sustainable 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

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	Social Responsibility	Product OR Brand	<p>Either the product is accredited with the Fair Trade “Textile Standard” or the brand as a whole is certified by the WFTO to comply with the “Fair Trade Standard”.</p> <p>The brand is accredited by Fairwear.</p> <p>The brand is a BSCI member of and adheres to the BSCI Code of Conduct.</p> <p>The brand is either a “catalyst” or “core” member of HERproject</p>     

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

OUR PLANET CRITERIA

Group	Criteria Name	Applies to: Product OR Brand	Brand Requirement
4. More Sustainable 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	The brand offers rental programs for this product
	Second-Hand / Refurbished	Product	The product is a second-hand / refurbished product
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 an environmental charity of their choice. Evidence must be supplied and will be decided on, on a case-by-case basis.