Green Chemistry Retailer Webinar Series

VAUDE - Our Journey to be the Most Sustainable Outdoor Brand in Europe

Tuesday, April 26, 2016
What is the GC3?

• Cross-sectoral, B2B network of over 90 companies and other organizations
• Formed in 2005
• Collaboratively advances green chemistry across sectors and supply chains
90 Members, Including:
Today’s Speaker

Bettina Roth

Head of Quality Management & Chemical Management
VAUDE Sport
Ground Rules

• Due to the number of participants in the webinar, all lines will be muted

• If you have a question or comment, please type it in the “Questions” box located in the control panel

• Questions will be answered at the end of the presentation
On the path of sustainability....
Facts and Figures

• Company CEO: Antje von Dewitz

• 1974 - Company founded by Albrecht von Dewitz

• 100% family owned

• 500 employees in Tettnang (G)

• Production of waterproof bags on site in Germany

• VAUDE is one of the leading outdoor suppliers in Europe
VAUDE Business Areas

**Mountain Sports**
performance apparel, shoes, backpacks, tents, sleeping bags, children's apparel, children's gear, accessories

**Bike Sports**
bike apparel, bike shoes
backpacks, bike bags, accessories

**Packs ´n Bags**
bags, backpacks, travel luggage, children’s backpacks and bags
Our Vision

“VAUDE stands for a spirit of partnership with nature and with people. We have set our sights on becoming Europe’s most sustainable outdoor brand so that future generations will still be able to enjoy the great outdoors with our products.”
Our understanding of sustainability
“It is motivating to show that sustainable business is not only more fun for the whole team, but also successful for our company”

Dr. Antje von Dewitz, CEO VAUDE
The VAUDE CSR-Team...

...interdisciplinary to Success
Sustainability throughout the entire product life cycle

The VAUDE Ecosystem...

...never lose the thread

...our „green thread“ for your green product
VAUDE Ecosystem

Economic Activity for the benefit of all.

Clever developed.

Sustainable materials.

Fairly produced.

Environmentally friendly transported.

Durable & repairable.

Recyclable & reusable.

Competent advised.
Sustainable materials: our material selection
Green Shape

The VAUDE warranty for eco-friendly products – from sustainable materials and resource-saving production!
Green Shape Movie (2min)
Green Shape

**Design**
- Good reparability
- Products that are durable rather than disposable

**Recycling & Disposal**
- Use of recyclable materials
- The highest product quality enables second-hand usage

**Materials**
- Material suppliers chosen by eco criteria
- Use of certified resource-conserving materials (e.g. Bluesign, Okotex 100, recycled materials, etc.)
- Use of environmentally-friendly natural materials (e.g. organic cotton, Tencel, hemp, etc.)
- No PTFE membranes, no nanotechnology, no genetically engineered products, no PVC
- No surface treatments containing fluorocarbons and bleaches containing chlorine or hypochlorides

**Use & Care**
- Washable at low temperatures
- No chemical cleaning required
- VAUDE repair service

**Manufacturing**
- Manufacturing sites with verified social standards
- Environmentally-friendly printing methods for surface and motif printing
VAUDE Material Policy

- Strict parameters „behind the scenes“
- Best available technology
- Elimination of controversial technologies (e.g. Nanotechnology)
- Traceability of all materials to their origin
VAUDE Material Policy

an example:

Down feather

Plumage of fowl. In contrast to feathers, down feathers do not have a quill, but only a small core

+ soft, low weight, great isolation, breathable, high fill power/cuin

- long drying time

VAUDE policy:

In case of down feathers, the origin can be extremely problematic. Bigger animals have bigger and better downs, this causes the danger of 'live plucking'. Also 'force feeding' is a big problem.

To exclude these things, VAUDE uses **RDS certificated down** only. The validation of the certificate has to be checked and the document has to be saved in the PDM.
Material suppliers selection for Green Shape products

bluesign® system partners – responsibly acting market players

ISO 14001

Made in Japan/Germany/Austria/Switzerland
Certificated eco-friendly materials for Green Shape products
Natural materials for Green Shape products

- organic cotton
- recycled materials
- hemp
- Tencel®
- chlorine-free wool
- traceable down
- eco-friendly dye processes
- biodegradable
Exclusion criteria:
Not suitable for Green Shape Products

- **NO** genetic engineering
- **NO** PVC
- **NO** Polytetrafluoroethylene (PTFE)
- **NO** Nanotechnology

**gear/treatment:**
- **NO** chlorine and hypochlorite bleach
- **NO** PFC-DWR
- Only area-wide prints and theme-prints with an extra environmental friendly technique are allowed.
Green Shape Collection

Winter 2016
VAUDE total: 66%, Apparel total: 77% Hardware total 47%
complex supply chain
• Tier 2-x Material and Trim suppliers
We go one step further ...

Environmental Stewardship in the Textile Supply Chain*

*ambitioned VAUDE project began in 2015
Input-Stream Management: Only good single materials will lead to good products! But how to secure that? Material suppliers have to be trained and sensibilized.
There are more and more challenges and requests towards suppliers and towards brands – driven internally or by legal authorities, NGOs (e.g. Greenpeace). The suppliers sometime do not know how to deal with all this different requirements.

The reason why VAUDE goes one step further!
We want to support our material suppliers to establish their own environmental management system and to run this system by themselves. **VAUDE supports** this efforts with **workshops** and on-site consultancies.
Project description and objectives

Material suppliers

Set up

Environmental Management System

support

Co Financing

Consulting

Objectives

selfguided process to reduce their impact
- Chemical inventory
- Substitution of hazardous chemicals
- Resources Efficiency

Process optimization

Reduction of environmental impact

Save costs
fairly produced: our selection of manufacturers
• Tier 1 Manufacturer
76% are produced in Asia, especially China & Vietnam
Reasons for the production in Asia

• Migration of the textile industry to Asia 20 years ago
  ➢ Skills, machines, material producers and suppliers are located in Asia

• Lower labour costs in Asia
  ➢ Products, that need a lot of handwork, would cost around 40-50% more if they are produced in Germany.
Fair production in Asia

Since 2010 VAUDE is a member of the Fair Wear Foundation

VAUDE Leader Status since 2015
Fair production in Asia

Fair Wear Foundation:

• independent multi-stakeholder organisation
• Purpose: improve the working conditions in the textile industry all around the globe
Fair Wear Foundation code

Elements of FWF’s Code of Labour Practices

1. Employment is freely chosen
2. Freedom of association and the right to collective bargaining
3. No discrimination in employment
4. No exploitation of child labour
5. Payment of a living wage
6. Reasonable hours of work
7. Safe and healthy working conditions
8. A legally binding employment relationship
Our political commitment for fair production standards

VAUDE is a founding member in the 'Alliance for Sustainable Textiles' driven by the German development aid Ministry
Production in Obereisenbach (since 1980)

climate-neutrally „Made in Germany“ products
Eco-friendly transported: Transports at VAUDE
Emissions per ton freight

- Cargo ship (overseas): 0.01
- Train: 0.04
- Truck 16-32 t (Euro 4): 0.167
- Flight (intercontinental): 1.01
- Flight (Europe): 1.67
Transports at VAUDE

• Only few emissions due to transport of the VAUDE products by cargo ship

• Transport of „Made in Germany“ products gets compensated...therefore climate neutral

• Goal: optimize transports together with our logistics providers according to sustainability aspects
Competent advised: Sales and Retail

Economic Activity for the benefit of all.

Cometent advised.

Clever developed.

Sustainable materials.

Fairly produced.

Environmentally friendly transported.

Sales and Retail

- Product- and sustainability information at a glance
- Sustainable trade fair stand and shop construction
- Sustainability-trainings for sales and retail
durable and repairable: Repair, Use and Care of VAUDE products
Durable & repairable products

VAUDE repair-service

- repair
- Fair Wertung
- without method of recycling
- residual waste
- second quality for factory outlet
- unedited back to customer
- causeless customer complaints are sent into regular sale
recyclable and reusable: VAUDE products at the end of product life
Second - Use & Recycling

Used products that are in good condition can be sold-on on the VAUDE second use shop on eBay.
Second - Use & Recycling

Because of the cooperation with FairWertung our products get a second life as second-hand clothing and equipment.
Economic activity for the benefit of all
Fair and green at the headquarter!
Family-friendly employer!

- “VAUDE Kinderhaus” (day-care centre)
- Home-Office and part time for more flexibility
organic canteen & health-management

- sport- and recreation courses
- prevention
- healthy and local organic food
Modern & in line with nature!

- DGNB certificated building: bronze
- Forward looking working environment
Eco-friendly mobility

- 51.235 kilometre by bike to work (2015)
- Carpooling & best parking
- Public transport
- Eco-friendly travel criteria
VAUDE women power!

- 60% women
- 37% women in leading positions
Active in the neighbourhood!

- VAUDE „Bädle“
- „Bähnlelinie“
„climate neutral“ company

- Emissions „here“ are compensated through less emissions „there“
- „Gold Standard“ certificated
- Energy efficiency-project in rural China: Climate protection plus advantages for the local population

© myclimate – The Climate Protection Partnership
Trust is good, but...

...controls through a independent third party is better!

- EMAS & ISO 14001 certificated since 2008
- German sustainability-codex: 2012
- Sustainability report based on the G4-Standard of the Global Reporting Initiative since 2013
Economies for the benefit of all

VAUDE is pioneer company of the 'Economy for the common good' with audited Common Good Balance Sheet

→ Entrepreneurial success is measured not only in financial profits, but on its contribution to the common good
Our Achievements!

Sustainable business pays off!

Average rate of growth of the German Outdoor-Industry 2014: 1%

⇒ VAUDE grows more than average!
Our Achievements!

VAUDE is Germany's most sustainable brand!

Axia-Award
„Nachhaltig denken, erfolgreich lenken“

VSF. Ethikpreis

Nominierung Umweltpreis

DEUTSCHER NACHHALTIGKEITSPREIS
Deutschlands nachhaltigste Marke 2015

CSR-PREIS
DER BUNDESREGIERUNG

NOMINIERTES UNTERNEHMEN 2013

1. Platz in der Kategorie Sport und Outdoormode

Rank a Brand
Our Achievements!

VAUDE

hat in der repräsentativen Umfrage des
Insider-Magazins sport Fachhandel den
1. Platz
in der Kategorie
Nachhaltigkeit
erreicht. Dabei ging es dem Magazin um
die Ermittlung des besten
Lieferanten im Outdoor-Segment.

Markus Habe
Stv. Chefredakteur

Thomas Binkmann
Verleger

Januar 2014
If you want to find out more about Sustainability@VAUDE please have a look to our sustainability report according GRI G4

Vielen Dank für Ihre Aufmerksamkeit!

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Upcoming Events

11th Annual GC3 Innovators Roundtable
May 24-26, 2016 in Burlington, VT
Hosted by Seventh Generation

Register today!
Thanks for joining us!

For more information about the GC3: www.greenchemistryandcommerce.org