

A full-page photograph of two hikers on a mountain trail. The hiker on the left is wearing a red jacket and a red headband, while the hiker on the right is wearing a blue jacket and a purple headband. Both are wearing backpacks and using trekking poles. The background features a vast, rugged mountain range with snow-dusted peaks and rocky slopes under a cloudy sky.

Contribute

Title story: Our Approach
page 128

oberalp
GROUP

We believe sustainability is not some distant goal, but a mindset, reflected in our daily actions and choices. It's about how everyone of us chooses to do things. Every day.

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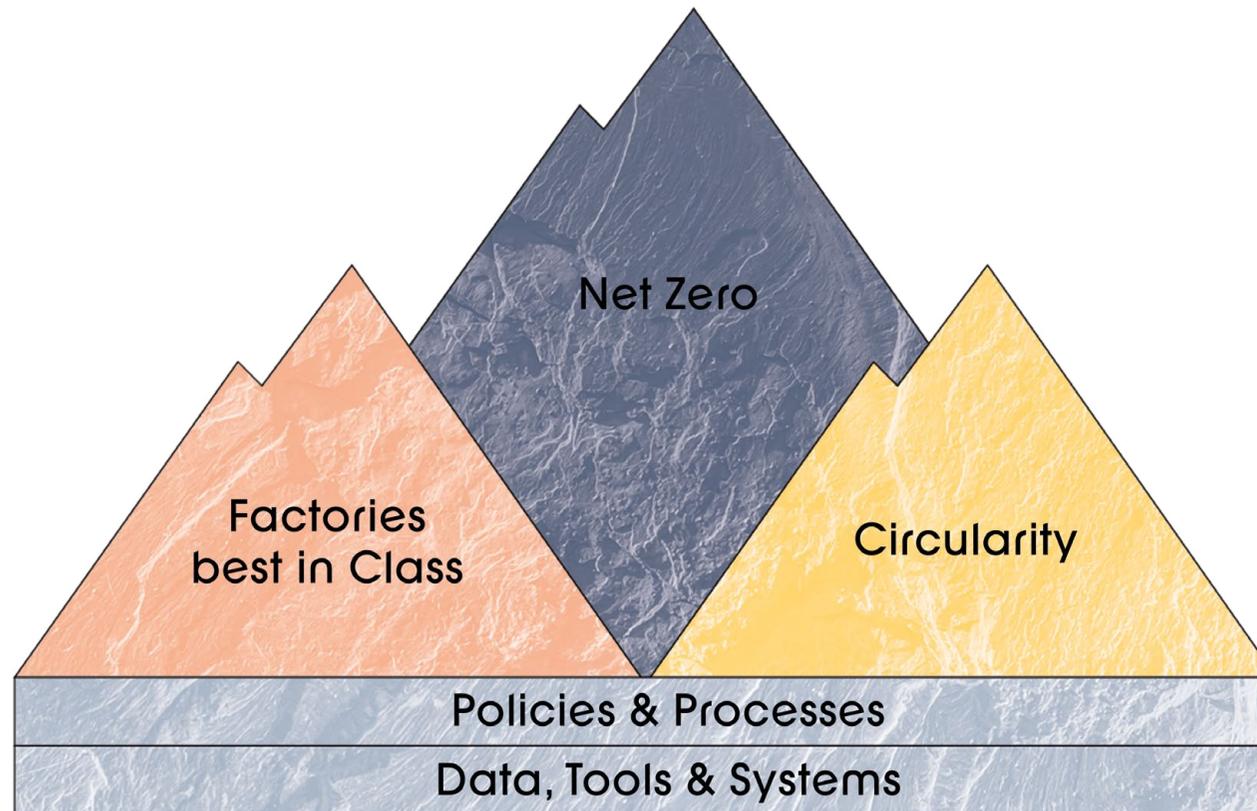
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THE MOUNTAINS WE ARE CLIMBING



To aim for Net Zero, we must first ascend the hill of factories best in class, social & environmental. Our path also leads via Circularity, not only in our product design but also in our processes. We are supported in our aim by state of the art policies & processes, as well as strong data, tools & systems and we can only achieve it, if we work together as a team, as a group. This is us.

#Contribute through Change



Sustainability is a dynamic concept. It is influenced by our everyday decisions and is always progressing.

As a family business, we think in generations, and we can't stand still if we want to positively influence the future of our children and grandchildren.

At Oberalp we believe that the contribution of all of us is needed to be part of the change.

It is all about how we take care and how we consciously contribute to lower our impact. This is now more vital than ever.

Enjoy reading about how we #contribute.

A handwritten signature in black ink, reading 'Ruth Oberrauch'.

Ruth Oberrauch
Vice President Oberalp Group

#Contribute through Mindfulness

Companies have to do their bit to create a better world.

The owners of the Oberalp Group have been pursuing the idea for generations, even before it became fashionable to declare oneself a "sustainable" company. It is in our corporate DNA and we made mindfulness one of our corporate values: "Mindfulness guides our future".

This means we take responsibility for the way we handle resources, people, and processes.

This "Contribute" report reveals where we are already satisfied with ourselves and where we

still need to improve.

We tell it like it is – and we do what we say.

We commit development and growth to the principle that it must be better than before.

This is exhausting like climbing a mountain, and it is fulfilling once we have achieved it – step by step.



Christoph Engl
CEO Oberalp Group



Status Quo



First **products** choosing **less impactful** materials according to internal Circular Design & LCA Analysis

Preparing for **measuring our carbon footprint** to set reduction to set reduction targets & strategy



Follow-up on the **Circular Design Guide workshops**

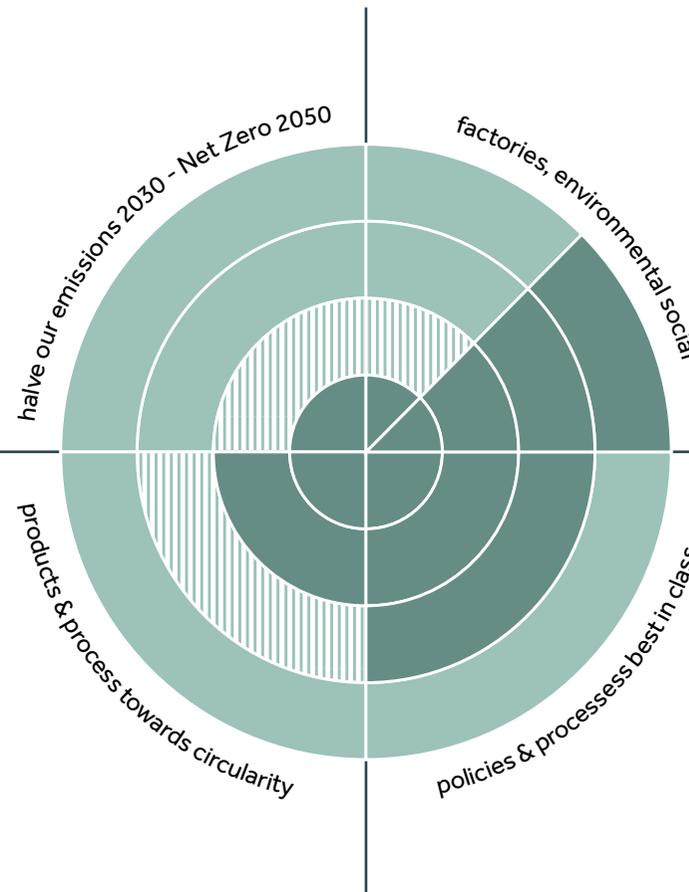
Pilot project Accelerating Circularity
Repair Service



Engagement and collaboration with partner factories & material suppliers, to improve environmental performance collectively
Fair Wear Foundation Academy
Environmental Policy



Environmental Policy
Circular Design in product development
research on less impactful materials



■ What we already achieved ||||| What we are currently working on ■ What we have to develop further



Chapter 1

WHO WE ARE

About us:
Company
and brands

Strategy:
Our plan of action



The Oberalp Group sits in the heart of the Dolomites in Italy. We are the six brands Salewa, Dynafit, Wild Country, Evolv, Pomoca and LaMunt.

We want to inspire people by and for mountains through our mountain sports products.



[More information here](#)

Mountain Brands we burn for



PURE MOUNTAIN

Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience. Founded in Munich in 1935, we develop technical products that combine traditional materials and progressive design. Salewa is committed to high environmental and social standards, rooted in regional identity, quality, and integrity.

Progressive mountaineering is about more than just performance, it encompasses an appreciation of the natural world and individual and shared experiences in the mountains. We are a leading international manufacturer of mountain sports equipment with innovative products in four product categories: Apparel, Footwear, Equipment and Technical Hardware.



#SPEEDUP

Dynafit is made by athletes for athletes. Speed is our DNA, and we are driven by our obsession to equip mountain endurance athletes, 365 days a year, with the most efficient system possible. We know what counts up on the mountain to achieve personal goals and to tap into the best you have. Intelligent materials, innovative technology, and the courage to follow unconventional paths – these are the keys to our success.

Forward, Fearless, Obsessed – Dynafit is always a step ahead, pushing the limits, and fully committed to mountain endurance sports. Working together with Caritas for more than 15 years to produce our ski touring bindings is a collaboration that makes us very proud.



MAKING FRIENDS SINCE 1977

Wild Country is the brainchild of UK-based climber Mark Vallance. It was set up to manufacture what has become the most famous piece of rock climbing gear of all time: the Friend. Wild Country offers customers the greatest possible freedom in their vertical activities with its technical climbing products. Wild Country helps climbers to feel safe and understood in every climbing situation, sharing the most reliable gear that inspires and encourages them to go for the next move.

What drives Wild Country is their ambition, energy, and expertise; “pure climbing” is also reflected in the way their items are manufactured.



ABOUT US: COMPANY AND BRANDS



ALWAYS FORWARD

Founded in 1933, Pomoca is a Swiss manufacturer of ski touring skins. As the oldest skin manufacturer and leader in the field of ski touring, Pomoca initially revolutionized the market in 1975 with the application of adhesive for skins, followed by the invention of waterproof treatments EverDry in 1985. Pomoca strongly invests in innovative and environmentally responsible technologies and in 2020 was the first manufacturer on the market to produce all skins entirely free from PFAS. All skins are manufactured in Switzerland and each skin can be traced back to where it comes from and was made. The new headquarters for Pomoca, its offices, and its more efficient and responsible production factory were finalized in 2023 and ready for the brand's move in April 2024.



CREATIVE CLIMBING PROJECTS

Founded in Los Angeles 23 years ago, Evolv creates products that embody the relentless progression of the modern climbing culture. Young, creative and unencumbered by tradition, Evolv represents an ethos of progression. They measure success by incremental improvement in what they make, how they climb and who they are as people. So, as they dedicate themselves to the pursuit of technical innovation, Evolv promotes a culture of progression, where everyone can become a better version of themselves. Evolv is the only climbing company in the world that makes climbing shoes and feet for adaptive climbers.



MOUNTAIN ME-TIME

LaMunt is a reinterpretation of the mountain code for women and specifically addresses the female needs in mountain sports. Premium mountain sports apparel designed by women for women, combining functionality and performance with aesthetics and finesse, with an eye for sustainability, thoughtfully executed details, and exciting innovation. The aim is to inspire women to enjoy their Mountain Me-Time and express their individuality while being active in the mountains, with a sense for aesthetics and functionality, and a strong focus on sustainability.



Values



PASSION FOR MOUNTAINS & SPORT

We have loved mountains for six generations. Doing sport and seeking adventures in the mountains is the most meaningful way to spend leisure time. Mountains are a school of life for us, we live in curated simplicity. Mountains fuel our passion to develop the best equipment and services for memorable mountain experiences.



SWEATING TOGETHER IS REWARDING

Sweating together is a virtue of sport that we also live at work. We help each other, through our individual competencies and responsibilities. Laughing together through difficult times gives us the right energy to achieve our goals. Success is even more rewarding when shared as a group.



MINDFULNESS GUIDES THE FUTURE

As a management-driven family business, we think of success in terms of generations, not quarters. We act long-term, using resources consciously and keeping our impact on the environment as low as possible, in every business decision and our daily actions, with the motto "contribute". We strive for a better balance of social and living conditions around the world, through collaboration with our suppliers. To safeguard the future of the next generations, innovations must be more sustainable than the already existing products.



WE REWARD COURAGE

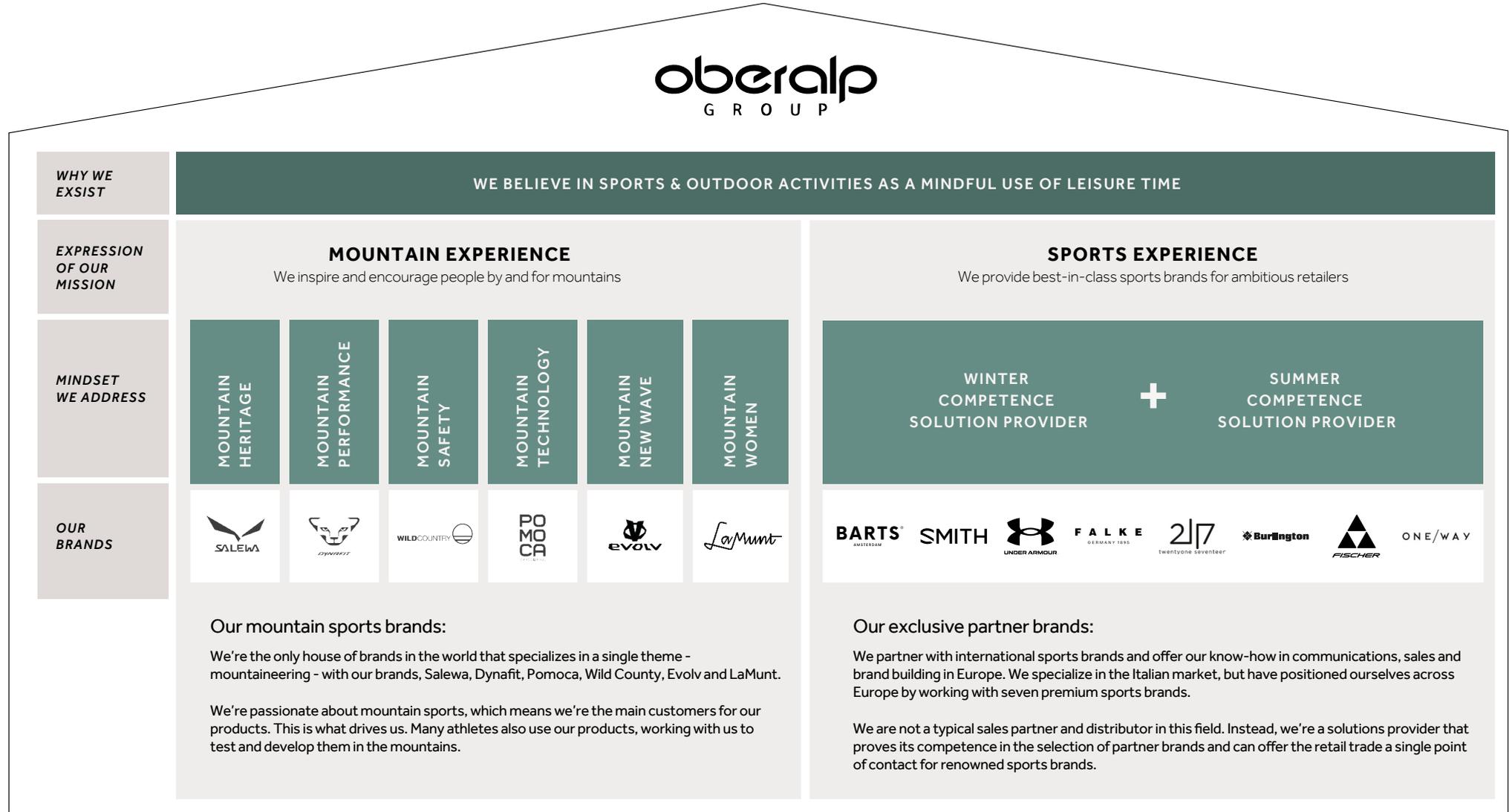
Courage pushes us to get out of our comfort zone. Entrepreneurial spirit, innovative ideas, critical thinking, and willingness to take risks are rewarded rather than punished. We learn from our mistakes so that we do not make them again. We always take responsibility for the decisions we make.



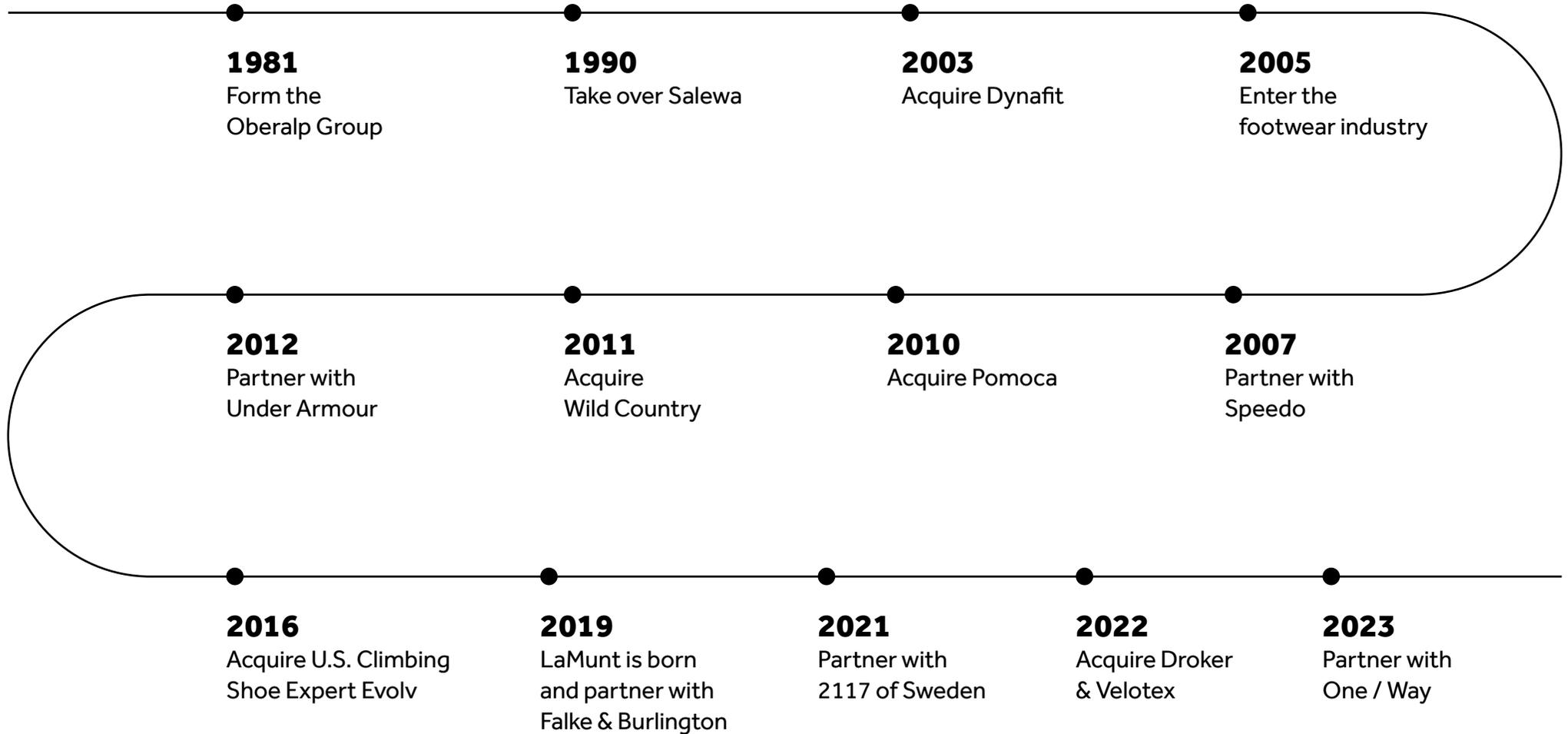
POSITIVE ATTRACTS POSITIVE

The greatest power comes from the positive people who shape our company. Positive attracts positive – this conviction allows us to choose people as employees who share our values and whose diversity enriches us, and together we form a community. Mutual generosity is the result of our positive culture.

House of Brands



History & Milestones



The Oberalp Group has been a family-owned company for six generations. Anton Oberrauch launched his business in 1846 with the import of quality textile products to the Italian market. In 1981, the Oberalp Group was founded, distributing clothing and other sports products in Italy.

43 years later, we have more than 1300 employees all around the world and we want to inspire and encourage people by and for mountains.

We are active in the product design, development, production and distribution of our six brands: Salewa, Dynafit, Pomoca, Wild Country, Evolv and LaMunt. We also help our partner brands in the sports sector with our management and distribution experience.

While we have grown as a company, we are still a family. No matter how much we will continue to grow, our people will always come first.



Oberalp Group in Numbers

6

own mountaineering brands

41

nationalities

22

production countries

1194

employees

8

partner premium sports brands

178

retail stores worldwide

3.500

dealers increase our reach

OUR STAKEHOLDERS

- Consumers
- Our athletes
- The owners (Oberrauch family)
- Our employees NGOs (Sustainable Apparel Coalition, Clean Clothes Campaign, FWF, Greenpeace, etc.)
- Industry associations (Outdoor Industry Association, European Outdoor Group, etc.)
- Local communities
- Other brands
- Media
- Authorities
- Sustainability professionals & experts

Company Growth

We believe economic, social and environmental sustainability go hand in hand. Excessively rapid growth and tactical action for short-term flare-ups are not the right components for our company's success. In 2023, our turnover was €329 million.



Where Products are conceived

Our four product divisions Footwear & Technical Equipment, Apparel, Skins and Bindings develop and propose the seasonal product matrix by following the brand's briefing.

Each division is responsible for the complete product development process, industrialization and control of the manufacturing process, project management, product design and – development, sourcing and purchasing, production planning and quality control.

They also identify new technical solutions and push product innovation, working together not only with the innovation team but also with our LCA analyst.

All that is contributing to more sustainable solutions in all divisions.



Read more on page 61



Apparel



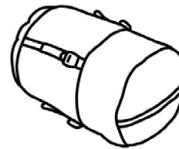
Climbing shoes adaptive climbing



Footwear



Ski equipment bindings, ski boots, ski skins, skis



Sleeping bags



Backpacks



Tents



Technical hardware climbing and safety equipment, poles

OUR PRODUCTS

Partner Brands we develop

With our distribution brands, we apply our experience on behalf of other players in the sports industry.

As a Group, we built up a reputation as a long-term partner by offering our know-how in communications, sales and brand building for a selection of renowned international sports brands.

We specialize in the Italian market, but have positioned ourselves across Europe by working with eight premium sports brands.



Under Armour is an internationally acclaimed US innovator, marketer and distributor of branded performance athletic footwear, apparel and equipment. In 2016, we started working with Under Armour to help it expand in Italy.



The newest member in our house of brands since 2021 is 2117 of Sweden. They provide easy access to sustainability and design, creating skiwear that is fashionable, highly functional, and without any compromises in terms of sustainability.



FALKE creates products with unparalleled expertise. They manufacture jumpers, bodies, fine tights and legwear whose designs help transform their sense of style into a reality with harmonious fabrics and colours.



Barts is an Amsterdam-based brand, manufacturer of a wide range of excellent accessories like hats, scarves and bags, for winter and summer alike. We have been distributing Barts in Italy since 2011.



Part of the traditional FALKE brand as of 2008, Burlington has perfected its fabric and shaped the sock trend ever since. High-quality materials are crafted into original Burlington socks in Europe and at its home site in Schmallenberg. We have been partnering with FALKE and Burlington since 2019.



For over 50 years, Smith has pioneered advanced products to fuel fun beyond walls, creating innovations that amplify awesome, and crafting gears in which every detail makes a difference. We have been partnering with Smith since 2017 and we are developing the brand in the Italian market.



Since 2012, the Oberalp Group has been the exclusive sales partner for the traditional Austrian brand FISCHER, based in Ried, Upper Austria. Fischer is an international expert in Nordic skiing and one of the world's leading brands in Alpine skiing, known for innovation and cutting-edge technology.



Fischer has also entrusted us with the exclusive distribution of its newly acquired brand ONE WAY (from Finland). This brand specialises in ski poles - and is currently expanding its expertise to the hiking sector.

Climate Neutrality – or Net Zero?

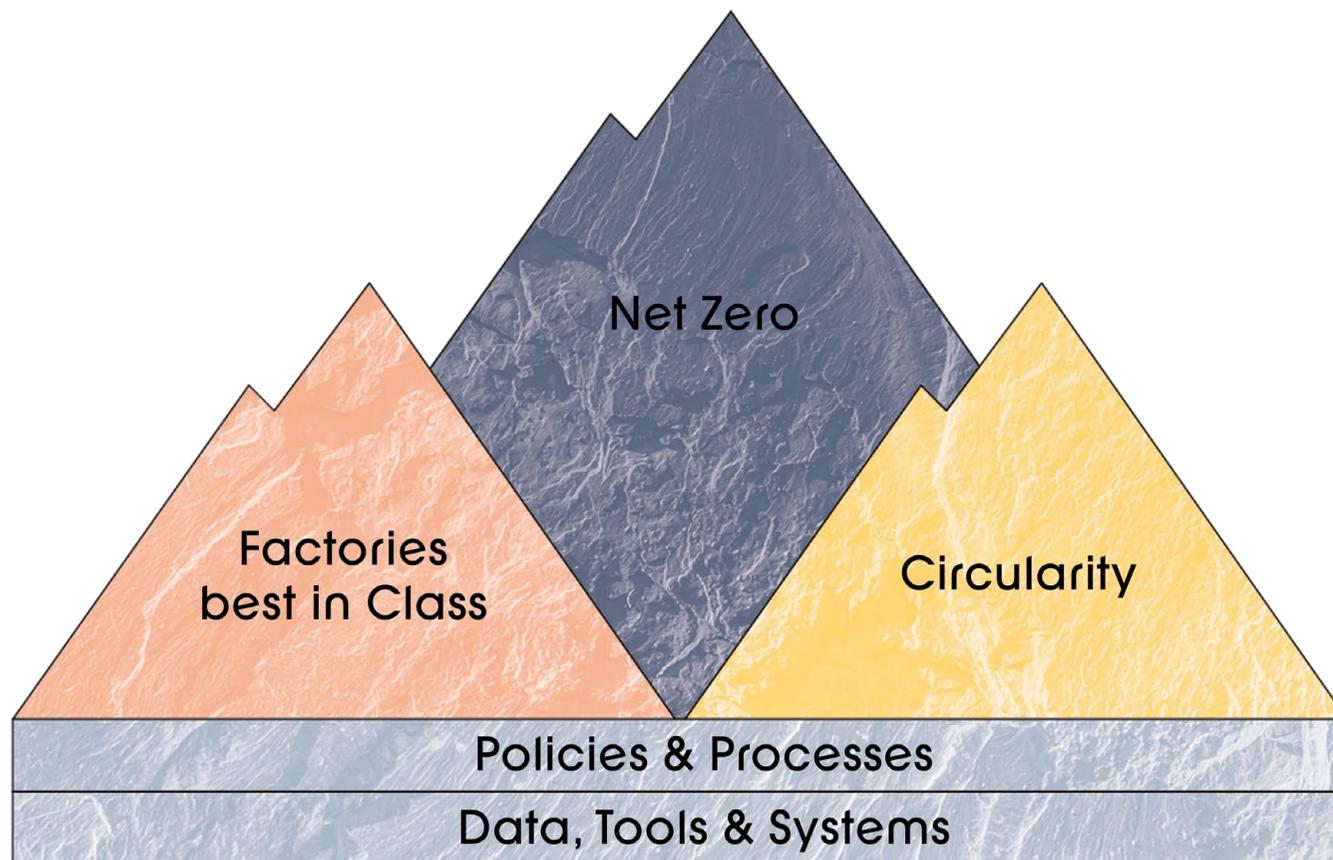
We have adapted our goals and terminology to recent developments in climate science and literature. Our path stays the same, the peak received a new name.

In the past, "Climate Neutrality" was widely used, in initiatives like the UNFCCC Climate Neutral Now and the EU Green Deal. However, the push for more effective goals has led many to favour "Net Zero" instead. The shift comes as traditional climate neutrality strategies relied heavily on offsetting emissions without necessarily reducing them. This approach, while aiming for a balance between emissions and offsets, often lacked effectiveness and faced credibility issues.

Here's why "climate neutrality" strategies are being phased out:

- 1. Not always effective** in reducing impact, as companies could continue emitting as long as they compensated, with carbon capture projects optional.
- 2. Risk of green-washing**, as the quality of compensation projects and the proportion of emissions reductions weren't clearly defined.
- 3. Limited scope**, as they often only addressed Scope 1 and Scope 2 emissions, neglecting emissions in the supply chain (Scope 3).

Why a Net Zero Strategy



The goal that “Climate Neutrality” initiatives had or have is the EFFECTIVE reduction of emissions that cause climate change. And “simply” offsetting emissions, as is often the case with climate neutrality, is not enough. Net-Zero strategies raise the bar and close the gap that climate neutrality leaves.

- 1. More effective in reducing impact:** to achieve net zero, additional “sinks” must be created: natural, such as soils, forests and peatlands, or artificial, like new CO₂ capture and storage technologies. Beyond offsetting GHG emissions, they remove them permanently (carbon removal).
- 2. Consensus.** Net-zero is reached, according to the Intergovernmental Panel on Climate Change (IPCC) by removing from the atmosphere those emissions of GHGs that are still caused by humans despite all reduction measures. The SBTi also refers to Net Zero; our benchmark competitors have also moved to Net Zero strategies in the last year. The European Climate Law (within the EU Green Deal) uses the terms as equivalent: it aims at Climate Neutrality by 2050 and defines it as reaching net zero greenhouse gas emissions. 2050.
- 3. Broader, higher.** Net-Zero is the highest standard and includes Scope 1 and 2, and Scope 3.

DESIGN & PRODUCE MINDFULLY



Net Zero

Factories Best in Class

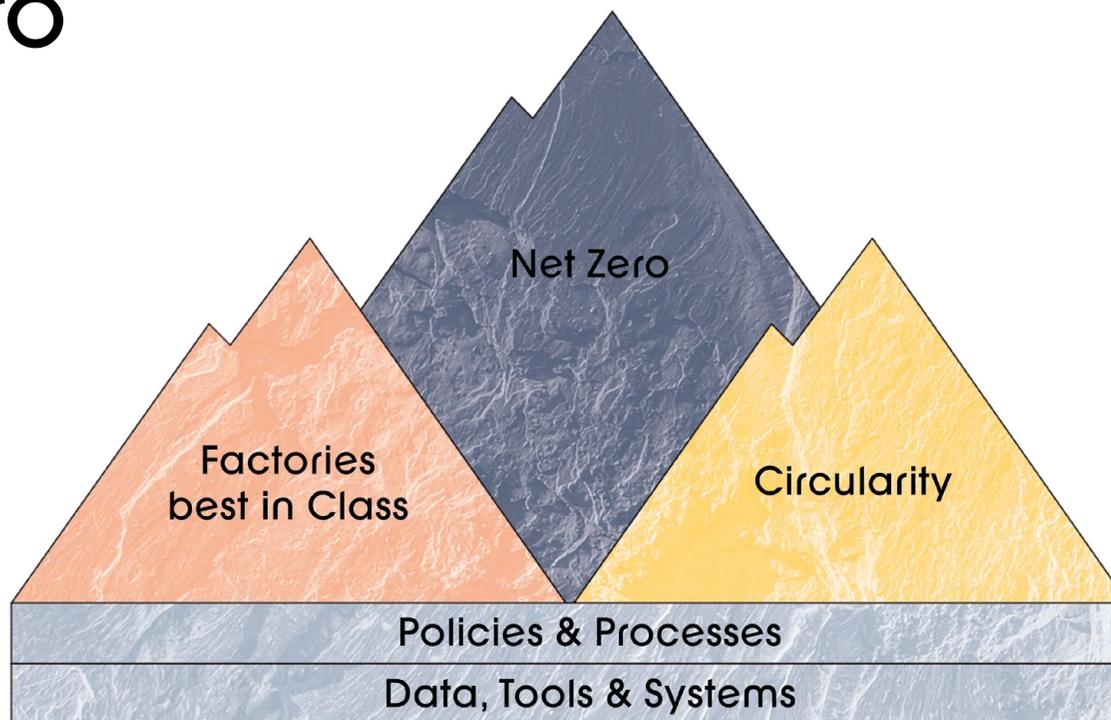
Chemicals

- **Compliance & Environmental Management**
- **Policies & Processes**
- **PFAS**

Circularity

- **Circularity Criteria**
- **Circular Design**
- **Materials**
- **Longevity**
- **Design & Engineering**
- **Take Back & Stay in the Loop**

Our Commitment to Net Zero



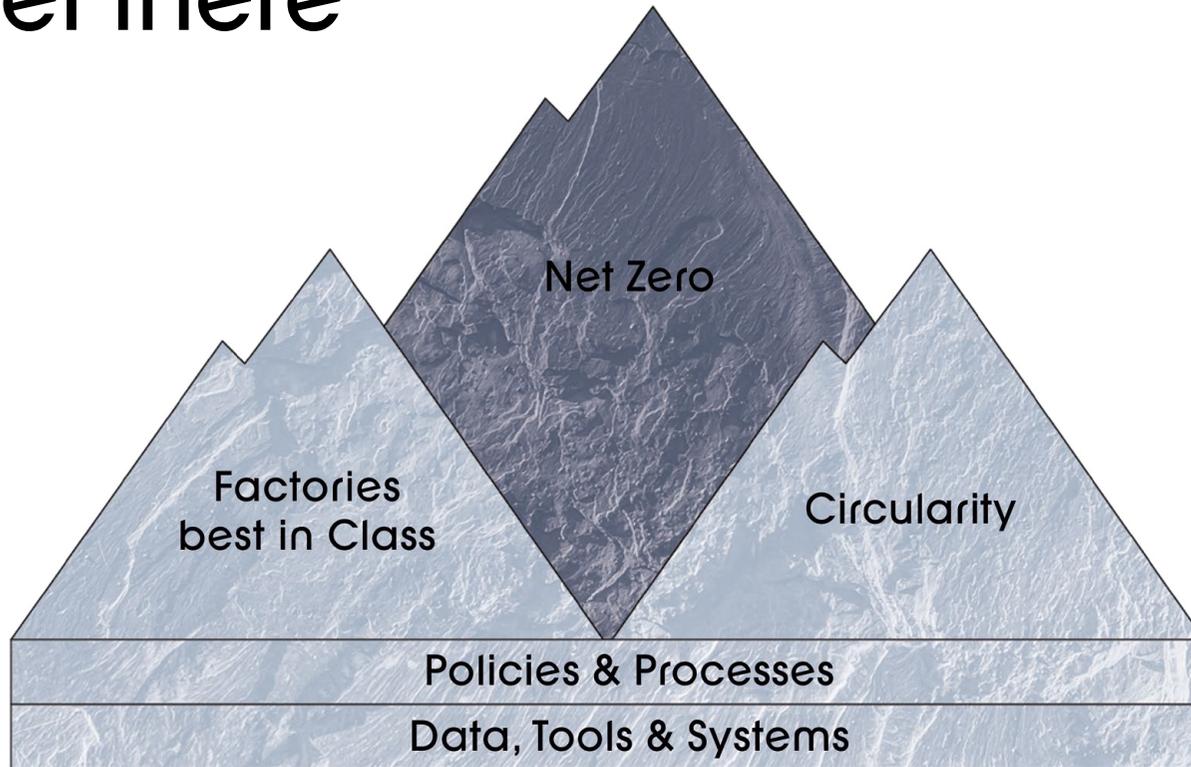
[More information here](#)

We aim to halve our emissions by 2030 and achieve Net Zero within 2050 in alignment with the Paris Agreement targets and climate science. We know this will be a challenge: Current global trends and trajectories of companies who have already made this commitment show that it will be very difficult. We want to try our best to minimize our impact on the environment, including the people who work within our supply chain.

Collaborating with our partners in the supply chain, we will continue to improve the working conditions in our production facilities and take steps to improve our environmental impact.

Another important lever is the transition of our products and processes towards circularity. This involves increasing the use of sustainable materials, offering services for customers to prolong the lifespan of their products, and implementing stringent quality policies, including the careful selection of chemicals used in our items.

How to get there



So what will we do to reach net zero emissions by 2050?

Step 1: Assess greenhouse gas emissions in the most accurate way possible, set reduction targets and define reduction measures

Step 2: Implement measures to reduce our

emissions where possible - for as much as possible

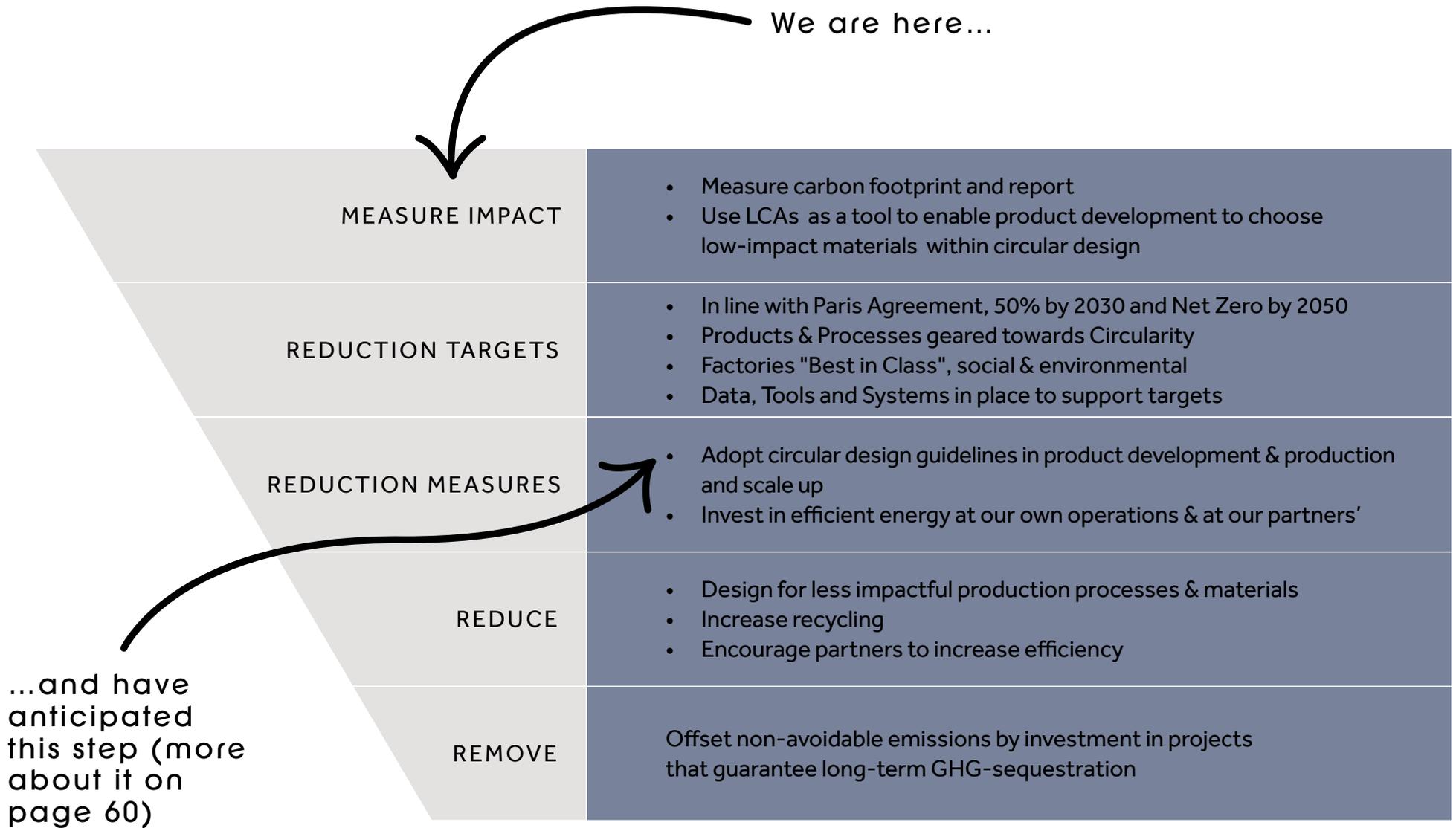
Step 3: Counterbalance non avoidable emissions to ensure long-term CO2 sequestration through credible and effective carbon capture projects.

How do we progress?

Step 1 is already well under way, so is step 2:

Our products are our biggest leverage. Hence, we anticipated this step by implementing the concept of circularity in our product development processes.

Step 3 is in the clouds. We are looking for projects that have reliable effects, planting seedlings for trees is not good enough.



Our Commitment to reach Net Zero Emissions

We contribute to minimizing the effects of the climate crisis, in line with climate science, by aiming to halve our direct and indirect value chain emissions by 2030 and accomplish net zero emissions by the year 2050.

To do so, it is necessary to find out where we stand and set science-based targets, develop effective projects and measures, and drive and implement them. And of course, report on our progress.

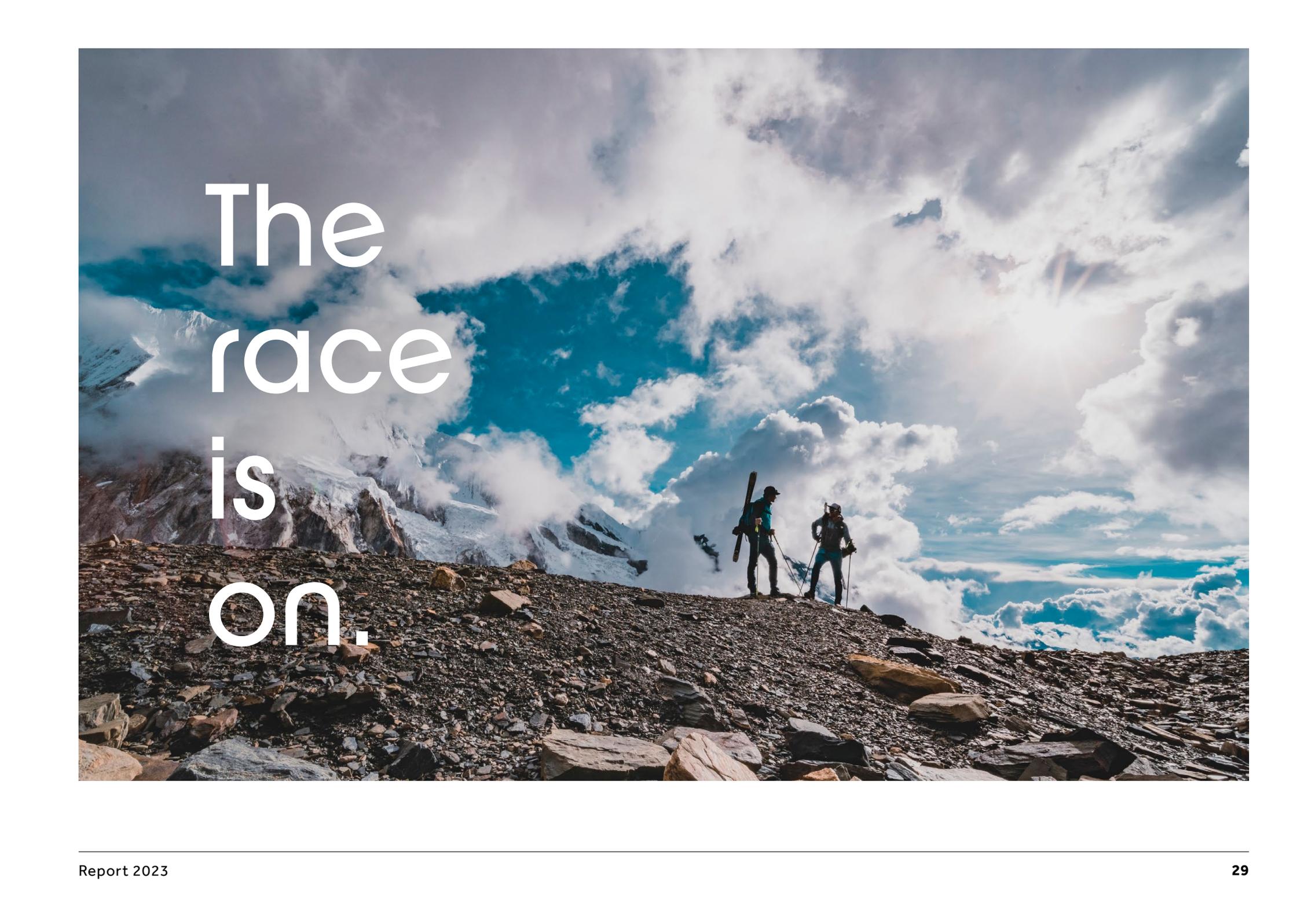


"It is necessary to find out where we stand and set science-based targets, develop effective projects and measures, and drive and implement them. And of course, report on our progress."

Georg
Life Cycle Assessment Analyst



More information here

A photograph of two hikers standing on a rocky mountain ridge. The hiker on the left is wearing a blue jacket and has a large backpack with skis attached. The hiker on the right is wearing a grey jacket and is using trekking poles. The ground is covered in dark, jagged rocks. In the background, there are snow-capped mountain peaks and a bright sunburst breaking through a layer of white clouds. The sky is a mix of blue and white.

The
race
is
on.

We measure our Impact

As part of our commitment, we are currently in the process of conducting a thorough analysis to quantify our greenhouse gas emissions associated with our operations, including direct emissions from our facilities and vehicles, as well as all relevant upstream and downstream emissions from our supply chain activities up to our Tier 2 suppliers.

By undertaking this assessment, we seek to gain a deeper understanding of our environmental impact and identify opportunities for emissions reductions and to contribute to global efforts to mitigate climate change.



Jancsi Hadik

Work in Progress



While our carbon footprint calculations are still ongoing, we recognize the importance of sharing our progress on our sustainability journey.

At the moment we are in the process of collecting the relevant data and simultaneously reorganizing & refining our internal data structure and closing existing data gaps.

We invite you to stay tuned for the release of our complete corporate carbon footprint calculations later this year, which will include detailed insights into our overall greenhouse gas emissions for the year 2023.

Greener Car Policy

The age of electric vehicles has finally dawned: with new technologies and possibilities on the way, we have updated our mobility practices to a more “Green Car Policy”.

OBERALP GARAGE CHARGING STATIONS

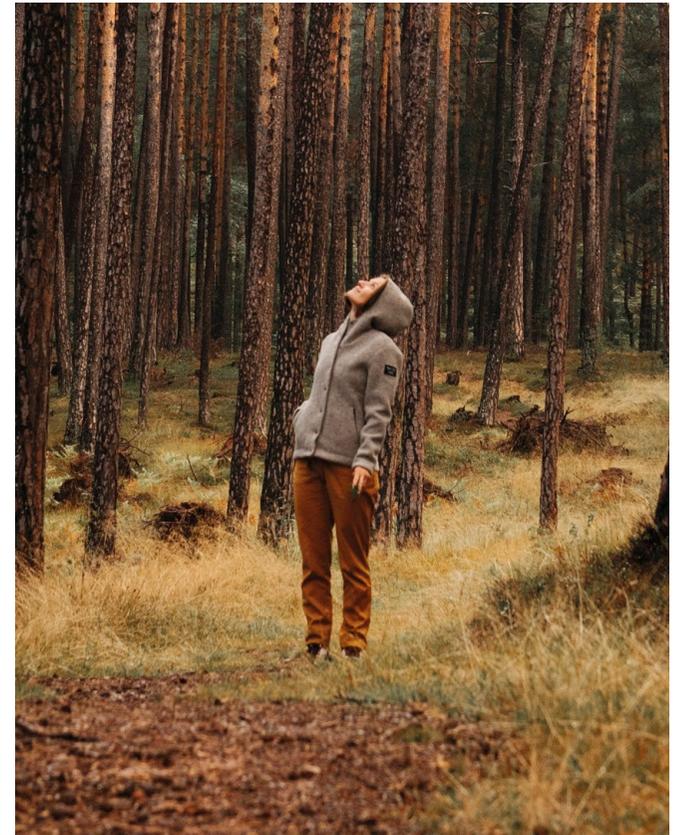
- 5 Stations in the garage for employees with company cars on fringe benefits, or private e-cars
- 2 Stations at the outdoor parking lot, intended exclusively for Salewa Store, Salwa Cube, and Salewa Bivac customers

NEW DYNAFIT HQ IN KIEFERSFELDEN, GERMANY

- 5 Stations at the outdoor parking lot
- 4 Stations in the Garage, plus 2 more stations for motorcycles

Each station allows charging to be activated exclusively with the Charge-Point App, and as for the station reserved for employees with private cars, we point out that the company provides charging at the cost of purchase.

The charging station does not accept payment through credit or other cards, and the only way to proceed with the transaction is through the Charge-Point App or through any other charging card already in the driver's possession. Through the App, it is also possible to monitor in real-time the progress of the recharge and the expected time for its completion.



What Matters - Upossible

Making Utopias Possible – Upossible for short – is a project that combines climbing, cycling, and ecological commitment. It started when Eline discovered cycling with Simon and she realised what a pleasant and powerful means of transport it was. Until then, transport had accounted for the lion's share of her carbon footprint, and she was looking for ways to reduce it.

They didn't just want to go climbing by bike, they also wanted to inspire other climbers and outdoor sports enthusiasts to do the same.

What if there were more bikes than cars in the mountains?

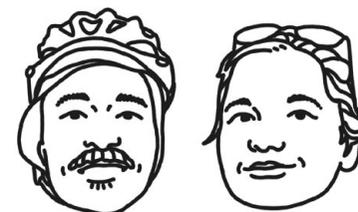
The question of time became central: How to

make this sustainable approach accessible to people who work from 8 to 5 and still want to get out there to practice outdoor sports?

They decided to visit four European major cities and cycle from the city centers to the most appealing climbing areas nearby. They showed how the outdoors could be easily accessible despite the time constraints of a full-time job.

Suddenly, Upossible was way more than an adventure shared between the two. It became the meeting point between what they love the most, climbing and cycling, and what they think the world needs, inspiration and practical knowledge on how to get to the outdoors without cars.

Upossible is now a platform, bringing together a community of people wanting to practice outdoor sports sustainably.

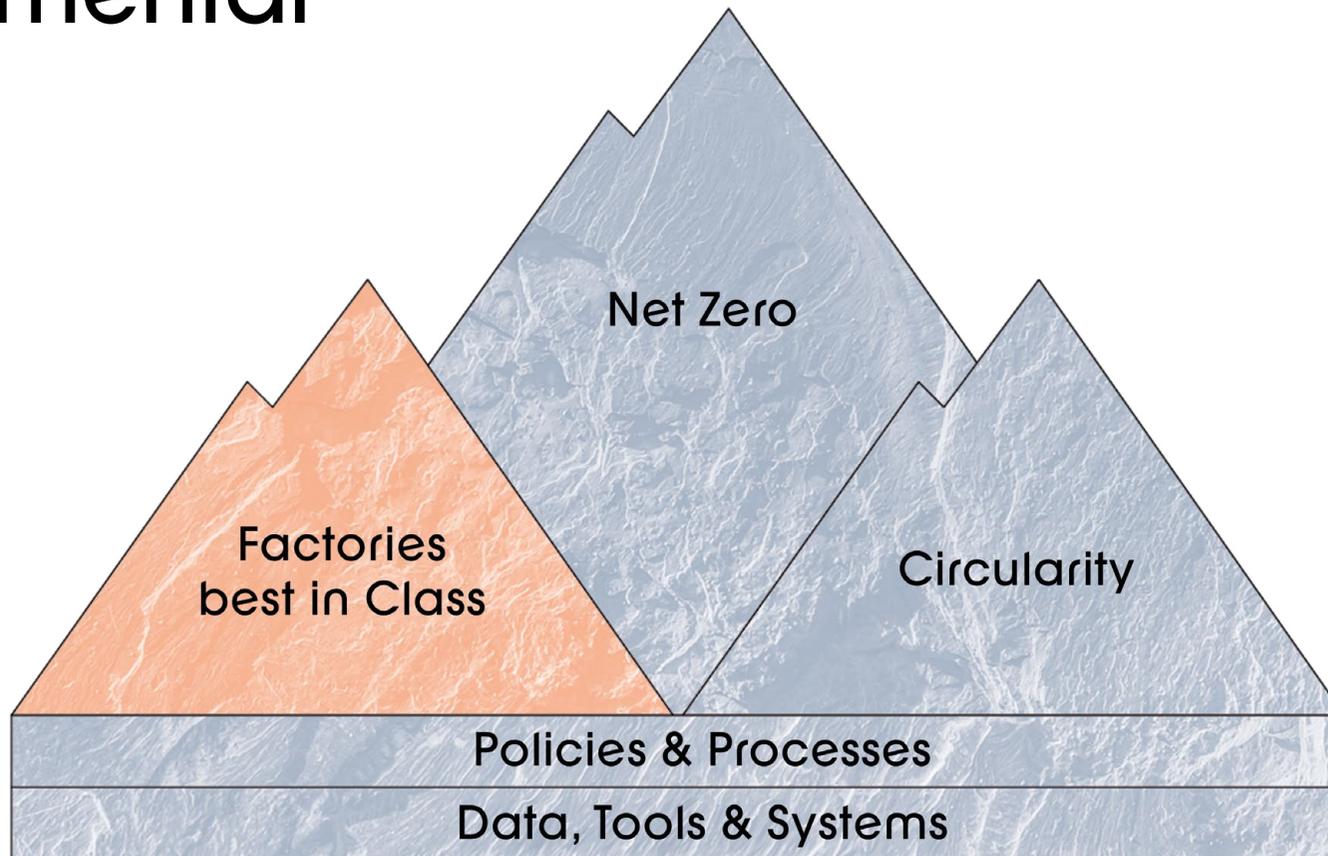


Simon, cyclist, and **Eline**, climber, combined their passions and set out to show how responsible travel can become part of the climbing activity.



[Read more here](#)

Best in Class Social & Environmental



At first, we focused primarily on promoting fair working conditions in our factories. We will continue to strive for improvement on worker wellbeing, and increase our efforts towards having partner factories that are "Best in Class" also environmentally. We have set standards, are auditing our suppliers, and actively engaging them, to jointly improve their environmental performance.

Where we produce

73%

of our textile products come from monitored factories or low-risk countries



71%

of our production volume came from suppliers who have been our partners for more than five years

COLLABORATION IS KEY

We always look for the best production location, considering technical expertise and know-how. Many factories with cutting and sewing skills are located in Asia, where most of our apparel, textile equipment and the rest of our footwear are made. We select the partners that follow strict social requirements and collaborate with them to reach even higher standards of working conditions.

Being far away from the factories makes monitoring much harder. For achieving high results, we ensure that all actors in the production network are involved, from the designers in our headquarters to Quality Controllers and the factories themselves.

Most of our production is outsourced, meaning we do not own the factories – apart from the Pomoca site in Switzerland, our footwear facility Droker in Romania and mohair production Velotex in Germany. This means we have to pick our production partners carefully and make sure we install fruitful and long-term partnerships.

We produce our bindings, skis, ski boots, skins and some of our technical hardware – like via ferrata sets and ropes – and some of our footwear in Europe. This allows us to easily monitor every step of production, making sure it meets our safety and performance requirements.

Where we do not own the factories, we make sure to pick our production partners carefully and to install fruitful and long-term partnerships.

EUROPE

Bindings, skis, ski boots, via ferrata sets, ropes, and some apparel are produced in **Germany, Moldova, Lithuania, and Slovakia.**

All brands produce their seamless apparel, bras, socks, and the majority of headbands in **Italy**, as are LaMunt's baselayers.

Wild Country organic cotton T-shirts are made in **Portugal.**

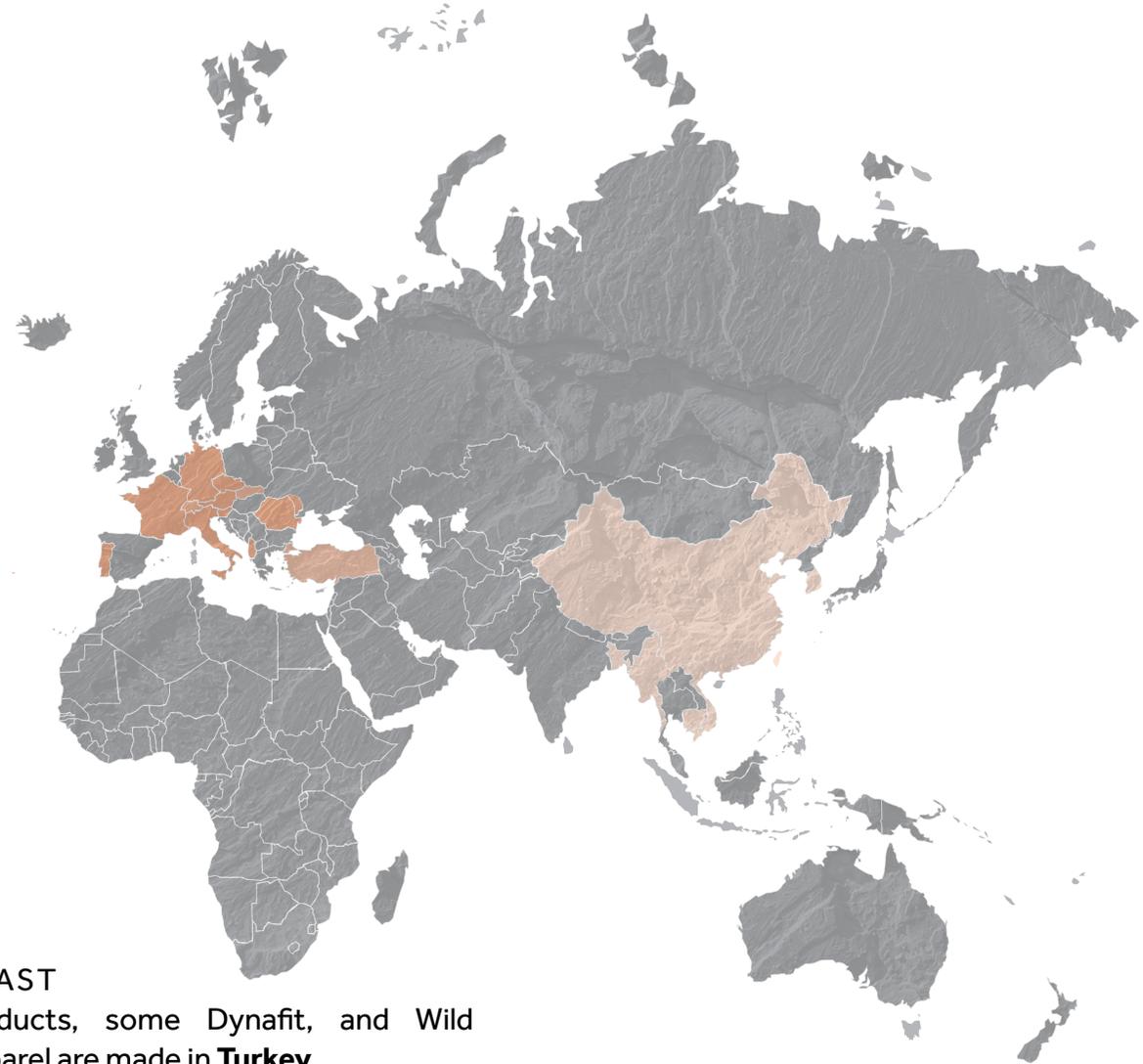
Pomoca ski-touring skins production in **Switzerland.**

MIDDLE EAST

Denim products, some Dynafit, and Wild Country apparel are made in **Turkey.**

ASIA

Most of our apparel, textile equipment, and the rest of our footwear are produced in Asia.



We share Responsibilities



We do our planning, sourcing and purchasing in different divisions. Even though each division has its own internal structure, strategies and partners, they all integrate due diligence and social compliance in everything they do.

The Sustainability team regularly exchanges information with our sourcing and costing managers about local living costs, potential hazards and geographical risks, and actual working conditions. This means they can make informed decisions.

OUR PRODUCTION VOLUME

We work with the best factories, in countries that have production expertise. In 2023 we worked with 91 factories across 22 countries.

27%

EUROPE

Albania, Austria, Czech Republic, France, Germany, Italy, Lithuania, Moldova, Portugal, Romania, Slovakia, Slovenia, Switzerland, Ukraine

72%

ASIA

Bangladesh, Cambodia, China, South Korea, Myanmar, Taiwan, Vietnam

1%

MIDDLE EAST

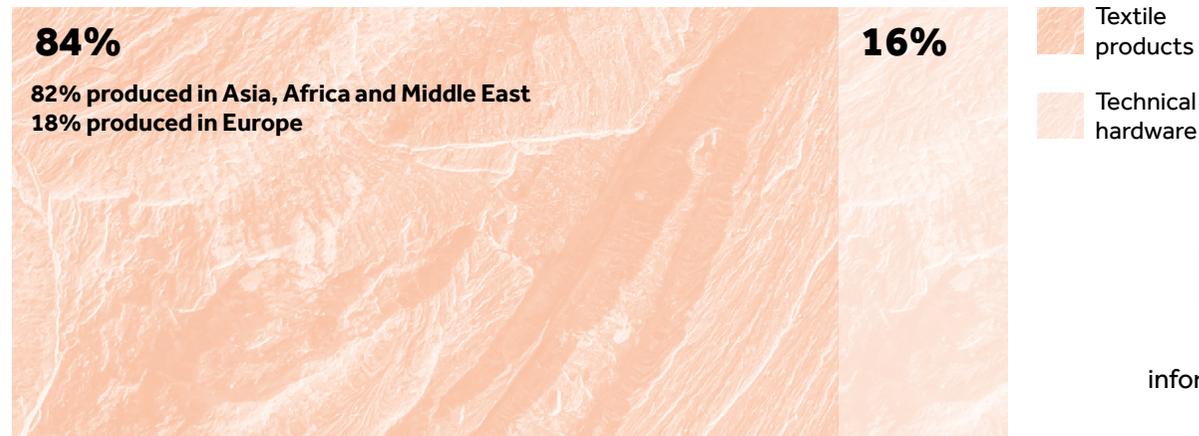
Turkey

We focus on Textile Products

Our monitoring of labor conditions focuses mainly on suppliers where items are cut and sewn. This is because most of our turnover comes from textile products*.

In 2023, textiles amounted to 84% of our turnover, and 82% of this total was made in Asia and the Middle East. Given the higher likelihood of poor labor conditions in these regions, conducting more vigilant monitoring there is prudent, as they demand greater attention and oversight.

TURNOVER BY PRODUCT TYPE



* Textile products include the following: Apparel (menswear, women's wear, accessories). Footwear and Technical Equipment (shoes and boots, tents, backpacks and bags, sleeping bags, cords, ropes, slings). For more information read our Social Report 2023.

EIS-Pilot

A decade after the tragic Rana Plaza disaster, the protection of workers in Bangladesh against work-related injuries remains inadequate. Remarkably, Bangladesh is the sole among the top 20 Ready-Made Garment (RMG) exporting countries without a form of social protection that meets international standards.

In 2023, soon after acknowledging this gap, we have joined the Pilot on Employment Injury Scheme (EIS) because weak work-related injury is an unacceptable risk for both workers and businesses.

The EIS Pilot covers all 4 million workers contributing to the export-oriented readymade garments (RMG) sector of Bangladesh. In cases of work-related injuries, the Pilot provides compensation payments for the permanently disabled and the dependants of deceased workers in the form of monthly payments/pensions, paid as top-ups to the lump-sum compensation already paid by the national institution.

The EIS Pilot's monthly pensions are financed by voluntary contributions from international brands, including us.



More information here



and also here

We promote fair Working Conditions



More information here



Oberalp Code of Conduct

Our code of conduct tells the world how we work as a company and the standards we follow. Every one of our suppliers has to sign and commit to it.

Essentially, it is about social compliance as part of sustainability. It is about behaving ethically towards all workers and the environment at every stage of the supply chain.

It is a tool for employees and suppliers to know their rights. The code of conduct is posted on visible places in every factory we produce in. A hotline is also available for workers to file a complaint whenever they feel their rights are not being respected.



Wages must enable decent living standards



The employment relationship must be formally established in a written contract



People must be employed based on their ability and never discriminated against



Working conditions must be decent and safe



All employees must be treated with respect and dignity



Business should be free of corruption



We don't tolerate child labor, ever



Hours of work should be reasonable and overtime must be voluntary and adequately paid



Environmental protection through a precautionary approach, the mindful use of resources and waste management systems



Employees must choose to work, not be forced to work



Workers have the right to join unions

We stay in Myanmar



Benefits go hand in hand with Obligations

Our risk assessments help us to better direct our efforts and, where the situation requires it, we have strengthened them and applied heightened human rights due diligence.

In a coup on 1st February 2021, the Myanmar military took over the government and declared martial law. After a thorough evaluation, we

decided to continue working with two factories in the country.

Our decision to stay in Myanmar is based on three pillars:

1. Our partnerships
2. Our operations
3. Valuable local stakeholder engagement – information contained in reports from external organizations & projects to improve workers' lives

Many risks are involved, but we want to maintain our relationships with factories and continue to source from Myanmar. We are convinced that it is worth it and that we will have a positive impact on the workers inside the factories.

Human rights due diligence is more difficult than it used to be, but it is still possible.



[More information here](#)

We conduct Human Rights Due Diligence

As a company active in the garments and footwear industry, we have to get deeper knowledge on the partners involved in the making of our goods and identify, prevent, mitigate, address the actual and potential adverse impacts we could cause or contribute to in the supply chain – in line with the OECD guidelines.



BEFORE

- Risk assessment
- Code of Conduct
- First screening
- Complaint mechanism



DURING

- Audits
- Worker interviews
- Corrective action plan
- Regular factory visits
- Evaluation

Transparency

Every year, we publish a detailed Social Report on what we have done to improve working conditions.

Collaboration

We cooperate with other brands sourcing in the same factories, who share our values in the protection of workers' rights, by sharing workload and concentrating better on the solution of problems. Thus, we reduce audit fatigue (an excess of audits) and increase the possibilities of effecting change.

Risk assessment

We take a methodological approach when assessing human rights risks to ensure that the most salient ones are identified.

The due diligence process is not always the same but depends on the likelihood and severity of an adverse impacts that may or have occurred. The greater the likelihood and severity, the more extensive the due diligence needs to be.

First screening

All potential suppliers need to go through a human rights screening process and commit to our Code of Conduct.

Complaints mechanism

The Worker Information Sheet, listing workers' international rights, is posted in our factories, has an anonymous hotline number or an email address that workers can use to report issues.

Audits

All suppliers must agree to audits from third parties at least every three years. These are conducted in the local language by expert teams of experts to carry out a comprehensive and in-depth evaluation: worker interviews, health and safety check and thorough document inspection (payrolls, safety certifications, time records). Afterwards, findings are shared with the factory and a report on the findings is shared with us.

Worker interviews

We want to make sure that workers can tell us how they are doing. As a part of audits, a team of independent local experts interview workers on factory conditions. This is done away from the premises to avoid biased feedback or retaliation against the interviewees. Workers know that their comments are anonymous so that they can speak freely.

Corrective action plan

The results from the audit become an action plan: a to-do list of specific findings that need to be improved, with concrete targets and a clear timeline. Problems like a missing emergency exit sign over the entrance must be corrected immediately, but solving issues of worker overtime related to production planning can be a longer-term goal. Together with our suppliers, we work out a plan on how to solve these problems and how we can support.

Follow up

We continue checking with each factory until an action plan is completed and problems have been solved.

Factory training

Information is power. We set up training sessions in many of our factories that focus on labour rights, social dialogue between management and workers, or special issues like anti-harassment or age verification, depending on the needs in a certain country or factory.

Regular factory visits

Our quality controllers regularly visit production sites. They are experts on our social compliance requirements – and our eyes on the ground, monitoring working conditions in person.

Evaluation

We evaluate each supplier with an internal tool. Rating and progress are based on the results of audits and follow-up of corrective action plans. Thanks to this tool, we can understand the most recurring findings and develop methods to address them consistently. It also helps us to see if our strategy is indeed improving working conditions in the factories.

New audit

At the end of each three-year period, we conduct a new audit on our factories. This builds on our previous findings and confirms progress.

10 years Fair Wear Foundation Membership



Fair Wear Foundation (FWF) is an independent, non-profit organization that aims to improve labour conditions in the textile industry.

It performs and shares research on workplace-related issues, provides a platform for open exchange of information with other brands and stakeholders, and has available local teams in production countries who carry out worker trainings, seminars, and audits. After each

factory audit, a corrective action plan (CAP) is made and shared with management, and a timeline for improvements is set. Another important part of FWF's work is to help us handle worker complaints.

Partnering with FWF is a big commitment. Every year, it reviews our work to see whether we implement our Code of Conduct effectively.

It assesses our internal organization and processes, our efforts and results in preventing and reducing risks in our operations and supply

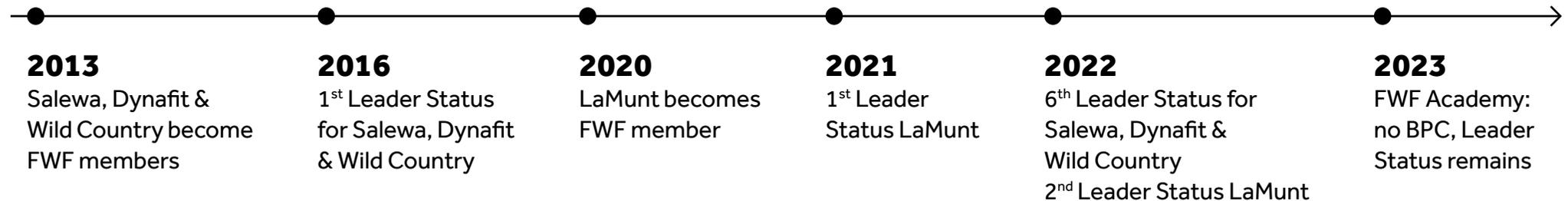
chain, our approach and handling of the year's main events, worker complaints and audits.

Ultimately, it gives us a rating in a report, the so-called Brand Performance Check (BPC), which is published on their website.

In 2023, we did not receive a BPC. On the next page, you can read why.



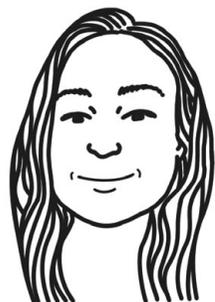
More information here



Fair Wear Foundation “Academy Pilot Project”



No Brand Performance Check for the brands Salewa, Dynafit, Wild Country, and LaMunt in 2023



“Participating (...) requires dedication and time. Even if we have no BPC in 2023, we are naturally continuing to monitor our factories and to improve working conditions there.”

Martine
Social Compliance Specialist

Every year, Fair Wear conducts a thorough assessment of how its member brands and rates them according to a set of indicators evaluating the improvements of the purchasing practices and the working conditions in the factories. Thanks to the efforts and results, the highest status “Leader” has been assigned to the Oberalp Group brands Salewa, Dynafit, Wild Country for six years in a row, newest brand LaMunt for 2 years in a row.

Since 6th February 2023, we were part of Fair Wear’s pilot project for 11 months that aims to provide the wider industry with guidance, learning modules, and access to tools to facilitate brands in their Human Rights Due Diligence (HRDD). Together with nine other brands, we helped to develop this project that will support Fair Wear in guiding more brands in implementing HRDD in their supply chains and ensure that it is done meaningfully.

HRDD is at the center of new and upcoming

legislation that will push brands to better monitor the supply chains, prevent and remediate human rights violations, and take responsibility.

In addition to several other national human rights due diligence legislations currently in place, such as the German Supply chain law, also the EU Corporate Sustainability Due Diligence Directive is on its way.

As a pilot participant, the Oberalp Group plays a vital role in testing and evaluating the project’s viability, feasibility, and effectiveness before Fair Wear Foundation will roll it out on a larger scale. During this pilot year, there will be no annual Fair Wear Brand Performance Check (BPC) and Fair Wear is therefore not assigning a score or performance benchmarking category for the actions done in 2022.



Please find more information on the project on Fair Wear Foundations’s website, here.

We double check our Chemicals



Chemical Management plays a vital role in our strategy, falling under factories best in class, circularity and best in class policies and processes.

We do not produce chemically safe items because we are testing. They are safe because we have strict regulations in place that are upheld by all suppliers.

From Chemical Compliance towards Environmental Management

What is the Chemical Policy and why do we need it?

The Chemical Policy is a set of guidelines for our suppliers, detailing requirements for handling our products, from textiles to technical gear. It includes the Restricted Substances List (RSL), which prohibits certain substances and sets limits on others. These standards, based on legal, customer, and Oberalp criteria, cover best practices in material selection, certifications, product handling, and compliance testing. This policy is mandatory and shared with 130 raw material suppliers and 59 manufacturers, enhancing manufacturing processes and transparency with customers.

How do we ensure that our suppliers comply with it?

Our suppliers need to sign the Chemical Policy to engage in business with us. Compliance is assured through third-party certifications, tests, and our Compliance Specialist's factory visits. Working alongside a 15-member Quality Assurance Team covering equipment, footwear, and apparel, the specialist manages the continual improvement process stemming from new rules and measures.

Why do our policies need to be updated?

We continuously develop new methods for improved performance and chemical safety. Updating our policy every two years ensures compliance with national laws and regulations. The latest release marks the 7th version of our Chemical Policy.

How do they impact our customers or how would it impact our customers, if we didn't have them?

Our policies provide crucial proof of safety and transparency. Without them, suppliers might choose cheaper options, risking the quality, safety, and performance of our products. We ensure our products are free of harmful substances, prioritizing safety for both humans and the environment.

In 2023, you worked on the new Environmental Policy for 2024. What is it and how does it work?

The Environmental Policy goes beyond chemical handling, serving as a review and analysis tool to establish environmental management baselines. It provides parameters for managing energy

efficiency, air quality, water usage, waste disposal, and their environmental impacts. It forms the foundation for an ongoing improvement process. Suppliers, who were already managing their environmental discharges, are now transitioning to these improved methods.



Chemical policy

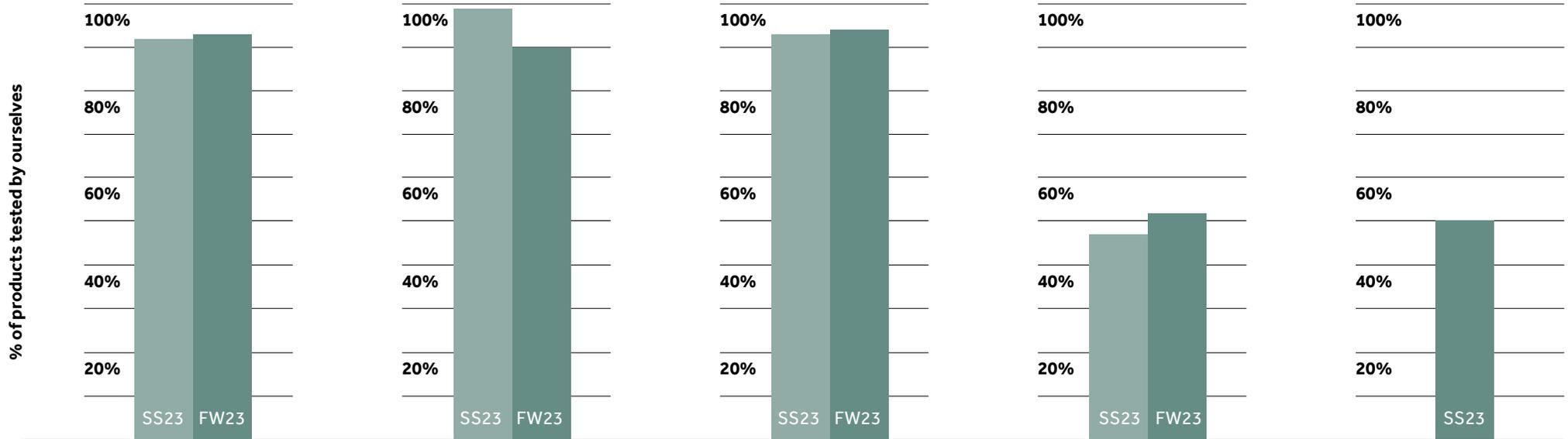


Environmental policy



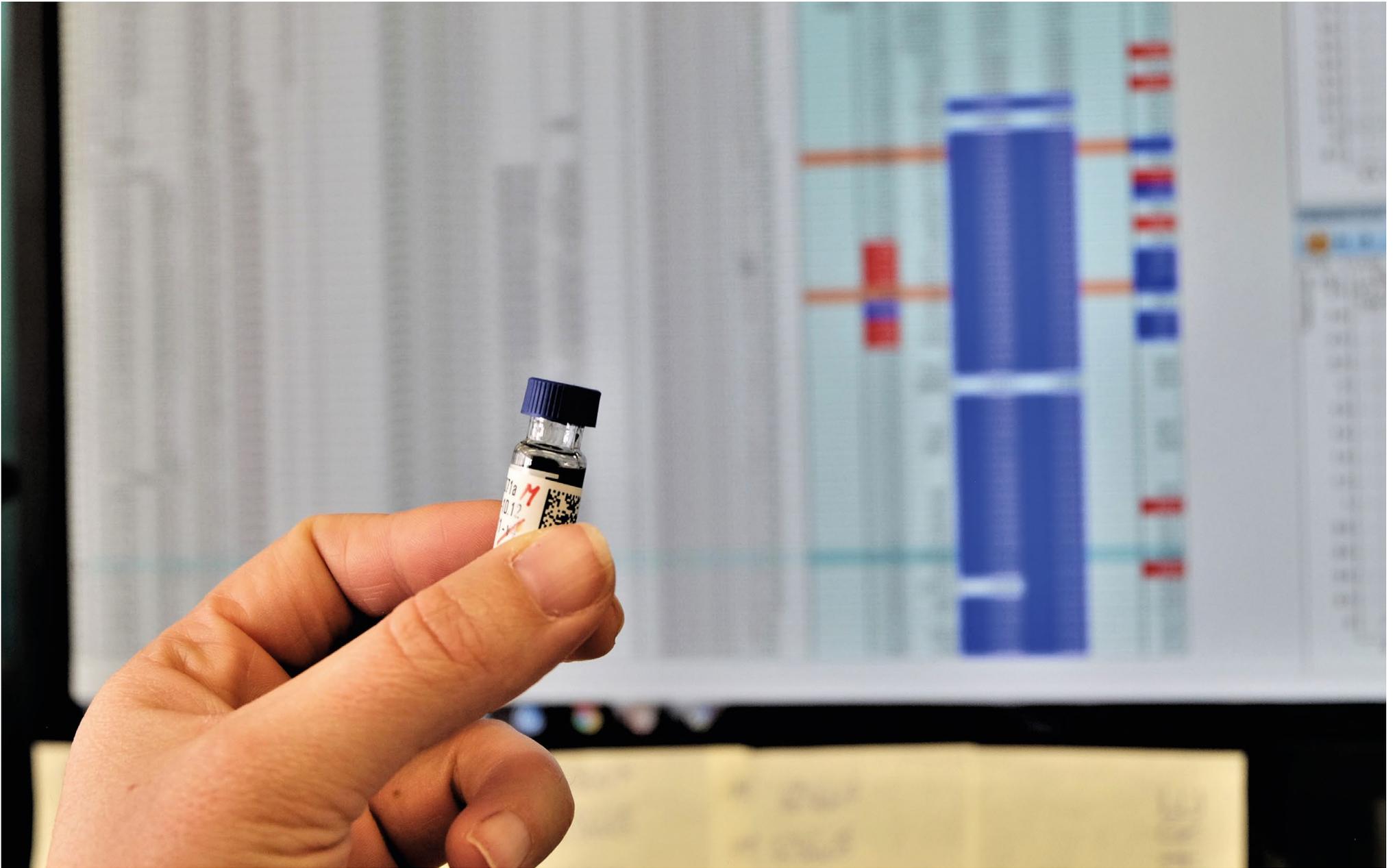
Sara travelled to Asia in late February to present the policy to suppliers in Bangladesh and Vietnam.

Product Chemical Compliance Tests



Our suppliers must comply with the Oberalp Chemical Policy. "Chemicals verified" means that we have double checked their compliance, by asking a third party certification, such as bluesign®, or by performing chemical tests ourselves. In 2023 collections, 90% of the entire Oberalp apparel & footwear styles were chemically verified (compared to 79% the previous year).

* Evolv only has one collection per year (summer).



Environmental Management: The Beginning

Unlike Human Rights, which are largely standardized and regulated around the world, environmental rules vary significantly in content and enforcement, and our suppliers have very different standards: some have sophisticated water treatment plants in their facilities, and others have very basic systems in place.

Additionally, each production facility has its own production process, and it can have more or less impact on each environmental key risk (e.g. wet process vs dry process, use of chemicals vs not use).

Our Environmental Policy is the basis for common understanding between Oberalp and our suppliers on the standards we should achieve, and continuously improve. Apart from setting the requirements, it provides guidance on how to get started, which areas to manage (air, water, ground), proper waste handling, responsible choice and management of energy, and management of chemicals in the production, with advice on how to establish "best practices". It also requires suppliers to start environmental management measures and set targets for improvement.



BEFORE
Areas where solvents are used were without safety signal and strong smell



AFTER
Clear labels, warnings and a new lid



BEFORE
Flammable products stored in a wood box



AFTER
Fire-proof storage

In 2022 and 2023 we began to conduct visits to assess the status quo of environmental management at our suppliers' facilities.

We decided to focus on textile products* and evaluated how the factories managed seven main areas:

1. Their own supply chain
2. Raw materials in their warehouses
3. Production processes & final product (including traceability)
4. Environmental management profile (environmental risks, such as waste handling, energy choice & usage, chemicals management during the manufacturing process)
5. Chemicals storage & chemical warehouses
6. Water & wastewater, including purifiers
7. Health & safety of working environments

In 2023, we also shared and introduced our Environmental Policy to suppliers, and we developed a "checklist", to formalize our audits and make follow-up easier.

Between 2022 and 2023 we audited 18 different factories:

- 7 Vietnam
- 3 China
- 2 Myanmar
- 3 Bangladesh
- 1 Romania
- 1 Turkey
- 1 Switzerland

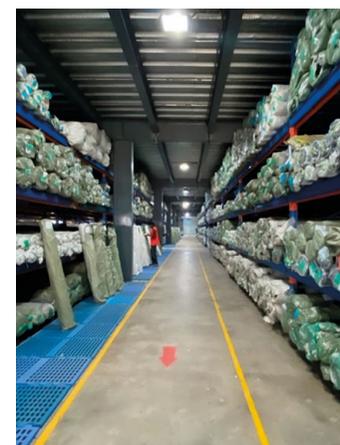
We also audited indirect suppliers, namely 8 printing facilities, because of the enhanced risk on chemicals management.

The visits covered 83% of our textile turnover in 2023:

- 76% of Apparel
- 72% of Equipment
- 98% of Footwear
- 100% of Skins



BEFORE
Lack of space in the warehouse and production lines



AFTER
Improved organization, keeping the escape route free



Read more on page 40

Chemicals and Quality Control



Sustainability is not only visible in our products, it is integrated in our Operations, and supported by robust policies and processes. Suppliers that make products for Oberalp must adhere to and sign our Code of Conduct (read more on page 40) declare their conformity to our Chemical Requirements and follow our Quality Manual. Along with our in-house chemical management expertise, we work with industry best practice partners to ensure the highest chemical standards.

OBERALP CHEMICAL POLICY

Our Chemical Policy is a document that includes a formal process to ban, or limit, the presence and use of hazardous substances in our products and production processes to ensure safety and compliance.

Like our Code of Conduct, it is a condition of purchase.



Chemical policy

RESTRICTED SUBSTANCES LIST

The policy includes our Product Restricted Substances List (PRSL), a list of chemicals that are excluded or limited from all our products. Our ambition is a best-practice standard, and we update it at least every two years to include the latest research and regulatory updates. All our brand's products are conform with the policy. It is a central part of the Conditions of Purchase with our suppliers, and it is mandatory at every stage of the production and distribution process.

Our goal is to control the entire lifecycle of our products – from raw material, through the production process, to the finished product.



QUALITY MANUAL

We created a quality manual that we share with our suppliers. It sets out the stringent requirements that we are aiming for, so that we are delivering best-practice in our sector. This also means clearly labelling chemical containers and bringing order to the storage room. On the next page is an example from one of our factories in Myanmar, taken during and after a visit of our Chemicals Specialist, Sara.

QUALITY TEAM

Our quality team has three quality managers and 14 quality controllers. They visit production sites regularly to inspect each production lot and work with suppliers to ensure our high level of quality.

RIGOROUS TESTING

In 2020 we opened a lab for mechanical and performance tests in our office in Montebelluna, Italy. The lab is equipped with state-of-the-art machinery for analysing materials and finished products, ensuring compliance with the highest standards.

The in-house lab is used during the development of the items: it helps the R&D dept to select the right material and product construction. It provides the “green light” for the material and of the commercialization step and the final approval of the items.

QUALITY GATE

We have a quality gate for every stage of our product development. Products have to fulfill certain requirements before they move onto the next stage of development, industrialization or production.

LISTEN AND IMPROVE

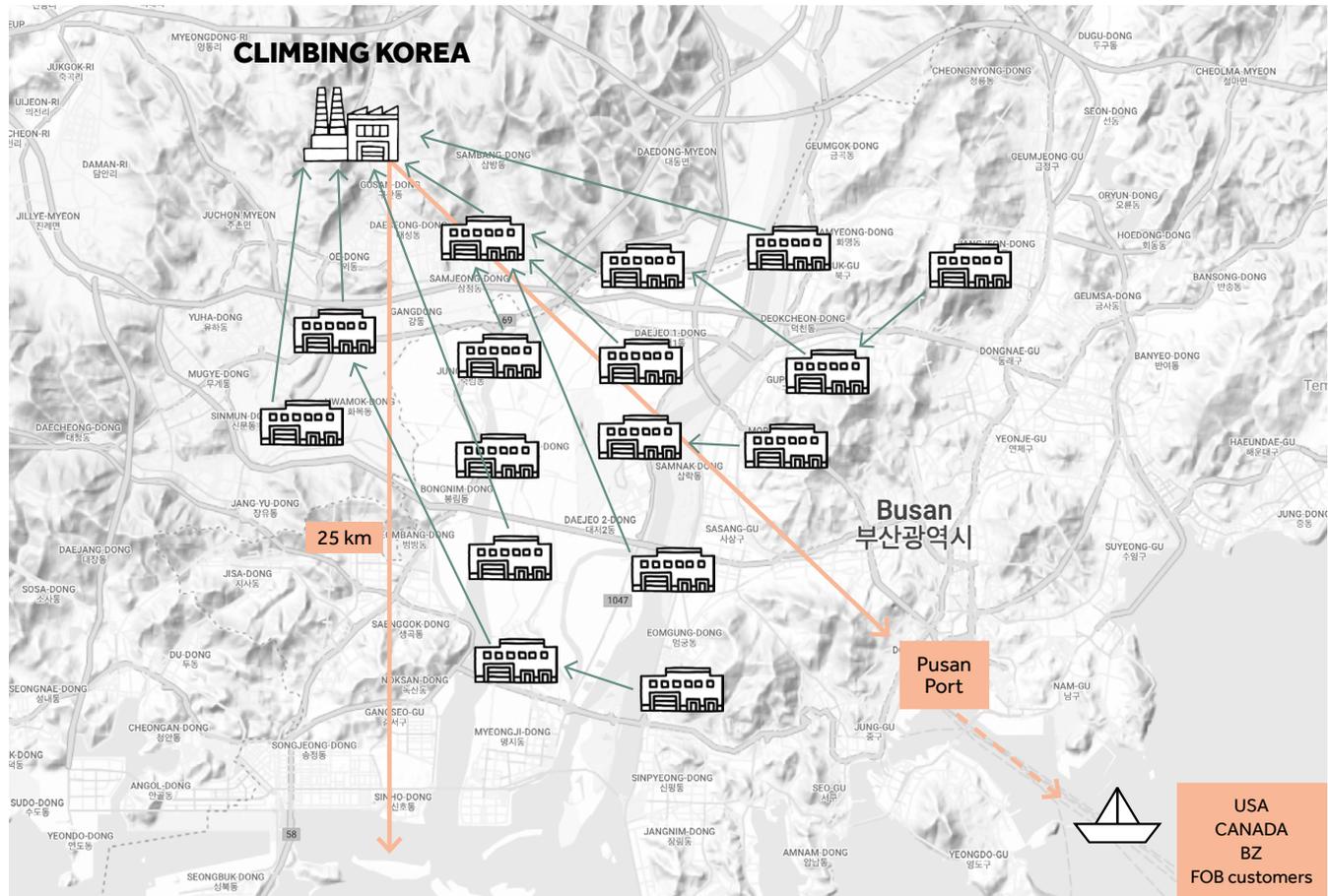
Our after-sales service sends consumer feedback to our technical team so that we can keep getting better. Field tests by employees and athletes also give us crucial feedback on our products’ performance before they go to market.

Climbing Korea & Value Chain Emissions

Evolv's climbing shoe manufacturer, Climbing Korea, is a good example of how a company can contribute – by lowering emissions generated by transport.

Climbing Korea collaborates with 22 vendors to create all parts for climbing shoe assembly. 16 shoe part vendors make various shoe upper material and parts, and 6 vendors receive the various parts and provide processing services such as die cutting, laminating, rubber part buffing, silk screening, and upper sewing. Once all upper and rubber parts are created and processed for assembly, they are delivered to Climbing Korea for final shoe assembly.

All of Climbing Korea's vendors are located within a 25km radius. This not only results in high efficiency in operations, but also significantly lower upstream carbon emissions through reduced transportation fuel usage.



At the end of 2022 we conducted an Oberalp Chemical and Environmental compliance visit of Climbing Korea and all their key vendors. The factories found the visit to be very helpful and embraced the recommendations for improvement and made changes in 2023.

This resulted in two factory moves (Climbing Korea and their upper sewing vendor) as well as other vendors working towards improvements on chemical and environmental compliance. The newly upgraded factory for Climbing Korea made it possible to provide a better working environment for the employees, use more energy-efficient lighting and insulation systems, and to offer a free group bus so workers don't have to drive to and from work.

The Pusan port which used to ship the shoes globally after their assembly, is only 30km from the factory. This also contributes to lowering downstream transportation emissions. By reducing upstream and downstream emissions as best as possible, Evolv's shoe factory is working towards the shared goal of reducing carbon emissions.



„When we all work towards the same goal of compliance, everyone (Evolv, vendors, vendor's workers) benefits.“

Brian , Brand & Product Manager Evolv
Sara, Chemical & Compliance Specialist



The Forever Chemicals - PFAS

Per- and polyfluorinated chemicals (PFAS) are a family of organic fluorine compounds. Among them are PFCs – but this term also refers to a greenhouse gas. We use the acronym PFAS.

WHY ARE THEY USED?

The PFAS family includes hundreds of chemicals, including the widely known PFCs. They are used to make everyday products resistant to water, grease and stains.

A few of our technical products are still coated with them, to ensure water repellency and permeability.

WHY ARE THEY “FOREVER”?

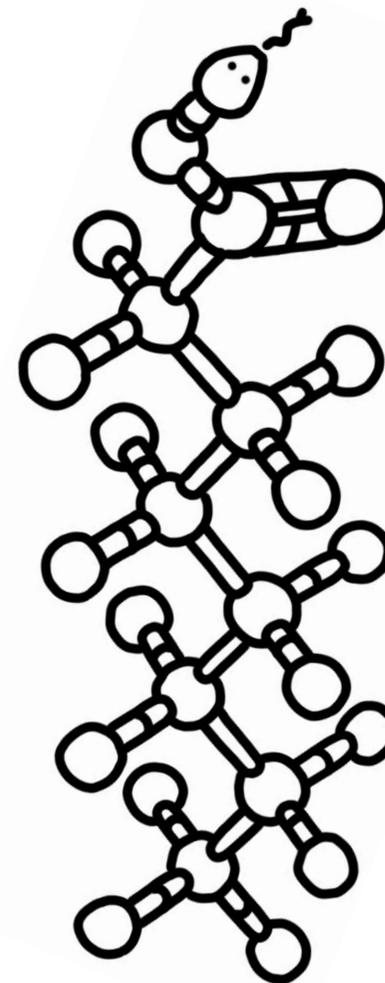
PFAS are persistent, they do not easily degrade in nature and can also travel through water and wind. Their use has been criticized because they are linked to negative effects on humans and wildlife.

PFAS molecules look like a snake:

different types have different lengths and heads. The longer the tail, the stronger their ability to repel water – but also the more persistent.

The journey towards becoming PFAS-free started a decade ago, from eliminating long-chain PFAS to becoming PFAS-free.

On the next pages, you can see our progress.



We are PFAS-free



APPAREL

All LaMunt water repellent styles have been manufactured without the use of any PFAS.



FOOTWEAR

Evolv does not use PFAS in the production of their shoes.

EQUIPMENT - CLIMBING ESSENTIALS

As of 2022, the durable water repellency treatment and thus, PFAS, were removed from all crashpads and chalkbags.



APPAREL

Wild Country does not have any water repellent apparel styles and thus uses no PFAS.

EQUIPMENT

In 2022, we eliminated PFAS from all our equipment: harnesses, chalk bags and bags now have PFAS-free DWR.



SKINS

In 2015 POMOCA switched its entire production to PFAS-free skins. Wishing to push even further, POMOCA has now developed the first skin treatment completely free of all perfluoroalkyl substances. Thus, we have advanced beyond the most demanding national regulations on textile treatments and are leading the way towards eco-friendly skins.

PFAS PHASE OUT PROCESS

- 1 Rethink the need for water repellency treatments
- 2 Restrict the use of PFCs to certain short-chained ones in case of high performance required
- 3 Replace Where water repellency is needed, substitute PFC-based treatments with PFC-free or best available alternatives
- 4 Research and invest in our partners to advance in the development of PFC-free water repellency treatments
- 5 Reunite and participate in industry and expert stakeholder initiatives and research projects to find joint solutions
- 6 Report on the progress we make and the challenges we encounter along the way

Phase-out Plan



Our transition to PFAS-free products started a decade ago. In our last reports, we showed the curve of our PFAS-free products by division.

As we are getting closer to becoming PFAS-free, we are pointing out the products that still contain them, sometimes traces in the production.

Additionally, our product partner Gore Tex (GTX) has begun transitioning to the new ePE GTX membrane, which is PFAS-free.

In the table on the right we illustrate our phase-out plan. Since we began calculating and communicating our reduction efforts, products with durable water repellency treatment that contain pfas was lowered by almost 60%.

Product Category	PFAS phase out	
Apparel	GTX models: PFAS-free from SS25	
	All others: PFAS-free	
Footwear	GTX models	New styles: PFAS-free from FW24
		Carry-over made in Asia: PFAS-free as of May 2024
		Carry-over made in Europe: 2 models missing
	All others: PFAS-free	
Backpacks	PFAS-free	
Technical Hardware	PFAS-free	

FW = Fall Winter Collection
SS = Spring Summer Collection



Product Category	PFAS phase out	
Apparel	GTX models: PFAS-free from SS25	
	All others: PFAS-free	
Footwear	GTX models	New styles: PFAS-free from FW24
		Carry-over made in Asia: PFAS-free as of May 2024
	All others: PFAS-free	
Backpacks	PFAS-free since SS22	
Technical Hardware	PFAS-free	

FOOTWEAR

From 0% to 100%: Our Dynafit Footwear collection took huge leap: While there were no PFAS-free models so far, as of Fall Winter 2024 (collection made in 2023), all Footwear is PFAS-free.

In the table on the left we illustrate our phase-out plan. Since we began calculating and communicating our reduction efforts, products with durable water repellency treatment that contain pfas was lowered by almost 90%.

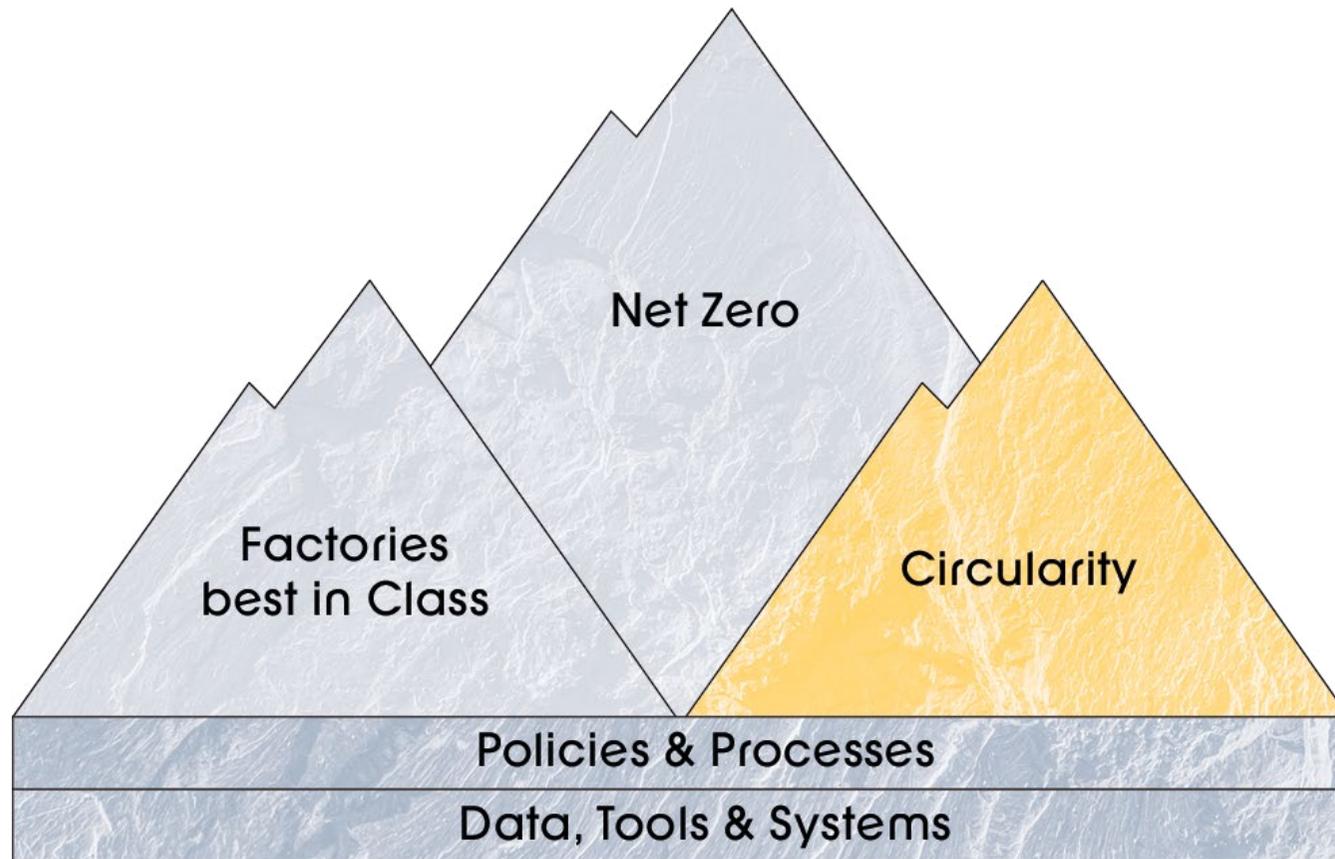


"We sped up the transition – from zero to hero thanks to the contribution of the whole footwear and R&D department!"

Fred, Senior Product Manager at Dynafit Footwear

FW = Fall Winter Collection
 SS = Spring Summer Collection

We do not run around in Circles



**“We cannot solve our problems with the same level of thinking that created them.”
– Albert Einstein**

Traditional linear business models with their “make – take – dispose” approach are such a problem. We want to continue making leading, high quality mountain sports products, which on one hand reduce the need for virgin raw-material and on the other, decrease generated waste. And of course, we want them to be used for as long as possible, by increasing their reparability and improving our service offers – to go from linear to circular.

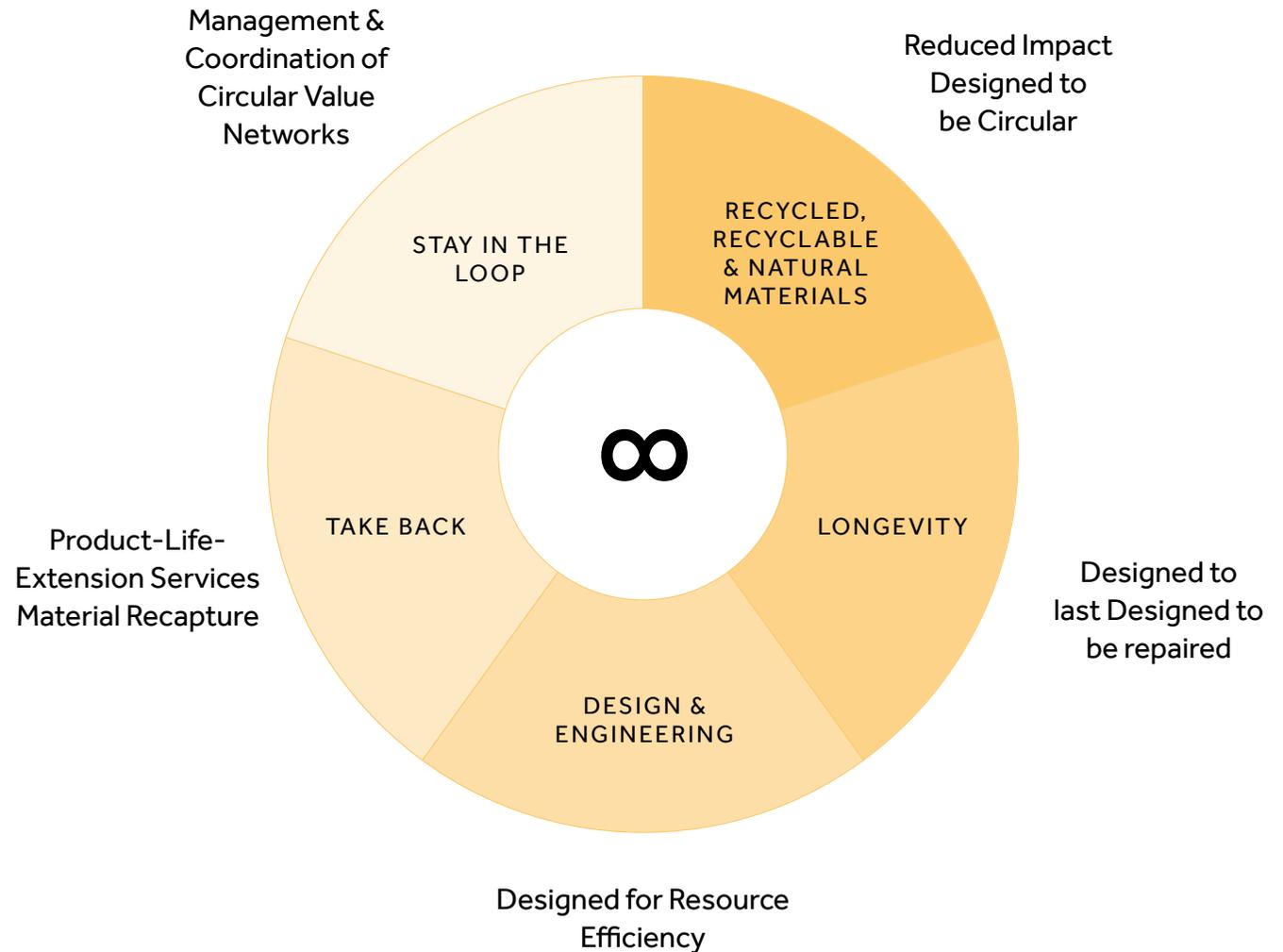
Circularity Criteria

The design of our products is the key to reducing our climate impact.

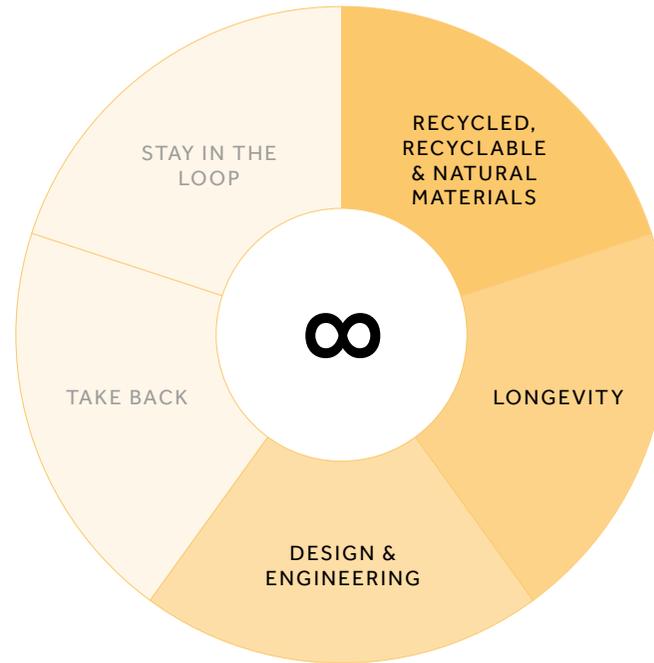
In last year's report, we unveiled our 5 Circularity Criteria which will shape both product design and our business activities in the future.

We know that most of our carbon footprint is generated by our products.

To reduce their impact, we developed a Circular Design Approach for our product development processes: Starting from design, we aim to extend the lifetime of products and materials, delaying their dismantling for as long as possible to avoid the use of new resources. Over and over.



Circular Design Approach



During the past year, we have worked intensively on implementing our five Circular Criteria, beginning with our products by putting our Circular Design Guideline into practice.

The Circular Design Guide refers to our first three Circularity Criteria and encompasses:

- The selection of appropriate materials, focusing on recycled, recyclable and natural materials.
- The aim to create durable products that last in performance and style.

- The design of products that are easily repairable, recyclable and use fewer resources during the manufacturing stage. Nevertheless, this is just the start of a long journey on which we ultimately also want to trim our business models towards a circular economy by optimising our repair processes and establishing crucial cooperations for products' and materials second lives.

We want to minimize our impact on the environment, and for this to happen, we started to integrate the concept of circularity into our product design and business models.

Recycled, Recyclable and Natural Materials		Longevity	Design & Engineered for...	
Reduced Impact	<ul style="list-style-type: none"> • Recycled materials • Natural and bio-based materials 	Designed to Last	Ressource Efficiency	<ul style="list-style-type: none"> • Optimize products' design to reduce material consumption • Modularity & Versatility
Designed to be Circular	<ul style="list-style-type: none"> • Material selection for recycling • Marking materials for recycling • Easy separation of materials 		Designed to be Repaired	<ul style="list-style-type: none"> • Simplified product architecture for easy repair and replacement of components and trims • Standardization of trims & spare parts

Circular Design goes Product

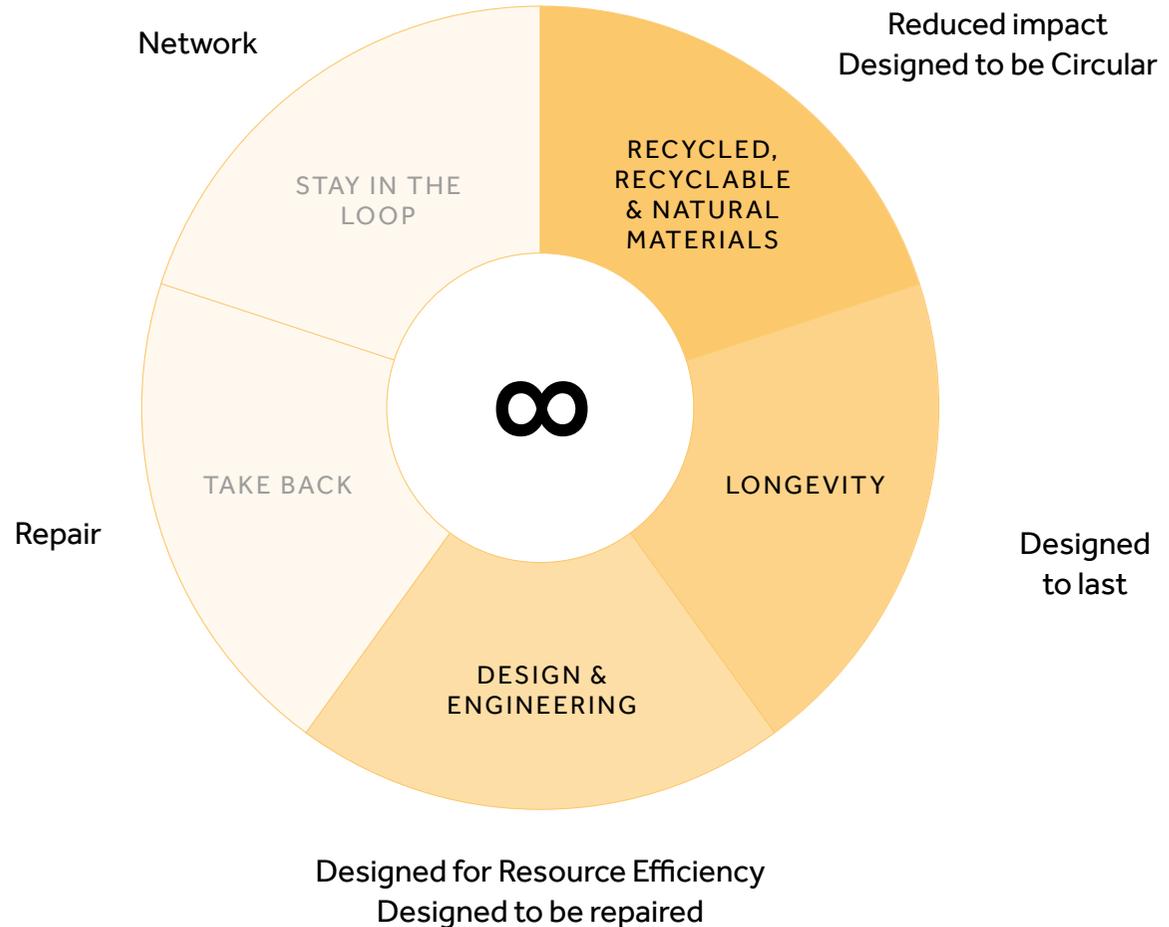
We are all in.

Our Vice-president, the CEO, each brand, all product directors, the teams of design, product development, research, development, and innovation, our marketing colleagues, and our warranty and repairs department are ready to turn things a-round.

In 2023, we rolled out the Circular Design concept with each and every one of our colleagues who touches products, makes product decisions or communicates about them.

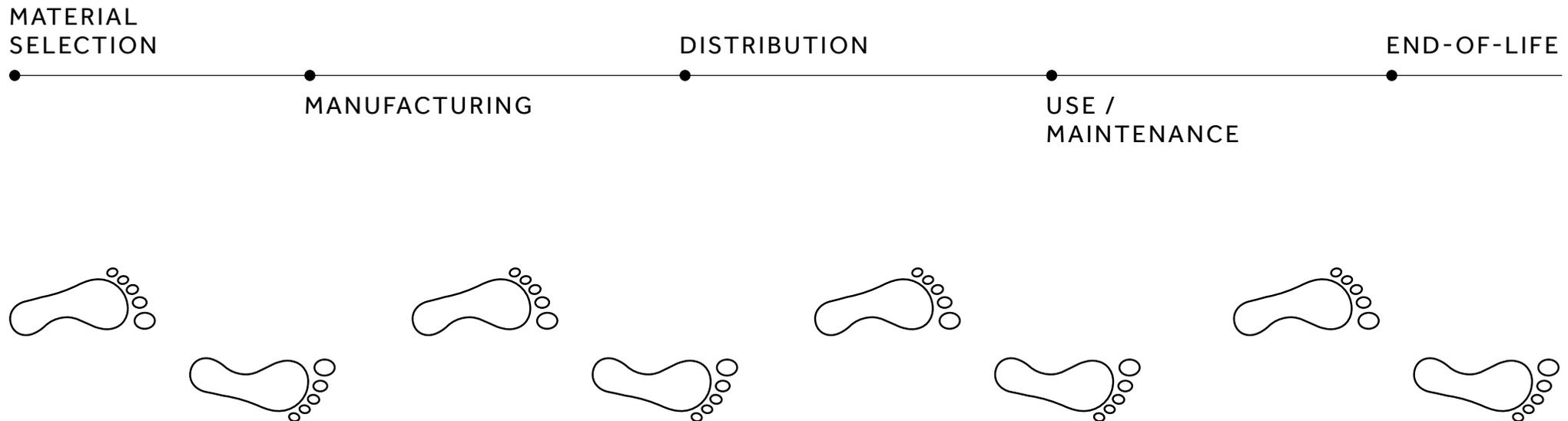
Together with our teams, we improved the Circular Design guidelines and created strategies for each product category.

Spoiler alert: we're seeing first results already in the developments of the summer 2025 collections.





Making Circularity measurable

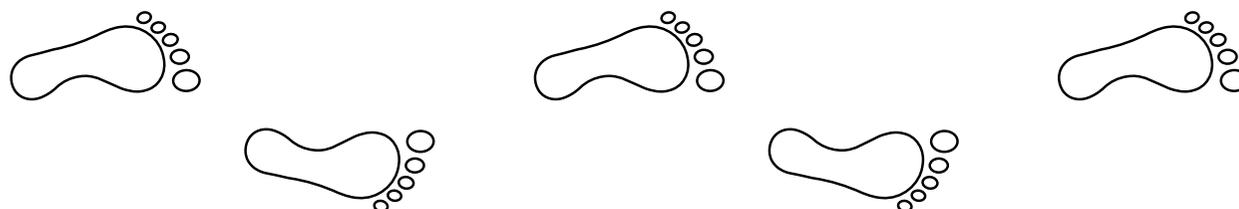


A Life Cycle Assessment (LCA) enables us to assess a product's environmental footprint over its entire lifecycle from "cradle to grave"

In addition to the Circular Design Guide, we evaluate the environmental impacts of materials, products and/or processes over their entire lifetime. This is called *Life Cycle Assessment*.

We apply this methodology within our Circular Design Approach as supporting tool in decision-making. By doing so, we can make sure to select the materials and product concepts with the lowest possible impact on the environment, without compromising on performance.

**Together for a more sustainable future.
Developing LCA-calculation rules for winter sports equipment to
advance sustainability efforts in the sector.**

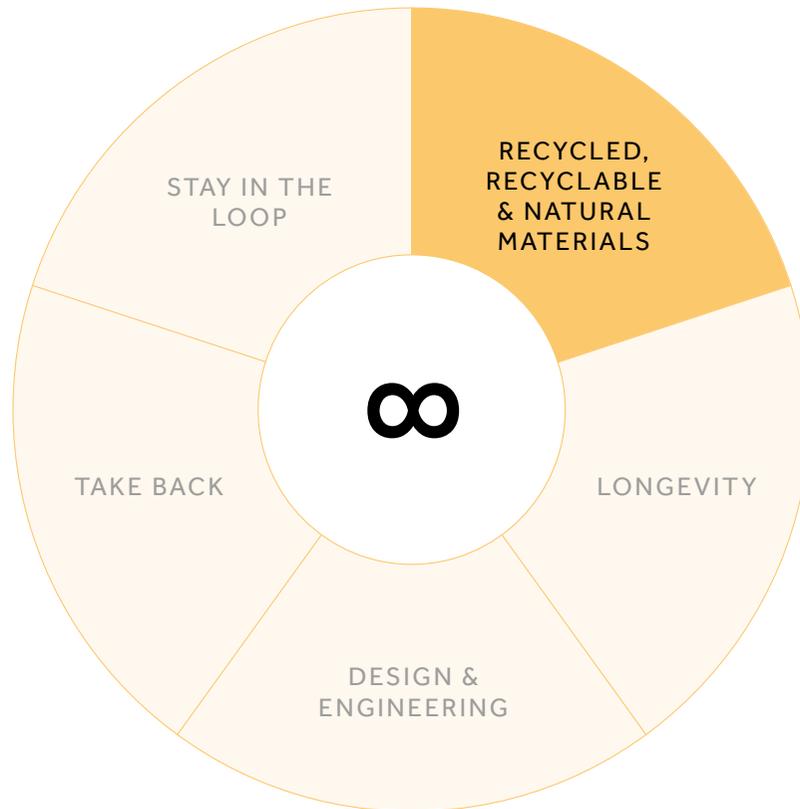


This project represents a significant step towards quantifying and reducing the environmental impacts associated with the manufacturing, use, and disposal of winter sports equipment. Upon completion, the project team will present a standardized Life Cycle Assessment (LCA) method to quantify, monitor, compare, and understand the environmental impacts of winter sports equipment.

This initiative will help drive meaningful progress in sustainability for our industry. The key objectives of the initiative include:

1. Developing a standardized methodology for assessing environmental impacts across various product categories within the winter sports equipment industry to be released by the end of 2024.
2. Promoting the adoption of more sustainable materials, manufacturing processes, and product designs.
3. Facilitating informed decision-making by consumers, retailers, and manufacturers through transparent and accessible environmental information.
4. Collaborating with stakeholders, including policymakers, environmental organizations and industry partners, to ensure the development of a robust and credible methodology.

Recycled, Recyclable & Natural Materials



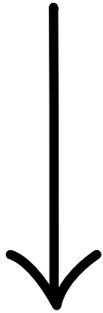
Let's use what is already there

For quite a while , we have been choosing and using recycled and natural materials.

We want to avoid the use of virgin stock, but instead to choose materials that have been farmed, obtained or grown ethically (such as hemp, viscose or wool), and will thus have less impact on our environment than conventional ones.

We began to do this out of conviction, but now we will back it up with numbers: by carrying out LCAs on materials before we choose them. We also want to make sure to close the loop: materials should ideally be able to be re-recycled again when the product has reached its end of life.

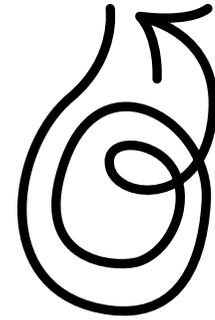
Linear



Recycling



Circular



Not Waste, but a Circular Resource

We embarked on a feasibility project, in part financed by the Innovation Bureau of the Bolzano Province (§LP14), to understand how we can evolve our way of creating performing and modern mountain products for our customers, with climate challenges and limited resources in mind.

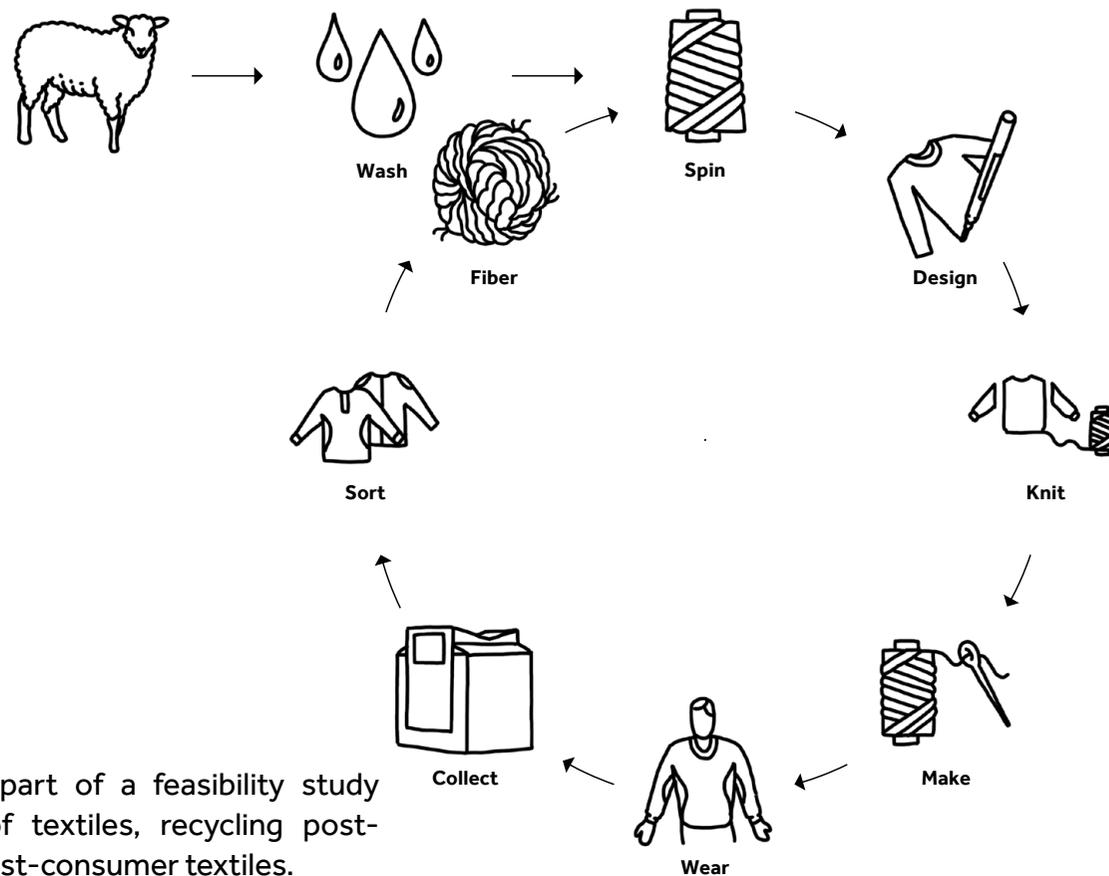
This research was concentrated mainly on the circularity of textile/apparel products, within the workshops we also considered other product groups, such as footwear and technical hardware.

- Wool fiber felt from post-consumer wool sweaters, reprocessed and made ready for their next life cycle in a new product by our partner for insulation in Italy.
- Soft, warm shearling and wool sweater knits made of yarn spun with post-production waste from our Zebra baselayer series.

- The project is part of a feasibility study on circularity of textiles, recycling post-industrial and post-consumer textiles.



Read more on page 98



Re-Zebru Moonshot



In 2019, we launched our 2nd generation alpine merino base layer; in the meanwhile, we have introduced 3 different weights. The Salewa brand DNA has a strong connection to tradition, and wool fibers have been used by people living in the mountains for generations.

Even today, wool fibers offer a way of performing that synthetic fibers cannot, whereas synthetics stand out for their durability.

During textile/apparel production, cut-offs tend not to be managed in a circular approach.

The study served to understand if we could recover our cutoff material and work it into a new suitable material for future collections.

Before making a “new” fiber, we carried out content tests, chemical screenings, lab

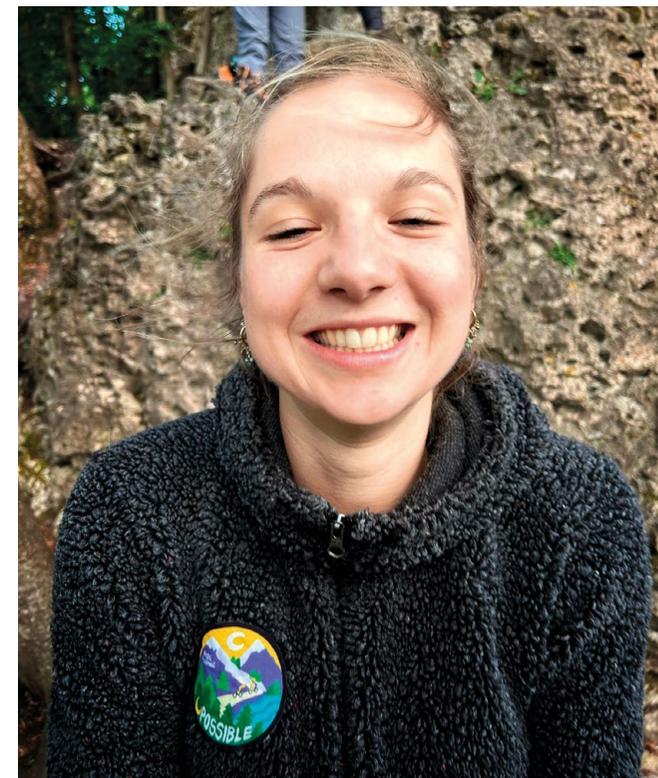
washings, and many more, to test the stability and quality of the fibers.

Once the recycled fiber was developed, we went to field testing, evaluating the function, comfort, and resistance, as well as the aesthetic and appeal of the material.

Even though the developed shearling did not meet the requirements for a versatile, comfortable outdoor product, we have learned a lot during this project and are looking forward to future possibilities.



Read more about circular resources here: [Accelerating Circularity](#)



Salewa athlete **Eline** believes in the longevity of products that use existing resources, ultimately benefitting people and the planet alike.

ReMOCA: new Life for Skin “Waste”



The ReMOCA Pad is LaMunt’s unique in-house synthetic insulation padding made from recycled POMOCA skiing skins.

With outstanding technical performance and high thermal capacities, this light-weight insulation material is upcycled from the manufacturing off-cuts of POMOCA ski touring skins (60%), combined with post-consumer recycled polyester fibers (40%) for added durability and suppleness.



More information here



1. Reclaiming

Production waste from the manufacturing of POMOCA ski touring skins is collected to give it a new life.



2. Processing

Using a single-step mechanical process without chemicals, the fibres are garnetted, opened out and recovered.



3. Blending

The fibres are blended with recycled post-consumer polyester for added durability and suppleness



4. Products

ReMOCA Pad® is now ready to fill our LaMunt products, such as the Iirmi reversible insulated jacket.

Responsible - from Goose to Gear



In case of virgin down – it is 100% Responsible Down Standard (RDS) certified.

We have been using RDS-certified down in our apparel since 2014, and our sleeping bags followed shortly after.

The standard is independent and based on regular checks and inspections that are conducted without warning.

In products that contain upcycled down and feathers, the RDS certification cannot be given: Even if it is high quality upcycled material, it comes from many different sources and the supply chain is not yet fully transparent.

COLLECTOR CHAIN



Households or small farms raise geese and ducks for personal consumption or sale in the local market.



Collectors move from town to town and collect the down and feathers that have been set aside.



Larger collectors pool the down and feathers from the smaller collectors.



Pre-processor/Processors clean and sort based on quality and down/feather type.

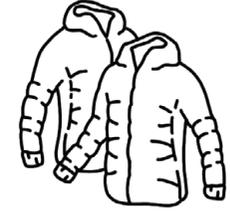


RDS-certified down means:

- No live plucking
- No force-feeding of ducks and geese
- No slaughtering of animals only for down and feathers
- Yes to a fully audited supply chain by a professional, third-party certification body

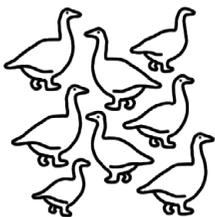


Manufacturer



Retail

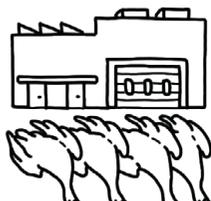
INDUSTRIAL CHAIN



Industrial farms raise geese and ducks for their meat.



Farms deliver birds to the slaughterhouse on trucks.



Slaughter Houses process the birds for meat and feathers.



Wool combined with High-tech



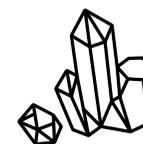
Wool is packed with benefits: excellent insulation, breathability, thermal regulation and outstanding warmth. It is also part of our DNA.

We have been using wool for years in its different forms: Recycled, virgin, boiled, as yarn and as a padding for our insulations.

All our suppliers of virgin wool guarantee to avoid mulesing, a cruel practice that causes pain to the sheep.

We have found ways of sourcing local wool, cooperating with the herders and various other partners, to use this traditional resource, and combine with an innovative technology.

The result is TirolWool® Responsive.



SALEWA RESPONSIVE TECHNOLOGY

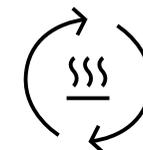
Made from Nature

Is a blend of 13 different natural thermo- reactive minerals.



Recycled Polyester

Responsive is blended with recycled polyester fibres, produced from post- consumer bottles.



Recycled Heat

Keeps you warm and dry longer, reflecting your body heat back to you.



Better Performance

The insulation allows for faster recovery by improving local blood circulation and promoting oxygen in your bloodstream.



Long-Term Durability

Wear it for years, put it in the washing machine, get it wet; it will continue to keep you warm.



Wool combined with Tradition

TIROLWOOL®



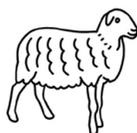
From the Mountains for the Mountains
Sourced from Tyrolean mountain sheep.



Support local farmers
Farmers receive better money for their wool.



Traceability
We know exactly where our wool comes from and how animals are kept.



Animal Welfare
Farmers shear sheep twice a year in a humane manner to keep the animals healthy.



Responsible Chemical Treatment
The wool is washed with Oxy-Wash; a patented oxygen washing technique that does not use chlorine.

The “Undyed Sarner” is the continuation of our wool success story.

We wanted to make the wool itself focus point of the product: therefore, we set aside colouring methods for the “Undyed Sarner” series.

Traditionally, the natural colour of the wool fibre of white and brown sheep is mixed, creating a melange. This is how natural shades of brown were created in the Alpine regions, spun into yarn and knit into the Sarner sweater.

The yarn for our new Undyed Sarner is made from 100% local wool, 25% stems from mountain sheep and 75% from the merino sheep. We do not go through any process of colouring, so we can keep the wool fibre from our mountains absolutely natural.



Climbing Naturally



Salewa invests further in hemp. Over half of all products in the Spring / Summer 2023 Lavaredo climbing collection are made using up to 53% of this natural material.

Hemp is a natural talent. It grows pretty much anywhere and in a wide range of climates. Hemp production requires little or no additional water, and the plant grows without the need for harmful herbicides and pesticides. Yet what was an important industrial crop all but vanished for a century. Today, the benefits of hemp are being rediscovered, especially when it comes to making high-quality clothing. In South Tyrol, where hemp cultivation once played an important role, with Italy the leading international producer of hemp-based fabrics, industrial hemp is now increasingly sown, grown, and processed once again.

Since 2016, Salewa has been bringing the tradition and expertise of hemp cultivation back to Italy and working the natural fibre into its collections. Industrial hemp not only has exceptional sustainability credentials, but also offers natural functional performance for mountain and sports apparel. Hemp regulates both temperature and moisture, is highly breathable, inhibits odours and dries fast. It is also very strong and is resistant to dirt.

Two years ago, Salewa introduced Alpine Hemp in its climbing collection using innovative, hybrid technologies. The Lavaredo collection was designed specifically for climbers. With the new launch, Salewa is making a long-term commitment using natural resources.

Moreover, ten per cent of the profits that it makes with the collection is to be invested in local cultivation.



Resilient by Nature



Soft, wearable, natural, stretchy, breathable, heat-regulating, comfortable – the Salewa Alpine Hemp collection.

We were initially attracted to hemp because of its natural comfort and heat-regulating capabilities, in addition to the fact that it has a low environmental impact. Compared to cotton, it's longer lasting, retains temperature, and is breathable, heat- and UV-resistant, and antibacterial. It can also absorb up to 30% moisture whilst continuing to keep you feeling dry.

Hemp fibre isn't new. It's the oldest fibre in existence, now with a promising future.

In the Alps, hemp production has a longstanding tradition. In the past, Italy was the biggest producer of high-quality hemp fibre. However, following economic restrictions due to political choices favouring other fibres, this industrial sector literally disappeared. After the '60s, much

of the related skills, knowledge and machinery were moved to China.

We have made a long-term commitment to support the Alpine economy and the use of natural resources. We raise awareness of hemp cultivation in the Alpine region and the potential of this versatile plant.

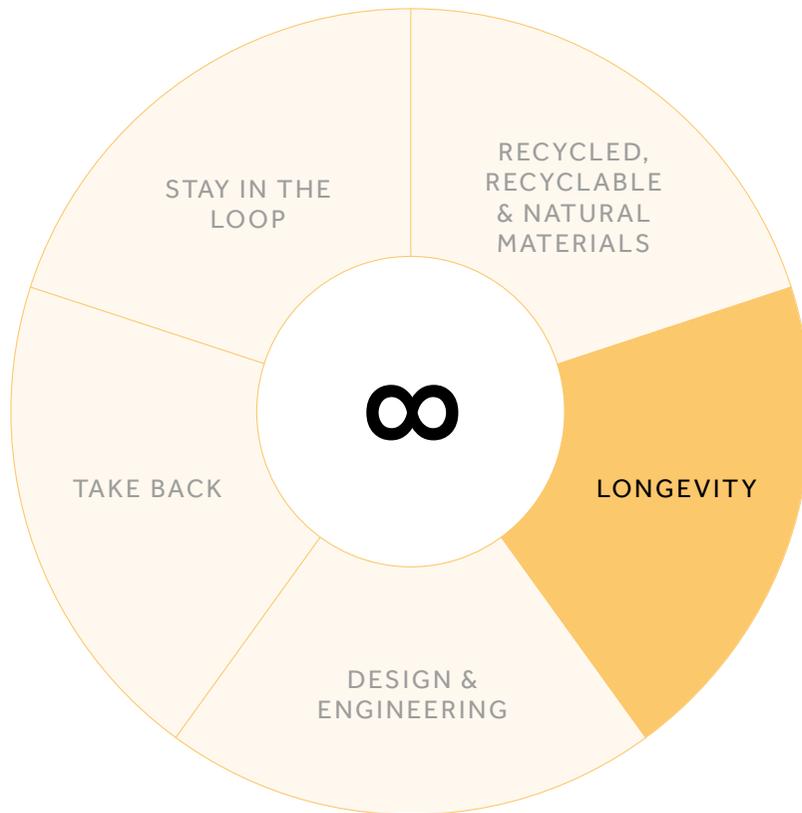


"Alpine hemp is a smart, innovative and natural fabric. If you think about what skin does and then imagine a fabric, a good textile should support the function of our skin."

Christine Ladstaetter
Innovation & Special Projects Manager, Salewa



Longevity



**“Buy less, choose it well,
make it last.”**

Vivienne Westwood

More than 4/5 of clothing ends up in landfills. It might not all be outdoor sports apparel, but this number is scary.

We choose durable materials and want to encourage our consumers to have as many adventures with our products for as long as possible, have them repaired and either trade them or return them, when no longer needed.



Lifetime Guarantee



The most sustainable product is the one you have.

Longevity for Dynafit means: adapt the product architecture of the entire product assortment with a strong focus on the reparability.

We create high-quality products and offer spare parts and repairs for your damaged items, so you can use them for longer.



Costs @ Dynafit	Costs @ Customer
Product registration has to happen within 12 months after purchase	

Without product registration

Costs @ Dynafit	Costs @ Customer
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Care Tips



Our apparel protects us on the mountain from wind and weather, makes us faster, and more able to perform.

When we properly wash and care for it, it remains a fast and reliable friend for a long time. Visit dynafit.com/product-care for more info.

HARDSHELLS



MERINO WOOL



DOWN



SYNTHETIC INSULATION



Care & Repair

LaMunt



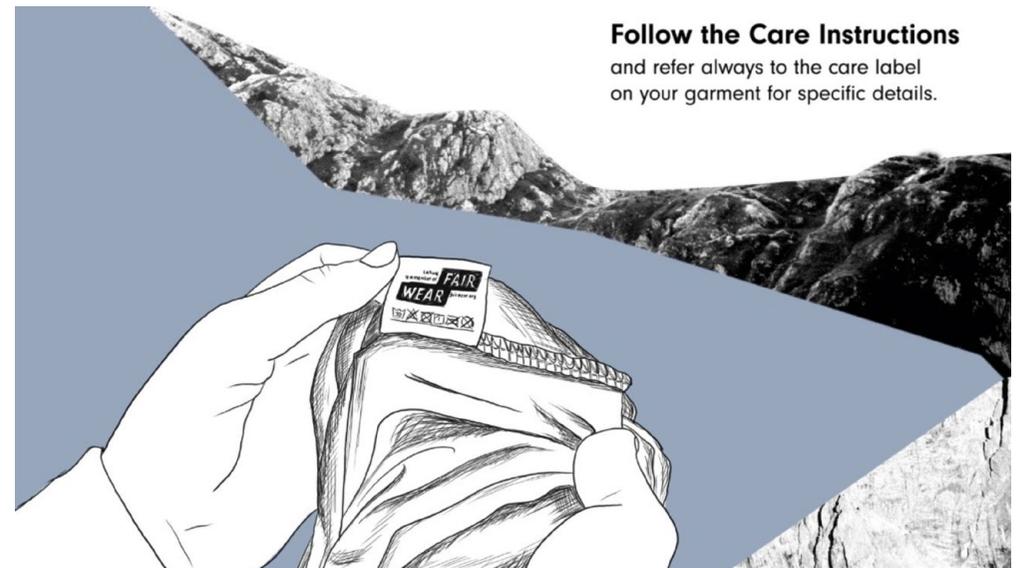
Keep delicate lightweight fabrics like t-shirts and base layers safe by washing them in a separate bag.

And remember, avoid washing them with clothes that have sharp trims to prevent damage.



Follow the Care Instructions

and refer always to the care label on your garment for specific details.



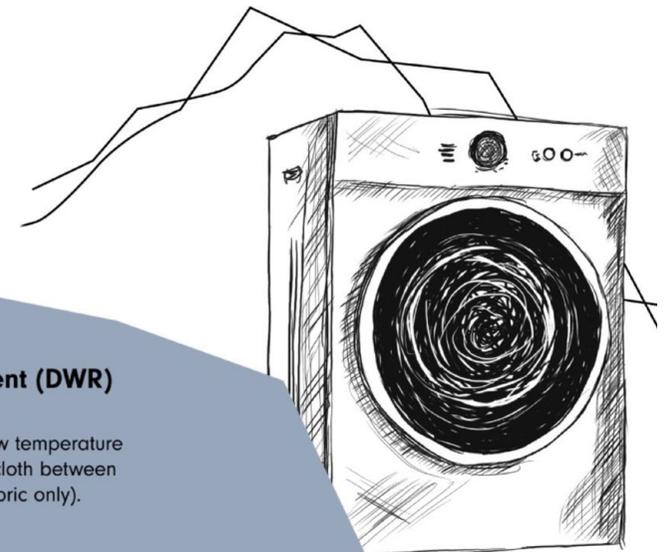
Wash your clothes inside out to prevent pilling or snagging.



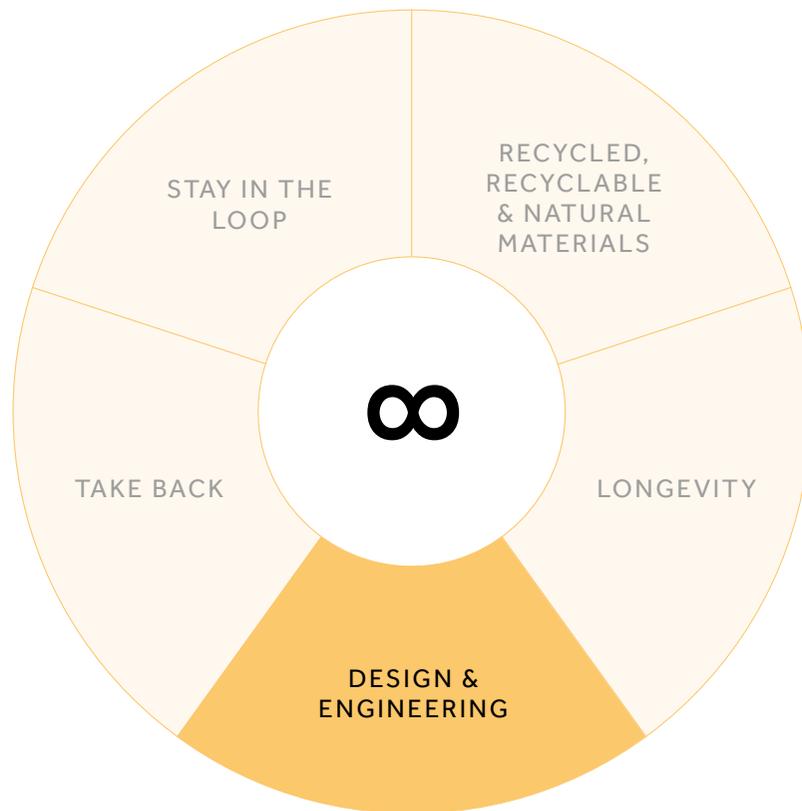
Remember to close zippers, loose regulations and fasten Velcro.

Reapply the durable water repellency treatment (DWR) on the clean garment.

Reactivate it using a dryer on a low temperature for 10 mins or by ironing it with a cloth between the fabric and iron (for external fabric only).



Design & Engineering



Contribute - by Design

It is all well to scale more sustainable materials and extend the lifetime of a product.

All of this can not work, if it is not engineered for living longer – i.e. designed to be taken apart for repair, made with a fabric that can be refurbished easily, for repair or recycling, or made with – even if it requires effort and brings along change.



Climbing Shoes Circularity: Lessons learned



Recycling technology, scalability, traceability, larger-scale industry participation are the barriers at the current time.

In 2023, Evolv explored the possibility of working with a company called Recircled, a US-based company who is developing an end-of-life and no-landfill solution for post-consumer materials. Recircled has an existing program where brands like Evolv could setup an online portal which allowed end-user customers to send used climbing shoes directly to Recircled or Evolv could send collected used shoes to the company. The program's objective is to keep used shoes out of the landfill by Recircled collecting the shoes, disassembling them and separating them by material (upper fabric, parts, rubber, etc) to use as feedstock for recycling or repurposing the material through their partners.

Throughout 2023, Evolv tested the feasibility of this program by submitting samples of our climbing shoes for Recircled to evaluate. The initial

feedback showed that the collection and operation process was easy to manage and Recircled would be able to disassemble and separate the materials. However, there were three major challenges to the program to make it successful and for Evolv to invest in.

First, the recyclability of post consumer PU material is still not a fully developed technology and Recircled has not found a partner who is able to accomplish this currently. Post consumer PU material recycling is still in the R&D phase and until breakthroughs in technology are made, this will be the main roadblock.

Second, the amount of material that we could provide as feedstock is a fraction of what they would need to make it economically scalable. Unless more companies participate in a program that can increase collective feedstock, this will be another barrier.

Third, we understand that it is not sufficient to tell our customers that their shoes will not end up in a landfill without clear traceability of the material submitted to Recircled. At this time, since there is no clear traceability of the material,

we would not be able to assure our customers of the destination of their shoes.

Evolv took the first step in endeavoring to make a more circular product through the initial design phase by standardizing the material we use, reducing the types of components, and trying to use material that could be recycled and repurposed. We also took another step in identifying and doing due-diligence on like-minded partners that can process used shoe materials and will continue to do so.

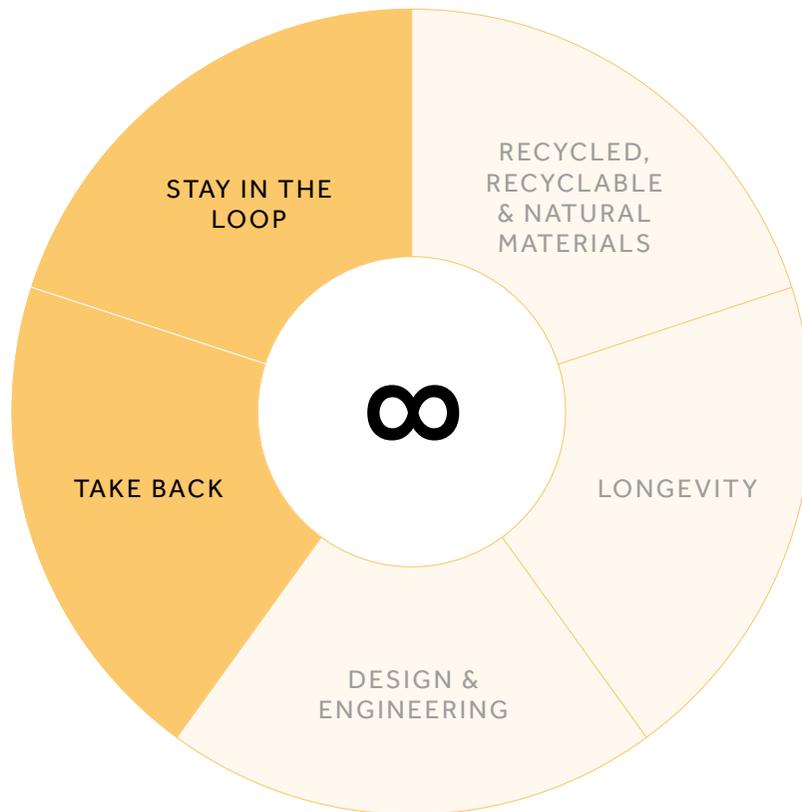
Doing research on the Recircled program was a valuable learning experience for Evolv and taught us that the technology is not ready yet and that there needs to be more global effort by many brands to participate in such programs that will increase the feedstock to an economically scalable volume.

However, it is important that we continue to make progress on this project from the initial design of products to end of life solutions to work towards a more circular product.





Take-back & Stay in the Loop



Let's change the way we dispose of our clothes.

We are testing ways to take back your products and repair, resell or dispose of them properly. This includes not only second life platforms but also refurbishing offers and renting services, so they are re-used many times.

And at their end of life they are not perceived as waste but may come back into the loop as new resources.

Group Warranty Manager

KPIS SET IN 2021	PROGRESS 2023
Building new measurable processes in the chain of repairs for transparency & structure	New Repair Request Tool developed (go live 2024)
Supporting development divisions for increased longevity	Follow-up on Circular Design Workshops within all brands & divisions with our LCA analyst, Georg
Finding and building up new repair services and -partners for collaboration	Current service available cover necessary demand
Connecting and expanding existing service partners, relationships and being a competent point of contact	Sustainability Approach by committing to environmentally responsible practices (e.g. 2nd Choice & Repair Pilots in Italy, Repair also in Germany)
Re-defining our service level, optimizing internal and external repair services for quantifiability	Resource Investment in product & repair specialists Spare Parts Management & Process handling Repair Service Bolzano, Italy Warranty Specialist in Kiefersfelden, Germany
Improving customer experience of the end- consumer, our retail partners and our own shops	Service offered for own brands (external brands in discussion)



In her second year, our Group Warranty Manager **Verena** continued improving existing services, developed the digital tools for flexible claim management and spare parts selection, and built new connections and processes where needed.

Giulia, Senior Product Developer, took care of the Dynafit LifeTime Guarantee for softgoods and created workshops for the involved departments (customer care & service, warranty dept, repair centers), which will take place in 2024. On the next pages is their progress.

Take-back Warranty System

CLAIM MANAGEMENT TOOL DEVELOPED

go live in 2024; aiding Customer Care & Service, Warranty Department, Repair Centers

NEW SPARE PARTS & BIGGER COLOUR CHOICE

For Dynafit Apparel items, Backpacks & Footwear, serves as blueprint for our other brands

REPAIR STANDARD DEVELOPED

Go live in 2024; guideline for internal and external Repair Centers

+23% REPAIRS COMPLETED

Apparel in Aschheim/Kiefersfelden, Germany compared to 2022

REPAIR CORNER OPENED

in Bolzano, Italy, and very well received by customers. No data available yet.

+2000 PIECES SOLD

2nd Life Apparel & Footwear in Bolzano, Italy

550 PIECES RESCUED

2nd Choice Outlet in Montebelluna, Italy



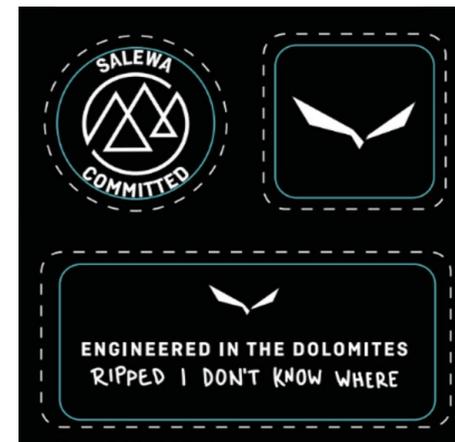
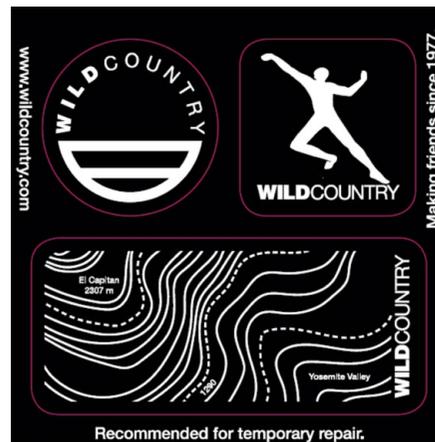
Martina in Kiefersfelden, Germany, & **Tanja** in Bolzano, Italy, are not only skilled warranty and repair specialists but also handle the workflow between the involved parties.

Quick Fix

Our Apparel brands developed custom repair kits and patches with pre-cut GEAR AID® Tenacious Tape™ that are easy and quick to apply and look good.

Thus, you can wear your product even longer, giving it a sense of history, what adventures you went through together – while looking good.

Because the most sustainable product is the one you already have.



Service Center re-glue & repair



POMOCA implemented a service center program to facilitate the repair and re-gluing of ski-touring skins.

By offering repair and re-gluing services at 21 partners worldwide, POMOCA encourages users to prolong the lifespan of their ski-touring skins instead of replacing them with new ones. This reduces waste and emissions associated with producing new products and is ultimately a more efficient use of resources and a cost reduction point for our customers.

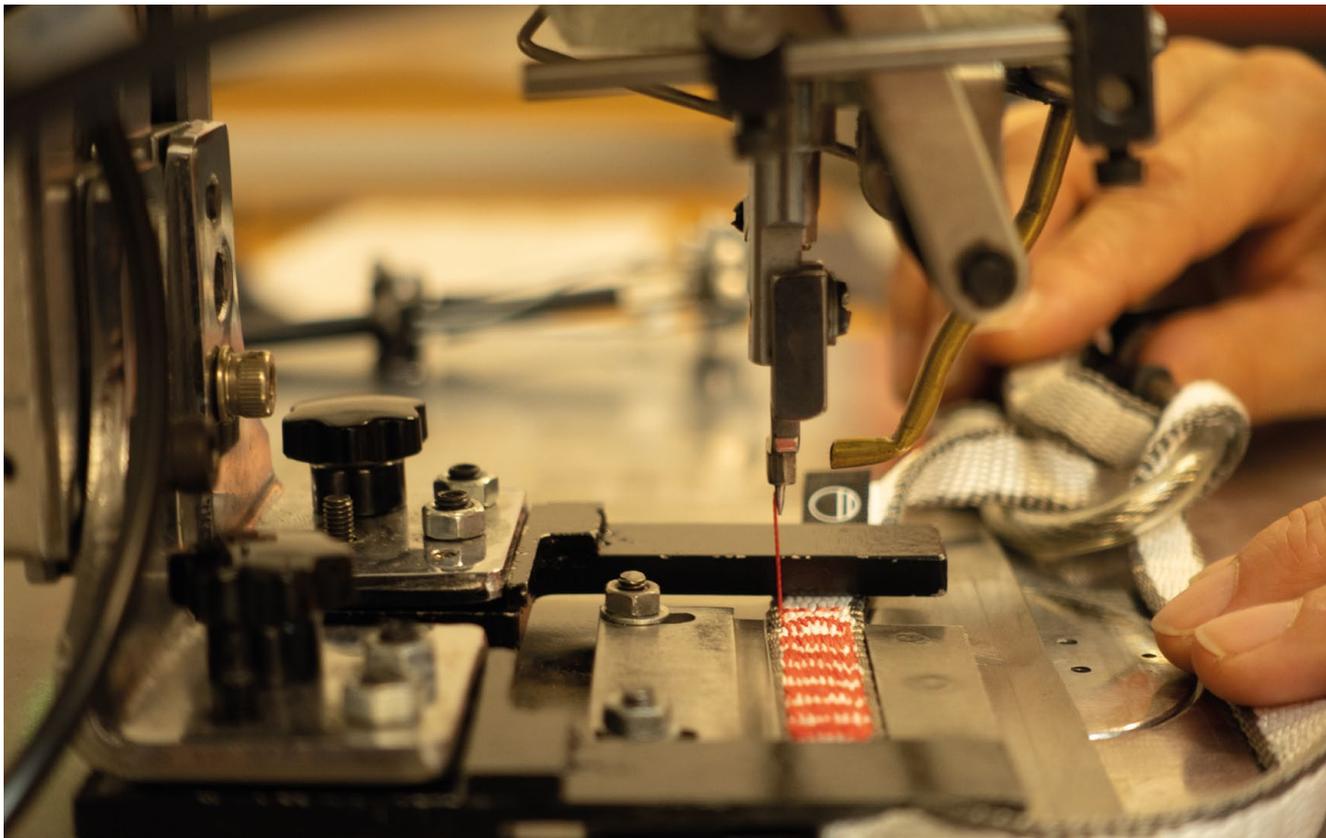


Picture by Nicolas Falquet

Reslinging Service



If your Friends' sling is damaged, send the Friend back to us, and we'll substitute the sling so you can keep on trusting your best Friends.



WHEN TO REPLACE THE EXTENDABLE SLING
Whilst the maximum lifespan of metal products has no defined time limit (continued use is subject to satisfactory user inspection), the textile sling has a maximum lifespan of 10 years from date of manufacture. Establish age of the sewn sling using the sling's serial number.

The extendable sling also needs replacement if it doesn't pass inspection:

- Are all bar tacks present?
- Are there loose/open stitching threads?
- Any cuts or abrasion?

If your Friends are in good condition, but the sling is damaged, send the Friend back to us for Re-slinging.

If your triggers need replacing, we are providing Trigger Repair Kits.



re-sling@wildcountry.com

Salewa Store Circular Experience

We are striving to extend the life of our mountain sports products, focusing on long-lasting design, using natural, renewable materials.

The new **Salewa Store Bolzano** was conceived based on a concept for **Circular Experience**, offering new services to give products a longer life.

Through this innovative store, Salewa promotes responsible consumption and production, reflecting its dedication to the preservation of alpine environments.



Repair Service

We offer a repair service to customers with mountain clothing or equipment that are worn out or damaged, and who might not have the parts, tools, or time to repair it. Repairs are carried out by experts using original parts and materials.

Second Life

We offer used, refurbished, and repaired high-quality Salewa clothing, footwear, and equipment. The Second Life products on sale are pre-loved items that have been previously worn by Salewa athletes and other mountain enthusiasts. Second Life products are professionally repaired, refurbished, and are subject to Salewa's high-quality standards.

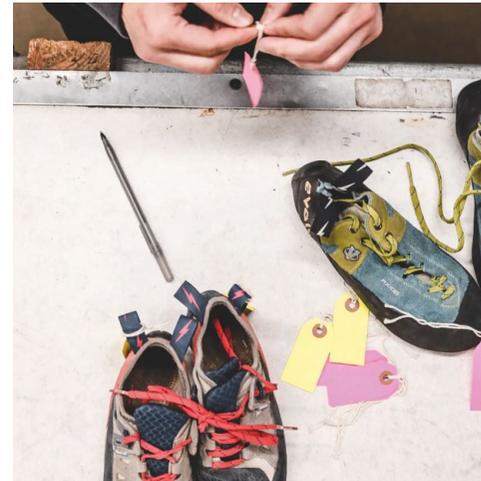
Rental Service

We desire to enable people to rent the products they might need for their next (mountain) adventure. The idea is to let mountain enthusiasts try out new activities without having to buy all the new equipment. The program covers different activities such as ski touring, ski mountaineering, hiking, trekking, via ferrata, climbing, and mountaineering.

We are currently liaising to explore ways of expanding the Circular Experience to include retail partners, other Salewa stores, and e-commerce, to make the concept available to a wider group of customers.



Yosemite Bum Resoling



Evolv's Yosemite Bum Resole service branch is an example of how a brand can encourage customers to reduce-reuse-resole. In 2023, Evolv launched the Yosemite Bum shoe with an innovative program which offered a free resole to customers with purchase.

In 2023, Evolv launched a new climbing shoe called the Yosemite Bum, named after Evolv's resole service division, Yosemite Bum Resoles.

Evolv also offered a free resole to customers who purchased the shoe so that they can extend the life of their shoe at no additional cost to the customer. Essentially, the customer would get another "free pair" of shoes with the resole.

The goal of the program was to educate the customer of the importance of circularity through product life extension with the attractive offer.

Customers could purchase the shoes through any Evolv retailer or online and then once the shoe soles have worn out, they would be able to send the shoes to Yosemite Bum Resoles to

claim the offer.

The program was met with a good response from retailers and REI was one of the first customers to carry the shoes in their stores.

Until there are better options to recycle used climbing shoes in the industry, Evolv believes that encouraging customers to extend the life of their shoes through resoling instead of purchasing new shoes is the most actionable plan to achieve the future goal of circularity.



[More information here](#)



Accelerating Circularity

If 70% of all textiles worldwide are cellulosic and polyester – new resources are and will be more and more limited. Blends are common but need specific end-of-life recycling solutions. What does it mean to be committed to making the transition to Circularity?

Building circular production models requires a shift in the way we deal with production processes, and interaction between companies – competitor brands, processors along the chain – and the people behind them.

For two years, we had been cooperating with Accelerating Circularity Project Europe (ACPE), a non-profit platform that brings together the actors needed to build a textile circular supply chain: collectors of post-consumer textile waste, sorters, pre-processors, recycling facilities, yarn spinners, to “turn spent textiles into mainstream raw materials”.

The framework that ACPE set up was a “training field” which drives new ways of collaboration and commitment into circularity, leading to an economy built on the mindful use of resources.

Polyester is the main base material for sport and mountaineering sport textiles, cotton for sportswear. If we think textile circularity, we need to get a deeper insight into the different work steps of the process of a circular business model.

We found that the starting material, the “feedstock”, is the most important and presents a challenge right from the start: identification, sorting and evaluating acceptable contamination. Scanning technologies can help and are essential to verify the batch.

Working groups defined a common base of targets in terms of output: filament and yarn qualities towards fabric qualities for final products. Afterwards, testing requirements and standards were worked out, as a common base for evaluation. The project started in Q2 2022 and is still ongoing.

It is still difficult to find appropriate feedstock for end-of-life recycling and to sort it properly for the recycler. Cleaning the basis from not suitable materials such as trims is also an important step. Technologies to support this process are already available in certain cases.

Shipping end-of-life textile products for recycling within Europe is feasible, but we learned that there might nevertheless be problems.



Read about a pilot project “Re-Zebru” on page 71



“We can state the importance of showing and transferring knowledge within the teams and collaborating further.”

Christine Ladstaetter
Innovation & Special Projects Manager, Salewa



Cellulosic Working Group

- Mainly mechanically recycled or worked into pulp as a feedstock
- Almost no additional dyeing when sorting by colour
- Contamination with synthetic fibers, especially elastane, can compromise the quality of the outcome
- heavier jerseys/knits or woven fabrics are easier to achieve in an acceptable quality

The need of the brands is based and focused on accepted and learned qualities. The output shows that classic qualities can be achieved by an experienced sorter, recycler, and spinner.

Different feedstock / even blends can serve to create heavier materials for trousers or jeans, and sweatshirts. For the mountaineering sector, the heavier qualities are niche products.

At this point, we understand which qualities of fibers can be recovered from dismissed post-consumer products. Further studies will show us if and how we can evolve the knowledge

into fabric and product qualities that might be suitable for outdoor and mountain sports products.

Polyester Working Group

Polyester is a very common fiber for sports textiles: shell fabrics, thermals and fleeces, insulation fibers, and jerseys are made from polyester.

The working group consisted of four working supply chain trials starting from feedstock, sorting, and delivering to three chemical recycling technologies, and one thermo-mechanical recycling. The recyclers then delivered the recycled polyester chips to the spinner for yarn extrusion/spinning. Fabrics could then be knitted and woven by partnered fabric mills.

The recycling technologies used in the project are pilots. The experience with recycled PET was the base, which can be partially transferred to textiles. All technologies offer a low-impact solution, the quality of the output is relative to the impact of the recycling process itself.

- Mechanical recycling is best in class for the

lowest impact, but requires compromises, as the polymer does not keep its quality (purity and durability) over time.

- Chemical recycling technologies with depolymerization and repolymerization in Europe offer interesting approaches as they work on different levels of problem-solving.

The different technologies allow us to think that we will one day be able to recover most of the polyester material that is already there.

This opens the door to a circular approach and to the possibility of recycling existing feedstock! Millions of tons of textiles are already there, which can be returned as starting material. So far, the most important finding from the working group is that blends with at least 70% polyester content can be recycled by upcoming technologies.

This requires collaboration and co-competition at all levels, from the government to the public, from different industries to private households. The final results of the working group polyester are not ready yet, the project will close in 2024.

POMOCA tries to minimize waste wherever possible through optimized production technologies.

We reduce what we can and upcycle what we cannot reduce – giving a ‘second life’ to our excess trimmed material, for example in the ReMOCA pad used in LaMunt’s jackets (see page 72).

We have continued our partnership with Skinalp of the Aosta Valley, Italy. Together, we transformed excess materials into sophisticated eco-friendly accessories inspired by the Alps, such as belts, wallets, keychains, and bags.

Skinalp excels in merging style with sustainability, offering an eco-conscious upgrade beyond fast fashion. Our meticulous repurposing contributes to a circular economy, reducing our environmental footprint.

It's not just a trend; it's a deliberate choice to redefine our approach to creation and consumption.



More information here



It's only Waste if it's thrown away

Our packaging is split into two main categories: cardboard packaging and plastic packaging. We have been eliminating, what we can and recycle what we can not, working towards circularity.

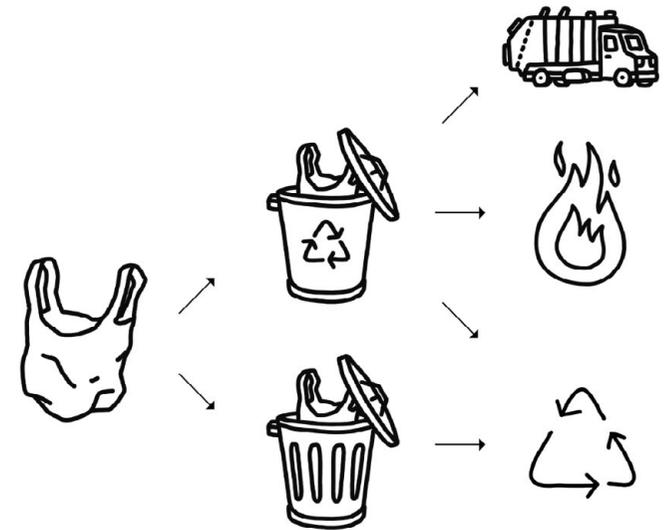
Why do we use plastic-packaging?

We need to protect our products from moisture and dirt on their way from the factories to our warehouses and customers.

So called polybags are still the best option in terms of quality and efficiency for protecting our single products, during shipment and storage.

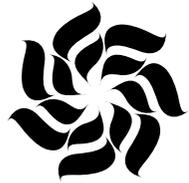


If you would like to find more, we recommend the report "Addressing Single-Use Plastic Products Pollution using a Life Cycle Approach" by the United Nations.



BEFORE

Opaque supply-chain;
high likelihood of
improper recycling



**S I N G L E
U S E
P L A S T I C S
P R O J E C T**

The Single-Use-Plastics Project (SUPP) lead by the European Outdoor Group (EOG), is a collaboration of more than 30 brands and retailers. We set competitions aside to look for ways to reduce the impact of our packaging. We all face the same problem – and work on a solution together.



How do we ensure proper recycling?

Because most packaging is intended for single use, and the possibilities of reuse and recycling are limited, we expect our product development and suppliers to reduce it to the bare minimum.

Our **Oberalp Packaging Guidelines** ensure the bare necessities to guarantee the integrity of the product during transport, to reduce the use of virgin material as much as possible, and to make packaging that can be recycled into new products.

How is it going?

In 2023, we collected over 1.7 tons of mono-material polybags at our headquarters in Bolzano. Together with our recycler, we have re-introduced the bags into a new cycle of high-quality plastic products, thus closing the loop. We have extended the project to our stores and outlets and collaborated with our retail partners to cover more ground.

BEYOND PRODUCT

Our Group

- Our Presence
- Our People

Our Communities

- Positive²



We are a group of adventurers and dreamers. Mountaineers looking for their next peak. This is where we work and where we are present.

Where we work

South Tyrol in Italy is our home. It is where our headquarters is based and most of our employees work. It is the home of the brands Salewa and LaMunt and base for Wild Country, as well as all our central functions. But our colleagues also sit in Austria, Spain, UK, France, Poland and Czech Republic.

① EVOLV, BUENA PARK, LOS ANGELES, **US**

② OBERALP NORTH AMERICA,
BOULDER COLORADO, **US**

③ **EUROPE**
POMOCA HQ, DENGES, SWITZERLAND
Moving to CHARVONEY in 2024

DROKER – ROMANIA
Our Salewa “Mountain Trainer production

ITALY

BOLZANO, OBERALP HEADQUARTERS

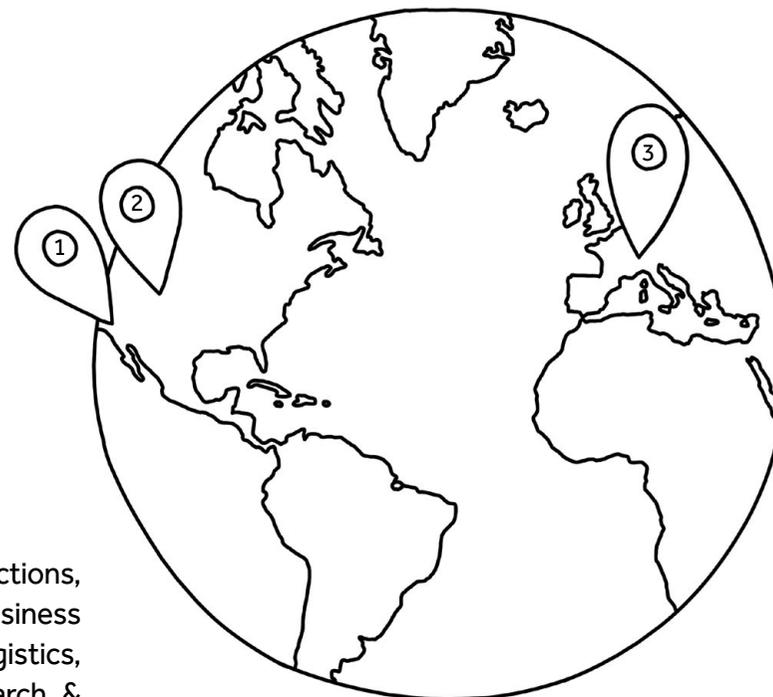
Home of sales & marketing, Central Functions, Administration & Controlling, Business Development, Sustainability, HR, IT, Legal, Logistics, Procurement, Process Management, Research & Innovation – work across all divisions and brands.

MONTEBELLUNA

Historical hub of technical footwear development in Italy, our shoes and technical equipment are conceived, developed and tested here, home to our apparel technical development and Chemical Management.

MILAN

Showrooms for all own and partner brands and Oberalp offices.



GERMANY

DYNAFIT HQ ASCHHEIM -

Moving to KIEFERSFELDEN in 2024

The competence center for the engineering of our Dynafit bindings. It is also the head office of our biggest commercial unit, the Central Europe Region (Germany, Austria, Switzerland).

VELOTEX – WERMELSKIRCHEN

Our mohair-velvet production in Germany makes the main component of Pomoca skins.

How we reach our Customers



STORES

Our 29 monobrand stores, as well as 22 outlets and 40 multibrand stores are a vital part of our business. They are our main contact point with end consumers – the place where we meet our users face-to-face, understand their needs and introduce them to our identity and values.

DEALERS

Our dealers are retailers that sell our own brands' products internationally. Through these partnerships, we strengthen our brands' awareness around the world. We have over 3,500 dealers in over 60 countries worldwide. Our distributors help us reach all the markets

where we don't have a direct presence. These operations are managed by our export team, located at our Bolzano headquarters.

New POMOCA Facility in Chavornay



In response to the expanding ski touring market, Oberalp Group has strategically relocated its POMOCA brand to a new facility in Chavornay, near Lake Geneva, Switzerland. This move aims to scale up production while prioritizing sustainable practices.

The newly designed headquarters, conceived by Dreier Frenzel Architecture, spans 4,200 square meters and rises 14 meters. It features several environmentally conscious elements, including rooftop solar panels that significantly cut down on the use of non-renewable energy.

The construction of the facility meets Minergie standards, which ensures high energy efficiency throughout the building.

The facility is designed to improve the quality of life for its employees. It includes a self-service canteen and a fitness room, promoting health and well-being. Additionally, the provision of electric bikes and its proximity to the Chavornay train station encourage eco-friendly commuting, offering easy access to public transport.

The commitment of the Oberalp Group to customer satisfaction and product longevity is also highlighted by the establishment of the new POMOCA & Oberalp service center, which focuses on repairs, promoting sustainable product use and maintenance.



This new POMOCA facility includes office spaces, a repair center, a new dimensioned warehouse facility, a museum, an apartment for visiting staff, and a lounge area. It is designed to enhance the brand's production capabilities while supporting its employees.

Groundbreaking
14 December 2022

Completion in
April 2024

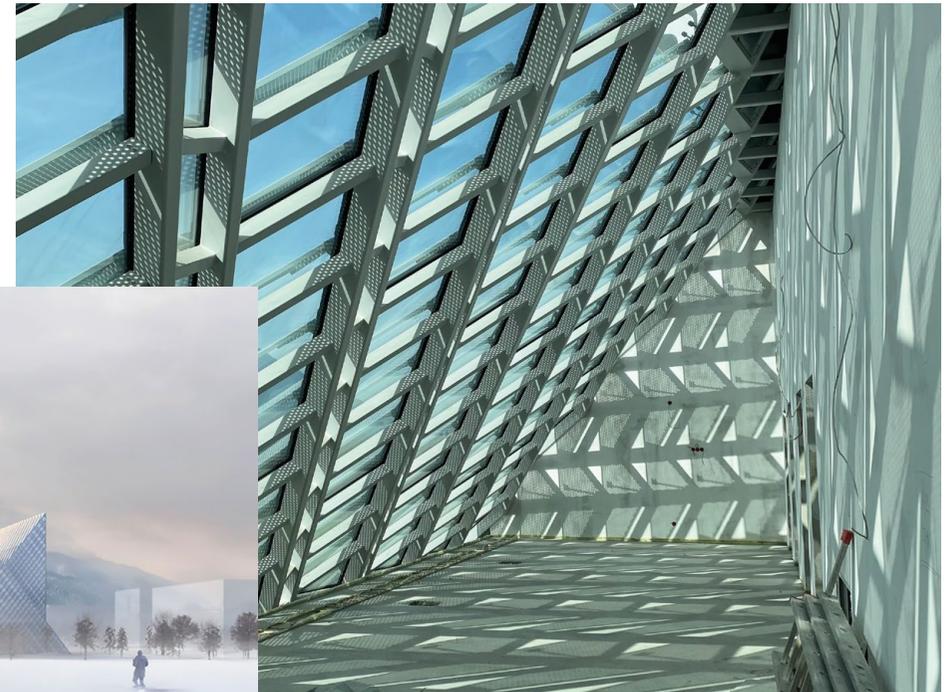
A new Home: DynaFit Speed Factory



In Kiefersfelden, Germany, we are building a new home for our ski touring and speed- hiking brand DynaFit. The modern architecture will be our northern gateway to the Alps:

Two intertwined triangles, planned by the architectural studio "Barozzi-Veiga" from Barcelona.

The new offices built 32m high and 6700m², and according to the strictest climate- protection standards, will hold more than 100 employees, and offer a daycare centre, a bouldering room for employees, a brand store, a ski factory and, of course, a DYNAFIT BIVAC, which was designed in the style of the Garda Limonaia.



Groundbreaking
30 May 2022

Completion scheduled for
September 2024

Our People

We want all our employees to help us bring about positive change. And we believe the best way to achieve that is to empower them, making them responsible for their actions. Because, at the end of the day, we're all passionate about the same thing: the mountains and sports. And that won't change.

Oberalp Culture Days

Our newcomers embrace our values and corporate culture during our international Oberalp Culture Days.

A campfire with the company founder, deep dive and workshops on the organizational strategy with the CEO, joint outdoor activities in the mountains, and much more can be experienced at the Oberalp Culture Days! To celebrate our values and culture together, and to meet the Oberalp management and founding family in person, we launched this event with four editions and are set to repeat it in the future.

Two days full of new connections and insights, where we sweat together and shared our passion for the mountains and sports.



The Oberalp Board4Next

Introduced last year, the Board4Next is a group of eight employees under the age of 28, chosen to represent the values and aspirations of their generation. Gen-Z is a committed generation, aspiring to greater transparency and aiming to contribute to a more responsible corporate environment. Born into the digital age, this generation is simultaneously curious about emerging technologies and recognizes the importance of dealing with future challenges.



Change is a constant for the young group: While two of its original members have left the company to pursue their professional path outside our organization, Francesco and Giulia joined the group at the beginning of 2023 – Giulia having already skillfully represented our generation at the SUMMIT 2022 in Zurich, as you may recall!

Giulia, Davide, Jacopo, Francesco, Claire, Matthias, Zach, and Elena (from the left) are on board for one more year to develop business-relevant projects and influence the main board of our company. In the spring of 2025, 6 new members will apply to take over from the current Board4Next, keeping perspectives fresh and ideas new.

“How do you think Oberalp should enter the Metaverse in a way that is attractive to Gen Z?” With this question, the project sponsors directed the 8 members of the Board4Next to the Metaverse.

Even though the initial reaction of the B4N wasn't “the Metawhat?!”,

some research on the topic was needed to define it clearly. The Metaverse is a collective, virtual shared space, created by the convergence of physical and virtual reality.

The first part of the year was dedicated to a deep dive into the Metaverse: information research and brainstorming sessions on potential actions to enter this world led the group to a fatalistic conclusion: none of the analyzed Metaverse Initiatives were deemed

promising in a fully convincing way. In many cases, the overall potential rating of interesting Initiatives was lowered by the unacceptably large number of resources required.

But the B4N members are reactive. One topic that was initially overlooked during the research phase emerged eminently promising, useful, and exciting to them: Artificial Intelligence (AI).

Thus began the exploration of how AI tools could support a company in handling repetitive tasks, improving efficiency, reducing human error, making data-driven decisions, boosting productivity, and staying ahead of the competition, all while saving time and money. Now, the Board4Next is using the second year of their term to lay the foundation of a project that will enable all employees to benefit from AI in their professional environment.

When applying to be part of the Board4Next in 2022, Zach exclaimed “a 4 day work week!” as one potential future of the company.

What if AI could allow us to reduce the time spent on our daily tasks and, ultimately, free up a full day to enjoy the mountains?

The Board4Next will continue to seek the answer to that in 2024.

How we shape up across the Group

OUR EMPLOYEES

1194

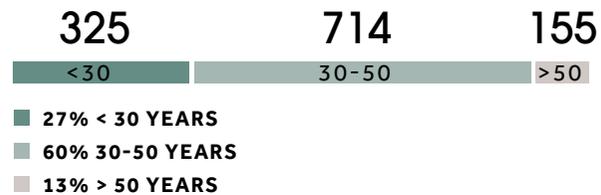


620
women

574
men

16 Inters in BZ & MTB | 4 Inters DACH

DISTRIBUTION OF OUR EMPLOYEES BY AGE



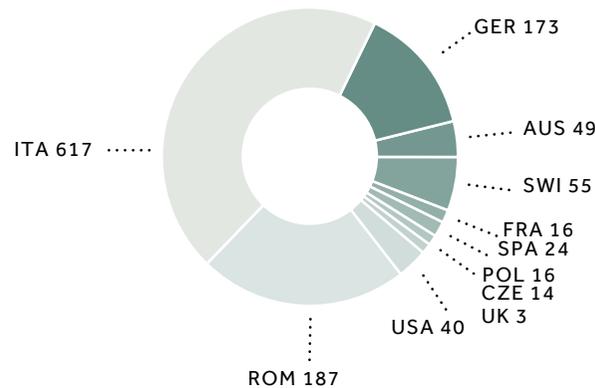
NEW HIRES

OFFICES 84 RETAIL 144



Metric	Offices	Retail
Hiring Rate	13%	52%
Turnover Rate	12%	50%

97% STAFF BASED IN EUROPE



DISTRIBUTION OF OUR EMPLOYEES

707



Office based

287



Retail

200



Factory (Velotex & Droker)

Our 360-degree HR Approach

From recruiting process and workforce planning to onboarding, integration and training and performance management – we are taking our employees development very seriously.

We are a group of “outdoor people” and love the sport that our brands stand for – we are our own brand ambassadors. Our Recruiting Referral Policy rewards colleagues, who help us hire new talents, as we are looking for cultural affinity in our candidates and we are interested in knowing who people are outside of the professional sphere. Aside from soft skills, we are taking technical abilities into account – and once someone joins our group, we make sure to help them grow through learning and trainings.

Onboarding is the process of orienting, instructing and evaluating new employees in their first months. Our “New Hire Package” includes induction meetings with all relevant departments and a “Monthly Coffee” with our CEO Christoph Engl and board member Ruth Oberrauch.

An annual performance review helps everyone to grow. Together with their managers, employees review what they have achieved during the year and suggest areas of improvement, specific trainings or courses to further develop technical and soft skills.



We reward our Best



We believe that positive attitudes bring change and innovation. Therefore, we give special awards to employees for their exceptional motivation and execution and reward specific projects that stand out.

SUSTAINABILITY

- **The Circular Experience Salewa Store** is opening a new way to a circular business model for Oberalp the implementation of a second life corner communicates the value behind the idea of circularity.

RISK

- **Summit Speaker Zurich**
Despite her young age, our colleague put a lot of personal effort into the preparation for the Oberalp Summit and successfully challenged herself in discussions with the agency and our Management.

CREATIVITY & INNOVATION

- **The EVOLAB** is a completely new way to generate sales with an omnichannel approach for Evolv via the climbing gyms.

EXCELLENT EXECUTION & PROCESS IMPROVEMENT

- **State funding for Dynafit Bindings**
The team spent months preparing the required documents. As a result, they obtained the first funding from the Free State of Bavaria (Bayerische Gesellschaft für Innovation und Wissenstransfer GmbH) in the history of Oberalp.
The funding is extraordinary, allowing us to go deeper into material research.
- **Friends & Family Day**
The team implemented a very appreciated event by our employees, their families, and the wider community at reasonable costs. The project team worked well together and showed a good hands-on approach during the event in line with our company culture.



We improve ourselves

In 2023 we organized 5.126 training hours, this equals 4.3 hours per person.

The HR department organized several group trainings on soft skills, such as time management, public speaking, communication and languages; technical skills, such as Excel and project management; in addition to role-specific trainings on core competences.

Retail Academy

Mountain Shop colleagues attended a two-day training on brand positioning, marketing, sales strategies, products and technologies and Contribute projects.

Leadership Essentials

The training program was aimed to support new managers in the transition from a professional to a leadership role in times characterised by constant change posing new challenges to their role. Managers had the opportunity to dive into

themes such as the leadership capabilities required today, how to approach and train their teams on change as well as how to create engagement and sense of belonging through feedback and an emphatic leadership style.

Coaching Programs

Individual coaching programs of different types were organized for managers to understand their strengths and areas for improvement, identify performance gaps and create strategies to address them. Through self-reflection, coaching was aimed at improving leadership capabilities and better team management. Team coaching programs were organized to enhance team performance and improve collaboration, trust, and efficiency within teams contributing to more positive and productive organizational culture.

Coaching was also organized to work on different aspects of effective communication, from public speaking to preparing product videos to relational aspects of communication.

Wellbeing Project

One of the areas investigated by our 2022 climate survey ClimbUp! was the people well-

being, i.e. the well-being of the people who work within our company. Even beyond the working environment, the well-being of our employees is an issue particularly close to our hearts and we believe that it is reflected in the success of the company itself.

The aim of this initiative was to offer, through information meetings and workshops, the tools to improve people's awareness of certain aspects of their well-being, linked to three main areas: physical well-being, social well-being, and psychological well-being.

Furthermore, the company has introduced for employees in Italy a psychological consultancy in case of need.

Oberalp Culture Days

The Oberalp Culture Days were dedicated to new employees that included two days full of presentations, stories and activities aimed to learn about the history, values and culture of the company and the people who lead us. All employees who joined the company as of January 2020 were invited to attend this event, which took place at the Bolzano Headquarters and in the surroundings of Bolzano between spring and autumn 2023.

Family & Work

Permanent Re-audit Certification "FamilyandWork (dialogue)"

10 years after we started this journey, we have received the permanent certificate by the Audit Council in mid June.

With the 'family-work' audit, the Family Institute of the Province of Bolzano promotes a sustainable personnel policy for companies, thereby facilitating the reconciliation of family and working life.

This initiative started 10 years ago and was divided into several phases: in each of these phases, we have defined and implemented measures aimed to combine work and private life. After each phase, an audit was conducted by an external auditor.

We are proud to have received this important award, which testifies our daily commitment to enhance the work-life balance within the company.

We would like to thank all colleagues who have contributed over the years to the different phases of the project and helped us in obtaining the long-awaited permanent certification.



PARENTAL LEAVE RULES IN ITALY

Paternity leave for birth:
10 days paid by the company.

Mandatory maternity leave:
max 5 months
(by law 80% paid by INPS, 20% paid by company)

Optional parental leave:
max 9 months between both parents
(up to 6 months each; 1st month paid 80% by INPS; from 2nd to 6th month paid 30% by INPS, company adds 20% (tot. 50%))

Oberalp Group offers extended parental leave until the child is one year old, where the company pays 50%.

In 2023, 24 employees took parental leave in Italy.

Employee Benefits



ACCESS TO A HOLIDAY HOME
at the coast of Gargano in Southern Italy



REGULAR COMPANY ACTIVITIES AND TRAINING CAMPS
ski touring or sledding in the winter, trekking in the summer, alpine campus



SALEWA GARDEN
Employees in Bolzano can take home fresh produce from the Salewa Garden – or grow their own in the office backyard



SALEWA KITAS
Nursery at the headquarters for children under the age of three



POSITIVE2 - 40 HOURS TO DO GOOD
one week of paid absence to participate in a social project of choice



DISCOUNTS
on our own and on our distribution band's products



PLANT BASED LUNCH
offers in collaboration with Bolzano food delivery Rockin Beets – in addition to fresh seasonal organic food offered in all canteens in our larger offices

Our Communities

We are present in many countries and what affects our regions affects us. Additionally, our brands, offices and colleagues have one or the other affair of the heart that they support.

Here, we are illustrating some of them.

“A dream I did not know I had”



In 2002 I was in a motorcycle accident that left me partially paralyzed and fighting to keep my left leg. This fight continued for the next 20 years with 30+ surgeries all while keeping an adventurous lifestyle and starting a career in public service. In 2022 I found rock climbing right before I was facing amputation.

I reached out to Evolv desperately seeking hope that someone like me still climbs. Evolv put me in touch with Evolv Pro Ronnie Dickson, who gave me the courage to go through with the amputation. After amputation and subsequent infection and revision, I started the long road to recovery where, during my stay at a rehabilitation center, Evolv sent me a care package that I was able to use while I learned to walk again.

The journey was extremely difficult and, despite being the happiest person you might ever meet, I was diagnosed with PTSD and depression from my prior public service, difficult recovery, and toxic

pharmaceuticals. However, you would never have known looking at me as I always kept a smile.

During this time, I traveled to California for school. While there, Evolv's Brian Chung was able to connect with me and take me to get my first climbing in since becoming an amputee. This day was a huge part of my mental health recovery and started my new journey of recovery. Soon after I attended Adaptive Climbers Festival and was able to meet the man I view as my Hero, Ronnie Dickson, in person. Ronnie and the entire ACF crew were extremely uplifting and encouraging, motivating me to start training for the 2024 Paraclimbing National Championship in Maryland. I trained and climbed harder than I ever have for the next 5 months.

At the March National tournament, I was able to compete against my hero and now friend Ronnie during his last ever competition before retiring from competitive rock climbing. I took 9th place and

secured an invite to compete in the Salt Lake City Paraclimbing world cup in May 2024 with Team USA. This was a dream I never knew I had until that moment.

I pushed my training to the next level sending some of my hardest ever indoor and outdoor climbs, even before amputation. I started the competition at approximately 130lbs (almost 60kg, Editor's note) lower than my heaviest weight and climbing harder than I ever have in my life. I made so many new friends and was able to secure 14th place on the world stage.

I couldn't believe I did this in my first-ever competition season. I can't wait to see what I can do with Evolv, and an additional year of training with the best in the world! Evolv and the ACF crew have given me my life back without even knowing me. Now I'm on a mission to dedicate what is left of my life to return the favor by taking people with disabilities, climbing, and into the outdoors, one send at a time!

What we did Overseas

BIG CITY MOUNTAINEERS PARTNERSHIP AND VOLUNTEER SUPPORT

Big City Mountaineers is a non-profit organization that breaks down barriers to outdoor access for youth from disinvested communities by providing them with positive and transformational outdoor experiences, including hiking and backpacking trips.

Oberalp North America continues to support BCM each year with financial support, as well as volunteering for special projects. This past year we sent a four-person team to assist BCM with one of their important administrative projects which consisted of conducting a physical inventory in their warehouse for auditing purposes.

RUGGED THREADS APPAREL WARRANTY PROGRAM

Oberalp North America has partnered with Rugged Thread Repairs in Bend, Oregon, aiming to foster sustainability within the outdoor apparel industry.

Prioritizing apparel repair over replacement, this collaboration not only extends the lifespan of products but also significantly reduces environmental impact. Rugged Thread Repairs' innovative methods contribute to environmental sustainability and represent a smart business practice by keeping costs down, making sustainable practices accessible and economically viable for both companies and consumers alike. This solution also improves the service level to our apparel customers.

SOS OUTREACH CAREER DEVELOPMENT PARTNERSHIP

SOS Outreach is a nonprofit organization that works with underserved communities to help get youth access to skiing and snowboarding who otherwise would not have the opportunity.

Oberalp North America has been a partner to SOS for five years providing them with financial and personnel support. One of our employees, Chase Lindley, has spent the past three winters as a mentor working with groups of teenagers on and off the mountain to grow as riders and as members of their community.

We have also hosted a paid summer internship for a high school student from the SOS program to work in our office and gain experience in the outdoor industry and a professional setting.

Salewa Green Friday



Salewa is committed to supporting sheep farmers. Over the course of two years, from 2022 to 2023, we raised over 25,000 euros through the Green Friday initiative. During this special day, 20% of the revenue generated from sales in our online store was donated to the Tiroler Schafzuchtverein association, which works to protect sheep farmers in Tyrol.

Following this initiative, the association produced a documentary film to raise awareness and sensitization about this community. This documentary, created by Altripiani, is a story of green marketing for Salewa aimed at showcasing small examples of local communities to support and assist.

We immersed ourselves in the Ötztal Alps in Austrian Tyrol and the Dolomites in South Tyrol, meeting individuals who are as special as they are simple. These are the stories of Günther Messner and Franz Maizner, their families, their flocks, and their farms. It's the story of the wool from their sheep, which we use to create Salewa clothing.



[More information here](#)

Our Spirit Animal



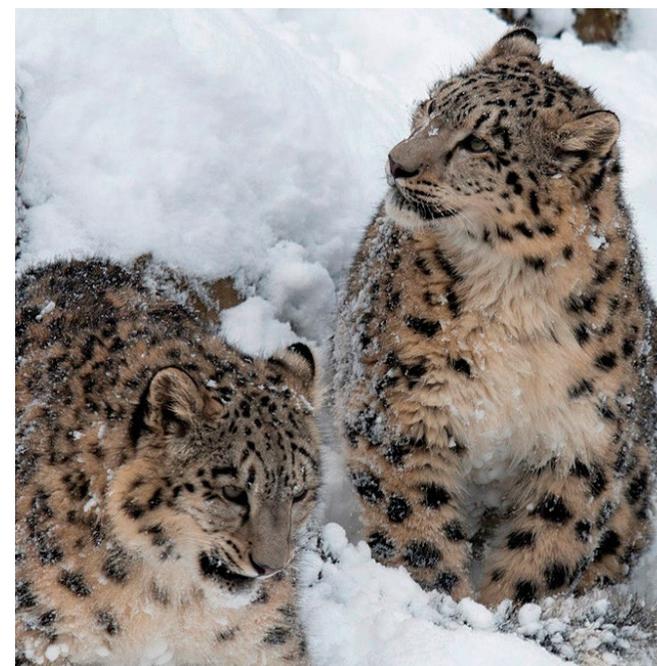
The habitat of the snow leopard is decreasing rapidly. An estimated 3.500-6.500 animals live in the wild.

The Snow Leopard Trust is engaged in the protection of habitat and mountain cats, which includes supporting families, who would otherwise hunt them or who have lost their kettle and thus, their livelihood, to the leopard.



SNOW LEOPARD DAY

Every year for 15 years, ski touring hikers from all around the world meet to go touring together. During the event in March, 2.308 participants collected 2.932.965 altitude meters. Every meter is worth one cent, and



thus, we have collected 29.324 €. Together with the sale of Snow Leopard Limited Collection products came a total of some 40.226 €, which DYNAFIT will donate in full to the non-profit organizations Snow Leopard Trust and WWF.

Equal opportunity employer

We cooperate with 3 workshops for people with disabilities in Switzerland, France and Spain for assembling processes giving work to an equivalent of 3 full-time jobs.

Saimaa Seals

The saimaa ringed seal is a subspecies of the ringed seal and was isolated from the Baltic Sea in Lake Saimaa, Finland around 8,000 years ago. The population was reduced drastically by bounty hunting until the 1940s and again during the 1960s due to the use of fishing nets made from nylon.

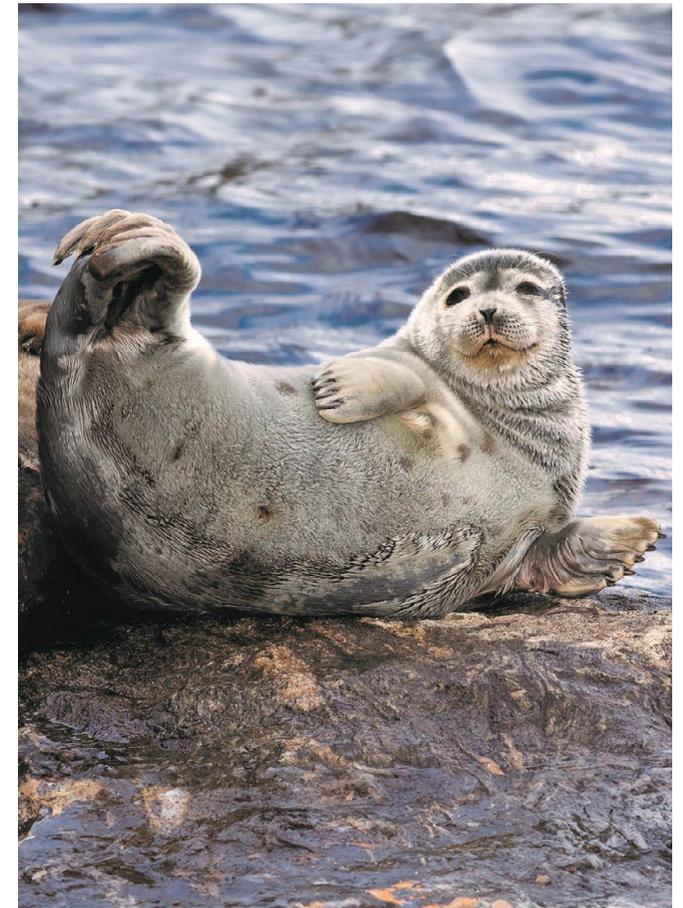
The endangered population is around 480 (2023 figure) and is threatened by by-catch mortality caused by certain types of nets and traps used by recreational fishermen, narrowing habitat due to increased lakeshore building, and climate change causing challenges for the seals' nesting in winters.

POMOCA has been funding this project since 2016, supporting the continuation of the work with recreational fishermen, tourism providers, and local communities to ensure the survival and protection of the Saimaa ringed seal.



Protect our winters!

We are proud of the partnership with Protect Our Winters Switzerland (POW). Since 2017, POW mobilizes the outdoor community for climate protection. POW leads a community of athletes, activists and forward-thinking business leaders to affect systemic solutions to climate change.



"Show Your Skins - It's Beautiful".



At POMOCA, we took a step in a direction we believe in - one that is fearless, bold, and beautiful. Our newest initiative, the "Show Your Skins - It's Beautiful" Campaign, is an embodiment of our values, a reflection of our vision, and a celebration of the diversity that makes our world extraordinary.

"Skins" serves two purposes within our community. It's the innovative tool our products provide, the essential connection with the snow, which is too often hidden and left aside. But it is also a representation of our own identities, the stories we carry and the differences that define us.

#ShowYourSkins is an ode to this duality. It's a call to go outside in the beautiful mountains and to show your skins, both metaphorically

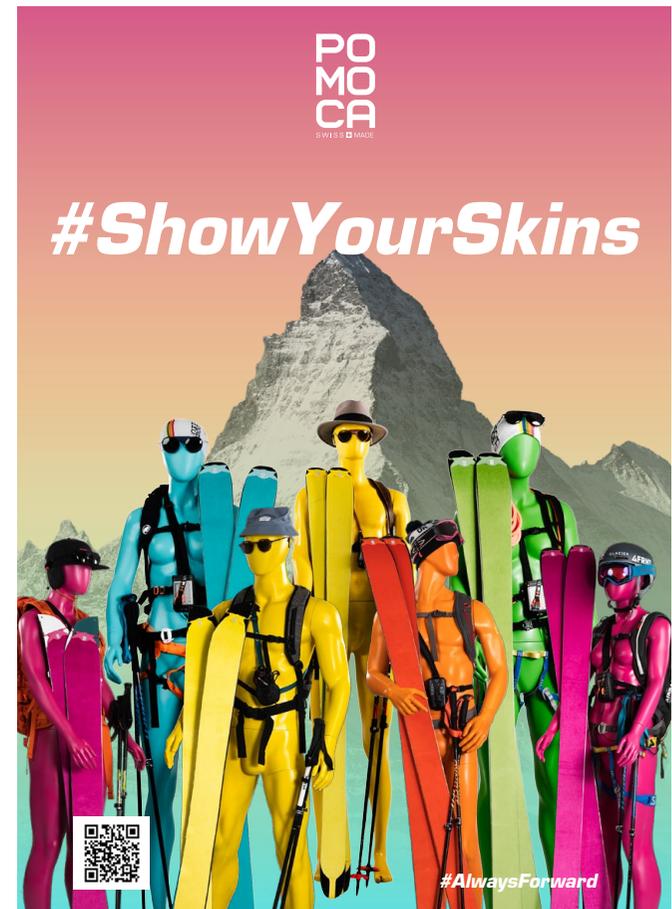
and literally, and to embrace the beauty that lies therein. It is an acknowledgment that each skin, like each person, is unique, serving its own purpose, and must be seen.

The "Show Your Skins - It's Beautiful» is not just about colours, products, or aesthetics. It's about redefining how we perceive beauty, challenging standards, and celebrating diversity. Our bright, flashy colours are not mere hues but powerful statements - they symbolize inclusivity, joy, and the beautiful spectrum of humanity.

Our message is simple, yet profound: Show your skins, because it's beautiful.

Let us collectively create a community where everyone feels at home in their own skin, where everyone feels seen, valued, and accepted, and where everyone can go outside and the beauty of our Nature.

Embrace your skin. Love your skin. Show your skin – Join us in the journey by sharing your best moments in the mountains by showing your skin.





Our Approach



LaMunt is dedicated to crafting products for women of all backgrounds, embracing diversity in their development process. The LaMunt Crew, comprised of inspiring women, plays a pivotal role in shaping the brand through product testing, feedback, and innovative ideas.

Our approach to developing new products rests on three pillars:

ENCOURAGEMENT

We uplift each other to thrive and celebrate our unique ways of experiencing the mountains. Our goal is for every woman who loves and respects the mountains to feel empowered in this magical space. By empowering others, we empower ourselves, drawing strength from the incredible women in our LaMunt Crew.

LISTENING

Your stories inspire us! Hearing about the diverse experiences of our Crew members—from their origins to their greatest adventures—is invaluable. We rely on your input and experiences to improve our outdoor clothing and better understand your needs and challenges. Your honest feedback and unique perspectives shape our product experience.

CO-CREATION

We value active collaboration with our LaMunt Crew. Through events like our recent workshop at the Starkenfeld Hut in South Tyrol, Italy, we connect, explore the mountains, and develop products together. These gatherings foster collaborative work sessions, where we refine samples, exchange ideas, and plan for the future. Your insights on fit, comfort, colors, and technical details guide our product development.



By Women - for Women



When mountains are everywhere you look when opening the door ever since you can remember, it is impossible not to establish a unique and special relationship with them.

Tiziana was born and raised in Val Camonica, Italy, and has experienced just that: despite always looking for new stimuli and being on the move, she has never been able to give up time in the mountains, because that is where she can truly feel herself.

Her dynamic nature is reflected in her object of study: glaciers. She is fascinated by their constant transformation, ever-changing.

She combines her passion for nature and the mountains with her work; by understanding the effect climate change has on glaciers, she tries to find ways to protect the place where she feels most at home.

Experiencing nature is an opportunity to know oneself better and deeper, to get in touch with yourself and your roots, not looking at the results, but at the process undertaken to achieve them.



Tiziana is the inaugural protagonist in a series spotlighting women whose lives are intertwined with the mountains.

Supporting Girls in Bolivia



In an effort to reduce educational gender gaps in remote mountain villages of Bolivia, we have teamed up with the charity Caritas South Tyrol. From the 24th of November to the 25th of December, 10% of all sales made through our online shop were donated to their “ABC: Learning for a Better Future” project, which educates young girls. Thus, we could fund the schooling of 7 Bolivian girls for a whole year.

In the mountain villages of Bolivia, girls often face a future without education, which means they will never enjoy full independence. In these remote areas, scarce economic options mean that parents often have to make the difficult decision of prioritising the education of their sons.

Why this problem exists in Bolivia

The Bolivian government's education system focuses on primary schools in indigenous communities, leaving rural areas without middle and high schools. This contributes to increased illiteracy and dropout rates among farmer families. The pandemic exacerbated the situation, with schools becoming a lower priority, widening the rural-urban gap.

Melina's journey

Melina vividly recalls her first day at boarding school. At just eight years old, she felt homesick during the journey to Pocona. Yet, with no other nearby schools, she was determined to continue her education. Initially in awe of the amenities—running water, electric lights, smooth floors, and white walls—she soon adapted. Now a senior, Melina was set to graduate last year, but school closures disrupted her plans. Undeterred, she looks forward to completing her education this year. Beyond academics, she learned valuable skills at boarding school, including computer literacy, which she hopes will pave the way for a promising career.



Women-Specific fit Wild Country



The new harness design for the female anatomy.

We believe that a good climbing experience depends on good gear. Having a harness that is comfortable while walking, climbing, and hanging is particularly important. Channeling our extensive climbing experience, we decided to radically improve the design of harnesses for women.

The new ergonomic construction is designed to fit and adapt to the female anatomy.



More information here



„I'm proud to say, this is just one step in the long journey that we intend to take to keep fulfilling the needs of female climbers.“

Lucia
Wild Country Marketing Manager

Why do women need a differently shaped harness?

„Reproportioning“ or recolouring seems to be the quick fix in many cases.

However, field tests with female climbers indicated that there is more to that.

1. Women's waists tend to be longer, leading to more space required between belt loop and waist belt.
2. Different waist-to-leg size to men
3. Different pelvis angle
4. Women's bodies greatly vary in shape





Climbing above Imposter Syndrome

**Grab your girlfriends,
come climb, and join
the change.**
By Anna Hazelnutt



"Like the Yellow Pant Complex," Natalie quipped as we navigated the guidebook for bouldering in Joshua Tree. Confused, I asked, "What's that?"

"You know, how only the strongest climbers get to rock those bright, yellow climbing pants."

Reflecting on my time in Catalunya, Spain, I recalled my move to Barcelona two years ago with a focus on lead climbing and solo travel. Amongst stunning crags and scenes straight from climbing films, my excitement was clouded by uncertainty. Why tackle Oliana's challenging routes with limited sports climbing experience? Despite nods of support from fellow climbers, I felt like an outsider, tears of fear welling on the wall, unsure of my next move or the judgment of climbing icons.

This feeling wasn't limited to Catalunya. Imposter syndrome loomed, my inner critic, questioning every step. In the gym, I felt too weak. Bouldering outdoors, too hesitant. Embracing a more feminine style, not taken seriously. Sharing on Instagram, not strong enough. Turning down a post-climb drink, not "climber" enough.

In my reflection on being a climber, I questioned the criteria for a "true" climber.

Must one excel at grades, live the dirtbag lifestyle, or don specific attire like yellow pants? Can't I be myself and still belong?

Yet, I realized a crucial oversight:

While self-reflection and support are vital, addressing the climbing culture that breeds insecurity is equally crucial. With climbing opening up to a diverse range of newcomers, it's clear we don't need to fit a stereotype to climb. This shift allows for a more inclusive outdoor space, especially for those historically marginalized.

After my Joshua Tree trip, over champurrado with my mom, I learned of her childhood in a Hispanic migrant community, where climbing was never a consideration due to lack of access and encouragement. To create a welcoming climbing community for women like her, we must provide support, accessibility, and strong female mentors—key in fighting imposter syndrome alongside building internal confidence and self-acceptance in climbing.

Imposter syndrome weighs heavily on women, especially those with intersecting marginalized identities. In climbing, where barriers to entry and lack of representation persist, the impact is profound. How do we combat this?

By introspection within the climbing community and a broader outlook. Together, we can create a supportive atmosphere, spotlight diverse successes, and pave the way for future climbers. Progress may be slow, but it's happening—one step at a time. Today, there are more resources and opportunities for inclusivity in climbing. Let's grab our friends, wear our confidence-boosting gear, and be part of this movement for change!



Anna Hazelnutt, Wild Country Athlete

Positive²

40 hours to do good

Over the past two years, a total of 2860 hours have been devoted to doing good. All of them shared our Oberalp belief that positivity attracts positivity!

Reflecting on the entire year 2023, it's clear that our Anniversary Campaign positive² continued to make waves. We celebrated our 40th anniversary in 2021, and to celebrate this milestone, all employees could allocate up to 40 working hours for charitable purposes.

Given the overwhelming success and the enthusiasm displayed by many colleagues in spreading the positive Oberalp spirit, the positive² campaign was extended for another year. Globally, 44 colleagues dedicated 1460 hours to charitable causes. Here is some of what we did.

The Treasure of Time

Our colleague Elisa participated in an international volunteer camp in Albania focused on training and sports activities for summer animation camps.

It was such a beautiful experience to be next to children, young people, families, missionaries... with an attitude of openness and welcome, privileging sobriety as a lifestyle: simplicity in being, in doing, in proposing.

Experiencing the importance of certain values is sometimes essential to reconnect with everyday life: availability to others, the richness of diversity, welcome, and respect make us grow without doubts about ourselves and those we meet along our way.

With a promise to treasure my experience to consolidate these values in my daily life, I share this poem about giving one's time to others which has been the mantra of my experience:

*I wish you time
I wish you not just any gift.
I wish you only what most do not have:
I wish you time, for fun and laughter,
if you employ it well, you can make something out of it.

I wish you time, for your doing and your thinking,
not only for yourself, but also to give it to others.
I wish you time, not to rush,
but time to be able to be content.

I wish you time, not just to spend it.
I wish you time
To wonder and to trust,
and not just to wade through it on the clock.

I wish you time to touch the stars,
and time to grow, that is, to mature.
I wish you time, to hope again and to love.
There is no point in putting it off.

I wish you time to find yourself,
to live each day, each hour with joy.
I wish you time also to forgive.
I wish you: to have time for life!

I wish you time.*



Boulder Climbing Coalition

Oberalp North America continues its tradition of an annual giveback or volunteer day where we volunteer our time in the local community.

Oberalp North America continues its tradition of an annual giveback or volunteer day where we volunteer our time in the local community. This year we sent two groups over two days to conduct (hard) trail building work at popular climbing areas in the local mountains. We did that in support of the Boulder Climbing Community (BCC), a local non-profit that supports the climbing community by protecting access to climbing.

One project we worked on was the final day of the Saddle Rock Trail project for the year. The Saddle Rock Trail remains in rough condition, including a sketchy ladder section, from the



from left: Drew, Chase, Michael, Sophie, Mike, Tom, Arturo, Mary, Jeff, Jonathan, and Alex (not pictured)

flood in 2013 and will ultimately be closed for revegetation. BCC and Boulder Open Space and Mountain Parks are re-routing Saddle Rock trail to its new route behind the first Flatiron to create a continuous loop from Chautauqua Park. Our group spent the day quarrying, splitting, belaying, and arranging boulders to create a flat path through an unforgiving talus field. Finally,

we helped them clean up and carry their gear and tools back to their trailer to move on to the next project. Special shout out to Jonathan who carried his body weight!

BCC estimates this project will take about four more summers to complete so we'll have many more volunteer opportunities in the future!

Thunderstorms & Cake

Our colleagues supplied a mountain hut in Austria with provisions as a team.

We embarked on our journey from Rauris, ascending nearly 1,500 meters to reach the Hoher Sonnblick (3,106 m) to deliver provisions to the Rojacher Hütte. Situated atop the Hoher Sonnblick is a weather station equipped with a material cable car that regularly supplies the hut, typically 2 or 3 times a week. Ordinarily, assistance in this endeavour comes from the weather station personnel or acquaintances of the hut's tenant.

However, with a looming thunderstorm in the valley below, we swiftly prepared our backpacks and traversed the exposed ridge, climbing an additional 400 meters to reach the Rojacher Hütte. Upon arrival, we unloaded essentials such as toilet paper, elderberry syrup, sauerkraut, water, milk, potatoes, and apples. In return for our efforts, the landlady Anna rewarded us with delicious soup and a large plate of cake.

During our descent, we encountered an array of weather phenomena, ranging from snowfall to rain showers, culminating in moments of brilliant sunshine. This journey provided us with not only the satisfaction of delivering vital supplies but also the opportunity to witness the diverse weather conditions of the region.



From left: Verena, Johanna, Paula, Olivia, landlady Anna Enzinger, Natalie & Nina



Sheep & Chocolate

New season, new hike to Val di Funes. Setting out early in the morning, our colleagues Fernando, Lorenzo, Claudia, Mary, Rossella, Tom, Charly, and Marie went up to the mountain hut. This base for the day served as resting spot with the best view, for breaking bread and chocolate.

A long collaboration and friendship connects Salewa and the shepherds of Val di Funes. Between May and September, the sheep live in the high mountain regions. They are skilled climbers, grazing on alpine pastures without disrupting the delicate balance of the alpine flora.

In the beginning and at the end of the summer season, a group of colleagues sets out to Val di Funes, to erect (spring) or dismantle (fall) the protective fences. Thanks to those fences, there have been no sheep fatalities caused by wolves in the past 4 years.



Plastic & Papayas

In early October, our colleague Silvia spent a week in Gulu, northern Uganda, the country's second-largest city after Kampala. Silvia volunteered with Takataka Plastics – a social enterprise dedicated to recycling plastic (PET) to create jobs while providing a safe working environment for at-risk populations.

In East Africa, waking up to the smell of burning plastic is common, as it's the primary method of waste disposal. Takataka has strategically placed PET bottle collection bins throughout the city, collecting them on foot or by van. Once at the facility, the plastic is sorted, washed, shredded, and recycled into practical items, mainly durable plastic tiles used for interiors — all crafted using their self-made recycling machinery. During my volunteering week, I helped construct a cargo bike for easier transportation of bottles

from collection points to the company, reducing effort and time compared to walking. This bike also minimizes pollution compared to using vans. The project began with online meetings to design a low-cost, easily repairable bike, tailored to the local availability of materials.

Upon arrival, I was impressed by the company's organization, daily communal lunches under a mango tree, and the variety of bean sauces served with rice each day. Fridays brought a meat treat, and the team participated in Friday morning music-fueled plastic sorting sessions, followed by afternoon team-building activities led by a psychologist. Evenings were marked by a shared "beer o'clock."

The warm welcome and immersive experience made a lasting impact. I left feeling as though a month had passed due to the stark differences in daily life. I cherished the opportunity to connect with the team and the possibility of future collaborations – indulging in fresh avocados and papayas every day was a delightful bonus.



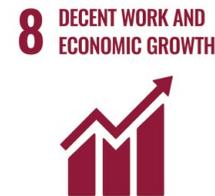
What we care about

Sustainable Development Goals

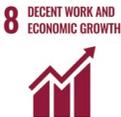
The 17 Goals have been adopted by UN member states as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

We identified 13 out of the 17 goals, where we have an impact as a company. Here is an overview of those SDGs. They are underlying our holistic strategy for the next years.

A more detailed correlation between the SDGs and our Plan of Action on the next pages.



Relevant target	Description	Comment
 <p>1 NO POVERTY</p>	<p>End poverty in all its forms everywhere</p> <ul style="list-style-type: none"> - beyond product: our team, our communities - factories best in class 	<p>As an employer and producer, we are responsible for paying our workers a living wage.</p> <ul style="list-style-type: none"> > supply chain countries: close collaboration, "living wage calculator"; working together with Fair Wear Foundation; Quality Control team checks > own employees: affordable canteen; additional parental support (IT); fixed contracts 89%
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Ensure healthy lives and promote well-being for all at all ages.</p> <ul style="list-style-type: none"> - beyond product: our team, our communities - factories best in class - Net Zero 	<ul style="list-style-type: none"> > mental & physical health promotion at our HQs; canteen; ... > we produce gear for people to enjoy and experience the outdoors in active recreation > secure working conditions; health & safety checks at our suppliers; CoC compliance > reducing GHG emissions, reducing waste & wastewater and reducing our emissions contributes to a cleaner planet and ultimately, better health for all beings
 <p>4 QUALITY EDUCATION</p>	<p>Access to education for all and increase the number of youth and adults with relevant skills for employment.</p> <ul style="list-style-type: none"> - beyond product: our team, our communities - factories best in class 	<ul style="list-style-type: none"> > ongoing trainings & courses for professional development of our employees; childcare centers at the HQs > supporting community educational causes (e.g. LaMunt Bolivia girls) > continuous improvement at our suppliers also means workshops & trainings for workers and management there, on culture, health & safety and anti-harassment
 <p>5 GENDER EQUALITY</p>	<p>End all forms of discrimination and violence against women and ensure their full integration.</p> <ul style="list-style-type: none"> - beyond product: our team, our communities - factories best in class 	<ul style="list-style-type: none"> > women's equal participation in workforce; child-care facilities at the HQs; extended paternity leave (IT) > CoC demands equal rights and opportunities at our supplier's; anti-harassment trainings
 <p>6 CLEAN WATER AND SANITATION</p>	<p>Ensure products and production processes do not use harmful chemicals and materials.</p> <ul style="list-style-type: none"> - Chemicals - Quality Control - Chemicals & Environmental Standards 	<p>efficient water management and reducing waste-water through</p> <ul style="list-style-type: none"> > RSL compliance checked by Quality Controls and audits > Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts. > data transparency in the supply chain through bluesign® system partnership and HIGG index participation

Relevant target	Description	Comment
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>Increase the share of renewable energy in the global energy mix.</p>	<p>Our HQs in Italy, Germany and Switzerland are built in a way that they do not need air conditioning, they have an advanced heating system and produce energy through solar panels.</p> <ul style="list-style-type: none"> > for our employers: greener mobility concept > Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts. > extend renewable energy to suppliers and partners; HIGG index involvement
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Ensure a safe work environment and assist in the economic development of local communities. Protect human working conditions in our supply chain and promote safe and secure working environments for all workers.</p>	<ul style="list-style-type: none"> > making sure our team grows together with us; we share our passion and give back to our communities; flexible office time, part-time jobs & childcare at the HQs create a balance between professional and private life > implementation of social and environmental standards at our suppliers (CoC as precondition of purchase); external audits and our quality control team make sure of it > sustainable growth: renting system, longevity, repair services; we want to make sure our products do not promote overconsumption but invite our costumers to rent & share
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Help suppliers upgrade infrastructure and increase resource-use efficiency by adopting clean and environmentally sound technologies and industrial innovation.</p>	<ul style="list-style-type: none"> > set a local example ito waste solutionn (e.g. SUPP), energy efficiency and general employee satisfaction > Environmental Policy; promoting renewable energies at our suppliers; HIGG Index involvement > offering more sustainable products, scaling recycled or natural/regrowing content (e.g. Salewa Committed; LaMunt cares); investing in new technologies to reduce and use left-over material
 <p>10 REDUCED INEQUALITIES</p>	<p>Contribute to addressing income inequality by addressing wage and social protection issues in developing countries.</p>	<ul style="list-style-type: none"> > no matter where the HQs of our brands are: all employees, regardless of gender, skin colour, ethnicity or lifestyle, have the same opportunities > addressing and decreasing inequalities at our suppliers (e.g. cultural trainings are part of corrective action plans; recruitment, wages, career prospects or protection against unjust dismissal; all workers have the rights to complain and the possibilities to make their voices heard), close collaboration with FWF

Relevant target	Description	Comment
 <p>Achieve the sustainable management of natural resources and the environmentally sound management of chemicals throughout the lifecycle of our products. Ensure that customers have access to relevant information and are aware of sustainable development. Reduce waste generation through prevention, reduction, recycling and reuse.</p>	<ul style="list-style-type: none"> - Chemicals & Environmental Standards; Quality Control - Products & Processes geared towards Circularity - Net Zero 	<ul style="list-style-type: none"> > social responsibility through CoC, in collaboration with FWF; environmental responsibility through HIGG partners; Quality guidelines (RSL, Chemical & Environmental Policy) are shared with our suppliers > Our Sustainability Strategy contributes, firstly, towards more sustainable and circular products & processes (natural & recycled materials, extending warranties and end-of-life solutions; rental and give-back systems); secondly, towards ensuring information flow internally and externally; and thirdly, towards reduced and more ecological packaging (Oberalp packaging guidelines; SUPP) > ultimately, our goal is to halve our direct and indirect value chain emissions by 2030 and accomplish net zero emissions by the year 2050., reusing and re-creating resources efficiently; finally compensating for what we cannot reduce
 <p>Take urgent action to combat climate change and its impacts</p>	<ul style="list-style-type: none"> - Net Zero 	<ul style="list-style-type: none"> we are engaging in carbon footprint analysis for our products, processes, infrastructure and buildings. > from this assessment, we can implement a profound energy and emission-reduction concept > unavoidable emissions will be compensated > green mobility concepts, car-free to work employee engagements and vegan offerings in our canteen promote employee awareness
 <p>Prevent and reduce marine pollution, in particular from plastics and microplastics.</p>	<ul style="list-style-type: none"> - Chemicals & Environmental Standards; Quality Control 	<ul style="list-style-type: none"> > RSL compliance is mandatory for all our suppliers. Indirect impact through production: engage in partnerships & working groups to investigate causes of pollution and its prevention (The Microfibre Consortium) > Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts.
 <p>Ensure the conservation and sustainable use of ecosystems, in particular mountain ecosystems.</p>	<ul style="list-style-type: none"> - Chemicals & Environmental Standards; Quality Control 	<ul style="list-style-type: none"> > RSL compliance is mandatory for all our suppliers. Indirect impact through production: engage in partnerships & working groups to investigate causes of pollution and its prevention (The Microfibre Consortium) > Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts.

Reporting

We work with a wealth of different organizations to report on our sustainability efforts.

Why are there so many?

Because we believe that being held accountable –and revealing how we are doing– is a vital part of our responsibility as a transparent organization.

Moreover, we know that collaboration is key to making real progress and significant changes towards the reduction of our environmental impact. Which is why we put brand rivalries aside and join forces with competitors who share our values and concerns, to exchange ideas and solutions and to tackle those challenges together.

Memberships in external initiatives

- European Outdoor Group
- Fair Wear Foundation
- Employment Injury Scheme
- International Accord
- Bluesign System Partners
- Responsible Down Standard
- Economia Alto Adige
- EOCA (only POMOCA)
- SOS Kinderdörfer (only in Germany, Austria, Switzerland)
- Caritas Werkstätten (only in Germany, Austria, Switzerland)
- The Microbifbre Consortium (TMC)

Memberships of associations

- Assoimprenditori Alto Adige
- ASSOSPORT
- Winter Sports Network (WSN)
- CVCI (Chamber of Commerce of Vaud region, only POMOCA)
- Protect Our Winters (POW, CH, only POMOCA)
- International Ski Mountaineering Federation (ISMF) (only POMOCA)
- Thinksport (Sport lobby in CH, only POMOCA)
- Bundesverband der deutschen Sportartikelindustrie (BSI)

Methodology for calculations

Our 2023 Sustainability Report is an important milestone in our journey towards a transparent and structured reporting process. It gives details on our sustainability performance and the industry's key indicators. And it provides information on issues that affect our stakeholders.

Sustainability reporting standards

We prepared this document following the GRI Sustainability Reporting Standards issued in 2016 by the GRI – Global Reporting Initiative. The breadth and detail with which we cover issues in the Sustainability Report reflect the materiality of our approach described in the “Strategy: Our Plan of Action” chapter.

This report has been prepared in accordance with the GRI Standards: Core option.

Scope of reporting

Unless otherwise noted, the reported information and data refer to 2023 (from 1 January 2023 to 31 December 2023). Any data referring to previous years is presented for comparative purposes only, to allow an assessment of the evolution of our operations over time.

The performance indicators were collected annually and the reporting frequency will be annual.

Calculation criteria

Several of our operating departments were involved in the process of data gathering and report drafting, to shape this report. One of our ultimate objectives through the report is to strengthen our reporting system and enhance the accuracy and reliability of the information and data we provide.

Our headquarters are in

Via Waltraud-Gebert-Deeg Str. 4, 39100, Bolzano, Italy

Materiality topic correlation

The following table presents the correlation between the material topics (mapped in the materiality matrix on page 23 & the SDGs on page 138) and the GRI Standard aspects, together with an explanation of the material topics and their boundaries.

MATERIAL TOPIC	DEFINITION	GRI INDICATOR	BOUNDARY – WHERE THE IMPACT OCCURS
<i>Product Responsibility</i>			
Product quality and durability	Always strive to increase the quality of products, ensure maximum safety standards and design products to have a longer life-time	n.a.	Inside, Outside (Suppliers)
Chemicals management	Avoid the use of dangerous chemicals in our products, find alternatives to harmful chemicals and test products	n.a.	Inside, Outside (Suppliers)
R & D and innovation	Push for innovation and new technologies, participate in industry research projects, find new opportunities for brand differentiation and expansion	n.a.	Inside, Outside (Science, Education)
<i>Environmental Responsibility</i>			
Sustainable product design	Use environmentally and socially friendly materials to design products that have minimal negative impact	Training and Education	Inside, Outside (Suppliers)

MATERIAL TOPIC	DEFINITION	GRI INDICATOR	BOUNDARY – WHERE THE IMPACT OCCURS
<i>Social Responsibility</i>			
Human rights in the supply chain	Make sure all factory workers are respected and face fair working conditions	Human Rights Assessment; Supplier Social Assessment	Outside (Suppliers)
Community development	Organise activities and initiatives, for example to support the local region, help refugee integration and support mountain communities	Local communities	Inside
Promote sports and alpine lifestyle	Promote an outdoor and healthy lifestyle and promote the brand's mountaineering spirit	n.a.	Inside, Outside (athletes, consumers, local community)
<i>Economic Governance</i>			
Market competitiveness	Work to find innovative measures to increase the competitiveness of the company within the market	Economic performance	Inside, Outside (Dealers, NGOs, Consumers, Media, Authorities & Regulations)
Customer service	Continuous improvement of our customer service to meet client needs, for example through product repair services	n.a.	Inside, Outside (Dealers)

GRI content table

This report has been prepared in accordance with the GRI standards: Core option

GRI STANDARD	DISCLOSURE	PAGE REF.	COMMENTS
<i>GRI 102: General Disclosures</i>			
GRI 102-1	Name of the organization	11	
GRI 102-2	Activities, brands, products and services	11-21	
GRI 102-3	Location of headquarters	106, 147 et al	
GRI 102-4	Location of operations	106	
GRI 102-5	Ownership and legal form	17	
GRI 102-6	Markets served	107	
GRI 102-7	Scale of organisation	17	
GRI 102-8	Information on employees and other workers	114ff	

GRI STANDARD	DISCLOSURE	PAGE REF.	COMMENTS
<i>GRI 102: General Disclosures</i>			
GRI 102-9	Supply chain	34-45 & 50-55	Oberalp applies the Precautionary Principle to cope with possible risks and to protect the environment.
GRI 102-10	Significant changes to the organisation and its supply chain	42	
GRI 102-11	Precautionary Principle or Approach	40, 46-59	
GRI 102-12	External initiatives	33, 45, 98, 102ff, 120-141	
GRI 102-13	Membership of Associations	146	
GRI 102-14	Statement from senior decision-maker	4,5	
GRI 102-16	Values, principles, standards, and norms of behaviour	5, 14, 22-23, 25	
GRI 102-18	Governance structure	n.a.	
GRI 102-40	List of stakeholder groups	18	
GRI 102-41	Collective bargaining agreements	n.a.	
GRI 102-42	Identifying and selecting stakeholders	18	

GRI STANDARD	DISCLOSURE	PAGE REF.	COMMENTS
<i>GRI 400: Social – Employment</i>			
GRI 401-1	New employee hires and turnover	114	
GRI 401-2	Employee benefits	119	
GRI 401-3	Parental leave	110	
<i>GRI 400: Social – Training and Education</i>			
GRI 404-1	Average hours of training per year per employee	117	
GRI 404-3	Percentage of employees receiving regular performance and career development reviews	115	
<i>GRI 400: Social – Human Rights Assessment</i>			
GRI 412-1	Operations that have been subject to human rights reviews of impact assessments	35-45 & 50ff	
GRI 413-1	Operations with local community engagement, impact assessments, and development programs	120-141	
GRI 414-1	New suppliers that were screened using social criteria	35-45	
GRI 417-2	Incidents of non-compliance concerning product and service information and labelling	n.a.	No incidents of non-compliance have been reported during 2023
GRI 419-1	Non-compliance with laws and regulations in the social and economic area	n.a.	No incidents of non-compliance have been reported during 2023

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Get in touch if you have
any questions or feedback!
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