

Positive² - A jubilee with depth

Oberalp Group grants all employees 40 hours of social commitment on the occasion of the company's 40th anniversary

Bozen - The Oberalp Group celebrated its 40th anniversary in 2021 and took this occasion to creatively implement the motto of the company's founder and President of the Group, Heiner Oberrauch, "Positive attracts positive": All employees will receive an additional 40 hours of paid leave in 2022 if they agree to dedicate this free time to charitable purposes.

Oberalp CEO Christoph Engl had the pleasure of announcing to the more than 850 employees of the family-owned international company in person at the different employee meetings that took place in winter 2021 and to everyone else via digital channels what special campaign the company had come up with to mark its 40th anniversary: each of the 850 employees worldwide would receive an additional paid vacation week in the calendar year 2022 if this time was used to engage in community service at a charitable institution of their own choice. "In the spirit of our 40th anniversary, we are giving each employee an extra 40 hours of vacation if they use the hours for social commitment".

Positive² is what Oberalp calls this campaign, which also aims to give employees a completely new experience. It is up to the employees themselves to decide which charitable cause they would like to dedicate their donated time to.

"The first ideas were quickly found and caught on like wildfire, inspiring the employees: whether it's spending a day riding a tandem bicycle with blind people, helping socially disadvantaged children with their homework for a few hours a week, or helping to reforest forests. It's the thought that counts and the belief that positive things attract positive things and thus multiply. It takes not only financial support but also personal commitment to really make a difference," says Ruth Oberrauch Executive Board Member, Manager of the in-house Group Sustainability Department and Brand Manager of her own mountain sports brand by women for women, LaMunt.

The Positive² campaign marks the end of the celebrations surrounding the 40th anniversary of the Oberalp Group, which includes the brands Salewa, Dynafit, Pomoca, Wild Country, Evolv and LaMunt. In addition to a Spotify playlist with the greatest hits of the past 40 years, the brand house had its own jump & run mini online game programmed, which generated a lot of excitement among employees and business partners. The app invited to climb four peaks playfully, virtually and together. Each of the four peaks symbolically stood for a charity organization and for a donation

amount of 10,000 euros: The "Bäuerliche Notstandsfond Südtirol" (a fund that helps farmers in need in South Tyrol), the non-profit organization "Mary's Meals", (organizes needy children worldwide a warm meal a day), "Doctors Without Borders" and the North American "Snow Leopard Trust" for the protection of the snow leopard (this wild cat is the symbolic animal of the Oberalp brand Dynafit). Reaching the summits together virtually yielded a total donation of 40,000 euros for all charitable organizations.



Ruth Oberrauch und Heiner Oberrauch – The double leadership of the management-led family business

Since the company's founding in 1981, its management has been committed to continuously improving its social performance, and now more than ever, it is aware of its responsibility to be a role model and pioneer in environmental protection for future generations.

Since 2021, Oberalp has had its own Sustainability Department, whose goal is to implement the company's long-term sustainability strategies in all areas. For the 5th time in a row, the company was the only one in Italy to be awarded the "Leader Status" of the NGO "Fair-Wear-Foundation". An independent non-profit organization that works to improve working conditions in garment factories around the world.

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The Oberalp Group is a management-led family business with headquarters in Bolzano in South Tyrol. Heiner Oberrauch founded the company in 1981. Today, the group employs around 850 people and, in addition to the development and production of mountain sports products, is active in sports retailing and the wholesale and distribution of sports-based brands. Since 1990, the SALEWA brand, founded in Munich, has been part of the Oberalp Group. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY, EVOLV. In 2022, the company launched a new mountain sports brand by women for women, LaMunt. The family-owned company focuses on the courage to try new ways, continuous innovation in products, processes and thinking. A conscious, sensible approach to the environment and resources and a passion for sports and mountains are the foundation of lived corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published at the same time as the balance sheet figures. For the 5th time in a row, the company was the only one in Italy to be awarded the "Leader Status" of the NGO "Fair-Wear-Foundation".

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