

Green Chemistry Retailer Webinar Series

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

Tuesday, April 26, 2016



What is the GC3?

- Cross-sectoral, B2B network of over 90 companies and other organizations
- Formed in 2005
- Collaboratively advances green chemistry across sectors and supply chains



Johnson & Johnson 90 Members, Including:



The Business of Innovation



Today's Speaker

Bettina Roth



**Head of Quality Management &
Chemical Management
VAUDE Sport**

Ground Rules

- Due to the number of participants in the webinar, all lines will be muted
- If you have a question or comment, please type it in the “Questions” box located in the control panel
- Questions will be answered at the end of the presentation



VAUDE

The Spirit of Mountain Sports

On the path of sustainability....



VAUDE

The Spirit of Mountain Sports



Facts and Figures

- Company CEO:
Antje von Dewitz
- 1974 - Company founded by
Albrecht von Dewitz
- 100% family owned
- 500 employees in Tett nang (G)
- Production of waterproof bags on site in Germany
- VAUDE is one of the leading outdoor suppliers in Europe



VAUDE Business Areas

Mountain Sports

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



Bike Sports

bike apparel, bike shoes
backpacks, bike bags,
accessories



Packs 'n Bags

bags, backpacks, travel luggage,
children's backpacks and bags



Our Vision

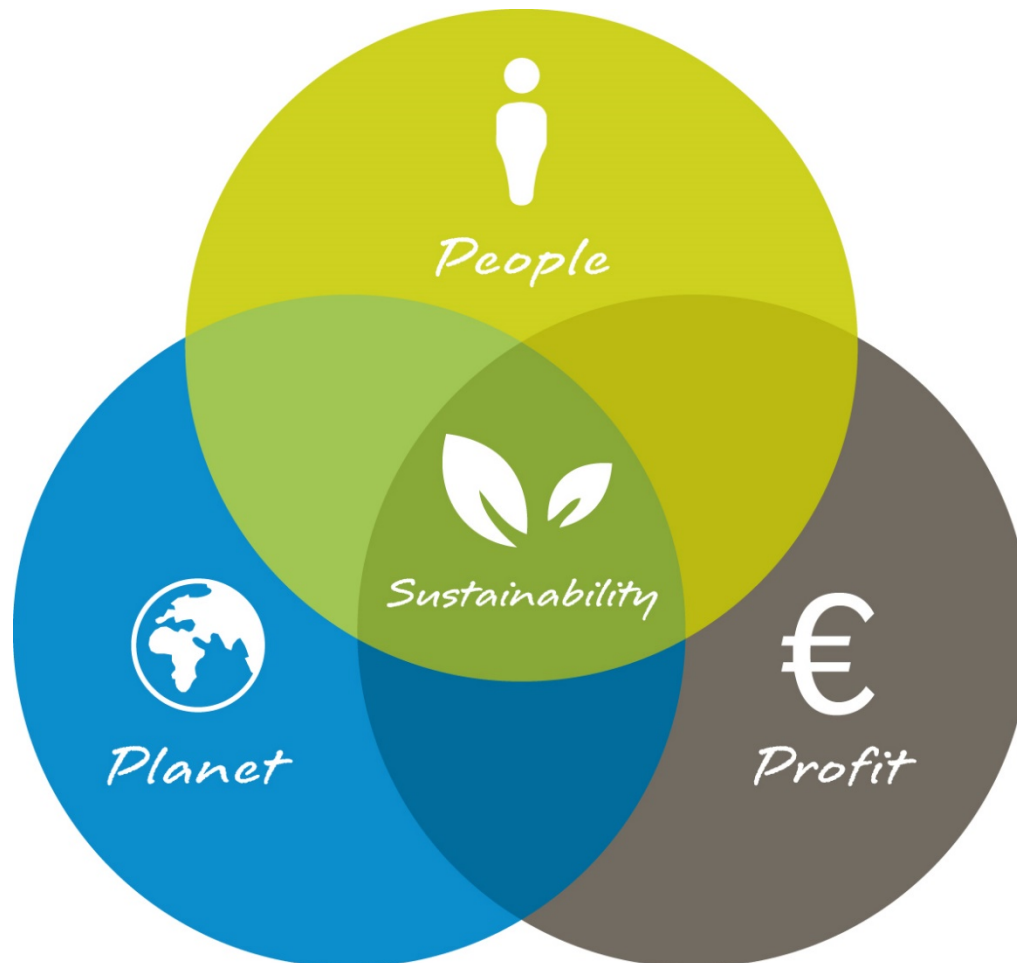
“VAUDE stands for a spirit of partnership with nature and with people. We have set our sights on becoming Europe’s most sustainable outdoor brand so that future generations will still be able to enjoy the great outdoors with our products.”



Our understanding of sustainability



VAUDE
The Spirit of Mountain Sports





"It is motivating to show that sustainable business is not only more fun for the whole team, but also successful for our company"

Dr. Antje von Dewitz, CEO VAUDE

The VAUDE CSR-Team...



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...interdisciplinary to Success





VAUDE
The Spirit of Mountain Sports

Sustainability throughout the entire product life cycle

The VAUDE Ecosystem...

... never lose the thread

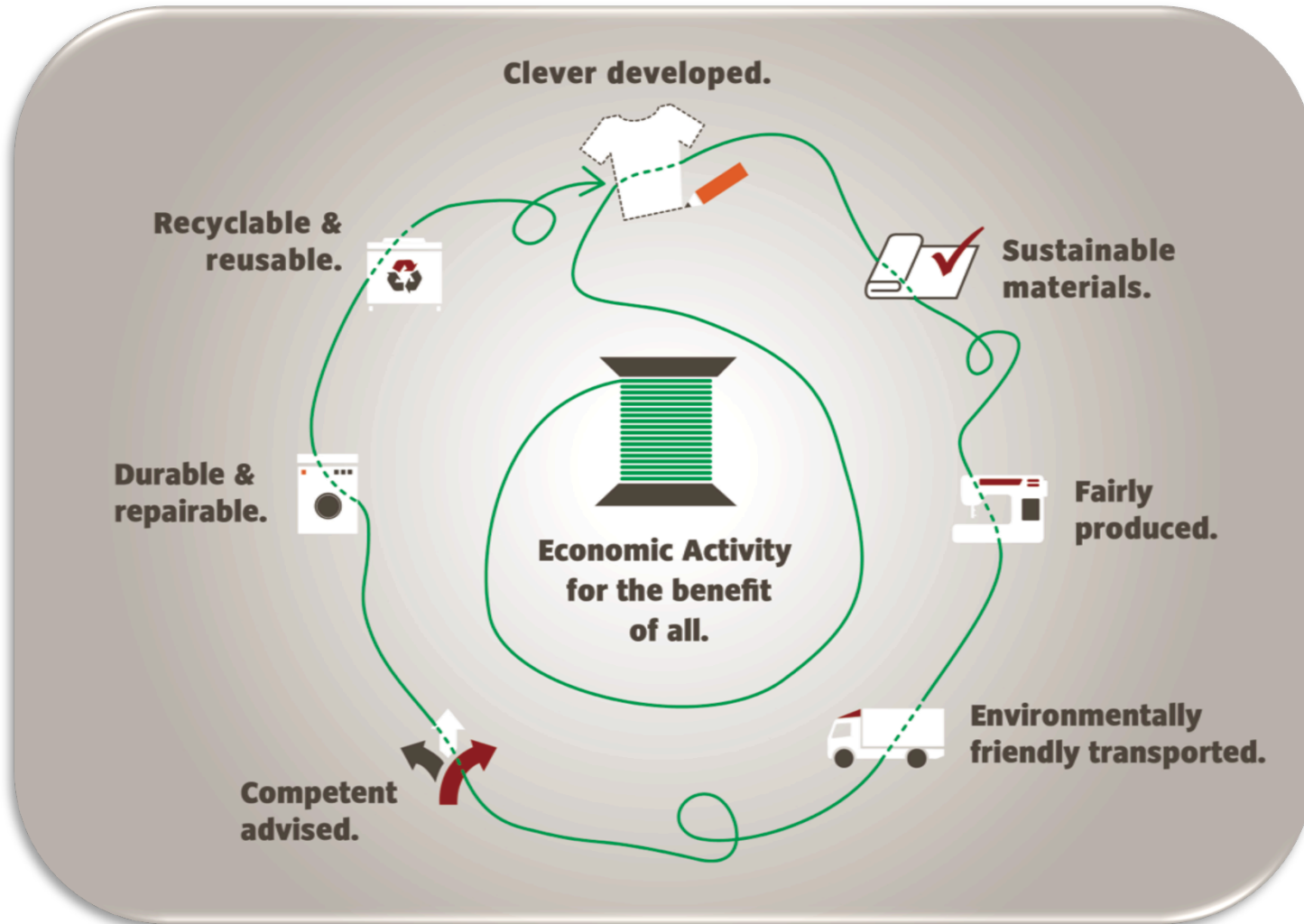


...our „green thread“ for your green product

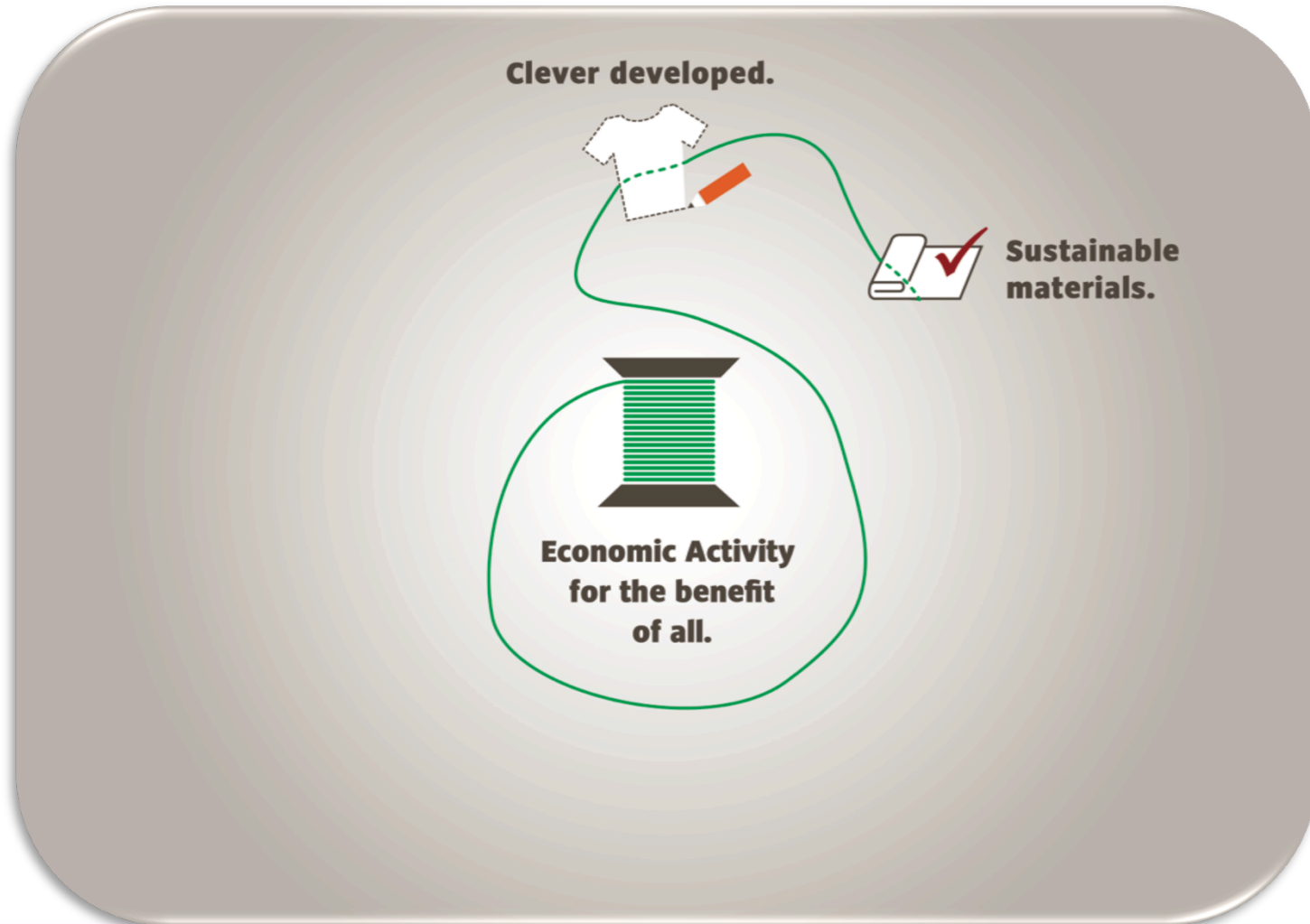
VAUDE Ecosystem



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Sustainable materials: our material selection





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Green Shape



**The VAUDE warranty for
eco-friendly products –
from sustainable materials
and resource-saving
production!**



Green Shape Movie (2min)



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Green Shape



VAUDE
The Spirit of Mountain Sports

DESIGN

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



MATERIALS

- Material suppliers chosen by eco criteria

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



MANUFACTURING

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



RECYCLING & DISPOSAL

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



USE & CARE

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





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VAUDE Material Policy

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



VAUDE Material Policy

an example:

Down feather

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

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

- long drying time

VAUDE policy:

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

To exclude these things, VAUDE uses **RDS certificated down** only. The validation of the certificate has to be checked and the document has to be saved in the PDM.

Material suppliers selection for Green Shape products



bluesign® system partners – responsibly acting market players



ISO 14001

Made in Japan/Germany/Austria/Switzerland





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Certificated eco-friendly materials for Green Shape products





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Natural materials for Green Shape products

- organic cotton
- recycled materials
- hemp
- Tencel®
- chlorine-free wool
- traceable down
- eco-friendly dye processes
- biodegradable



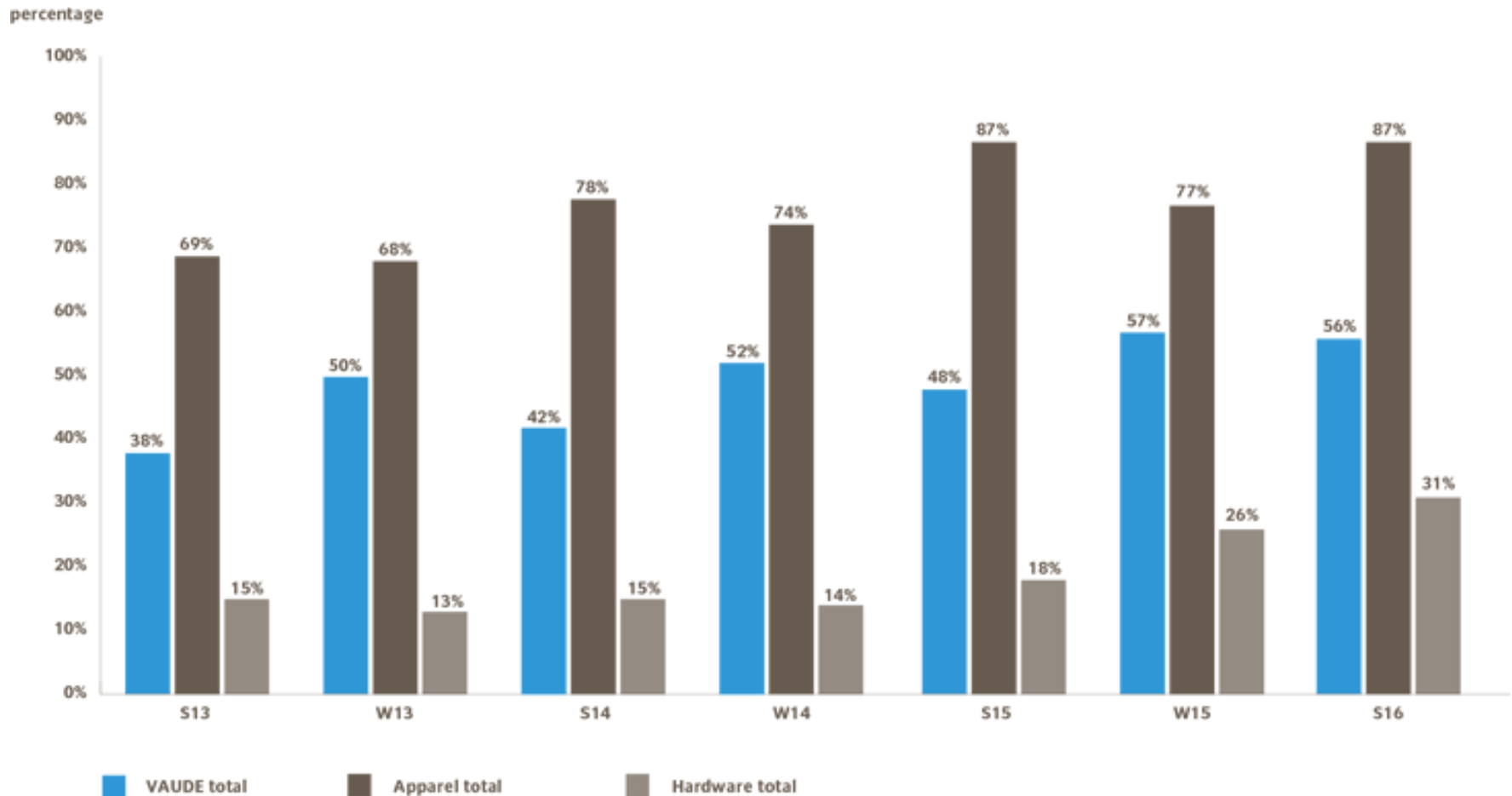
Exclusion criteria:

Not suitable for Green Shape Products

- **NO** genetic engineering
- **NO** PVC
- **NO** Polytetrafluoroethylene (PTFE)
- **NO** Nanotechnology
- **gear/treatment:**
 - **NO** chlorine and hypochlorite bleach
 - **NO** PFC-DWR
 - Only area-wide prints and theme-prints with an extra environmental friendly technique are allowed.



Green Shape Collection



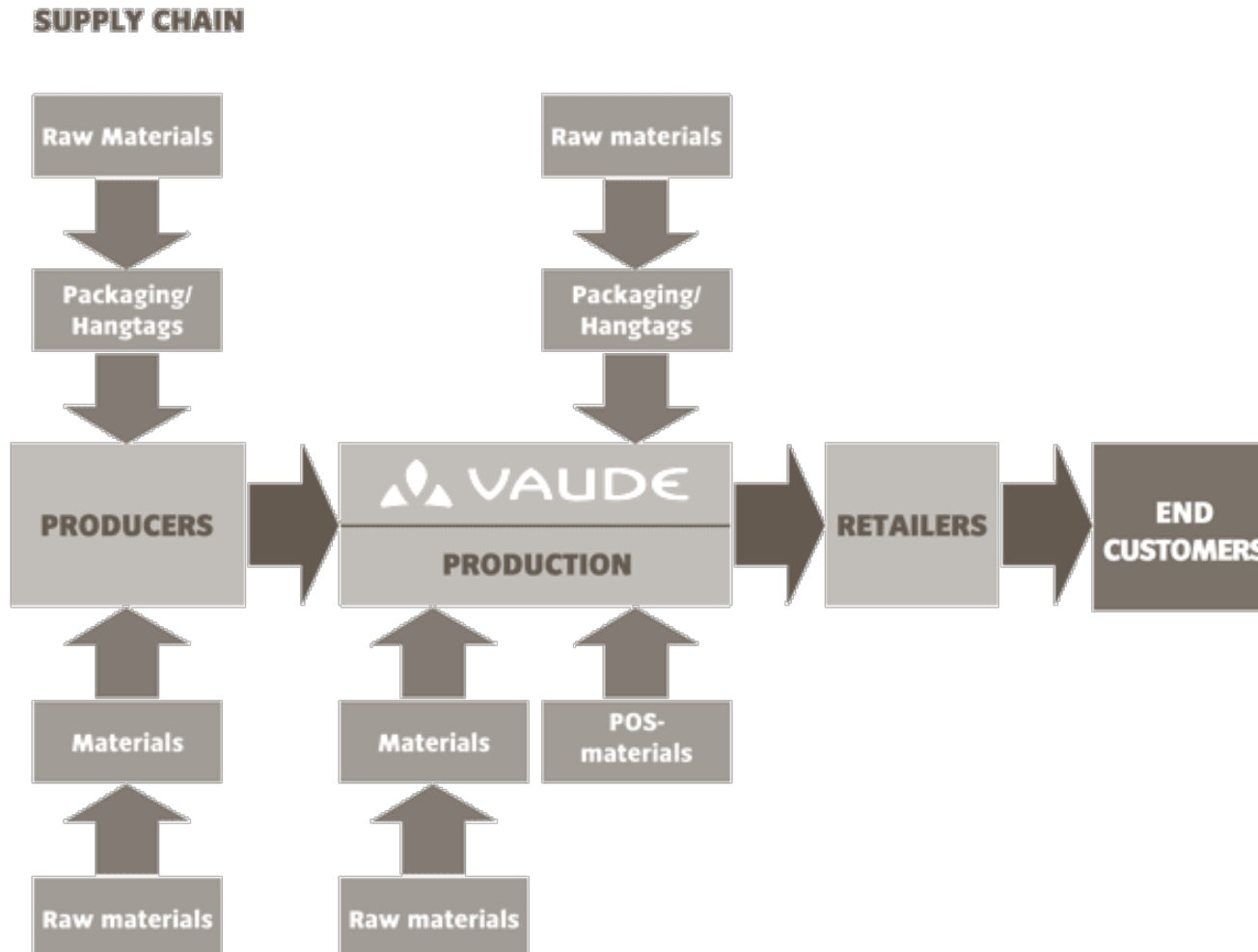
Winter 2016

VAUDE total: 66%, Apparel total: 77% Hardware total 47%

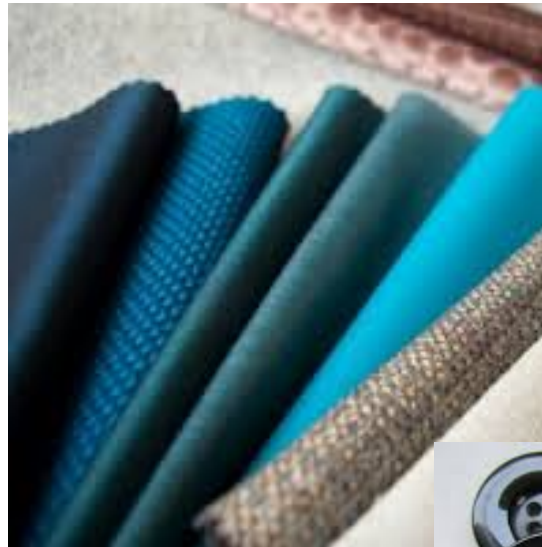




complex supply chain

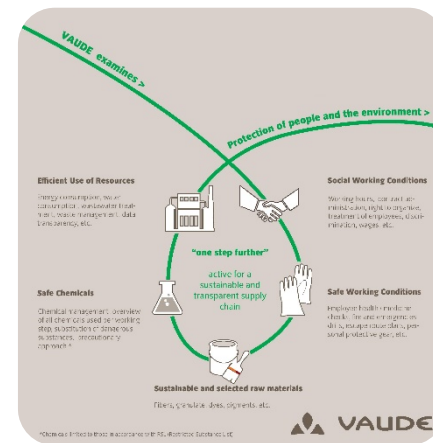
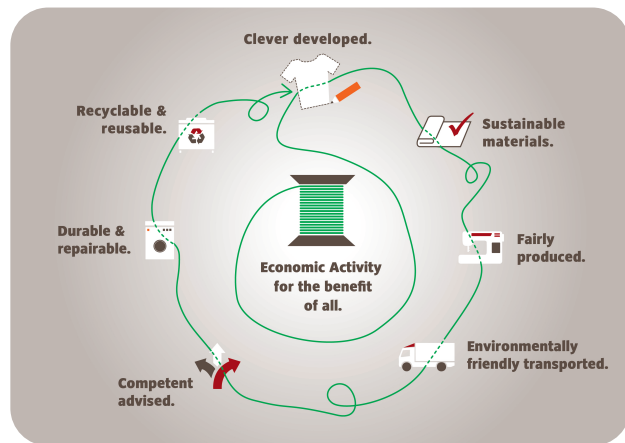


- **Tier 2-x Material and Trim suppliers**

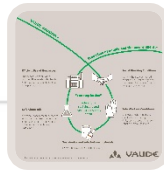
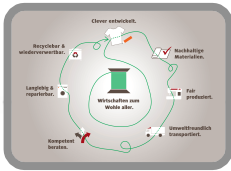


We go one step further ...

Environmental Stewardship in the Textile Supply Chain*



*ambitioned VAUDE project began in 2015



Clever developed.



**Economic Activity
for the benefit
of all.**

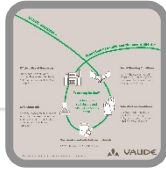
Input-Stream
Management:
**Only good single
materials will lead
to good products!**
But how to secure
that?
**Material suppliers
have to be trained
and sensibilized**



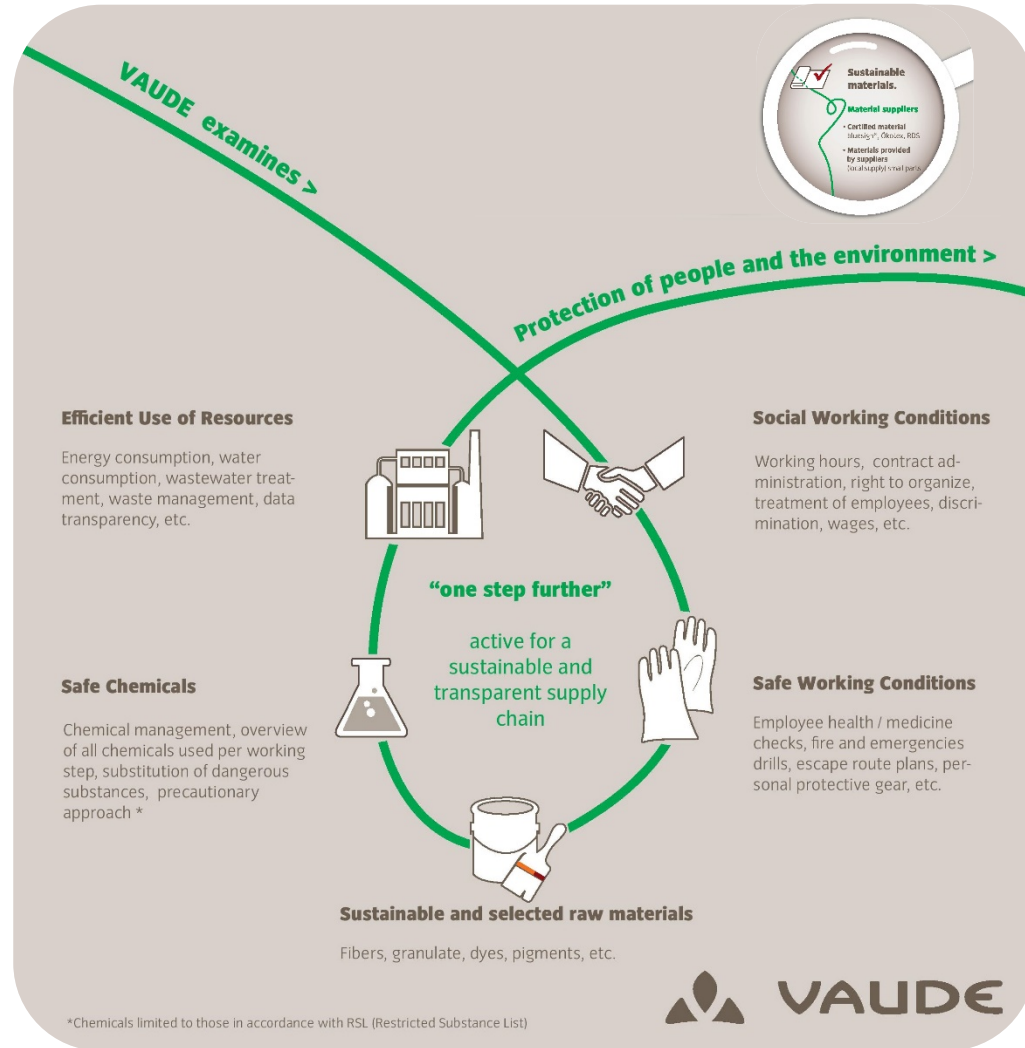
There are more and more challenges and requests towards suppliers and towards brands – driven internally or by legal authorities, NGOs (e.g. Greenpeace)

The suppliers sometime do not know how to deal with all this different requirements.

The reason why VAUDE goes one step further!



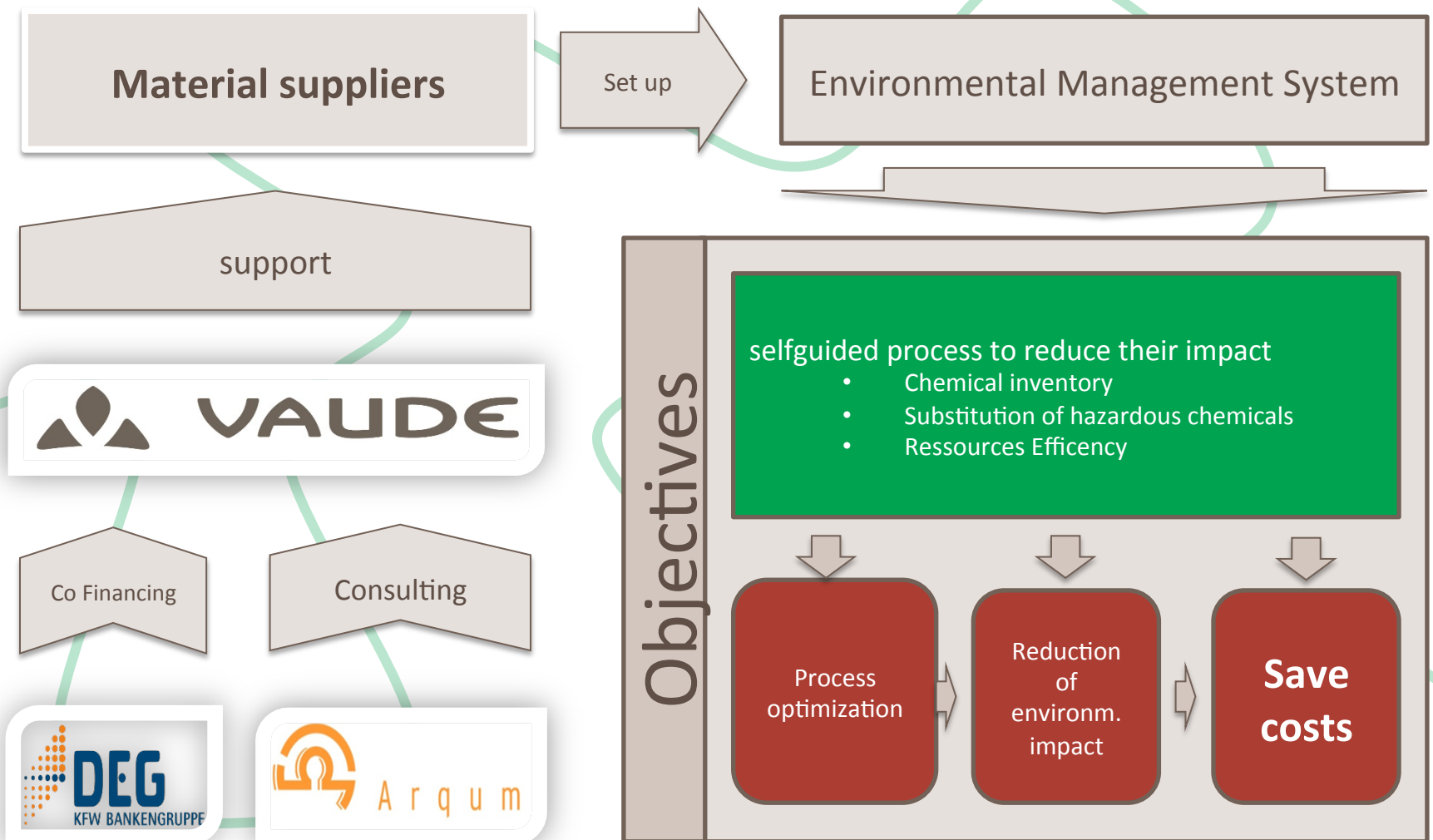
We want to support our **material suppliers** to establish their own **environmental management system** and to run this system by themselves. **VAUDE** supports this efforts with **workshops** and **on-site consultancies**.



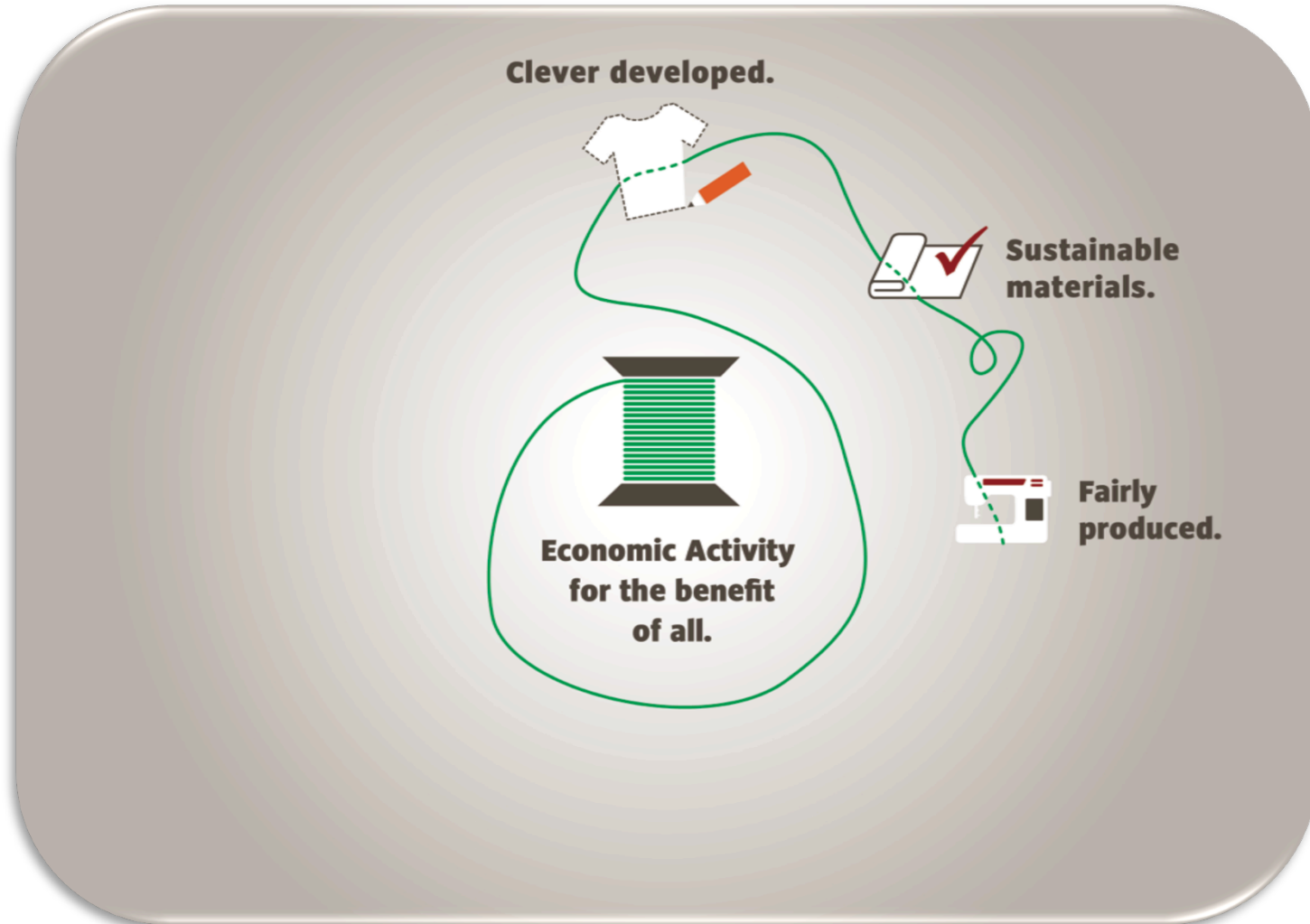
*Chemicals limited to those in accordance with RSL (Restricted Substance List)



Project description and objectives



fairly produced: our selection of manufacturers





VAUDE

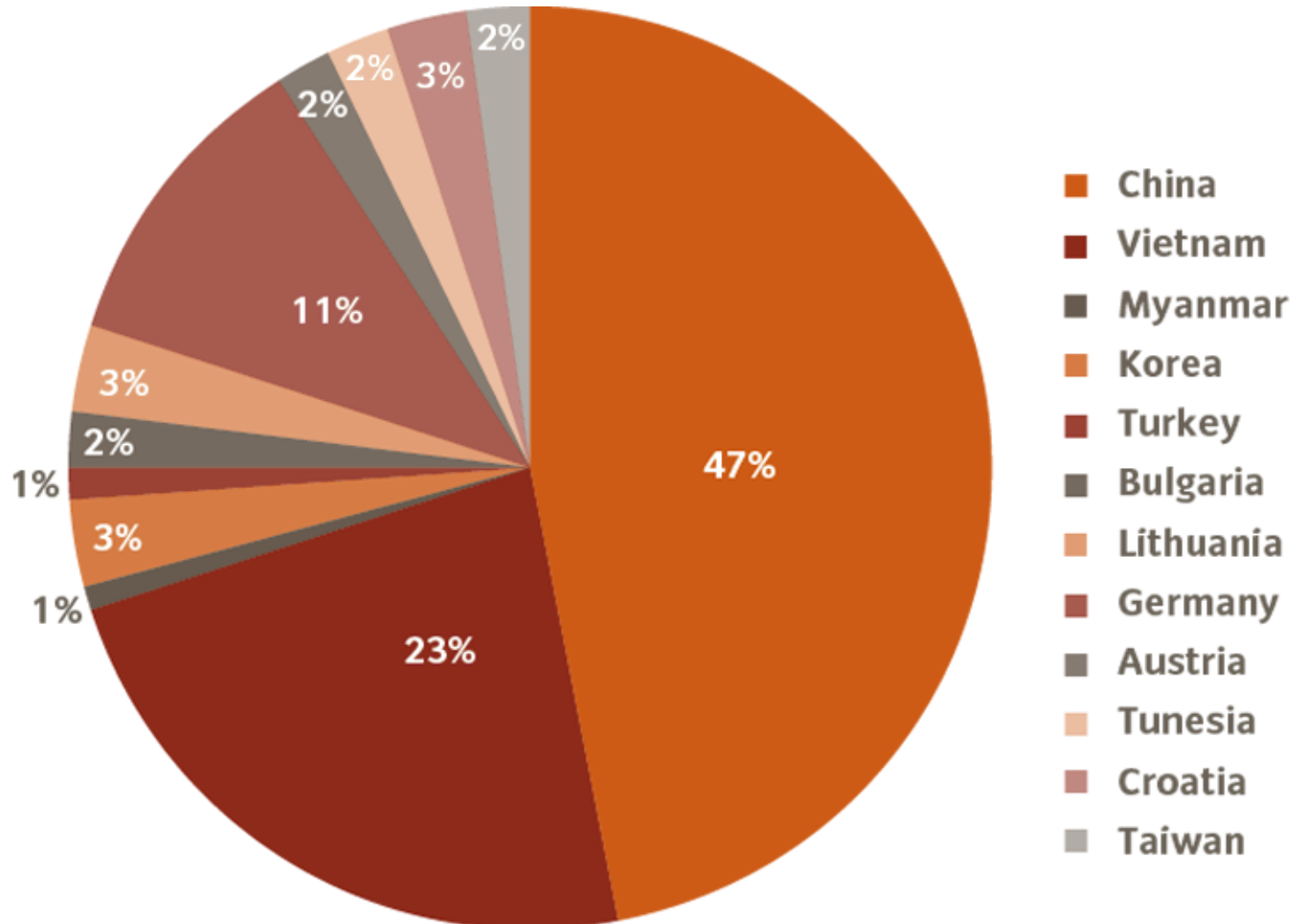
The Spirit of Mountain Sports

- **Tier 1 Manufacturer**





VAUDE manufacturers



→ **76%** are produced in **Asia**, especially **China & Vietnam**



Reasons for the production in Asia

- Migration of the textile industry to Asia 20 years ago
 - Skills, machines, material producers and suppliers are located in Asia
- Lower labour costs in Asia
 - Products, that need a lot of handwork, would cost around 40-50% more if they are produced in Germany.



Fair production in Asia

Since 2010 VAUDE is a member of the
Fair Wear Foundation

VAUDE Leader Status since 2015



Fair production in Asia

Fair Wear Foundation:

- independent multi-stakeholder organisation
- Purpose: improve the working conditions in the textile industry all around the globe





Fair Wear Foundation code



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1 employment is freely chosen



© 2014 Fair Wear Foundation. All rights reserved.

2 freedom of association and the right to collective bargaining



© 2014 Fair Wear Foundation. All rights reserved.

3 no discrimination in employment



© 2014 Fair Wear Foundation. All rights reserved.

4 no exploitation of child labour

Elements of FWF's Code of Labour Practices



© 2014 Fair Wear Foundation. All rights reserved.

5 payment of a living wage



© 2014 Fair Wear Foundation. All rights reserved.

6 reasonable hours of work



© 2014 Fair Wear Foundation. All rights reserved.

7 safe and healthy working conditions



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8 a legally binding employment relationship



Our political commitment for fair production standards

VAUDE is a founding member in the ‚Alliance for Sustainable Textiles‘ driven by the German development aid Ministry

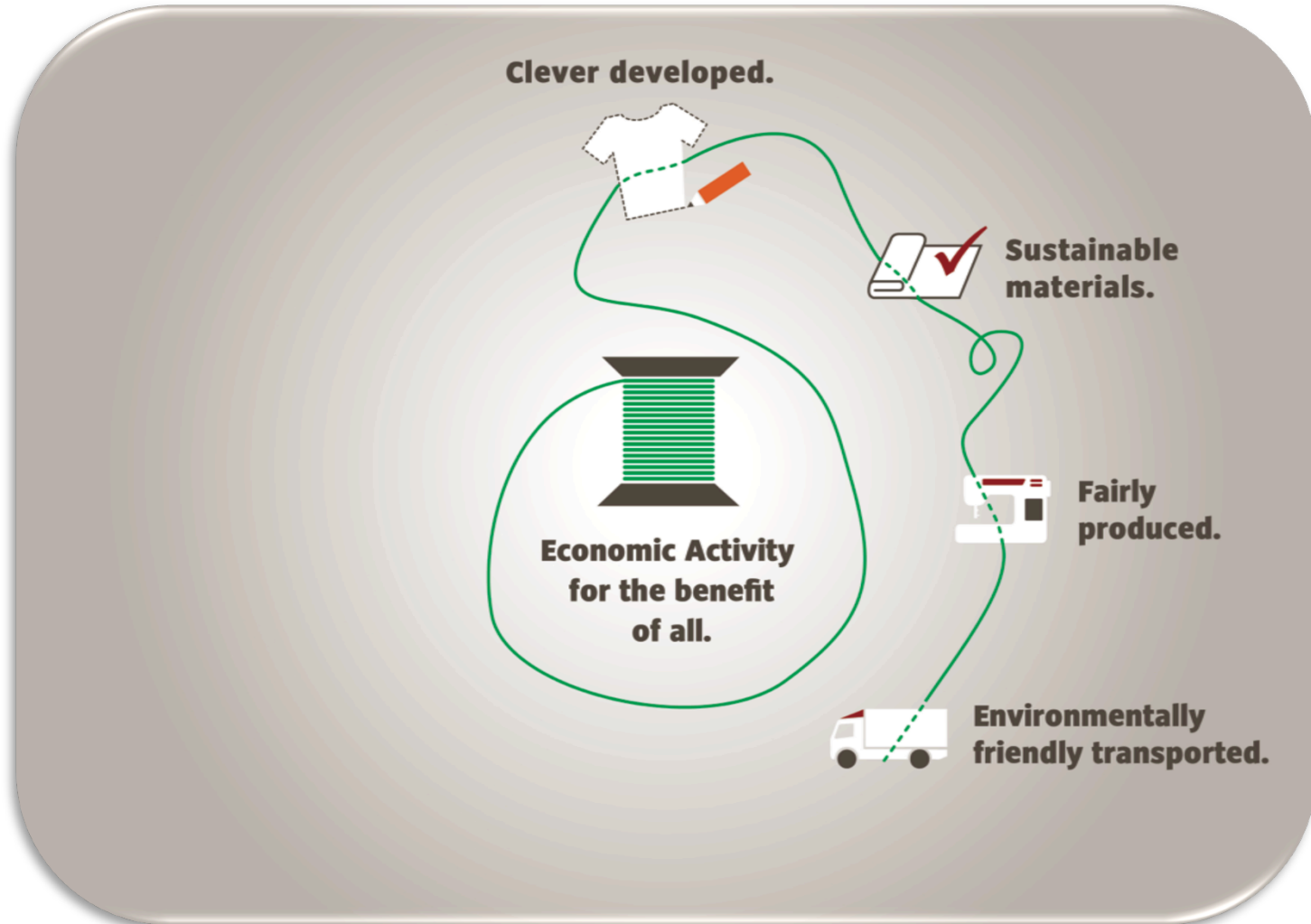


Production in Obereisenbach (since 1980)

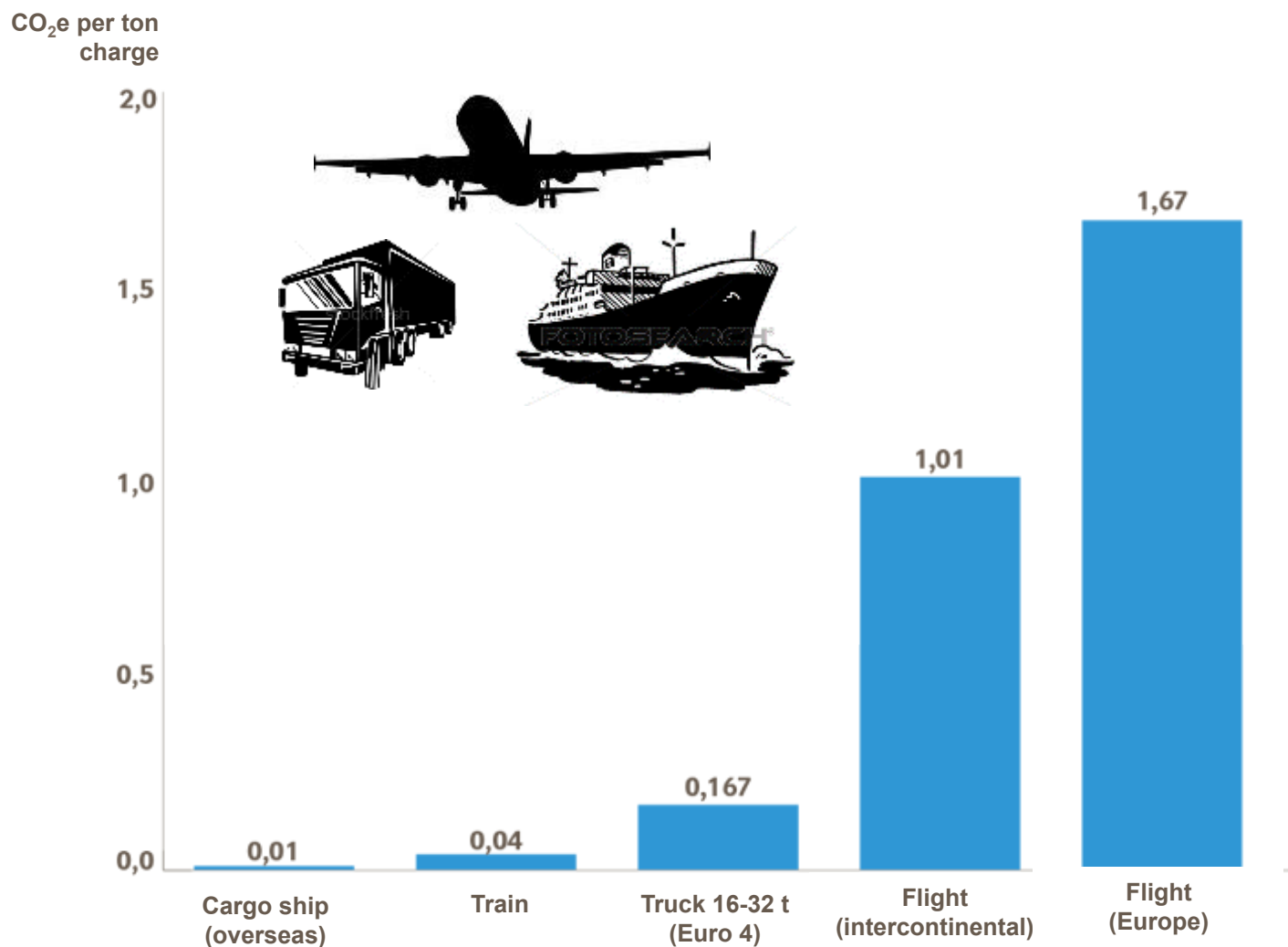


climate-neutrally „Made in Germany“ products

Eco-friendly transported: Transports at VAUDE



Emissions per ton freight



Transports at VAUDE

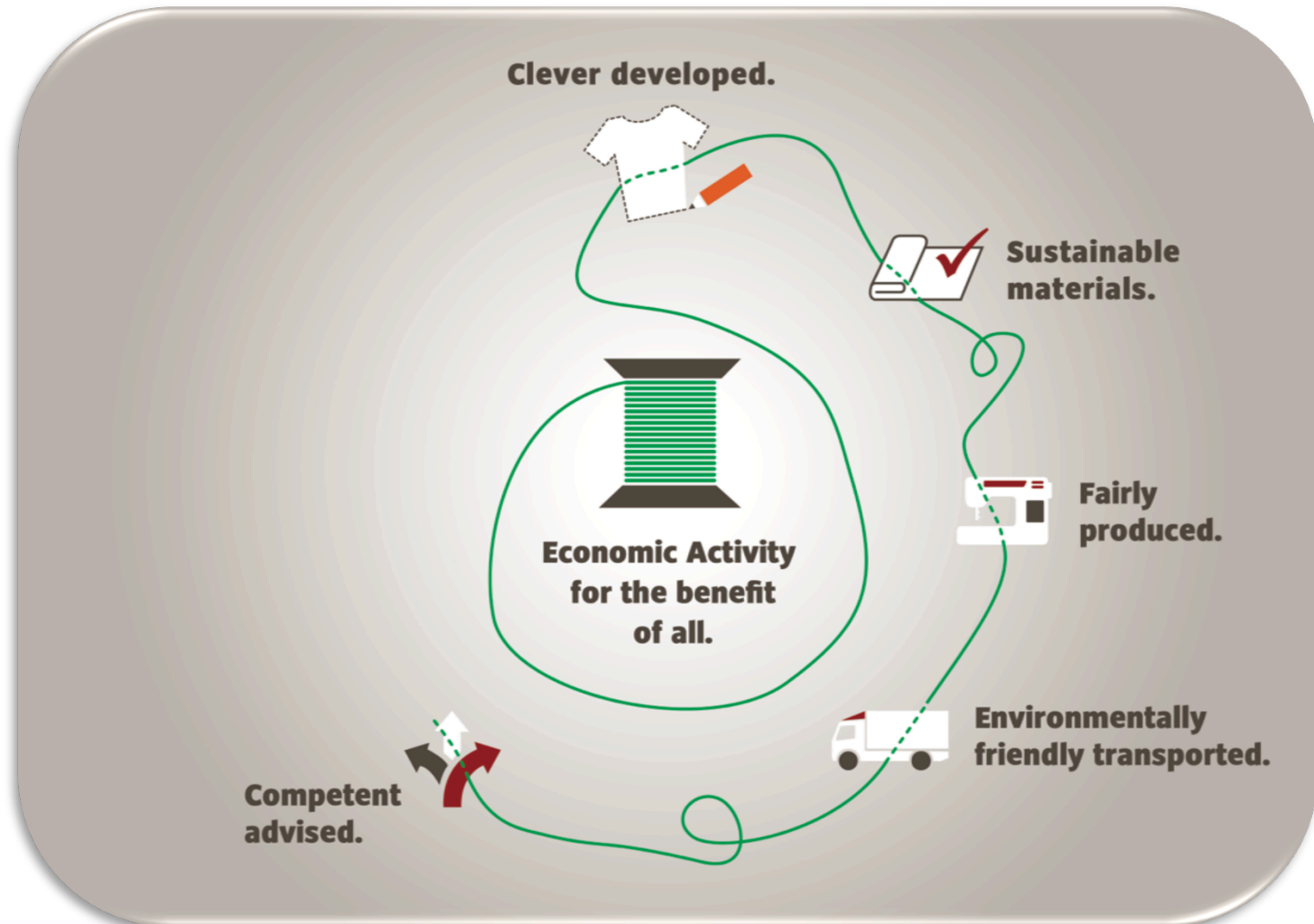
- **Only few emissions due to transport of the VAUDE products by cargo ship**
- **Transport of „Made in Germany“ products gets compensated...therefore climate neutral**



- **Goal:**
optimize transports together with our logistics providers according to sustainability aspects



Competent advised: Sales and Retail



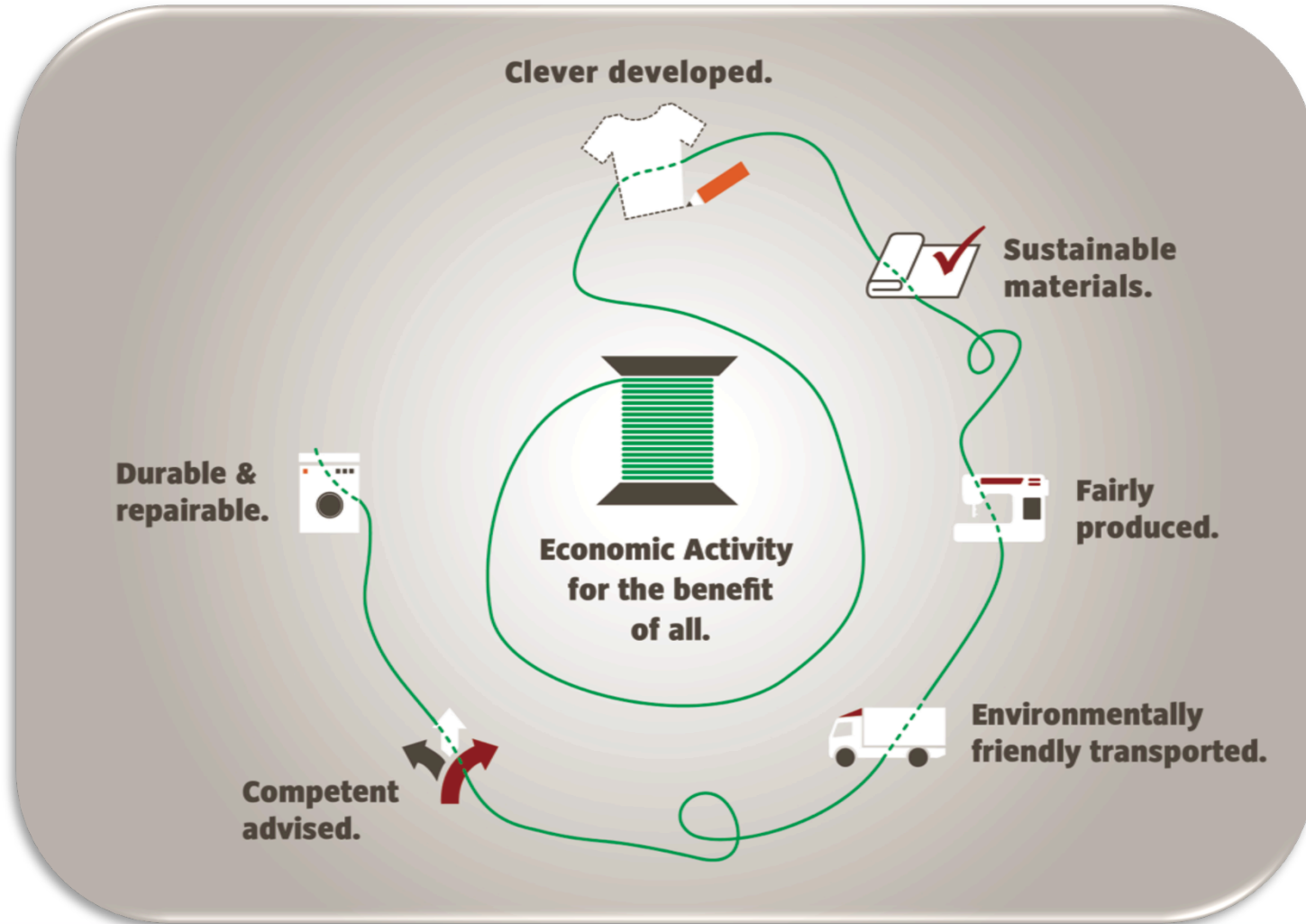
Sales and Retail



- Product- and sustainability information at a glance
- Sustainable trade fair stand and shop construction
- Sustainability-trainings for sales and retail



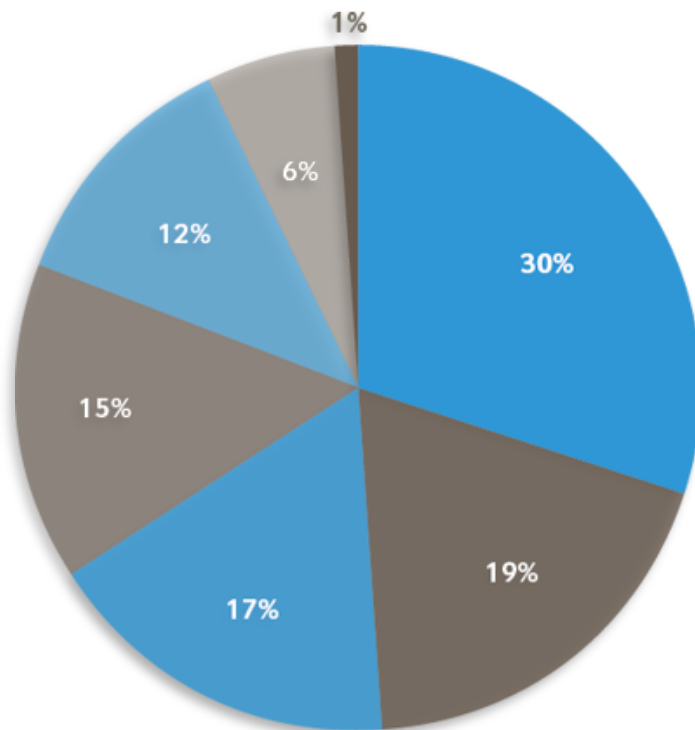
durable and repairable: Repair, Use and Care of VAUDE products





Durable & repairable products

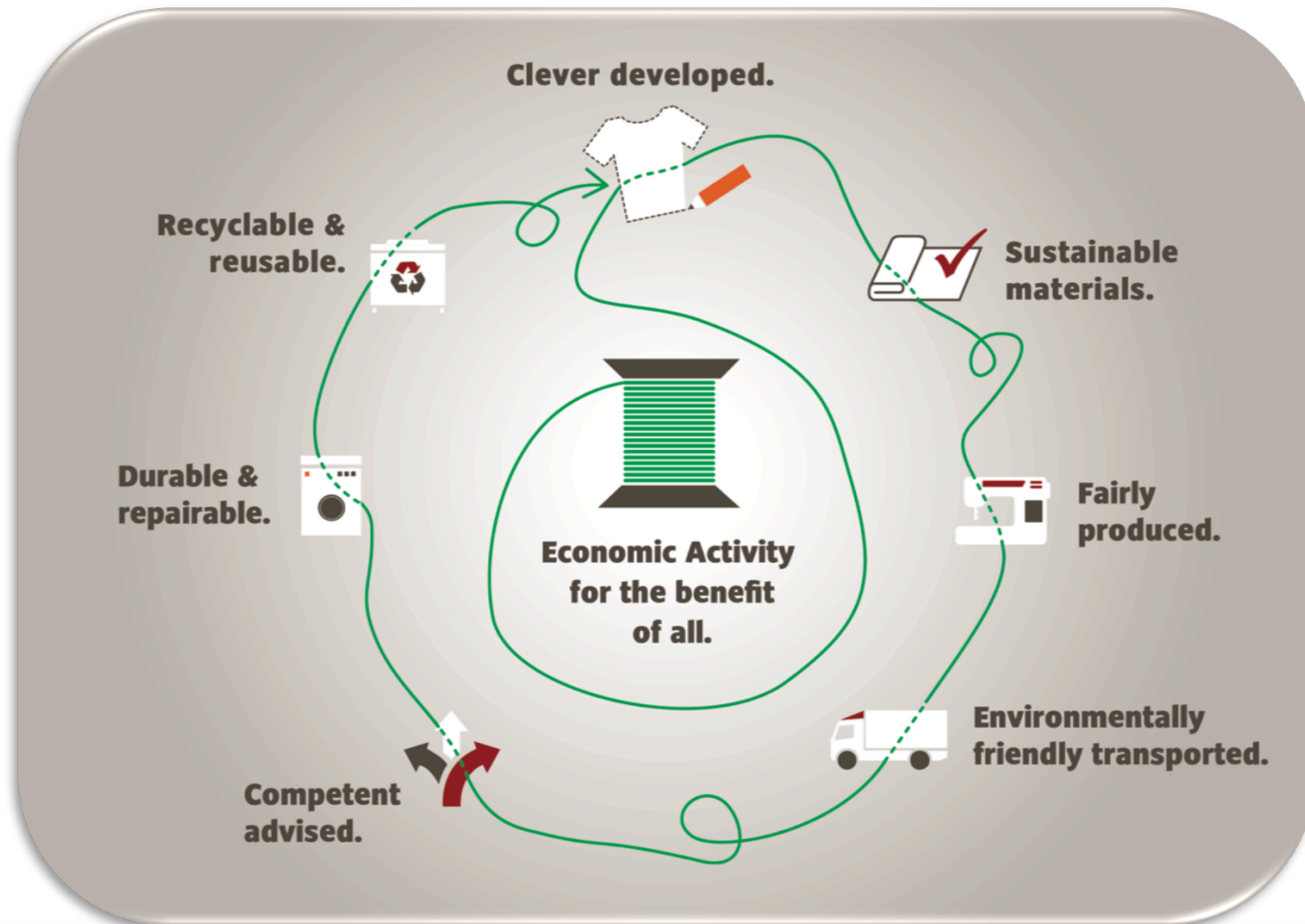
VAUDE repair-service



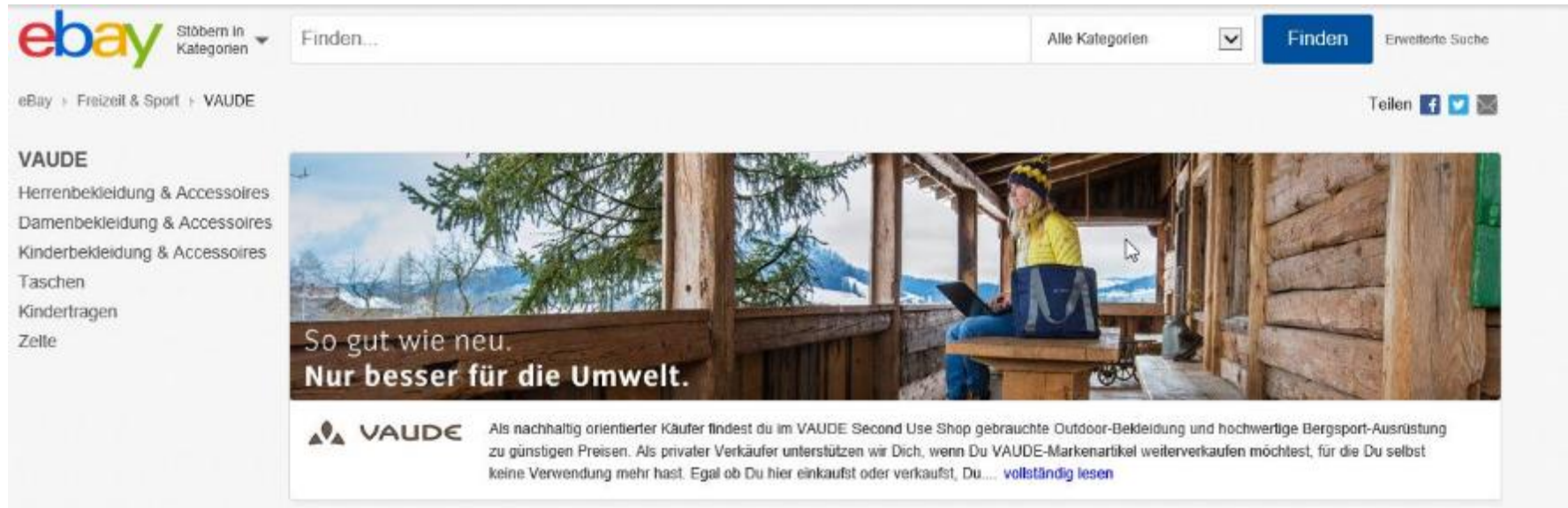
- repair
- Fair Wertung
- without method of recycling
- residual waste
- second quality for factory outlet
- unedited back to customer
- causeless customer complaints are send into regular sale



recyclable and reusable: VAUDE products at the end of product life



Second - Use & Recycling



The screenshot shows the eBay search results for VAUDE. The top navigation bar includes the eBay logo, a search bar with the text "Finden...", and a "Finden" button. Below the search bar, the breadcrumb "eBay > Freizeit & Sport > VAUDE" is visible. On the left, a sidebar lists VAUDE categories: Herrenbekleidung & Accessoires, Damenbekleidung & Accessoires, Kinderbekleidung & Accessoires, Taschen, Kindertragen, and Zelte. The main content area features a large banner image of a person in a yellow jacket sitting on a wooden bench on a log cabin porch, looking at a laptop. The banner text reads "So gut wie neu. Nur besser für die Umwelt." Below the image, the VAUDE logo is followed by a paragraph: "Als nachhaltig orientierter Käufer findest du im VAUDE Second Use Shop gebrauchte Outdoor-Bekleidung und hochwertige Bergsport-Ausrüstung zu günstigen Preisen. Als privater Verkäufer unterstützen wir Dich, wenn Du VAUDE-Markenartikel weiterverkaufen möchtest, für die Du selbst keine Verwendung mehr hast. Egal ob Du hier einkaufst oder verkaufst, Du.... [vollständig lesen](#)".

Used products that are in good condition can be sold-on on the VAUDE second use shop on eBay



Second - Use & Recycling

Because of the cooperation with FairWertung our products get a second life as second-hand clothing and equipment.





VAUDE

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Economic activity for the benefit of all



**Economic Activity
for the benefit
of all.**

Fair and green at the headquarter!



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DGNB®

Deutsche Gesellschaft für Nachhaltiges Bauen e.V.
German Sustainable Building Council



**DEUTSCHER
NACHHALTIGKEITSPREIS**

Deutschlands nachhaltigste
Marke 2015



VAUDE
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Family-friendly employer!

- “VAUDE Kinderhaus” (day-care centre)
- Home-Office and part time for more flexibility





VAUDE

The Spirit of Mountain Sports

organic canteen & health-management

- sport- and recreation courses
- prevention
- healthy and local organic food



Modern & in line with nature!

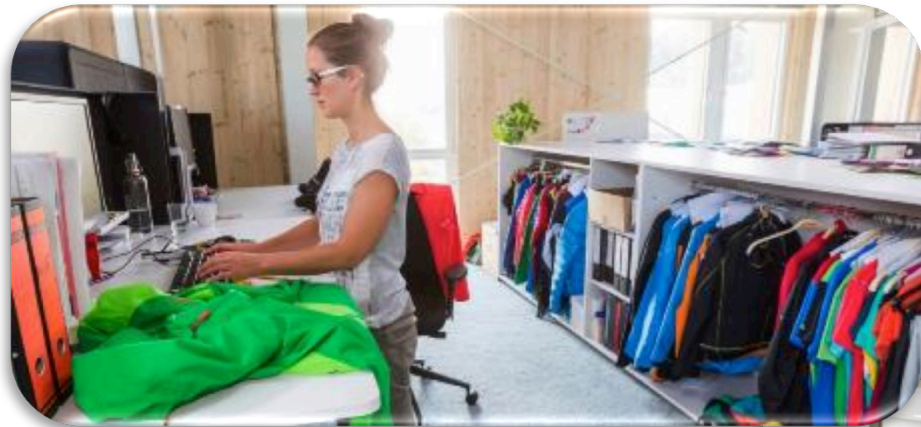


VAUDE
The Spirit of Mountain Sports

- DGNB certificated building: bronze
- Forward looking working environment



DGNB[®]
Deutsche Gesellschaft für Nachhaltiges Bauen e.V.
German Sustainable Building Council



Eco-friendly mobility

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



VAUDE women power!

- 60% women
- 37% women in leading positions





VAUDE

The Spirit of Mountain Sports

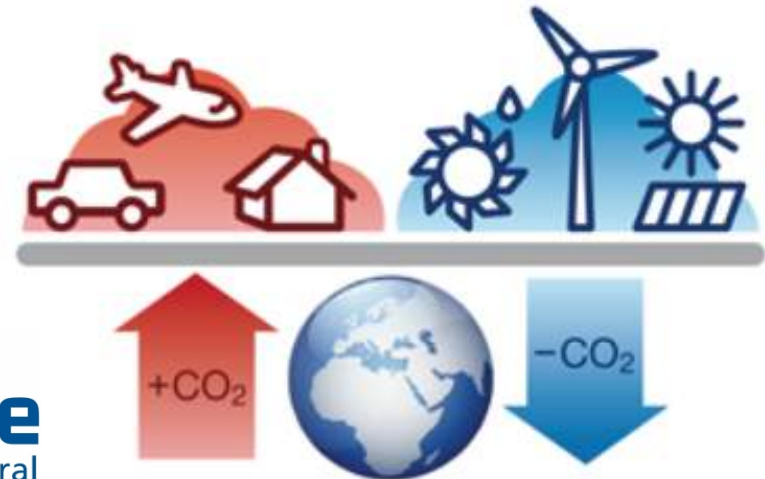
Active in the neighbourhood!

- VAUDE „Bädle“
- „Bähnlelinie“



„climate neutral“ company

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



 **myclimate**
neutral
Head Office

© myclimate – The Climate Protection Partnership



Trust is good, but...

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

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



Deutscher
NACHHALTIGKEITS
Kodex



Economies for the benefit of all



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

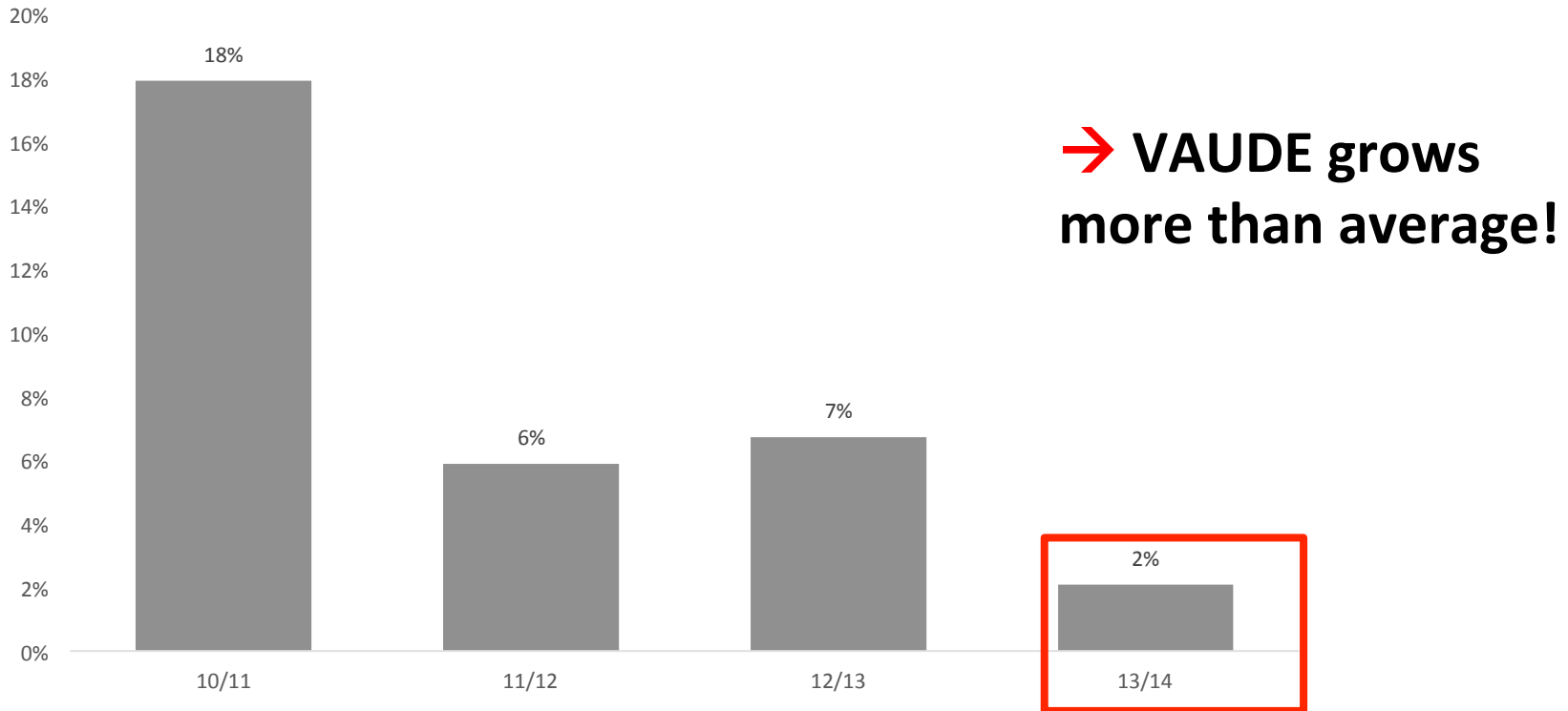
→ Entrepreneurial success is measured not only in financial profits, but on its contribution to the common good

Pioneer company
with audited
welfare–balance



Our Achievements!

Sustainable business pays off!



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

Our Achievements!

**VAUDE is
Germany's most
sustainable
brand!**



Axia-Award
„Nachhaltig denken, erfolgreich lenken“



Nominierung Umweltpreis



Rank a Brand



Our Achievements!



VAUDE

hat in der repräsentativen Umfrage des
Inleder-Magazins sportFACHHANDEL den

1. Platz

In der Kategorie

Nachhaltigkeit

erreicht. Dabei ging es dem Magazin um
die Ermittlung des besten
Lieferanten im Outdoor-Segment.

Markus Huber
Markus Huber
stv. Chefredakteur

Thomas Brinkmann
Thomas Brinkmann
Verleger

Januar 2014



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

<http://csr-report.vaude.com/gri-en/>



Vielen Dank für Ihre Aufmerksamkeit !

bettina.roth@vaude.com

Upcoming Events



11th Annual GC3 Innovators Roundtable

May 24-26, 2016 in Burlington, VT
Hosted by Seventh Generation

Register today!



Thanks for joining us!

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

