Contribute

Sustainability Report 2021

*Look around. Our planet is precious, we need to take care of it.*
Sustainability is about how everyone of us chooses to do things. Every day.

This year, we are taking this statement literally and put the people behind the projects in the spotlight. None of us is perfectly sustainable, but together we contribute to a more sustainable way of working and living.

Enjoy reading!
It is in times like these we have to consciously pause every now and then and reflect on what matters most.

Our report #contribute is such an initiative. We reflect on our own values, on the things we do on a daily basis and how we do them—and on the people that surround us.

#contribute is a means of pausing and looking back at the past year, evaluating all its facets, achievements, challenges, the goals we had set for ourselves and our fail.

We re-discover that our values are the foundation of our engagement in sustainability management. They are embedded deeply within our corporate identity and are internalized by all of us.

The Oberalp Group not only holds a role in an entrepreneurial, but also social responsibility— within full intention.

#contribute—this one term condenses our understanding of how we as a company understand this role and what importance we attach to our contribution.

We do not want to promise more than we can keep. Nevertheless, we are convinced of our long-time sustainability engagement. The mountains have taught us that projects and inventions, processes and traditions are a long-term investment. We have committed to this maxim, as we have our mountain sport brands.

Our Oberalp Sustainability Report shows how far along we have come on our way and what we might still be missing.

What we have been up to in 2021

Our headquarters in Bolzano turned 10 years old

We revised our Chemical Policy and Restricted Substances List for an even stricter approach towards chemical safety

Our new brand LaMunt by women for women launched and directly gained FairWear Foundation “Leader” status

Groundbreaking ceremony for the new Dynafit headquarters in Kiefersfelden, Germany

Oberalp Group celebrated its 40th birthday

We were awarded “Leader” status by FairWear Foundation for the 5th year in a row for our exceptional work in improving working conditions in our factories

2117 of Sweden joined us as new partner brand

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Inspiring change awards 2021

We believe that positive attitudes bring change and innovation. That is why we give special awards to employees for their exceptional motivation and execution. You can read more about the respective rewards and a comment from the respective teams within the report.

Process Improvement
An award for managing change within and beyond Oberalp’s developing capability, efficiency and reducing costs, as well as focusing on process implementation.

Implementation of Rydoo p. 101
Campfire p. 101

Excellent Execution & Service
Adding value for consumers by understanding, anticipating and fulfilling needs, exceeding expectations in execution and achieving outstanding results.

Quality control in critical circumstances p. 53

Sustainability
An award for innovative projects or activities that have a positive impact on economic, environmental and social conditions in the communities that we work in.

Re-use and recycle plastic from boots p. 76
Sports project for disabled peoples p. 88

Risk
Excellent organizations are widely recognized for their ability to take risks by breaking barriers, opening new ways of development and generating new ideas.

LaMart Go to Market p. 50

Creativity & Innovation
Generate increased value and levels of performance through continual improvement and innovation.

Clean Desk & Guruup p. 101
Oberalp Christmas time p. 43

Digitalization
Contributing to the promotion and adoption of digitalisation tools/systems and workflows and bringing innovation in these areas to improve productivity, quality, efficiency, speed, sustainability and safety.

Clean Desk & Guruup p. 101
Digital workbook p. 102

Our Principles

Passion
We have unlimited enthusiasm for sports and mountains. For six generations this love for sports drives us to develop high-quality and technically advanced products and brands.

Courage
We are courageous in the ways we explore our curiosity, seek new paths, and then take responsibility for our decisions and actions.

Innovation
Through the continuous innovation of processes, products and ways of thinking and the cooperation with qualified partners we achieve new standards of excellence.

Future
Think long-term but act fast and execute well. Financial success is the consequence and ensures our independence.

Responsibility
We use resources carefully with an acute awareness of our impact and a deep desire to preserve the environment today and for future generations.

Risk
Excellent organizations are widely recognized for their ability to take risks by breaking barriers, opening new ways of development and generating new ideas.

People
Passionate and active positive. Our core asset is our team of talented, open, and culturally diverse people who operate effectively, driven by clear goals and shared values.

Sweat Together
Sweating together is one of the virtues of sports and we live it also at work.
Status Quo

Times change and so do priorities, and we are changing with them.

To continuously improve means to continuously revisit and revise the status quo. Therefore, we are re-organizing our Sustainability Strategy from a group central perspective towards a holistic and circular perspective.

Ikigai

Ikigai is the Japanese concept "reason for being", referring to something that gives a person a sense of purpose, a reason for living.

For communicating our sustainability efforts, we have brought our eight Oberalp principles into this concept. All of them important and rightful on their own, they complete each other when combined. Together, they illustrate what the group and its brands stand for, our own reason for being.
We have unlimited enthusiasm for sports and mountains. For six generations this love for sports drives us to develop high quality and technically advanced products and brands.

The most important Oberalp value for our CEO Christoph. He teaches his grandchildren that without passion and conviction, there is no way to succeed in professional nor private life.
A mission everyone believes in

Back in 2010, we created a Sustainability Working Group involving all the key functions in the Company, to identify the areas we should work on, to make our commitment to sustainability official towards stakeholders outside the Group. In 2012, we established a Sustainability Department, which is now a team of four people. We have a sustainability roadmap to keep us on track. Our team works to integrate sustainability into every department and brand of the Oberalp Group, and reports directly to the ownership and to our CEO.

We are constantly improving the way we do sustainability and we think the best way to do that is to be transparent: to talk about what we are doing and share the results. That is what this document is for.

The Sustainability Team from the left: Sara, Chemical Compliance Specialist; Martine, Social Compliance Specialist; Max, Sustainability Communication; Alex, Sustainability Manager

We make products for mountain lovers, by mountain lovers. But our mission does not just belong to us. It belongs to our employees, our consumers, our local communities, and the brands and companies we work with.

We are a company in the Outdoor Industry and we believe that the Outdoor Industry has a responsibility to make a positive impact on the planet and its people.

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OUR STAKEHOLDERS

- Consumers
- Our employees
- The owners
- The media
- Partners and suppliers
- Our employees’ NGOs
- Sustainability Report Coalition
- Clean Clothes Campaign, YM, Greenpeace, etc.
- Industry associations
- Outdoor Industry Association, European-Outdoor Group, etc.
- Local communities
- Other brands
- Media
- Sustainability professionals & experts

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 10 out of the 17 goals where we have an impact as a company. Here is an overview of the relevant SDGs. Contrary to last year, we have not assigned one or the other SDG to a specific chapter, as they are underlying our holistic strategy and as we are in the process of revising our own Sustainability Strategy for the next years.

QUALITY EDUCATION

Access to education for all and increase the number of youth and adults with relevant skills for employment.

GENDER EQUALITY

End all forms of discrimination and violence against women and ensure their full integration.

CLEAN WATER AND SANITATION

Ensure our products and production processes do not use harmful chemicals and materials.

AFFORDABLE AND CLEAN ENERGY

Increase the share of renewable energy in the global energy mix.

DECENT WORK AND ECONOMIC GROWTH

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.

REDUCED INEQUALITIES

Contribute to addressing income inequality by addressing wage and social protection issues in developing countries.

RESPONSIBLE CONSUMPTION AND PRODUCTION

Achieve the sustainable management of natural resources and the environmentally sound management of chemicals throughout the lifecycle of our products. Ensure that consumers have access to relevant information and are aware of sustainable development. Reduce waste generation through prevention, reduction, recycling, and reuse.

LIFE BELOW WATER

Prevent and reduce marine pollution, in particular from plastics and microplastics.

LIFE ON LAND

Ensure the conservation and sustainable use of ecosystems, in particular mountain ecosystems.

INDUSTRY, INNOVATION AND INFRASTRUCTURE

Help suppliers upgrade infrastructure and increase resource-use efficiency by adopting clean and environmentally sound technologies and industrial innovation.

ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all workers.

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LIFE ON LAND

Ensure the conservation and sustainable use of ecosystems, in particular mountain ecosystems.

ISO 9001-certified production facilities

We take pride in our ISO 9001-certified production facilities, assuring that our processes, systems, and employees are subject to periodic audits by independent third parties to ensure quality and compliance with international standards.

ISO 14001-certified production facilities

Our ISO 14001-certified production facilities are designed to comply with international standards for environmental management, ensuring that our processes and operations minimize environmental impacts.

The Sustainability Team from the left: Sara, Chemical Compliance Specialist; Martine, Social Compliance Specialist; Max, Sustainability Communication; Alex, Sustainability Manager

These commitments are monitored and improved upon every year, and are measured against our sustainability performance. We are dedicated to using our capabilities to contribute to the global goal of achieving a sustainable future.
What we all care about

Our materiality matrix is an overview where we rank different sustainability topics according to how important they are to us as a company, and to our stakeholders.

All topics are important to us, but the ones that go beyond this threshold are the most relevant to our sustainability work.

Oberalp Group in numbers

6 own mountaineering brands distributed in

803 group employees

65 countries

236 monobrand stores worldwide

24 production countries

3,500 dealers increase our reach

10 partner premium sports brands

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Some of our most important milestones

**THE HISTORY**

The Oberalp Group was founded in 1981 and is a family-owned company. The Oberrauch family has been working in the textile industry for six generations. Anton Oberrauch founded the family business back in 1846 when he started to import quality textile products to the Italian market.

In 1981, the Oberalp Group was founded and started distributing in Italy and other sports products. In Italy in 2001, our about 800 employees and we are known for building high-quality technical mountaineering products.

Today, we are active in the product development, production and distribution of our five brands: Salewa, Dynafit, Pomoca, Wild Country, Evolv and LaMunt. We also use our management and distribution experience to help our partner brands in the sports sector, including Under Armour, Speedo, Fischer and more.

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.

This year, we celebrated the 40th birthday of the Oberalp Group. The gifts, however, were not for the group or the founder, Heiner Oberrauch, but for everyone.

In 2021, all 803 Oberalp Group employees receive an extra week of paid holiday until November 2022, to participate in charitable activities. We are looking forward to sharing the stories here next year!
Our brands

#SPEEDUP

Pure Mountain

Salewa is passionate about mountain sports—ambitious aspiration and the mountain experience. Founded in Munich in 1935, the company develops technical products that combine traditional materials with progressive designs. Salewa is committed to upholding high environmental and social standards. Its success is built on a solid sense of regional identity and a belief in quality and values. The brands in-depth knowledge of mountain sports is reflected in its pursuit of finding new ways to build better, game-changing equipment. Progressive Mountaineering is about more than just performance, it is about gaining inspiration from the mountain environment, personal development and sharing experiences. Salewa's in-depth knowledge and help to shape this constant evolution.

Always Forward

Founded in 1933, Pomoca is a Swiss manufacturer of ski touring skins and rubber outsoles. As the oldest skin manufacturer and leader in the field of ski touring, Pomoca constantly 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 is now the first manufacturer on the market to produce all skins entirely free from PFCs. All skins are manufactured by hand in Switzerland and each skin can be traced back to where it comes from and who made it.

But they are not only skins. Pomoca—means Swiss technology to empower your freedom in the mountains with precise, reliable and simple solutions.

Creative Climbing Projects

Founded in Los Angeles 18 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.

Shape Her Identity

LaMunt is the new premium mountain sports brand, made by women for women, founded in 2021. Celebrating confident women who live the mountains in their own unique ways and enjoying their me-time. LaMunt gives mountain loving women new solutions for the best fit & shape, look and pleasure of movement. It is a reinterpretation of the mountain code for women, combining functionality with aesthetics and thoughtfully executed details.

Their innovative designs are underpinned by a sustainability-focused approach, e.g. using recycled cashmere for their padding or completely waiving PFCs in their DWR.
## Our four product divisions are responsible for transforming our brand visions into eight product categories. They develop and propose the seasonal product matrix by following the brands’ briefing, contributing to the product line development.

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

They also identify new technical solutions and push product innovation (in collaboration with the innovation team) to meet the brands’ objectives, quality and compliance requirements, and financial goals.

### OUR PRODUCTS

<table>
<thead>
<tr>
<th>Product Division</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>Climbing shoes, adaptive clothing, Fastwear</td>
</tr>
<tr>
<td>Sleeping bags</td>
<td>Technical hardware clothing and safety equipment, pole</td>
</tr>
<tr>
<td>Feetwear</td>
<td>Texts</td>
</tr>
<tr>
<td>Backpacks</td>
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</tbody>
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## We apply our experience as a house of brands 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 nine premium sports brands. We are not a typical sales partner and distributor in this field—we act as a solution provider that proves its competence in the selection of partner brands and can offer the retail trade a single point of contact for renowned sports brands.

### Our exclusive partner brands

- **Speedo**: Born over 90 years ago in Australia and has since become the essence of swimming. Its heritage and innovative technology make this brand leader in this industry. We started working with Speedo in 2007.
- **Under Armour**: 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 its offering in Italy since 2011.
- **Barts**: 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 2004.
- **Fischer**: An international expert in Nordic skiing and one of the world’s leading brands in Alpine skiing, known for innovation and cutting-edge technology. We have been partnering with Fischer since 2013 and are managing the brand’s presence in the Italian market.
- **X-Bionic and X-Socks**: Unify Swiss engineering and Italian production, redefining the world of functional sportswear. The two brands take inspiration from nature, using technical solutions to transform sweat into energy. We started our partnership in 2019 distributing the brands both in Italy and Austria.
- **Smith**: For over 50 years, Smith has pioneered advanced products to fuel fun beyond walls, creating innovations that inspire awe, and crafting gear in which every detail makes a difference. We have been partnering with Smith since 2017 and are developing the brand in the Italian market.
- **FALKE**: Creates products with unparalleled expertise. They manufacture jumpers, blouses, fine tights and underwear whose design help transform their sense of style into a reality with harmonious fabrics and colors.
- **Falke**: The newest member in our house of brands since 2021. They provide easy access to sustainability and design, creating slower that is fashionable, highly functional, and without any compromises in terms of sustainability.

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**FALKE**: Creates products with unparalleled expertise. They manufacture jumpers, blouses, fine tights and underwear whose design help transform their sense of style into a reality with harmonious fabrics and colors.

Part of the traditional **Falke** brand as of 2004, Falke 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.

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Our presence worldwide

- SOUTH TYROL: Group headquarters
- Offices across Europe and the USA
- Monobrand owned stores
- Monobrand franchised stores
- Monobrand stores with our licensee partners

**SOUTH TYROL**

- Group headquarters
- Offices across Europe and the USA

**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 in our Bolzano headquarters.

**CENTRAL FUNCTIONS**

Administration & Controlling, Business Development, Sustainability, HR, IT, Legal, Logistics, Procurement, Process Management, Research & Innovation – work across all divisions and brands. They are based at our headquarters in Bolzano, Italy.

**OFFICES**

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 where Wild Country is based, as well as all our central functions. Part of our sales and marketing teams are also based here.

Münich/Aschheim is our second headquarters. It is the home of our brand Dynafit and 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). Pomoca is based in Denges in Switzerland. All our biggest sales offices are located in these two locations. We also have our sales office in Evolv in Buena Park, close to Los Angeles. A Montebelluna, the historical hub of technical footwear development in Italy, is where our shoes and technical equipment are conceived, developed and tested, following the strictest quality standards. It is also home to our apparel technical development and Chemical Management.

Totally we have 12 offices across Europe and the USA, so we can stay close to our consumers and partners and meet their specific needs.

- Italy (2 offices), Germany, Austria, Switzerland, Spain, UK, France, USA (2 offices), Poland and Czech Republic.

**STORES**

Our stores are a vital part of our business. They are the main contact point with consumers – the place where we meet our users face-to-face, understand their needs and introduce them to our identity and values.

In 2020 we launched our new store concept: Mountain Shops. Alongside our monobrand stores, Mountain Shops will become another important pillar of our retail business, offering products and services that respond to the needs of local mountainers and tourists. Depending on the local market demand, Mountain Shops can also sell products from brands outside the Oberalp Group.

**STORES & PARTNERS**

- 31 owned stores, 27 franchised stores
  - (30 Italy, 8 Germany, 8 Austria, 7 Poland, 2 Spain, 2 Switzerland)
- 178 stores with our Licensee partners
  - (176 South Korea, 2 China)

**GROUP**

- Administration & Controlling
- Business Development
- Sustainability
- HR
- IT
- Legal
- Logistics
- Procurement
- Process Management
- Research & Innovation

**FUTURE**

- Innovation
- Development
- Growth
- Sustainability
- Ethics
- Responsibility
- People
We are growing every year

Our turnover is growing every year – and as it grows, our responsibility grows, too. 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 2021, our turnover was €303 million.

Contribute cover challenge runner-up: Marzia, Executive Assistant CEO, and her boyfriend took this picture at the Sassolungo (Langkofel).
Ethics

We strive to create meaningful relationships with our international partners.

Leadership is not a given, it has to be earned every day; and it is not the goal, it is only the evidence that thanks to our joint efforts, we have been able to contribute to making the textile industry a fairer one. And to ensuring that our products, apart from being highly technical and performing, are made in factories where workers are respected.

Social Responsibility  p.26
Code of Conduct       p.28
Monitoring Working Conditions p.32
Transparency          p.34
Where we produce

Most of our production is outsourced, meaning we do not own the factories – apart from the Pomoca site in Switzerland.

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 monitor every step of production more easily, checking that it meets our safety and performance requirements.

We always look for the best production location, considering technical expertise and know-how. Many factories with cutting and sewing skills are currently 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 the actors in the production network are involved, from the designers in our headquarters to Quality Controllers and the factories themselves.

How we set standards on working conditions

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.

And 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.
We were awarded “Leader” status
BY FAIR WEAR FOUNDATION FOR THE 5TH YEAR IN A ROW

91% of our textile products come from monitored factories or low-risk countries.
74% of our production volume came from suppliers who have been our partners for more than five years.

SOME NUMBERS

LaMunt

was awarded Leader status in the first year of being a member. All factories, where we produce our items, are audited.
Sharing 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 2021 we worked with 97 factories across 26 countries.

- **EUROPE & US**
  - Albania, Austria, Belarus, Czech Republic, France, Germany, Italy, Lithuania, Moldova, United States, Ukraine, Byelorussia, Slovenia, Switzerland

- **ASIA**
  - Bangladesh, Cambodia, China, India, Korea, Malaysia, Philippines, Taiwan, Vietnam

- **AFRICA & MIDDLE EAST**
  - Tunisia, Turkey

**What we focus on**

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 2021, textiles amounted to 83% of our turnover, and 87% of this total was made in Asia, Africa and Middle East. These regions are those that have a higher risk of poor labor conditions and where most regard is needed - it makes sense to monitor them more closely.

The A-Team around Francesco and Sofia in Italy and the QC team in Asia created procedures to minimize the risk of spreading Covid in the workplace, while ensuring that the team was able to work and keep the highest standards.

Not only were quality checks uninterrupted in the factories, but also health and safety checks were integrated in Quality Control.

Quality is our top priority, that is why we guaranteed uninterrupted quality checks in the factories in safe conditions during the last two years. Our team supported the suppliers in the best ways possible, also by integrating best practices on health and safety. Our quality controllers dealt with a lot of difficulties and restrictions due to Covid, but we overcame challenges with delays and production closures thanks to their support in the factories.

Also thanks to our constant presence in the production sites, Fair Wear Foundation confirmed the FWF Leader status of our brands.

* Textile products include the following: Apparel (men, women and kidswear and accessories), Footwear and Technical Equipment (shoes and boots, tents, backpacks and bags, sleeping bags, cords, ropes, slings). For more information read our Social Report 2021.
**How we monitor working conditions**

First screening
All potential suppliers need to go through a human rights screening process to fulfill our basic criteria and comply with our Code of Conduct.

Audits
All suppliers have to agree to audits from third parties at least every three years. These are conducted by our local language by teams of experts to carry out a comprehensive and in-depth evaluation. Worker interviews, health and safety check and thorough document inspection (payrolls, safety certificates, 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 have a chance to tell us how they are doing. So as a part of audits, a team of independent local experts interview workers about factory and a report on the findings is shared with us.

Complaints mechanism
They are experts on our social compliance requirements. They take care of the complaints we receive from workers who either file a complaint with us or contact our hotline. They are experts on our social compliance requirements. They take care of the complaints we receive from workers who either file a complaint with us or contact our hotline.

Collaboration
Workers know that their commitments are anonymous so they can speak freely.

Corrective action plan
We turn the results from the audit into an action plan: a list of specific findings of things that need to be corrected immediately, fact stating issues of worker overtime related to production planning can be solved in the near term. Together with our suppliers, we work out a plan to solve these problems and how we can support them.

Transparency
Every year, we publish a detailed report on what we have achieved in improving working conditions. Here is our latest Social Report.

New audit
At the end of each three-year period, we conduct a new audit on each factory. This audits on previous findings and confirm progress.

Regular factory visits
Our quality controllers regularly visit production sites. We evaluate each supplier with an internal tool. Rating and confirms progress.

Problems like a missing emergency exit sign over the entrance have to be corrected immediately, but solving them 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 them.

Excerpt from the Fair Wear Foundation's Brand Performance Check

We were one of the first outdoor companies to be hit by the pandemic. From the beginning, we sent a clear message to our suppliers:

- no orders cancelled; no payments postponed, which guaranteed business continuity for the suppliers and wage stability for the workers
- detailed questionnaires to identify potential risks and difficulties
- check if necessary measures to limit the virus’s spread were taken
- observance with local laws regarding wages and payments
- follow up and continuous improvement monitoring with suppliers and factories
- support suppliers with ad-hoc requests (e.g. sending of face masks to an Indian supplier)

The local quality controllers (CQOs) based in Bangladesh, China, Myanmar and Vietnam proved to be a good source of information about the local situation and the current capacity of all suppliers.

“All in all, the member has shown that with strong systems in place, it could respond responsibly to the pandemic and be a reliable partner for its suppliers.” — FWF Brand Performance Check 2020.

For our efforts, we were awarded “Leader” status for the 5th year in a row, LaMunt directly responsible to the pandemic and be a reliable partner for its suppliers. — FWF Brand Performance Check 2020.

We were one the first outdoor companies to cooperate with other brands sourcing in the same production countries who share the same values in the protection of workers’ rights, by sharing the workload and concentrating research on workplace-related issues, provides a platform for open exchange of information with other brands and stakeholders, and has available localizations in principal production countries to carry out worker trainings, seminars, and audits. After each factory audit, a corrective action plan (CAP) is made and shared with us.

Partnering with FWF is a big commitment. Every year, it meets our work to conduct in a transparent and effective way, it assesses our internal organizational processes and our suppliers’ approach and handling of the year’s main events, worker complaints and audits, and gives results in a report which is published on its website.
Salewa’s Transparency Approach

To make all the information about production and materials easily accessible and consumable, we have created stories on subjects that matter to us, available on our website and our social media channels. Let us know in case you would like to see a topic covered and explored more deeply!

TIROL WOOL the Film

We visited the shepherds in Villnöss/Val di Funes, attended the shearing, sorting, washing, combing and treating to make it “unshrinkable” with a chlorine free treatment; blending with thermo-bonding minerals to create a hybrid fleece.

ALPINE HEMP the Interview

We explore where hemp comes from, its benefits for people and the environment and why it is one of our favorite materials. With Eline LeMenestrel, climber & hemp ambassador and Christine, Innovation & Special Projects Manager.

COMMITTED the Comic

We illustrate what is behind the icon with the adventure of the Salewa girl and her dog Argo: the mandatory criteria “social monitoring” and “chemicals verified” plus a third criterion: natural materials, pfc-free DWR, RDS down, up/re-cycled materials. See also p.83.

MADE IN … the Reports

... South Tyrol
... Bangladesh

The films go to the source, the origins of our products and who makes them. They are an intimate peak behind the curtain of textile production.

Being transparent is more than just telling where in the world we produce our items. It is about creating an honest relationship with the customer and prioritizing disclosure to identify, prevent and resolve human rights issues in the supply chain.
People

Positive attracts positive. Our core asset is our team of talented, open, and culturally diverse people, who operate effectively, driven by clear goals and shared values.

Our People - Employee numbers & training p.38
Our Benefits p.41
Our Christmas Spirit - Jump & Run, Presents p.43
Our Garden & Bivac p.44
Our duty: People Projects p.46

The most important value for our Group Sustainability Manager Ruth. She is teaching her children respect and compassion towards other people. We believe that companies have a responsibility to do more. Through our community projects, we help integrate refugees, collaborate with people with disabilities, support adaptive climbing, help maintain local livelihoods and engage our colleagues to support charity organisations involved in social work.
That means we think about every aspect of our employees’ development: training, workforce planning, talent acquisition, onboarding and integration, performance management and talent review.

Our company is full of active people who love the sports our brands stand for and the mountains we work and live in. We trust our employees to be our biggest ambassadors. If they help us hire someone, we reward them through our Recruiting Referral Policy.

In 2021 we have introduced a new recruiting tool which helps us to be more efficient in the recruiting management and to improve communication with the candidates.

Onboarding is the process of orienting, instructing and evaluating new employees during the first months of work. Our “New Hire Package” includes induction meetings that are planned with all relevant departments and a shop experience that allows them to learn about our products and our sales experience first hand. The new entries also have the chance to personally meet our CEO Christoph Engl and board member Ruth Oberaarach at the monthly coffee. During the first six months of work, the employee has regular feedback meetings with the manager and specific product trainings.

We help all our people grow by reviewing their performance annually. Together with their manager, employees review what they have achieved during the year and plan where they want to go next. Employees are encouraged to suggest areas of improvement and request specific trainings or courses to further develop their technical and soft skills.
Getting the work-life balance right

In 2019, we were granted certification once again. It is valid for 3 years.

An important benefit for our employees in Bolzano is our internal nursery (Salewa Kitas). *Our day-care team consists of three child-minders, who currently look after 15 children. We love teaching the kids while learning from them at the same time. To discover the world anew with them, their curiosity, motivation and their ability to explore and think outside the box. It is important to us that the girls and boys discover in play and in the activities we offer at our own pace, their own will and at their individual development status. The personality of each child is in the centre and we leave ample room to develop their managerial responsibilities and to build effective relationships by listening, giving feedback and motivating people.*

Marika and her team of three colleagues at the day-care centre, give employees at the headquarters the opportunity to bring their children to work. The Kita is available for children until the age of three and has flexible opening hours during weekdays.

In 2021, 28% of our employees had a part-time contract.

* Italian public system foresees 8 months in total, with 30% of salary paid after first five months of leave. We cover the extra salary for our employees to receive 50% of their salary throughout their leave.

In 2012, we received the Familie und Beruf (Family and Work) certification from the South Tyrol regional government. Since then, we have a goal-oriented management approach, meaning we trust our team as experts in their field and encourage everyone to bring new creative solutions to the table and think outside the box. We also use a third party to evaluate how well we are doing at the customer service level, both with the end consumer via phone and email and what is key in verbal and nonverbal communication skills.

The main topics of the training were leadership styles, time management, how to delegate tasks and how to manage a team. The advanced edition for our more experienced managers focused on people development, priority management, how to delegate tasks and how to manage a team. The participants learned how to effectively communicate with the end consumer and to manage conflict and social communication skills.

We offer a wide range of courses in the Oberalp Training Catalogue, including software, languages, internal processes, product, soft skills, innovation and management skills.

If our employees are successful, then Oberalp is successful. That is why we are investing in training and development for our people and their skills. We have a goal-oriented management approach, meaning we trust our team as experts in their field and encourage everyone to bring new creative solutions to the table and think outside the box. We also use a third party to evaluate how well we are doing at the customer service level, both with the end consumer via phone and email and what is key in verbal and nonverbal communication skills.

We believe that empowering employees and making them feel responsible for their actions is the most effective way to bring positive change. So it is crucial that we are continually updating our skills, abilities and knowledge.

To improve skills related to customer relation, negotiation and sales techniques.

Our colleagues from the Salewa monobrand stores Unit Retail. The initiative was launched and organized by the HR department, the Salewa Brand and the Business Unit Retail.

**Training**

In 2021, 6,426 hours of training were provided, that is an increase of 16% compared to the previous year. The increase is in all areas, but particularly in the area of soft skills, teamwork and communication.

Training on the job for retail staff

Retail Academy

The initiative was launched and organized by the HR department, the Salewa Brand and the Business Unit Retail.

The goal of the initiative was to train and inspire participants to become "brand ambassadors".

Oberalp Training Catalogue, including software, languages, internal processes, product, soft skills, innovation and management skills.

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Other employee benefits

Access to two holiday homes: one along the coast in Gargano in Southern Italy and another in the mountains of South Tyrol.

Regular company activities and training camps: ski touring or sledding in the winter, trekking in the summer, alpine campus.

Fresh, seasonal and organic food at a discounted price with daily lunches at our larger offices.

In several of our offices there is free access to company gyms and climbing halls, and sports classes (e.g. pilates, yoga).

Free equipment testing and renting.

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

Jump & run mini game and Christmas spirit

As a way of celebrating our 40th birthday and share the spirit during Christmas time, we devised an online jump & run mini-game for our customers, suppliers and all employees as a gift for the good course.

With an avatar we climbed mountains, jumped over hurdles, skied down slopes and thus collected virtual meters. As a team, everyone contributed to reach one of the four summits, which respectively represented a charity project. As we reached all four peaks, each organisation received a donation of 10.000€.

Doctors Without Borders
Mary’s Meals
Rural Emergency Fund South Tyrol
Snow Leopard Trust

Due to pandemic restrictions in Italy and everywhere else, we held our Christmas celebrations in private, but still as a team.

Everyone received beautiful table decorations, delicious local treats without alcohol, to celebrate with our loved ones.

Barbara, Executive Assistant President, and Lisa, Executive Assistant CEO: “It was important to us that the colleagues, despite the distance due to the pandemic, felt that we were a unit and would not let adverse circumstances stop us.”
First opened in March 2017, the Salewa Garden is a 3,000m² plot of land next to our headquarters in Bolzano, Italy. It is also a social project that serves as a home port and gives a perspective to refugees. We plant and care for about 40 different kinds of vegetables, fruits, berries and herbs that become seasonal dishes and garnishes in the Bivac, directly next to the garden – the term zero kilometers can be taken quite literally and goes in line with our motto: The garden is the recipe.

Our gardeners

Mohcine Maradona, Morocco
Yusif, Sierra Leone
Orobosa, Nigeria
Nana Yaw, Ghana
Juliet, Nigeria
Chigozie, Nigeria
Osas, Nigeria
Michael, Ghana
Head gardener Martin, Seis, South Tyrol

Our menu offers a vegan and a meat main dish. Many customers, mostly male, choose the vegan option. Once pointed out to them that the meal was made without animal products, they become sceptical: Can that be tasty? In the end they leave satisfied and happy. Who knows, if they had also chosen the dish if it had been depicted as “vegan”…?

In the evening, we each started to plan activities for our next day: some would go on an alpine tour, but I had decided to go tandem flying with three other athletes (Tommy, Mark and Markus). The next day, we checked the wind and went to off a Vanila, where I had been once during winter. Our starting point was next to the Piz Cirawen, which offered a fantastic view of the Dolomites. Even though my heart stopped beating for a couple of moments during the more daring manoeuvres, I really enjoyed the flight and got to the safe ground, with my stomach still intact.

The day was concluded with a barbecue and music – it had surpassed all my expectations. Day three was more relaxing, but still very informative, with workshops on new technologies and products. It had been a great way to get to know the Salewa family!
Marshall Fire relief
The Marshall Fire was a wildland fire that tore through the surrounding towns outside of Boulder, CO, on December 30th and destroyed over 1000 homes. It was the most destructive wildfire in Colorado history and devastated the local community.

Oberalp North America has rallied to support in several ways:
• Donating product to our local retailer Neptune Mountaineering who conveyed that product to individuals and families in need in the week after the fire
• Running a weeklong promotion on the US Salewa website in which we donated 20% of proceeds to the Colorado Wildfire Fund to be distributed to impacted community members. Promo email attached.
• Supporting select individuals who are impacted through discounts and/or assorted production donations

We have furthermore joined forces with other outdoor brands in the “Phoenix Project.” The Phoenix Project a coalition of outdoor brands that are donating apparel and gear that are then distributed to qualified and registered families and fire victims at a facility just across the street from our office in Boulder. We have donated apparel, gear and footwear and volunteered staff time to support the Phoenix Project. The registered families came in and got to “shop for free.” More than 500 people impacted by the fires had come to the event. An overview of the program is here:
flywheelproject.com/rise

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Soles4Souls
They are a non-profit organization that collects shoe and clothing donations and then distributes the donated items to various programs around the world to help those in need. We donated approximately 400 pairs of shoes in 2021.

I was referred to the organization by a previous co-worker. Now one of our dealers (Zappos) is a major partner with Soles 4 Souls and has helped develop a streamline online process for anybody to donate.

We have been donating our used returned but still quality footwear to Soles4Souls.
Courage

We are courageous in the ways we explore our curiosity, seek new paths and then take responsibility for our decisions and actions.

No one is perfect when it comes to being environmentally responsible and living a life “on the grid” in the 21st century. It is important to realize that every effort counts and that those efforts do not have to be perfect. It is about building towards a better future for everyone by taking small steps that will one day seem giant.

LaMunt go to market p.50
Research & Innovation - Where we Failed p.51
Overcoming Stereotypes p.52
Special Guest Contribution: Sustainability Shame p.53
Go to market

The whole Go-to-Market process of LaMunt has been developed in a digital way.

The Order Configurator (a digital sales tool developed by the team) allowed dealers to get deep brand insights and to pre-book their predefined packages in a digital way. This decision could have been very risky, as the dealers are not yet used to this kind of order management, but it was well accepted.

Shops could order LaMunt items in pre-selected colour schemes and “packages” – this was another courageous decision. The team was therefore able to lead the assortment and plan the production in an appropriate way and manage an early sales campaign.

The whole Go-to-Market process of LaMunt has been developed in a digital way.

Alberto, Wholesale Director, enjoys supporting the LaMunt team in making the distribution choices following our general distribution strategy. Being traditionally Italian, he needs coffee everywhere and is in constant search for the best espresso hut in the dolomites (Tierseralp and Rifugio Principe are the leading ones). In case of need, he brings his own small cooker and moca.

Research & Innovation

— Where We Failed

But this is a Sustainability Report and our aim to contribute includes testing and trying out new things. Best case scenario is that we change the way something was done for the better and have a more sustainable solution.

At the Research and Innovation Lab, we constantly study and evaluate new and more sustainable materials: wood for helmets, 3D printing of natural materials, among many others.

We are talking about real research, time and effort that goes into those studies and of course it is disappointing when a project is stopped. This might be because it is simply not possible yet and we have to find a new way of approaching the challenge. At other times, a solution with the current technology is too expensive or not applicable on a larger scale.

Nevertheless, we will always push to open new views to the future and not get discouraged or demotivated. The worst that can happen is that we find out a way that does not work.

Naturally, it is easy to talk about success stories, and boast about what went well, looking optimistically into the future. No-one likes to admit that a project was not as successful as assumed.

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Nevertheless, we will always push to open new views to the future and not get discouraged or demotivated. The worst that can happen is that we find out a way that does not work.
Overcoming stereotypes

I have been working at POMOCA for over 20 years. During these years, many things have changed. My work has evolved, the company has grown and above all the world is not the same anymore.

So, I have been working in the ski touring industry for years, which is a very masculine environment. I work in logistics, a very masculine field.

I therefore take advantage of these few lines to encourage all women to work in a field that interests them. Whether it is a historically male field or not. Because, as I said, things are changing, and stereotypes are no longer relevant. In fact, I think they never were.

I am proud to work at POMOCA for the Oberalp Group, because every day I can break down these stereotypes as part of my job.

I like to say: “Do what you want, not what others want you to do. Unless it is your boss who politely asks you.”

I have been working at POMOCA for over 20 years. During these years, many things have changed. My work has evolved, the company has grown and above all the world is not the same anymore.

Sustainability Shame

It is easy to find ourselves overwhelmed by the stakes of the environmental crisis, to see our contributions like a drop on a hot stone and to feel guilty or ashamed.

These negative feelings can be harmful, divisive, and unproductive. But they can also be flipped into powerful tools to push ourselves towards what really matters for us and towards our own sustainable path.

Sustainability shame starts with awareness of the stakes and then grows with the gap between theory and practice: sticking to the theory I should change but for a more or less complex mesh of reasons I don’t.

If we are ashamed, it is because we care. An interesting first step is to welcome shame and celebrate our emotional response to such important stakes. Then we can analyse our shame to intelligently utilize it and understand what is stopping us from change. Thus, shame can bring us self-understanding.

We need to know our talents, our flaws, our spheres of influence and then choose where we put our energy. We cannot fight each and every battle, this crisis is bigger than us. We need to contribute all together. We all have different skills: some will do better at challenging big stakeholders than at significantly changing their day-to-day habits, others will do better at changing their lifestyles. We need systemic change and individual action. Shaming imperfection without further reflection is a recipe for failure that eats up our capacity for action.

Nathalie, Logistics Manager, always has 30 meters of protective plastic film in her car. In her spare time, she creates cardboard sculptures.

Eline, athlete, environmental activist and hemp ambassador, she has learned the hard way (or footedly, rather) that “we have to stand up one more time than we fall down”. This also applies to climate action: allow failure and trying it again.
Responsibility

We use resources carefully with an acute awareness of our impact and a deep desire to preserve the environment today and for future generations.

CHAPTER 5

Chemical Safety p.56

PFCs & Environmental Impact p.60

Going Circular

• Natural materials (down, hemp, wool)
• Recycling (LaMunt)
• Packaging (SUP, microplastics and -fibers)
• Upcycling (examples from across the Group & Special Guest Contribution: SMART Cooperative)
• Long lasting Design
• Care & repair (new group warranty manager)

Salewa Committed p.83

Dynafit & Pomoca - Protecting Wildlife p.84

Wild Country - Inspired by Nature p.85

Society’s biggest challenge nowadays is overconsumption. Our grandparents used a few jackets their entire lives – and we can learn from them. Instead of buying a new jacket every season, we should buy products we love, maintain them for as long as possible and take pride in their history.

This is why our products are designed to provide security in extreme conditions and comfort that lasts. We keep this in mind from the first step of product development.
We double check

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.

How we work

- Oberalp Chemical Policy
- Product Restricted Substances List
- Quality Control Team

We monitor

32 Chemical groups

515 Substances

That are related to the production process of our items

Chemical safety

One of our top priorities is making sure our materials and products are safe for both humans and the environment. Along with our in-house chemical management expertise, we work with industry best-practice partners to ensure the highest chemical standards. Our goal is to control the entire lifecycle of our products – from raw material, through the production process, to the finished product.

Our chemical policy

The Oberalp Chemical Policy is an internal document that includes a formal process to ban, or limit, the presence and use of hazardous substances in our products and production processes. This ensures safety and compliance. 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 Salewa, Dynafit, Wild Country, Pomicca, Evolv and LaMunt branded 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.

Quality manual

Additionally, we have 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.
How quality works

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.

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.

Rigorous testing
In 2021 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 analyzing materials and finished products, ensuring compliance with the highest standards. The in-house tests are an important part of the development process. They provide the “green light” for the material and the final approval of the item.

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.

Sara, Sustainability Team, Chemical Compliance Specialist, loves the mountains but feels most at home in her rowing boat on the Venetian lagoon.

Chemical verified products

The suppliers must comply with the Oberalp Chemical policy. “Chemicals verified” means that we have double-checked their compliance, by asking for a third-party certification such as bluesign® or performing chemical tests.

In our 2021 collections the 64% of the entire Oberalp apparel + footwear styles were chemically verified.

* Wild Country and Evolv only have one collection per year (summer).
Our approach

We are constantly looking for alternatives to reduce our impact on the environment, while still protecting our users. In our apparel and textile equipment collections we have been able to make very important progress and expect to further reduce the use of PFCs in 2022.

Using PFCs for performance

PFCs guarantee best-in-class performance for technical products that need to be water-repellent and still allow humidity to exit. These qualities are crucial for mountain activities – where often the weather is unstable or extreme, and it can make the difference between life and death. Despite years of industry research, there is still no technology that replicates the performance of PFCs.

PFCs and the environment

The use of PFCs has been criticized because, they can be linked to negative effects in humans and wildlife. They are persistent, which means they do not easily degrade in nature and they can also travel through water and wind. PFC molecules look like a snake, with a head and a tail. Different types of PFCs have different kinds of heads and tail lengths – the longer the tail, the stronger their ability to repel water. Then, however, they are also more persistent. All brands have eliminated long-chained PFCs in 2014, and are investigating alternatives to replace PFCs altogether.

Perfluorinated chemicals (PFCs)

Perfluorinated Chemicals are a family of chemical compounds used to make everyday products resistant to water, grease and stains. We use them in some of our technical products to ensure water repellence and permeability.

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**APPAREL**

* Equipment includes: backpacks
and sleeping bags

**SUMMER**

- **SS19**
  - 10%
- **SS20**
  - 24%
- **SS21**
  - 57%
- **SS22**
  - 80%

**WINTER**

- **FW19**
  - 6%
- **FW20**
  - 13%
- **FW21**
  - 10%
- **FW22**
  - 6%

**PFC-FREE**

- Water repellent styles

**APPAREL**

* Equipment includes: skis, backpacks and accessories, poles, skins

**SUMMER**

- **SS19**
  - 77%
- **SS20**
  - 11%

**WINTER**

- **FW19**
  - 77%
- **FW20**
  - 11%

**PFC-FREE**

- Water repellent styles

**EQUIPMENT**

* Equipment includes: backpacks and sleeping bags

**SUMMER**

- **SS19**
  - 42%
- **SS20**
  - 43%
- **SS21**
  - 57%
- **SS22**
  - 80%

**WINTER**

- **FW19**
  - 58%
- **FW20**
  - 81%
- **FW21**
  - 100%
- **FW22**
  - 100%

**PFC-FREE**

- Water repellent styles

**EQUIPMENT**

* Equipment includes: skis, backpacks and accessories, poles, skins

**SUMMER**

- **SS19**
  - 100%
- **SS20**
  - 100%

**WINTER**

- **FW19**
  - 100%
- **FW20**
  - 100%

**PFC-FREE**

- Water repellent styles

**INTRODUCTION**

- People
- Courage
- Sweat together
- Responsibility
- Innovation
**Natural Materials**

We are increasingly using fabrics that are made of renewable materials, such as down, hemp or wool.

**Recycling**

We continuously increase recycled fabrics within our collections – helping us reduce our dependence on raw materials.

**Packaging**

We are testing different options to reduce the impact of our packaging, and we are studying a closed-loop recycling system for this.

Going circular

Probably the most important step in reducing the environmental impact of our industry is to go from the old take, make and dispose-thinking towards a circular business model. This can mean increasing production efficiency, extending the life of our products and recycling materials as often as possible. We are doing our best to go in the right direction. Here are a number of things we do.

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**Packaging**

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**Upcycling**

We are creating products from production leftovers, reusing materials that would have otherwise gone to waste.

**Long-lasting design**

Never out of style: carry overs from previous collections help to use materials efficiently and reduce leftovers. Through design for disassembly and repairability, the lifetime of a product can be extended and guaranteed for a longer time.

**Care & Repair**

We offer repair services – like fixing, resoling and spare parts – so that products last longer.

**Footwear**

In 2020 we found traces of PFCs in Evolv shoes, and reported the results here. We reminded our supplier of the limits contained in our Chemical Policy and the need to ensure that no PFCs were used in our products, and the supplier checked his production process and assured us that no PFCs had been used for our products. Therefore, we decided to re-check the results with the laboratory, and concluded that the amounts of PFCs found were so low, that they may not be attributed to intentional use, but to accidental or cross-contamination. In 2021 we can therefore set the records straight: no PFCs have ever been used for the production of Evolv shoes.

**Equipment - Climbing essentials**

In 2021, some crashpads and chalkbags were treated with DWR containing PFCs. Applying our 6 «Rs» strategy (1. Rethink the need for)

**Apparel Wild Country**

Wild Country has one collection per year (summer). In 2019 and 2020, some styles had fabrics with PFC-based DWR treatments. In both cases, they were upcycled, leftover materials, that we used to avoid creating waste. In 2021, Wild Country had no styles with water-repellent fabrics.

**Skins Pomoca**

Pomoca became a pioneer when the world’s first completely PFC-free skins (including coating) were introduced in 2016. After many of R&D and athlete field testing, we reached 100% PFC-free skin production in the 2021 collection.

**Apparel LaMunt**

LaMunt decided from the outset to use only PFC-free DWR treatments for its water-repellent styles.

**Equipment - Climbing essentials**

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We only use 100% Responsible Down Standard (RDS)-certified down.

We use exclusively RDS-certified down in our apparel since 2014, and our sleeping bags followed shortly after. RDS is currently the most comprehensive animal welfare standard worldwide, guaranteeing that ducks and geese are treated well throughout their lives and all steps along the collector and industrial supply chains are checked and controlled. The standard is independent and based on regular checks and inspections that are conducted without warning.

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.

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After working for several years on the development, we launched our first Alpine Hemp collection! I have been part of the entire process, from the research to networking with partners. Not only were we able to reduce the environmental impact in the product, but also started to reactivate local, circular economy and a multibranch network began to grow with great exchange of competences and knowhow on hemp and its characteristics.

Alpine Hemp means:
• Rediscovery: a fibre that used to be very important in Italy but was practically forgotten because of the ban in the 60s-70s and its association to Marijuana
• Risk: overcome the barriers in the concept, practical and legal obstacles
• Understanding: the potential of the material and its application on technical mountain apparel as an alternative to traditional synthetic fibres and natural fibres with high environmental footprint
• Bring closer: our materials are delivered as a finished product from far away, without us knowing the raw state of the plants. By seeding, growing, harvesting and breaking hemp at our headquarters in Bolzano, we come closer to the product
• Holistic thinking: engaging partners of different industries to use as much of the plant as possible, collaboratively

Christine, Innovation Specialist and Martine, went to harvest the hemp plants in the garden early September. Although the plants do not contain any THC, they turned some heads at the nearby restaurant.
Natural Materials — Wool

Wool is biodegradable and 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. 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 it with an innovative technology. The result is TirolWool® Responsive.

Salewa’s 2021 collections used TirolWool® Responsive in 70% of apparel product insulations.

Natural Materials — A small sheep with great significance

The Brillenschaf (German for spectacled sheep) is the oldest sheep breed in South Tyrol.

Between May and September, the sheep live in the high mountain regions. They are skilful climbers and graze on the alpine pastures, without disturbing the sensitive balance of the alpine flora.

Over the last decades, the main alp of the valley, the Kofel Alm, fell more and more into ruin. Yet, the shepherds and voluntary helpers have put it on themselves, to build a new and slightly more modern mountain hut. We have been sponsoring the project with financial donations and donations in time (see: we sweat together p. 92). In our “Green is the new Black” campaign during Black Friday 2020 and 2021, we collected 20% of revenue from the online purchases, contributing about 50.000€ to the cause.

Natural Materials — Wool

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

Support local farmers
Farmers are directly remunerated for their wool.

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

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

Long-Term Durability
Wool it for years, put it in the washing machine, get it wet; it will continue to keep you warm.

TIRILOWOOL® RESPONSIVE
From the Mountains for the Mountains
Sourced from Tyrolean mountain sheep.

RESPONSIVE
Made from Nature
A blend of 13 different natural thermo-reactive minerals.

Recycled Polyester
Recycled fibre 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.

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

Susanne, Digital Content Specialist, met the lead shepherd, Günther, before Christmas for an informal handover of the donations. What a wonderful relationship!

Sofia, Junior Product Manager, is a smiley mountain woman fascinated by nature and sunrises. She loves being surrounded by people and enjoys good food.

INTRODUCTION ETHICS PEOPLE COLLABORATION SWEAT TOGETHER INNOVATION FUTURE
Mottainai

The Japanese term conveys a sense of regret over waste, over lost potential.

Exclaiming "mottainai!" translates to “What a waste!”.

The term was used by Japanese environmentalists to encourage “reduce, reuse and recycle”.

Recycling — Cashmere

Last year, we have illustrated one of our recycling projects with an example from Salewa, the Sarner jacket. This year, we pick an example from our newest brand, LaMunt is redefining waste with a cashmere padded jacket that is also 100% made in Italy. The benefit of using recycled cashmere in LaMunt’s collections is the maintenance of the same properties of virgin material, without requiring additional resources. By creating mountain sports apparel from recycled cashmere, we are redefining luxury and post-industrial waste, and showing that a different systems is possible. This is the process behind it.

1. SORTING
   Recovered scraps of cashmere fabrics are gathered and sorted in Northern Italy. The scraps are free of harmful substances.

2. TRANSFORMING
   The materials transformed through a mechanical process into fine fibres. This step does not involve any chemicals.

3. RECYCLING
   The fibres are blended with recycled polyester, or other natural fibres and get an eco-friendly and chlorine free treatment to make the recycled padding washable.

Our recycled cashmere filling from our partner Imbotex is a new frontier for ecologically-responsible fashion, giving new purpose to otherwise discarded precious materials.
Packaging — Single Use Plastics Project

Our packaging is split into two main categories: plastic packaging and cardboard packaging. Our objective is to eliminate what we can and recycle what we cannot. We are aware that the plastic lifecycle is far from circular — and we want to change that.

Why do we use plastic packaging?

We use polybags for protecting our single products as they move from manufacturing through our logistics terminals and retail stores into our customers’ homes. Currently, polybags are the only option in terms of quality and efficiency that cover protection during shipment and storage.

What is the single-use plastics project?

The Single-Use Plastics (SUP) Project, led by the European Outdoor Group, is a collaboration of more than 30 brands and retailers. Brand competitions aside, we are looking for ways to significantly reduce the impacts of our single-use plastic packaging. We attack the same problem — so the best way to find a solution is to do it together.

What have we done so far?

We researched the scale of the problem, the ecological impacts of plastic packaging and several material alternatives, and end-of-life scenarios for our polybags. We learned that plastics do some things better than alternatives, and that during their production, transport, and use phases, they have superior ecological performance. We also learned that in their end-of-life, they are particularly problematic.

What’s next?

Our aim is to reduce the quantities of plastics which end up with consumers, ensuring that our materials are retained in the resource loop industry recycling stream. That means also recycled, but high-quality polybags and retailers from across Europe. We collect and collaborate with more than 30 outdoor brands and the Single-Use Plastics Project is a project led by the European Outdoor Group, where we learn that in their end of life, they are actually recycled.

Sara, Logistics Specialist

Since originally from Rome, she loves South Tyrolean nature, mountains and the way of living fully respectful towards the environment. She likes outdoor walks, taking care of the house and spending time with her family.

Oftentimes, our plastic bags are not recycled by consumers, but discarded. Even when properly disposed, many municipalities do not recycle, but plastic bags are frequently sent to landfills or burned, because of technological or cost barriers. Bottomline: Even in the best of circumstances, only a fraction of recycled plastic bags are actually recycled.

The Single Use Plastics Project is a project led by the European Outdoor Group, where we collaborate with more than 30 outdoor brands and retailers from across Europe. We collect the already recycled, but high-quality polybags ourselves and hand it over to a dedicated recycler. They, in turn, grind the bags into pellets. Since all bags consist of the same plastic type, they can then be used to make ‘new’ and high-quality recycled plastics products. This eliminates the need for virgin plastic on one hand and environmental pollution through waste or fumes on the other hand.

Find out more: singleuseplasticsproject.com

The Circle of Polybags — Status Quo

Global Recycled Plastic

Virgin Plastic

Manufacturer

Dedicated Recycler

Product goes to end user

Brands/Retailers

Market

Virgin Plastic

Manufacturer

Brands/Retailers

Global Recycled Plastic

Dedicated Recycler

Product goes to end user

Virgin Plastic

Manufacturer

Dedicated Recycler

Product goes to end user

Virgin Plastic

Manufacturer

Dedicated Recycler

Product goes to end user

Bottom Line: Even in the best of circumstances, only a fraction of recycled plastic bags are actually recycled.
Our collaboration with the small company from Aosta Valley (Italy) dates back to 2016 when Pomoca decided to give a second life to its ski touring skins waste. Since then, Skinalp has created belts, key chains and bags. In 2020, also Salewa partnered with Skinalp to create a wallet with the leftover stock of camping tents’ groundsheet. The external cladding of the wallet is made from Pomoca upcycled ski skins. Skinalp is full of great ideas and very creative. We are currently thinking how to expand our collaboration to create new upcycled products.

“If I look back to 2016, I am very proud of what we have accomplished together with Oberalp Group. Our project started by sewing used skins, but the quality was too bad. That was the moment where we thought that we should find the best partner in the industry and give a second life to overcut ski-touring skins. Pomoca and the team were immediately open to cooperate and in 2019 we also decided to strengthen our partnership by selling our products in several countries.”

Hervé Domenighini, Skinalp Co-founder

One of our most important and also most favourite articles is the Polartec Thermal Layer. Purchasing a high amount of the polartec-material entails left-over material (trimmings) after cutting the shape of the item. We did not want to throw those trimmings away but give them new life. We have therefore developed the Upcycled Thermal Glove in many different colours.

Dorothée, Senior Product Developer, likes to pay attention to details, recharges her batteries during workout and has an insatiable appetite for pizza.

Cristina, Purchasing Apparel, she loves the outdoors and breathing in nature. But also spending quality time with her family.

Looking for further ways to keep the unrecyclable waste from our plush freeride ski skins from going to the landfill, we partnered with the innovative start-up BAABUK. An up-and-coming Swiss company, who offers felted wool shoes inspired by old traditions. Together we upcycled the cuttings into durable and versatile bottoms for a limited series slippers that embody our mission of making a positive impact and delivering the most comfortable wool footwear.

Arthur, Marketing Skin division, loves to go ski touring in the Swiss Alps. They are his favourite place to be and meditation, surrounded by the 4000 peaks.

Josep, Group Head of Research & Innovation, GM Pomoca, prefers cold mountains to warm beaches, although originally being from Barcelona. Nevertheless, he keeps a very clear preference for Mediterranean food.

Upcycling — Thermal Glove May Nothing Go to Waste

Upcycling — New life for skin waste
Upcycling — Research & Development Boots

In 2020, our Dynafit boots development team tested 15 sizes of shells and 8 sizes of cuffs with the result of a great use of injected plastic, only for development purposes. Our aim is to save as much plastics (polymers) as possible from inner prototypes and lab tests — otherwise the entire boot would be treated as undifferentiated waste.

Our sprues are re-used in the production and not thrown away per default. Dynafit are focusing on a long-lasting products with a sort of special maintenance offer. Without this process, polymers with fantastic characteristics would be treated as common garbage and stocked in landfilled or, even worse, be burned.

We started the project in 2015, when we were able to recover more than 550 kg — in 2021, this amount rose to 650 kg of injected material and about 700 pairs of front inserts. The R&D team and I were able to fully recycle 100% of the development test samples materials and today we can say that Dynafit boots is a 100% no-waste-R&D-laboratory.

1. Metal parts such as buckles, t-nuts, screws, rivets and back inserts are re-used if in good quality or taken from an external supplier to be treated properly.
2. Polymers free of metal and glue parts are divided into their respective types and colour categories.
3. Front inserts are cut away, sent to our supplier and re-used on new ski-boots.

It is important to mention the different categories, such as hardness and composition in order to grant that products on which we will use recycled plastic will not lose any performance.

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Upcycling — Bags from banners and Fabrics to shelter

In 2021, a social cooperative based in Trento saw the value of the banners and decided to use them, together with other leftover materials, for the creation of their bags collection. We were impressed by the clear goals of the cooperative: offering real work and creating placement paths dedicated to people in disadvantaged situations.

Salewa strongly believes in the partnership with the University of Bolzano. Through the years, the core of the projects have been to give a second life to Salewa’s leftover fabrics.

It so happened that a company in the sports sector, which strongly believes in the values of creative reuse our Social Cooperative promotes, decided to donate unused marketing banners.

Luca Garzetti – Educator and production manager at Cooperativa SMART scs
Long-lasting design

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

Dynafit lifetime guarantee

Dynafit is proud of the outstanding features and long-lasting durability of its ski touring bindings. Our products allow every mountain athlete to equip themselves from head to toe for ski touring. We are so convinced of the quality of our bindings that we are expanding their warranty. Since November 2019, we have been offering a limited 10-year lifetime guarantee to Dynafit bindings, simply by registering them on our website. The “lifetime” refers to the bindings and their materials, components and engineering. In case of Dynafit bindings, that amounts to 10 years. In product development, we pay very strict attention to quality controls for materials and production. It is especially essential you get up the mountain and down again on your bindings without worries. If you should nevertheless ascertain a defect on your bindings, Dynafit will assume full responsibility for repair or replacement of the bindings.

Salewa and Dynafit replacement parts

Repairing products means giving them a second chance and extending their life until they really cannot be used anymore. Our brands offer a variety of spare parts for their products, some of which can be bought directly on the brand websites. Our dealers are equipped with these spare parts for the most common types of repairs. Service teams in each one of our offices are always available with help and advice for technical enquiries. When our dealers are not able to carry out repairs themselves, the products are sent to us for servicing.

Upcycling — RepurPOSed Material

For the past two years we have saved marketing materials to re-purpose them instead of throwing them away. Working with a local company called Ecologic, we had these materials upcycled into pouches that can be used as wallets, glasses cases, pencil holders, or whatever you name it. We were able to create over 1,000 of these pouches and hand them out at trade shows. No one is perfect but taking small steps together can lead a long way.

Surrounded by magnificent mountains in Zermatt, I find it horrifying to see how climate change visibly affects the glaciers. I am aware of how the textile industry works and how much waste is generated as by-product. I channelled my frustration to contribute towards the environment. Thus, I manufactured pencil cases and pouches from banners, offsets from ski kits were made into little bags. This is only the beginning!

“Ciao! I am looking for old climbing ropes for a project. If you have any to throw away, please contact me […]”

This is what greeted me one day in our intranet portal “campfire.” Having an old rope lying around at home, hoping for an inspiration on what to do with it, I contacted Giulia and a couple of days later had this beautiful rope bowl on my desk. Later I learned, that this was only one of the ideas she had. From floor mats to woven coasters — creativity knows no boundaries.

Steve, Key Account Manager in Boulder, Colorado, and his team share the common desire to make a difference. Here they can and contribute to the world for generations to come.

Petra, Store Manager, hopes to inspire others with her projects to think about upcycling and to get creative as well.

Giulia, Product Developer, despite her thousands of hobbies, she always finds the time for her cat and hoopla dancing.

No one is perfect but taking small steps together can lead a long way!
Long-lasting design — Measuring the impact of our products throughout their life cycle

We have been starting to conduct LCAs on some of our key products to understand the real impact of our single products.

What is a life cycle assessment?
A life cycle assessment (LCA) is a method to assess the environmental impacts of a product – looking at the entirety of a product, from extracting the raw material, to manufacturing it, its transport, its use – until the day it becomes waste. The results of an LCA let you understand which steps in the life cycle have the biggest impact and where to focus on.

In our last reports, we have illustrated two LCA examples: Salewa helmets and Dynafit ski-tour bindings. Interestingly, both LCAs concluded that the main environmental impact stems from raw material production, and that transportation has a relatively small impact. Research and development take time – and we would like to do it right. Nevertheless, we want to give you an update on how we are progressing with the two projects.

Salewa’s Helmet
In order to improve the environmental performance of the helmet, we are researching and developing improvements that can be made, such as new design, fewer components, made from already recycled materials, made to be disassembled (for reparability and recyclability).
- Replaceable key parts and spare parts, e.g. with Salewa Piuma 3.0 and T3o 3.0, or the Dynafit TLT helmet
- Recycled EPS foam for the first time in our Salewa T3o 3.0 Helmet
- Reduced packaging dimension of helmets by 20-30% to save material and optimize transport volume

Dynafit’s ski-tour bindings
The overall climate assessment of our complex bindings was very positive, nevertheless, it shows that especially during production there is more potential. We are investing in research and development to particularly focus on innovative sustainable materials.

Greta, Product Manager Bindings, and Lena, E-Commerce Specialist, cooperated closely on the LCA on Dynafit bindings. Their favorite ski-touring area is in the Chiemgau Alps.

Hannes, Product Manager Technical Hardware, is a big fan of the Piuma, which, for him, ticks all the right boxes: “good looking, extremely lightweight, snug fit”.

Care & Repair — Group warranty manager

GROUP WARRANTY MANAGER
I have been working for Oberalp for more than 15 years and have acquired a high amount of understanding for our products during that time. I am proud to shape my role of the new Group Warranty Manager, affiliated to our sales and customer service area, and share my know-how.

- Building new measurable processes in the line of repair for transparency and structure
- Supporting development divisions for increased longevity
- Finding and building up new repair services and partners for collaboration
- Connecting and expanding existing service partners, relationships and being a competent point of contact
- Re-defining our service level, optimizing internal and external repair services for quantifiability
- Improving ultimately the customer experience of the end-consumer, our retail partners and our own shops

Verena, Group Warranty Manager
This reminds daily that her role entails many challenges, however, that it is also an affair of conviction.
Microfibers and microplastics

What is the difference between microfibers and microplastics?
Microfibers are tiny textile fragments. Technically, they are very fine synthetic or man-made fibers, like polyester or viscose, but sometimes researchers use the term to refer to natural fibers, like cotton and wool. Microplastics are minute particles of plastic origin only. These may come from nylon or polyester based synthetic fabrics, but they may also result from the degradation of other types of plastic waste, like PET bottles, paints and tires.

What is the problem with microfibers? Microfibers are increasingly being found in nature, and are identified as a source of marine, air and ground pollution. Small parts of these fibers can be released during production processes, as well as consumer use, care, and disposal (this is called “shedding”).

Do only synthetic materials and fabrics shed? No. ALL fabrics and fibers are known to shed. Researchers have found microfibers of cotton, viscose, polyester, nylon, and fibres of animal origin in nature.

The focus on microfibers may be explained with a broad concern about plastic pollution, because of the risks to human health, with particles entering our bodies through the food chain or through air pollution, and the slow degradation process of materials.

What can you do to reduce microfiber and microplastic release? When doing your laundry:
- Keep the temperature down. The lower the temperature, the less your clothes get damaged and fewer fibers are released into the water. 30° is just fine!
- Fill it up. More microfibers are released when the machine is at half-load.
- Use liquid detergent instead of powder. Avoid high PH detergents.
- Let your clothes drip-dry. Drying machines cause large amounts of microfiber release – plus, they consume a lot of energy.
- Wash less. Only wash your clothes and home textiles when really necessary.

What are we doing to address this issue? We are participating in various research projects and industry-wide initiatives, geared at establishing the causes of shedding.

As a company which specializes in mountain equipment, we mainly use synthetic materials and therefore, our focus is on polyester and nylon-based fabrics. We are collaborating with research institutes and our fabric suppliers to find out the possible causes and solutions for the microfibers we use.

We are a founding member of The Microplastic Consortium (TMC), an European project which is looking into the causes of shedding in the construction of materials and also aims to develop a universal testing method, for determining and quantifying fiber release. We also contribute to Textilemission, a project focusing on fiber shedding during home laundry of products to generate immediate knowledge and data, as well as practical advice, see box on the right.

Furthermore, we follow the developments and research projects worldwide. In 2020, we started conducting tests with a third-party laboratory, using the method developed by TMC. By finding out the causes of and possible solutions to shedding, we aim to make products which are more robust and durable, and therefore to reduce microfiber release.
Protecting wildlife

Dynafit: Snow Leopard Trust
Snow Leopard Trust is a non-profit organization that has been working to protect the current population of snow leopards since 1981 through community-based conservation projects.

Pomoca: Seal project with EOCA
Until the 1930s, climbing skins were manufactured from real seal skin. After being close to extinction in the 1950ies, the Saimaa seal is still in danger today. Their main threat comes from non-approved fishing nets and traps killing 50% of the baby seals in addition to ever increasing environmental toxons.

It is also a creative project that seeks to shed light on the role, relevance and fineness of natural biodiversity, as well as to make us aware of the natural richness that surrounds us, of which we should all take care.

herbarium was created by myself and my friend Mariasole to increase the knowledge of the plant world and the awareness of its importance in our daily life.

In October 2021 – during the climbing festival in Orco Valley sponsored by Wild Country – climbing walls became illustrative surfaces, where we presented some of the endangered species of the Valley, while the chalk lines of the illustrations joined the chalk marks of climbers’ hands.

The illustrative supports of herbarium are varied, ranging from paper sheets to city walls that bloom with delicate chalk lines and tell the story of local species.

For us, art and nature are two closely interlinked things. We savor the beauty of nature on a daily basis, and art is our own way of giving it a voice and expressing that we live with and in it.

Every species has a story that somehow always involves ours, and this is the herbarium way of telling it!

We are featuring the herbarium graphics in the Wild Country spring/summer 2022 collection.

Protecting wildlife

Snow Leopard Trust is a non-profit organization that has been working to protect the current population of snow leopards since 1981 through community-based conservation projects. The habitat of the snow leopards is becoming smaller and smaller. Research estimates that only about 3,500 snow leopards remain worldwide. The snow leopard species continues to be threatened by illegal hunting, climate change and the destruction of its habitat.

We have been supporting Snow Leopard Trust since 2007 by organizing our Snow Leopard Day each year, a public ski touring event held in several locations. Due to the pandemic, we could not hold the SLD in 2021, but we are able to do so again in March 2022 in 14 different countries.

Dynafit Snow Leopard support 2021 11,200 € donated

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It is also a creative project that seeks to shed light on the role, relevance and fineness of natural biodiversity, as well as to make us aware of the natural richness that surrounds us, of which we should all take care.

herbarium was created by myself and my friend Mariasole to increase the knowledge of the plant world and the awareness of its importance in our daily life.

In October 2021 – during the climbing festival in Orco Valley sponsored by Wild Country – climbing walls became illustrative surfaces, where we presented some of the endangered species of the Valley, while the chalk lines of the illustrations joined the chalk marks of climbers’ hands.

The illustrative supports of herbarium are varied, ranging from paper sheets to city walls that bloom with delicate chalk lines and tell the story of local species.

For us, art and nature are two closely interlinked things. We savor the beauty of nature on a daily basis, and art is our own way of giving it a voice and expressing that we live with and in it.

Every species has a story that somehow always involves ours, and this is the herbarium way of telling it!

We are featuring the herbarium graphics in the Wild Country spring/summer 2022 collection.
Sweat Together

Sweating together is one of the virtues of sport and we live it also at work.

Adventures
- CBU Poland 28marzec
- Special Guest Contribution: Evolv Dolomiti Open
- Special Guest Contribution: Evolv Adaptive Climbing
- Dynafit Caritas

p. 88

Val di Funes - A Group Team Effort
p. 92

Car free to work
p. 93

LaMunt - What we have learned
p. 94

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.” - Mark Twain

INTRODUCTION ETHICS PEOPLE COURAGE SWEAT TOGETHER RESPONSIBILITY INNOVATION FUTURE PASSION
28 DREAMS – PEOPLE WITH DISABILITIES ON THEIR WAY TO THE SUMMIT

We brought young adults with mental disabilities to the highest mountains of Poland, supporting those who rarely get the chance to participate in activities like this.

The project was a big success for everyone involved. Moreover, it was awarded with the prize “best sports project for disabled people” in Poland. This project meets the dreams and needs of people with intellectual disabilities, who want to explore the world and learn about it, remember it, communicate with it, build their own image of it, share it with others and finally build self-esteem.

28 peaks are part of the Crown of Polish Mountains. The participants with and without disabilities took on the challenge to make their dreams come true and get to the summit of Poland’s highest mountain, the Rysy with 2499m.

The beautiful project deserves every prize it has won already and so much more – we are all different, but mountains unite us.

Jarek, General Manager Eastern Europe, mentor of “28 dreams” is keen of all sports and keen on making dreams come true.

Lukasz, Sales Manager, multidisciplinary sports lover, father of young mountaineer boy, was in charge of choosing and distributing outfits for the participants.

Magda, Marketing Manager, design and fashion enthusiast, mountain lover, she handled PR & marketing activations for the project.

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“Brenta Open, an event born in 2015 in collaboration with Sportfund (‘sport foundation’), brings people with and without disabilities together to the most beautiful peaks of Brenta Dolomites, UNESCO World Heritage. The collaboration with Evolv was established in 2017 when Gianluigi Rosa, an adaptive climber, needed a solution for his attempt to climb the ‘Campanile Basso’: the symbol of Dolomiti di Brenta and Evolv promptly replied providing his adaptive foot free of charge.

Today, Evolv provides adaptive feet and climbing shoes to all the association staff.

The vision the Dolomiti Open association shares with Evolv is to give people with disabilities the opportunity to join the group and discover the great potential of climbing.”

Simone, Mountain Guide at Dolomiti di Brenta TN Italia

“Dolomiti Open is a non-profit organisation which believes in mountains as an inclusive environment open to everyone, where the boundaries defining disability are constantly shifting”.

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Adaptive Climbing

Evolv has been the primary driver in adaptive climbing since the sport’s start in the USA and has helped create the first adaptive climbing prosthetic foot.

This helped me accomplish goals and build programming for the adaptive community that I did not dream possible at the time. Evolv has made unparalleled contributions to our community through supporting adaptive climbing programming across the USA which introduced people with disabilities to their first climbing experience both indoors and outdoors. These programs help instill a newfound sense of power and confidence in an often-marginalized community.

Two Evolv athletes started the USA para-climbing program, and Craig Demartino and I were the first two disabled athletes to represent the USA in international competition in 2012, starting a wave of adaptive competition climbing. We hosted our first national championships in 2014, hosting 30 athletes and now the competition series hosts more than 100 athletes with disabilities.

My personal achievements, a silver medal at the 2014 world championships and the first above the knee amputee to climb V10, would not have been possible without the support of the brand. Climbing and Evolv gave me the confidence and the support network to be the best possible version of myself and it has changed my life in such a profound way. Evolv is Adaptive climbing.

Caritas Sweat Together

Dynaft works with organizations that enable disabled people to help them get independence, involvement and recognition.

We are collaborating with Caritas, Herzogkugelwerkseif Stoffanstalt Peiting and Barmherzige Brüder Algasing on a unique project in Germany, where a team of around 175 people with disabilities assemble our ski bindings and work on our products.

Because our Caritas workshops had to fight again and again with Corona infection-related absences, our entire binding department laid hands on themselves. For weeks we have been helping to assemble the urgently needed Dynafit bindings. Not only do the large order volumes with the subsequent material bottlenecks provide significant delivery difficulties, but also the unstable assembly teams had a share in it. While we had little opportunity to eliminate these difficulties in material procurement, we saw an opportunity to SPEED UP our own involvement.

We did not want to concentrate on our own area of competence or to declare ourselves “not responsible” or “not competent”, but to actively get our hands on the products. It has been a great opportunity and a fun couple of weeks to work with the team.

Ronnie, Evolv athlete

From Chattanooga, TN, US, lost his leg in 2005. Looking for a new sense of purpose and a new normal, he discovered climbing through an indoor gym and immediately fell in love with the sport. He remembers meeting an Evolv representative in 2007 who helped support his new endeavor and that “giving spirit is in Evolv’s culture and DNA”.

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Siva, Project Coordinator Bindings, removed all hurdles to make a collaborative production possible. Her motto is “better together.”
Car-free to work competition

Our car-free to work competition rewards employees who opt out of commuting to and from work by car. In 2021, employees from shops and offices all around Europe could participate, no matter if we went by foot, bike, public transport or e-scooter… Those colleagues, who shared the details of their commute, covered a total of 60,460 km (almost 1.5 times around the earth), resulting in an estimated saving of 20 tonnes of CO2 emissions.

THE COMFORT OF CAR-FREE COMMUTING

I have been used to long commutes with public transport since high school, but even when I had the possibility to have a car of my own to drive, I still decided not to renounce the comfort of car-free commuting. It is true, moving around with public transport requires more time, there are often delays… But that time is not at all lost! When I bike or walk to work, I make plans for the day, and organize ideas on the way back. As I travel by train, I read and drink tea from my flask, I catch up on news that I haven’t talked to in a long time, I search online for new recipes, sometimes I even knit! All activities that would hardly squeeze into my daily routine otherwise – for sure none of this would be possible while driving in rush-hour traffic.

So, let’s take Oberalp bikes for a ride, and let’s engage in a close battle for the next Car-free to work contest – new me-time is a wonderful plus.

Villnöss/ Val di Funes

TheTirolWoolthat you find in some Salewa products comes in part from Villnöss/Val di Funes, the home of the Villnösser Brillenschaf, South Tyrol’s oldest sheep breed.

During summer, the sheep are taken to the mountains, for fresh grass, flowers and mountain air. Mid-September the seemingly sunglasses wearing sheep make their way back home to the valley. But the work does not stop there. The fence that we had help to built in June, which protected the sheep during their summer stay in the mountains, now needs to be dismantled again. Therefore, as a sign of gratitude to the sheep and their wool for keeping us warm during winter, we went up to support. Under the guidance of Günther, the shepherd, we dismantled kilometers of fence with one of the most breath-taking mountain views in the dolomites. I am still in doubt whether it was the view or seeing Günther coordinating his five sons while slipping a new feather to his green felt Tyrolean hat that inspired me the most. A great way to spend a late September Saturday out and about. Come spring, we will return to set up the fence for the new season.

Giulia, Marketing Wild Country

She was one of the car-free to work challenge winners. Her prize, a white e-scooter nicknamed “Power Ranger”, grants her an enjoyable, trafficless ride every morning, and makes commuting even more amusing.
What we have learned

Sweating together does not always mean physically getting exhausted. Sometimes it means starting something new, tackling challenges and overcoming hurdles as a team. Our LaMunt team had an exciting first year in 2021.

It’s not a sprint, it’s a marathon

In the running world, sprinting and marathon races are on opposite ends of the spectrum, requiring different skills. While both are challenging, a sprint focuses on the short term of a smooth path to the finish line, whereas a marathon is not always straight and clear, and staying on it is not always easy. We want LaMunt to be here for women on the long run, as we believe the future belongs to the female perspective of the mountains. As a small team, this meant prioritizing embracing imperfections (creating beautiful watercolours) and keeping moving steadily forward.

Building a community is the magic you need for a successful brand launch

Community is the beating heart of LaMunt. From day one, we have taken feedback on products from mountain-loving women. We also founded the LaMunt Crew early on, before we even had a product to show. The LaMunt Crew is a group of diverse women from different backgrounds who are united in their passion for the mountains. We believe building a community before the launch was vital, travelling time as a small team in connecting to women who align with our mountain sports passion and brand values, making us more successful in ‘activating’ excitement among them. Their experiences and feedback have been vital for a more personalized and enriching brand experience and better products. When intentionally woven into the fabric of the business, communities can offer a sustainable advantage. We are grateful for ours, which continues to give us great support, and makes us better.

To grow tall, you need deep roots

During this first launch year, we constantly revisited our core values and beliefs to make sure we were going in the right direction. It was crucial to maintain our sanity. Our core values function as a north star, helping us make important decisions when many things came rushing together, we had doubts, or in situations of uncertainty (hello, pandemic).

Behind every success is a great team

We have celebrated many first milestones, and we are learning on the way. We see each learning as an opportunity to push ourselves and grow. So here we are one year into bringing LaMunt to life, for a little wiser and plenty grateful for being part of such a journey. We have been thinking a lot about how far we have come and the lessons we have learned along the way, so here are a few:

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Stay inspired and keep learning

As we are making many first steps and reaching the first milestones, there is a huge learning curve. We will never know it all. There is always more, new, and better. Checking in together as a team on our progress, and investing time in the feedback we receive helps us keep moving forward. We are flagging critical tasks to move forward with focus. It is a lifesaver.

Behind every success is a great team

We have seen a lot of development that cannot be achieved alone. We respect the minds and hearts of each other, accept our moments of perfection, and support each other when we do not feel as inspired. We know what each team member brings to the table, as we share our own experiences, stories and our passion for the mountain community on a great, collaborative effort, that leads to creative solutions.

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Through the continuous innovation of processes, products and ways of thinking, and the cooperation with qualified partners, we achieve new standards of excellence.

We want all our employees to help us bring about positive change. We believe the best way to achieve that, is through empowerment and through accountability encouraging innovative ideas in all areas.
When Ray Jardine and Mark Vallance met in Colorado in 1975, two passionate climbers with very different backgrounds became climbing partners, friends, and later business partners. Their shared passion enabled them to revolutionize the climbing world with innovation of the Friend.

Ray had been working on his first prototype Friend in 1971, which was just four cams on an axle without a trigger. However, when it was finally ready for production, Ray was not able to realize the project in the US and he turned to Mark for help. Together, they built a production site in Peak District, UK. Although the Friends were not cheap to buy, the demand was high and soon Mark and Ray were able to establish their own climbing brand, advance the Friend and realize new ideas. This was the birth of Wild Country and the Friend in 1977.

But why are they called Friends? Ray always carried a couple of his prototypes around with him, but kept it a secret. When he was out climbing with a group, his buddy Chris Walker, who was privy to the secret, wanted to know whether Ray had brought his new climbing protection. In order not to draw attention he asked, “Have you brought the bag of friends, Ray?” The rest is history.

Wild Country and the Friend are so deeply intertwined that one might forget, that the Friend is only the beginning of a success story that is not over. The Friend was followed by innovations such as the Rocks, the world’s first curved Nuts, and their radically reinterpreted successor, the Superrock and the Rockkletics. With the Ripperman MK1, the smallest ascender at the time, Helium, the lightest full-size carabiner, and the award winning semi-automatic Revo, Wild Country repeatedly set new standards regarding function, size, weight, and safety.

Over the past 20 years, we have resoled over 120,000 pairs of climbing shoes and promoted a more sustainable practice of resoling to climbers all over North America. Yosemite Bum has a small but experienced team made up of Kimberly (CS), Jason (Production) and three highly skilled full-time technicians with over 44 years of shoe building and repair experience combined.

After joining the Oberalp family in 2019, Heiner and Christoph visited the facilities and showed great interest in the business philosophy and operations and offered their full support. Even during the pandemic, Yosemite Bum remained busy and resoled over 11,000 pairs in 2021 and the business is continuing to grow. In 2022, Yosemite Bum will be modernizing the customer experience and operations with the help of Raphael (New Business Development Team) and plan to become even more evolved while preparing for the next phase of growth.
**Campfire**

Communication in the company has always been very important and by now the platform we had was no longer allowing us to maintain high standards in terms of content management and creation.

That is why we decided to adopt the LumApps platform to create our new information hub called “Campfire”. We are now able to reach all our colleagues in different countries around the world, giving them a single point of access to the latest company news as well as the documentation they need, with an average of around 68% of colleagues accessing at least once a week.

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**Rydo and Guuru**

**Rydo**

We got to select and implement a tool that not only speeds up the entire expense report management process but improves visibility and control as well. Rydo is not only a time-saver but also a tool that allowed us to have an international rollout. Through the implementation, the accounting registration and payments are substantially improved, accelerated and automatized.

**guuru**

“We work very closely with our customers and take feedback on our products and service very seriously. Our customers are the expert users of our products, therefore it made sense to use their knowledge in an expert hub called ‘guuru’.

External people with excellent product knowledge handle tickets and help to increase speed and service. After the first week, the average answering time to our customer’s questions from our Guurus was less than a minute. Furthermore, we increased availability and the service quality for our customers by extending working hours until 9:30 pm.”

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**Creativity & Innovation Award**

Thomas, Digital Application, David, IT Operations & Infrastructure, Maria, Lisa and Barbara, wanted to give value to all colleagues and their projects by allowing them to connect and interact in different interest groups.

Hannes, Treasury, if he is not on the football or tennis court, he plays the guitar in a blues band.

Giorgia, Treasury Coordinator, enjoys learning new things every day, not only in her job but also as mother of three beautiful children.

Alessandro, Customer Service Director, dedicates his professional life to serving customers, both external and internal. Besides that, the “Käs-Spätzle” lover enjoys his time with his family, mainly in the mountains.

Imgard, Customer Care Coordinator, returned back to her roots in the Dolomites after some years abroad and enjoys spending time with customers from all over the world on her daily job. The Customer Care Team includes also Michele, Federico, Pia, Luca and Dennis.

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**Process Improvement Award**

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**Picture:** Chang Duon, Unsplash
Innovative design

Digital Workbook

"We initiated the project of the Digital Workbook to address issues such as internal and external knowledge gaps that may occur due to changes in colour and other features, or style cancellations. We were using PDFs and printed Workbooks only, resulting in high printing costs. It was very unintuitive for our customers, i.e. the end users and our agents.”

Advantages of the Digital Workbook

- It is efficient: Linked to our digital order management tool, it enables the user to insert orders directly from the Digital Workbook while having an overview of the whole collection.
- It is always up-to-date: The tool is directly connected to our internal database, which is constantly updated by the product marketing team always show the latest product information.
- It is available online and offline.
- It is committed to sustainability: The Digital Workbook is the choice for us and for our customers, leading to less printing, avoiding paper waste fewer costs.
- It has generic features integrated, which are revolutionizing sales: Among them are pages with moving looks, where models show an entire outfit from head to toe and illustrate the main details of the products.
- It features interactive product information icons with explanatory pop ups that further illustrate the characteristics of a product, for example Salewa Committed.

Maggie, Product Information Specialist and Aldo, IT Expert Digital Applications, were faced with many challenges in this particular time. The Workbook is a means to overcome them.

DIGITIZATION AWARDS

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Research & Innovation — Design for Disassembly

After having discussed internally with R&D, design and product people during workshops and deep brainstorming, some products started to be developed with a “design for disassembly” strategy.

The new Salewa helmet (Piuma. See also LCA analysis update in chapter responsibility, page 80.) for climbing/mountaineering is the first real product in the last sprint to the real market. The technical hardware R&D with the support of the Research & Innovation Lab developed a product not only light, comfortable, and beautiful, but sustainable, too: Its “end of life” can be delayed and thus provides the least possible impact.

Davide, Research & Innovation Specialist, is a climbing-addict born in a city too far away from the mountains he loves - he now can apply his innovative ideas to the equipment he always uses.

Contribute Cover challenge runner-up: Michael, Customer Service/Strategic Accounts Central Europe, shot this panorama at the Karwendel mountains.
Future

Think long-term but act fast and execute well. Financial success is the consequence and ensures our independence.

As a family business, we choose how we do things. We are not only interested in quarterly results. We think long term. We think about the world we are leaving behind for our grandchildren, and their grandchildren. Sustainability is a choice we invest in, because we believe in it. It is a crucial part of our company values and daily business.
Has this ever happened to you?
You are on a website and you like a product that is displayed there, say, a pair of trousers to go hiking. And although you know your own clothing size, you might not be sure which size to order, as the fit could be different from what you normally wear. You are not alone: 40% of returns are due to sizing errors. So you order two or three jackets in different sizes, with the free return option, this does not have any impact for you.
It does have an impact on the environment, though. Ordering and returning means double the size of packaging, higher transportation costs and emissions, additional effort to check and repack the unwanted item and thus a higher impact on the environment. We want to tackle this problem and have thus commenced the “body scanning” project (internal name). With the help of an app, you can upload pictures or take a video of yourself, thus “scanning” yourself. The algorithm will then provide you with the ideal size for your product of choice, minimizing the amount of ordered and returned items, reducing the environmental impact at the same time. The scanner is ready to be launched on the e-commerce platform in 2022. As a follow-up project, we are pushing tests for a feet scanner and mountain shoe e-commerce.

United Mountains of Europe

United Mountains of Europe (UME) is a project founded by five young athletes: Gio, Sara, Alessia, Adele, and Eline. Although they come from different cultures and backgrounds, their love of the mountains unites them. The project aims to change the perspective of the people and to see them as companions. It is an opportunity to give something back to the mountains.
UME spent the last summer gathering opinions about ecological appearances in the Alps. They brought their findings to the European Parliament in Brussels on the 10th of December, the international mountain day. Their aim is the recognition of the mountain’s rights.

The young climber Eline Le Menestrel is part of the Salewa People Team. Her engagement in this project represents our own commitment towards people who share Salewa’s ideas and values. We are thankful for this level of dedication.

Research & Innovation

— Body Scanning

Has this ever happened to you?
You are on a website and you like a product that is displayed there, say, a pair of trousers to go hiking. And although you know your own clothing size, you might not be sure which size to order, as the fit could be different from what you normally wear. You are not alone: 40% of returns are due to sizing errors. So you order two or three jackets in different sizes, with the free return option, this does not have any impact for you.
It does have an impact on the environment, though. Ordering and returning means double the size of packaging, higher transportation costs and emissions, additional effort to check

COMMITTING BY BIKE TIPS & TRICKS
• Start cool. Leave the outer layer in your bag first, to avoid sweating.
• “Onion principle” or “Boyfriend style Clothing” use different layers of clothing for more/less warmth, Big pants and rain jacket over your regular clothes or backpack.
• Use panniers. Invest in pannier bags, big enough for your office equipment or anything you might need for the day.
• Use the bike road. It is safer and you can ride under the shadow of the trees.
• Keep on the right-hand side and avoid rush.
• Safety first. Wear a helmet and watch out for furry riders. (They ride in the middle of the road)
• Use a front and rear light. You will be more visible to others.
• Max. Most importantly you should feel comfortable — then nothing can stop you!
• Ride together. Together is always better! Especially in winter when it is dark in the morning and the evening. It is pleasant to have a pedalling buddy around you.

Top tips for safe bike commutes
• Weather. Wear appropriate clothing and keep safety in mind.
• Communication. Make eye contact with drivers.
• Panniers. Invest in good panniers for your daily needs.
• Lighting. Use a headlight and tail light at night.
• Hydration. Stay hydrated and carry water.
• Lights. Use lights for visibility.
• Helmets. Wear a helmet for safety.
• Hygiene. Wash your hands regularly.

COMMUTING BY BIKE TIPS & TRICKS
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Find out more on their website unitedmountainsofeurope.it

Max, Research & Innovation Lab Manager, his motto is “Wear your helmet and have fun working hard!”

Simon, Athletes’ Manager Cycled 800km from Munich to Brussels to the UME event. Although he admits the trip was “a bit over the edge”, it was a great way of including the “getting there” part of the adventure.

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Our CareStation

Garments are part of our adventures and experiences.
Taking care of our garments will keep them performing and long lasting.

Oberalp supports this attitude with the aim that customers might use their garments as much and as long as possible, reducing the impact of the product and giving a contribution to sustainable behavior. That is why Oberalp wants to share the knowledge about how to take care of your garments. Laundry has an important impact on environment in terms of energy need, chemicals used in the detergents and released than into wastewater. As a first step, OberAlp installs a laundry machine in the Salewa Store in Munich and gives its customers the opportunity to get their garments washed in a correct and environmentally friendly way.

Lukas, Project Manager Business Development, is looking forward to testing out the new bike wash facility next to the Salewa Bivac come spring and invites you to drop by for a coffee and a bike wash.

Bike Wash

The bicycle plays a central role, especially in our cities. Step by step, urban areas become more adapt for cyclists – fewer cars, more bikes. The environment as well as the people profit from noise and pollution through a better quality of life. The bike sport in general is on an all time high. The increasingly high numbers of bikes and e-bikes naturally need to be kept clean and functional. An expansion of bike-infrastructure especially at highly frequented places seems to be the consequence.

We want to be part of this development and actively act towards it. We want to offer a service that cleans and maintains your bike efficiently and in an environmentally friendly way. Looking for ways to achieve these goals, we found CycleWASH. The market leader in the area of bicycle wash facilities offers exactly what we were looking for to contribute to a sustainable mode of transportation and also has a really cool name.

Our new CycleWASH Pro Silver-Black even has an Econmode, which does not need a fixed water connection, but can be filled and refilled by hand. Thanks to the integrated water cycle and -filter the water is constantly circulated and cleaned. Thus, the usage only comes up to three litres of cold water per wash cycle and the bike is being cleaned without adding any detergents, keeping the energy usage and thus the CO2 emissions on a very low level.

Lukas, Sara, Chi, Sofia, Federica: Business Development, Chemical Compliance, Special Projects, Quality Control and Store Manager came together to work on this project.

HOW CAN WE ACHIEVE THE NECESSARY KNOWLEDGE TRANSFER:
Collaboration and trainings with specialized partners as:
• E.g. Miele or others: for the appropriate use of the laundry technology
• Specialists for detergents to use / DWR – re-application
• Training by internal specialists

The future of individual means of transportation is environmentally friendly.

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Reducing our carbon footprint

Back in 2015, we conducted a Corporate Carbon Footprint study on our entire company, to see where our biggest environmental impacts are.

LED lighting in shops: as of 2017, we only use LED lighting in all new or renovated shops.

Energy efficient printing devices: in 2020 we substituted all our printers in our Italian offices.

We have a certified Energy Manager, an external consultant that helps us to improve our energy use through energy audits, energy consumption monitoring, monitoring and optimization of comfort parameters, report processing and energy balances, innovation works evaluation, and energy procurement.

In 2021, our global electricity consumption across all our offices was 3858 GJ (1.071.852 kWh). Electricity consumption per square meter of office space in 2021 was 30.99 kWh/sqm.

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Greener Car Policy

The age of electric vehicles has finally dawned: with new technologies and possibilities on the way, we have decided to update our mobility practices to a more "Green Car Policy", in addition to the charging stations for e-bikes that are already in place for customers and employees and the e-vespas for our colleagues in Bolzano.

In order to support the transition from gasoline or diesel vehicles to electric models, we decided to provide charging points for employee cars, clients and visitors, both in the company and at the employee’s home. This applies to our headquarters in Bolzano and Montebelluna as well as our other European offices.

We know that change may take a while, but we are confident that this offer will encourage us to switch to an electrical mode of transportation, when the time comes.

Sara, Procurement Manager

She loves to travel and once used a TucTuc to get around. If given the opportunity, she would jump into an air boat without hesitation.

Vanessa, Executive Assistant Group CFO

She is most happy on horseback. If given the chance, she would like to travel via dog-sledge.

Hubert, Logistics and Facility Manager

He best seizes the day when going on a dog-sled tour to the best mountain snack at the Schlernbodele hut underneath the Schlern.

Some of what we have achieved so far

We are Bluesign® system partners and many of our partner factories are, too. We have committed to using the Higg Index* as a way to transparently share, benchmark and track the environmental performance of our supply chain.

We encourage employees to organise car-sharing for their business travels.

Sara, Procurement Manager

She loves to travel and once used a TucTuc to get around. If given the opportunity, she would jump into an air boat without hesitation.

* Indirect Impact refers to all our outsourced operations (production, transportation, etc). Because a company has no direct control over them, the responsibility is normally limited.

* The Higg Index is a self-assessment and benchmarking tool for apparel and footwear industries for assessing environmental and social sustainability throughout the supply chain.

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Our headquarters and energy reduction

From the start, we designed the building to be as efficient as possible.

We opened the doors to Oberalp’s new global headquarters in 2011. It is the heart and soul of our company. A warm, welcoming, ecological workplace for over 200 Oberalp employees.

It is also a second home to local residents, consumers, alpinists and more – the building offers a climbing/gym, a center for conferences and events, a Salewa shop, and a café.

Sustainability and energy efficiency in our logistics center have been our focus since day one.

Our central warehouse, opened in 2011 along with our offices, is built over four floors and is around 15,000m². More than 85% of our orders are fulfilled through the automatic warehouse system, which handles around 30,000 pieces each day.

The automatic system can not handle some items due to their size (e.g. skis) so they are dealt with by a manual warehouse system.

All cardboard boxes used both by us and our suppliers are 100% recycled carton. We compress all used cardboard boxes with our compressing machine before sending them to a recycling company.

We monitor the time and energy consumption to start up our machines so that a maximum of four machines can start at the same time.

Energy consumption at our headquarters

Our Photovoltaic System

- produced 177,341kWh of energy
- was fed into the public grid
- equalled 80% of our energy consumption, helping us compensate for our emissions

We are working on minimizing our energy consumption. Since 2012, despite the opening of 4 new office floors, we have decreased it by 24.6%.

To comply with the protocols for limiting the spread of covid-19, the ventilation system was constantly left on and the warehouse shifts were increased. This resulted in an increase of energy consumption in the past two years.

Our Heating and Cooling System

Is based on concrete core activation. Pipes run through the concrete walls and ceilings, acting as large thermal storage units and regulating the building temperature while saving energy.

Next to our solar panels, we have a living green roof that provides natural insulation.

We manage 75% of all warehouse operations through an automated central warehouse system, which features an energy recovery function through the braking system.

We monitor the time and energy consumption to start up our machines so that a maximum of four machines can start at the same time.

We set the remaining machines in motion with a time lag, because acceleration requires the most amount of energy.

We fed the energy generated during the braking phases back into the system via corresponding power feedback modules.

In 2020, we started tracking the environmental impact of transporting our products. Due to the lockdowns at our suppliers in 2021, the orders were completed with delay and we thus saw an increase in air freight (+1.5% compared to the previous year) to keep deadlines.

Overall, the majority of our products are shipped to us by sea freight, the more sustainable option.

Your contribution?

- Look for recycling possibilities close to home. Don’t throw your old clothes in the bin.
- Look out for circular products on the market (recycled, upcycled, etc.).
- Take a reusable shopping bag with you. Use your bike.
- Enjoy the mountains without leaving any trace.
Towards the end of 2021 we took stock of our sustainability efforts and reviewed our focus for the next 5 years. This process is complex, it is much more than a strategy. It is actually about purpose and whether the business model the company is built upon, are compatible; whether its daily operations and resources enable, encourage and are conducive to our collective sustainability. This is surely best achieved if, apart from all the knowledge and commitment from the company, you are able to have an expert, independent perspective. So we asked Pamela Ravasio to join us, a consultant specialized in “strategies for sustainability-committed, durable” companies, so a perfect fit for ours.

What was up
We checked our past roadmap and results against the “future fit benchmark” and asked ourselves: are we true to our values? Have they changed? Is the direction right? Is it clear for everybody? Are we doing enough? What do climate change and social unrest mean for us, and what are we doing to mitigate them?

What came out
We find our inspiration in the mountains. Two hiking trips and a sunrise at the Astjoch (see picture on the next page, this sign is really at the top of the mountain!) provided all the orientation we needed to change course – or rather, to speed up on our route. The balance: we spent the last years largely making sure the people around our products have safe and ever-improving working conditions; our chemical safety processes are best-in-class; we increased the use of natural and recycled materials, and made pilots to reduce waste, mainly by finding ways to re-use production leftovers.

What comes next
Just like we were able to create robust and reliable processes on social compliance and chemicals management, we need to strive for excellent results in the management of our environmental footprint. We’ve come a long way since the last measurement of our Corporate Carbon Footprint (CCF) in 2016 (see pg. 114 “Progress at home”): reducing our direct emissions is not enough, and the reduction of emissions from our upstream suppliers is absolutely vital. So 2022 will see us busy: measuring our CCF again, setting targets for the reduction of our GHG emissions in line with the Trajectory of the Paris Agreement, engaging our suppliers to collectively improve their environmental performance, investing in research and development of less-impactful materials, and designing and engineering products and processes within a circular economy. That’s the plan. We will keep you updated – and I would love you to contribute.
**Methodology for calculations**

Our 2021 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 in accordance with 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 analysis carried out according to the approach described in the chapter ‘passion’. This report has been prepared in accordance with the GRI Standards: Core option.

**Scope of reporting**

The reported information and data refer to 2021 (from 1 January 2021 to 31 December 2021), unless otherwise noted. Any data referring to previous years is presented for comparative purposes only, so as to allow an assessment of the evolution of our operations over time. The performance indicators were collected on an annual basis, 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, in order 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.
The following table presents the correlation between the material topics (mapped in the materiality matrix on page xx) and the GRI Standard aspects, together with an explanation of the material topics and their boundaries.

<table>
<thead>
<tr>
<th>MATERIAL TOPIC</th>
<th>DEFINITION</th>
<th>GRI INDICATOR</th>
<th>BOUNDARY – WHERE THE IMPACT OCCURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Responsibility</td>
<td>Make sure all factory workers are respected and face fair working conditions</td>
<td>Human Rights Assessment; Auditor Alien Assessment</td>
<td>Outside (Suppliers)</td>
</tr>
<tr>
<td>Community development</td>
<td>Organise activities and initiatives, for example to support the local region, help refugee integration and support mountain communities</td>
<td>Local communities</td>
<td>Inside</td>
</tr>
<tr>
<td>Promote sports and alpine lifestyle</td>
<td>Promote an outdoor and healthy lifestyle and promote the brand’s mountaineering spirit</td>
<td>n.a.</td>
<td>Inside, Outside (athletes, consumers, local community)</td>
</tr>
<tr>
<td>Economic Governance</td>
<td>Work to find innovative measures to increase the competitiveness of the company within the market</td>
<td>Economic performance</td>
<td>Outside (Dealers, NGOs, Consumers, Media, Authorities &amp; Regulations)</td>
</tr>
<tr>
<td>Customer service</td>
<td>Continuous improvement of our customer service to meet client needs, for example through product repair services</td>
<td>n.a.</td>
<td>Inside, Outside (Dealers)</td>
</tr>
<tr>
<td>Material Responsibility</td>
<td>Always strive to increase the quality of products, ensure maximum safety standards and design products to have a longer lifetime</td>
<td>n.a.</td>
<td>Inside, Outside (Suppliers)</td>
</tr>
<tr>
<td>Product quality and durability</td>
<td>Avoid the use of dangerous chemicals in our products, find alternatives to harmful chemicals and test products</td>
<td>n.a.</td>
<td>Inside, Outside (Suppliers)</td>
</tr>
<tr>
<td>Chemical management</td>
<td>Push for innovation and new technologies, participate in industry research projects, identify new opportunities for brand differentiation and expansion</td>
<td>n.a.</td>
<td>Inside, Outside (Science, Education)</td>
</tr>
<tr>
<td>R &amp; D and innovation</td>
<td>Use environmentally and socially friendly materials to design products that have minimum negative impact</td>
<td>n.a.</td>
<td>Inside, Outside (Suppliers)</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>GRI STANDARD</th>
<th>DISCLOSURE</th>
<th>PAGE REF.</th>
<th>COMMENTS</th>
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</thead>
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<td>GRI 102: General Disclosures</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>GRI 102-1</td>
<td>Name of the organization</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>GRI 102-2</td>
<td>Activities, brands, products and services</td>
<td>16-31</td>
<td></td>
</tr>
<tr>
<td>GRI 102-3</td>
<td>Location of HQ</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>GRI 102-4</td>
<td>Location of operations</td>
<td>21</td>
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<td>GRI 102-5</td>
<td>Ownership and legal form</td>
<td>16</td>
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<td>GRI 102-6</td>
<td>Markets served</td>
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<td></td>
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<tr>
<td>GRI 102-7</td>
<td>Scale of organisation</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>GRI 102-8</td>
<td>Information on employees and other workers</td>
<td>38-42</td>
<td></td>
</tr>
</tbody>
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INTRODUCTION

ETHICS

PEOPLE

COURAGE

SWELL TOGETHER

RESPONSIBILITY

INNOVATION

FUTURE

PASSION

GRI STANDARD | DISCLOSURE | PAGE REF. | COMMENTS
--- | --- | --- | ---
GRI 102-43 | Approach to stakeholder engagement | 10, 12 | 
GRI 102-44 | Key topics and concerns raised | 12 | 
GRI 102-45 | Entities included in the consolidated financial statements | n.a. | No employees are covered by collective bargaining agreements
GRI 102-46 | Defining report content and topic | 5-7 | 
GRI 102-47 | List of material topics | 12 | 
GRI 102-48 | Restatements of information | 119 | This is the second Report in accordance to the GRI Standards.
GRI 102-49 | Changes in reporting | 119 | This is the second Report in accordance to the GRI Standards.
GRI 102-50 | Reporting period | 119 | The reported information and data refer to 2021 (from 1st of January 2021 to 31 December 2021). Any data referring to previous years is presented for comparative purposes only.
GRI 102-51 | Date of most recent report | n.a. | The previous report was published for the 2020 reporting period.
GRI 102-52 | Reporting cycle | 119 | Annual
GRI 102-53 | Contact point for questions regarding report | 127 | sustainability@oberalp.com
GRI 102-54 | Clarity of reporting in accordance with the GRI Standards | 117 | This report has been prepared in accordance with the GRI Standards: Core option
GRI 102-55 | GRI Content index | 122-126 | 
GRI 102-56 | External assurance | n.a. | This report has not been externally assured
GRI 201-1 | Direct economic value generated and distributed | 22 | 
GRI 201-2 | Recycled input materials used | 66, 71 | 
GRI 201-3 | Energy consumption within the organisation | 113-115 | 
GRI 203-1 | Supplier Environmental Assessment | 28 | 
GRI 401-1 | New employees hired and turnover | 39 |
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<th>GRI STANDARD</th>
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<th>PAGE</th>
<th>COMMENT</th>
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<td>Employee benefits</td>
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<td>GRI 401-1</td>
<td>Parental leave</td>
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<td>GRI 400 - Social - Training and Education</td>
<td>Average hours of training per year per employee</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>GRI 403-1</td>
<td>Percentage of employees receiving regular performance and career development reviews</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>GRI 405 - Social - Human Rights Assessment</td>
<td>Operations that have been subject to human rights review of impact assessments</td>
<td>26-31</td>
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</tr>
<tr>
<td>GRI 413</td>
<td>Operations with local community engagement, impact assessments, and development programs</td>
<td>64, 68, 69, 67, 68, 58-59</td>
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</tr>
<tr>
<td>GRI 416-1</td>
<td>New suppliers that were screened using social criteria</td>
<td>26-31</td>
<td></td>
</tr>
<tr>
<td>GRI 417-2</td>
<td>Incidents of non-compliance concerning product and service information and labeling</td>
<td>n.a.</td>
<td>No incidents of non-compliance have been reported during 2021</td>
</tr>
<tr>
<td>GRI 419-1</td>
<td>Non-compliance with laws and regulations in the social and economic area</td>
<td>n.a.</td>
<td>No incidents of non-compliance have been reported during 2020</td>
</tr>
</tbody>
</table>

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Illustrations by Francesco Pavignano

Contribute cover challenge winner: sunrise view from the Starkenfeldhütte, Alpe di Rodengo/Alpe di Luson by LaMunt Team
Get in touch if you have any questions or feedback!
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