

SUSTAINABILITY The Outnordic Way



OUTNORDIC

At Outnordic we aim to reduce our environmental footprint as much as possible. We will achieve this in a sustainable business model that includes the well-being of people throughout the entire value-chain.



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CEO

Main goal

Ensure that sustainability is a natural part of the company's core. Follow up department managers on the goals and subgoals set out in this document.

Subgoals

- Follow up on goals and subgoals throughout the year.
- Follow the progression to make sure we are relevant and can contribute to sustainability discussions within our industry.
- Develop a plan for climate compensations.
- Implement and develop sustainable business models.

HR

Main Goal

Ensure our employees' wellbeing, that they feel included, can develop their potential, and feel safe in the workplace.

Subgoals

- Make "Sustainability the Outnordic Way" part of the onboarding process.
- Develop our Travel policy.
- Create a more inclusive workplace regarding diversity and LGBTQ+.
- Compile how we measure sick leave, staff turnover, equality, and workplace incidents in Outnordic.

Actions

- Specify in our travel policy that traveling by plane for business trips is not allowed if the journey could be made by other means of transport in 5 hours or less.
- Specify in our travel policy what hotels, transportation services etc. Outnordic recommend for business trips. These are chosen from a sustainability point of view.

- Specify in our travel policy what the company offers to employees during business trips. E.g., food, drink, transportation.
- Measure and present equality for leading positions.
- Promote diversity in the recruitment process.
- Introduce a system for whistleblowing 2022/2023.
- Demand more inclusive options from evaluation systems.
- Include non-binary in addition to male and female option in the Outnordic systems. (Starting with the onboarding system).

LOGISTICS

Main goal

Reduce CO2e emissions per unit revenue.

Subgoals

- Improve waste management and sort everything that is possible to sort.
- Lower emissions from packaging materials per unit revenue.
- Reduce use of filling material (and reduce air space) per unit revenue.
- Reduce electricity and heating use per unit revenue.
- Reduce emissions from food per unit revenue.
- Fossil free outbound transports by 2025.
- No goods should be destroyed or thrown.

Actions

- Outnorth - During 2022 significantly reduce the number of countries where air transport is used.
- Fjellsport - stop using air transport for outbound shipments by 2022 except Svalbard.
- Fjellsport - improve transportation solutions for Svalbard to be more sustainable.
- Optimize packaging & air transport through improved training both during onboarding and for existing personnel.

Fossil free outbound transports by 2025.

MARKETING

Main Goal

Raise awareness around sustainability internally and externally to guide customers to a more sustainable shopping experience.

Subgoals

- Strengthen our communication around sustainability towards the customer.
- Make a yearly communication plan that focuses on sustainability aspects.
- Work continuously on how we can prevent product returns.

Actions

- Measure behavior and valued aspects from customers through traffic to our sustainability focused content.
- Get a better understanding of emission levels from different marketing channels.
- Take ownership of Sustainability pages on our sites.
- Create more how-to content and guides that can be communicated together with other content such as campaigns.
- Set up guidelines on how our ambassadors travel to and from our events.
- Change the way we talk about products – make sustainability aspects a priority.
- Study examples of greenwashing and environmental laws to prevent incorrect communication.
- Communicate our suppliers' sustainability work.

Communicate 1% For the Planet more frequently

IT

Main goal

Reduce CO2e emissions from cloud services, software, and hardware / revenue.

Subgoals

- Measuring CO2e emissions from IT software such as Microsoft, Google, SAP, Qlik, Office, ecommerce platforms, (web servers?) etc.
- Reduce and measure all CO2e emissions from IT equipment.
- Inform and guide all staff in how to cleanse data. Check timing so that we have activities regarding sustainability all year around.
- Make it possible to create a more sustainable shopping experience (for example delivery alternative emissions, donations, sustainability filter information, rental etc.). We need to identify who oversees business development.

Actions

- Define the scope for emissions from the Outnordic IT departments together with ZeroMission.
- During 2022 create and share information on how to cleanse data, both on individual and corporate level.
- Improve size and fit information tools to reduce return rates. (Who oversees business development?)

Reduce and measure all CO2e emissions from IT equipment.

CUSTOMER SERVICE

Main goal

**Ensure sustainable processes in customer service.
Communicate and guide customers to sustainable choices.**

Subgoals

- Set up a routine for how we handle incoming questions about chemical products and chemicals in products.
- Improve ways to handle claims.
- Make sure customers get guidance on how to recycle/reuse/repair products.
- Make sustainability a part of the customer service training and increase knowledge about sustainability within the entire team.

Actions

- Strengthen Fjellsport's policy about donating unsellable products to charity to make sure nothing gets thrown away.
- Pinpoint topics where we can anticipate we are going to need to give out information to customers.
- Create business case for how we handle claims.

MERCH/ PUBLISHING

Main goal

Publish and present products in a way that minimizes returns and that enable customers to make sustainable choices.

Subgoals

- Reduce claims and returns connected to merch/publishing responsibilities.
- Highlight and present sustainability information and preferred attributes.

Actions

- Identify areas that affect returns and claims.
- Suggest tools to measure specific return rates and implement if approved.

PURCHASING

Main goal

Make sure all suppliers work according to Outnordic's code of conduct and ESG contract. Continuously work towards sourcing products of good quality that enable a long product life cycle.

Subgoals

- Fossil free inbound deliveries by 2026.
- Increase the share of products with one or more Preferred Attributes.
- Make sure all current suppliers have signed the ESG contract.
- 25% of suppliers reporting CO2e emissions by 2025.
- 50% of suppliers reporting CO2e emissions by 2026.
- 75% of suppliers reporting CO2e emissions by 2027.
- 100% of suppliers reporting CO2e emissions by 2028.

Actions

- Phase-out single use products where there are reusable options.
- Participate and contribute actively to sustainability discussions within our industry.
- No new suppliers can be approved without signing the ESG contract.

Fossil free inbound deliveries by 2026.



SUSTAINABILITY GROUP

Main goal

Ensure progression and development in the field of sustainability.

Subgoals

- Keep our ESG and sustainability standards and contracts updated.
- Continuously improve the yearly sustainability reports.
- Coordinate and publish climate reports.
- Evaluate and update “Sustainability the Outnordic Way”.
- Stay updated in the field of sustainability to support the organization.
- Handle the 1% for The Planet donations and reporting.
- Inspire and support the organization to take actions.

Actions

- Present and implement “Sustainability the Outnordic Way” during 2022.
- Create an idea template to encourage environmentally focused initiatives from staff.
 - Existing systems?
- Yearly follow up on the goals in “Sustainability the Outnordic Way”.

PHYSICAL STORES

Main goal

Guide customers to more sustainable choices and a more sustainable shopping experience. Reduce environmental footprint from own operations.

Subgoals

- Improve waste management and recycling processes.
- Reduce electricity and heating use per unit revenue.
- No goods should be destroyed or thrown away.
- Continuously stay updated and implement more sustainable ways to conduct business, e.g., electronic receipts.
- Improve the ways to handle claims.
- Improve customer guidance on how to treat/recycle/reuse/repair products.
- Make sustainability a part of training and increase knowledge about sustainability within the entire team.

Actions

- Set up a routine for how we handle incoming questions about chemical products and chemicals in products.
- Phase-out single use products where there are reusable options.
- Identify areas that affect returns and claims and give feedback to Merchandise.
- Make a handbook/guideline about sustainability available in the stores.

Improve customer guidance on how to treat/recycle/reuse/repair products.

FINANCE

Main goal

Contribute with policies, analysis, and reporting to drive sustainability within the organization.

Subgoals

- Reduce physical documents and move to digital solutions.
- Challenge the organization with profitability vs sustainability analysis.
- Introduce sustainability in analysis where possible.
- Find digital solutions that combine finance and sustainability in travel reporting.

Actions

- Implement EBIT before and after climate compensation by 2023 (internal reporting).
- Implement a solution for tracking which partners that are climate compensated and which we must compensate for. Where the company makes the choice of pension savings – choose funds that focus on sustainable investments. Review our car policy in terms of sustainability.

Reduce physical documents and move to digital solutions.

OWN BRANDS

Main goal

Produce long lasting quality products in a responsible manner with as a low environmental footprint as possible.

Subgoals

- Conscious choices of materials, chemicals etc.
- Product related preferred attributes on more and more products.
- Improve vendor results in Amfori BSCI, and work with the results to improve conditions.
- Nominate and standardize trims and materials to a greater extent.
- Optimize product packaging for e-commerce.
- Improve texts and information about how to treat, repair, reuse and recycle products.
- Start measuring and reducing CO2 emissions per unit revenue.
- Focus on developing durable and long-lasting products.
- Continue to improve chemical management.

Actions

- Keep updated on sustainability certifications, production methods and practices.
- Phase out unnecessary hangtags and packaging material.
- Continue to develop and improve the range of spare parts and repair kits.
- Include sustainability perspectives in marketing communication.

Continue to develop and improve the range of spare parts and repair kits.