

September 2021

Dear valued business partner,

Climate change is one of the most important sustainability issues of our time. It will have a dramatic impact on our playground: Earth. And it will also have a huge impact on "our" outdoor industry.

With this letter, we want to inform and give you some background about a retailer initiated initiative that aims to contribute to climate protection in the Outdoor sector:

We are a voluntary network of retailers in the European outdoor space who believe that climate change is one of the most important sustainability issues of our time and that the outdoor sector needs to lead the way in climate protection. We think that outdoor retailers should be at the forefront of this. Therefore, this group of outdoor retailers is ready to commit to climate protection and to take its climate action public with the "Outdoor Retailer Climate Commitment". We want to hold ourselves accountable for contributing our share and want to send out a strong signal to the industry.

Who are we?

Currently five European outdoor retailers are on board, with full commitment on Top-Management Level. As of today this group includes: Yonderland (A.S. Adventure, Bever, Cotswold Outdoor, Juttu, RunnersNeed, Snow+Rock), Internetstores Holding GmbH (Campz, Addnature, ...), Sportler AG, Bergzeit GmbH and Bergfreunde GmbH. In the future, we hope that more retailers will use this platform to make their commitment to climate protection public.

What is our commitment?

We commit ourselves to act decisively to contribute to the achievement of the Paris Agreement Goals, which are to limit global warming to 1.5° and reduce emissions accordingly both internally as well as in our purchased goods and services. The Paris Agreement Goals foresees a net reduction in European emissions by 55% by 2030.

What does that mean for the committing retailers?

All committed retailers are focusing their attention on reducing their own emissions drastically over the next few years and will take appropriate action to achieve this. While every company works on its own, we plan for regular exchanges for best practices in this regard. We hope to encourage more retailers in the industry to focus on decarbonisation of their businesses.

What does that mean for the broader Outdoor industry?

To achieve the Paris Agreement Goals, all players in the Outdoor industry need to focus on decarbonising. As the majority of the emissions that our industry produces is related to the production of goods, decarbonising the value chain will become the key challenge for manufacturers and brands. We believe that making decarbonisation a strategic focus needs to become a top priority for everyone in the industry.

What's next?

All signees are in the process of creating their own decarbonisation action plans. We hope that our public commitment fuels the momentum in our industry towards climate protection and makes sure that we do more.

The Outdoor Retailer Climate Commitment does not require any concrete action from non-signees. We appreciate that many Outdoor brands are leading the way in decarbonising their products and are coming up with solutions and approaches and want to support you on this journey. And we want to encourage all other brands to focus their attention on decarbonising their products and want to engage with you on how to achieve this.

We are convinced that our industry can master this challenge and become a leader in climate protection!

Sincerely yours,

Frederic Hufkens (Yonderland)
Dr. Hans Dohrmann (Internetstores Holding GmbH)
Martin Stolzenberger (Bergzeit GmbH)

Matthias Gebhard (Bergfreunde GmbH)
Jakob Oberrauch (Sportler AG)

Please find attached the commitment letter for your information. In case you are interested, we can share our climate action plans with you. And we are truly looking forward to continuing the conversation and discussing all questions that you might have.