

Sustainability at Yonderland & O&CC

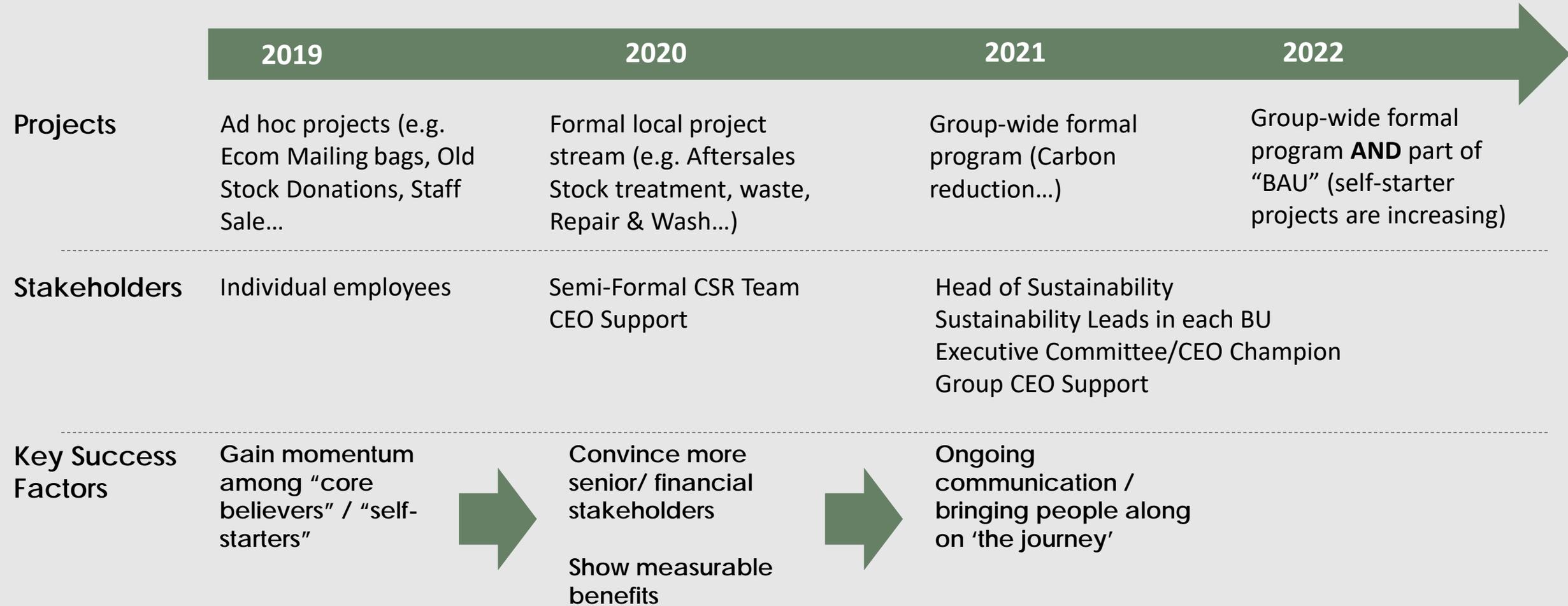
OTS Sustainability Breakfast

June 2022



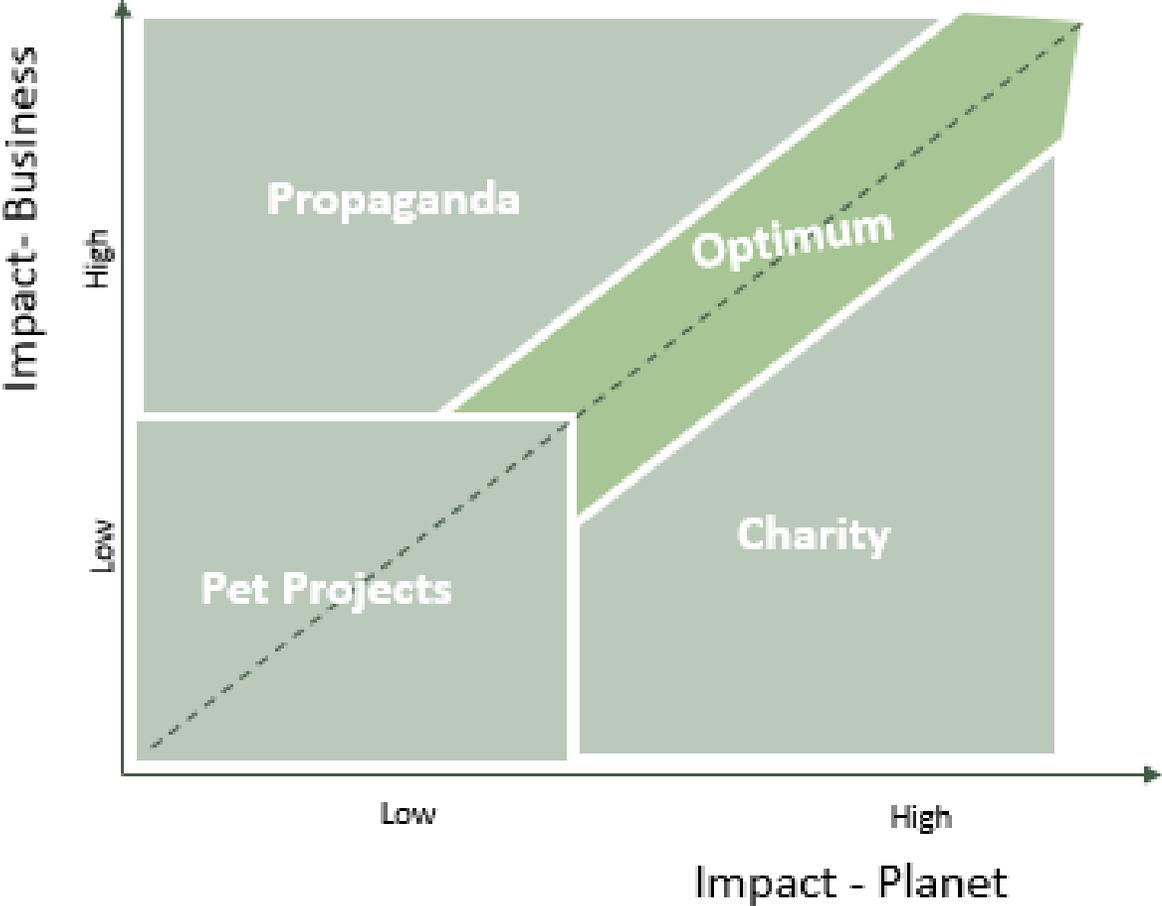
We went from localised, ad-hoc, one-off projects to a formalised sustainability program with dedicated team time, budget and executive support

THE JOURNEY



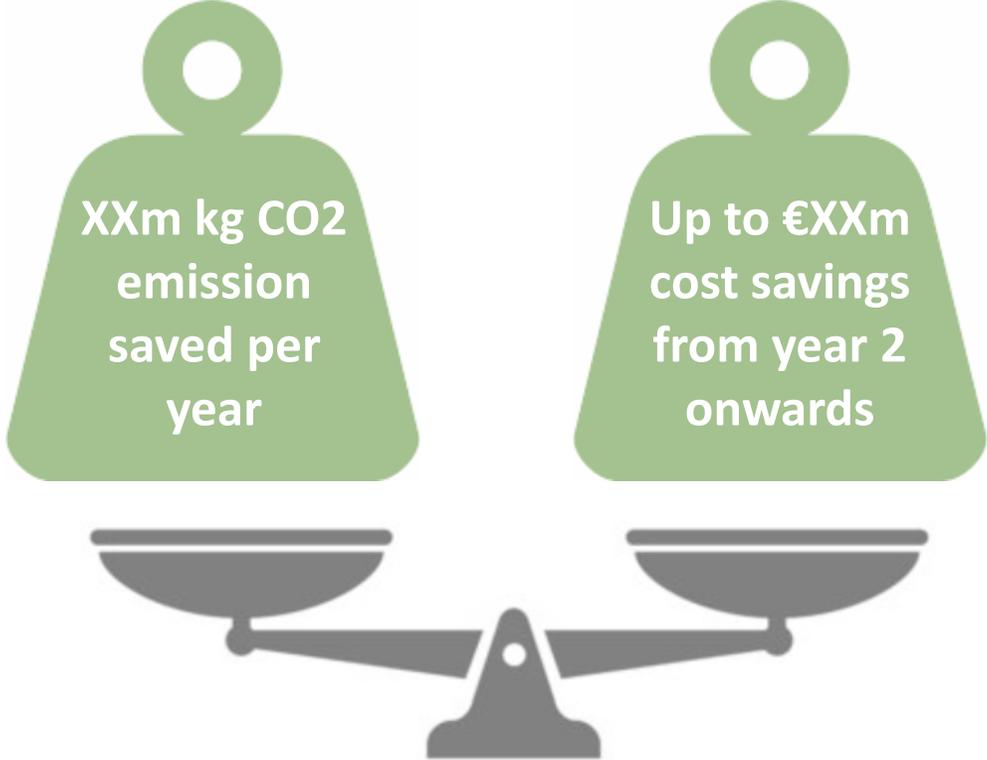
Choosing your battle is critical: projects should benefit planet and business in equal measures and be of decent scale to warrant the time, money and focus spent on it

FINDING THE OPTIMUM FOR PLANET & BUSINESS



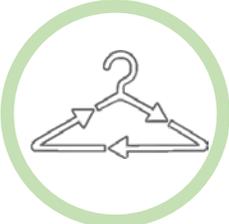
Less waste, Less CO2, Less plastic, more awareness...

For example, the first wave of carbon reduction measures often bring cost savings....



Our 5 year plan focuses on where we can have maximum impact in the value chain

SUSTAINABILITY PROGRAM



01 SUSTAINABLE PRODUCTS

The biggest lever in protecting our environment is in the products we sell. Our projects focus on creating incentives for brands to develop and sell more sustainable products, informing customers in an easy-to-understand & transparent manner on the topic of more sustainable outdoor products and outdoor lifestyle, actively encourage the sale of more sustainable products and inspire & enable a circular economy.



02 CARBON NEUTRALITY

By 2025 our full business operations (scope 1 & 2) across all countries will be carbon neutral by reducing our energy & travel needs, switching to renewables and lastly offsetting any remaining emissions. We also commit to the Paris Agreement of reducing emissions in all scopes to be in line with the 1.5°C limit by 2030.



03 MINIMAL WASTE

We seek to undertake a full review of all our internal waste streams to enable a 100% recycling rate for recyclables and reduce any other waste generation to a feasible minimum.



04 PROTECTING OUR OUTDOORS

Going the extra mile in protecting our beautiful outdoors we will reforest native woodlands, enable our employees to work on conservation projects and go green in our charity donations.

The board room conversations are always the same: budget & time are scarce. Sticking with your mission, values and commitments is key – especially in turbulent times

STICK TO YOUR MISSION & VALUES

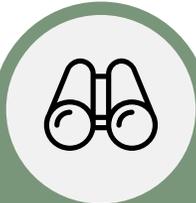
Changing the fabric of outdoor retailing

Our Values



BRAVE & BOLD

The complexity of sustainability issues often means solutions aren't easy or straight-forward. It requires a brave & bold approach to start pursuing a solution or to learn from past mistakes



REAL & TRANSPARENT

We can't promise to always be successful in our endeavors, but we can promise to always be honest in our success as well as failures.



RELENTLESS & RIGOROUS

Sustainability is difficult, with slow progress, small victories and frequent U-turns when plans don't quite work out. To succeed in our mission we must keep going and be as critical as possible when evaluating targets, plans, progress & results.

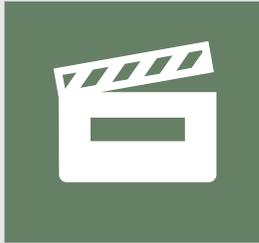
It's a learning process and we are only in the middle of it. But here are some key learnings that we underestimated

WHAT WE LEARNED



Comms, comms, comms...

You can never communicate enough both up- and downwards about your projects / plans/ goals
You need people on board



Action beats inaction a 100x

Start. Start small. But start.
With action you learn, engage people, start momentum



No hiding

It will bring tough trade-offs on where time and money should be spent. Don't hide.

It will often also require making decisions in the grey, when science is not perfect and solutions are not straight-forward.
Don't hide



Make everyone part of the solutions

You need both bottom-up as much as top-down support.

2021 has yielded some good results and a strong foundation to build on, but it is only a start and often it has shown as additional areas we need to address

FIRST RESULTS



Launching Our Planet

Launched in Autumn/Winter 2021

27%

of our range qualified for the Our Planet label by hitting 1 out of 23 more sustainable criteria

Repair & Care Scheme

(Re-) launched in three countries (UK, Netherlands, Belgium)

Over **10,000** pieces of clothing and equipment repaired

Nearly **5,000** pieces of clothing washed

Recycle My Gear Scheme

(Re-) launched in three countries (UK, Netherlands, Belgium)

We have **158** collection points across Europe

Over **18,000** kgs of clothing

Launching the

Outdoor Retailer Climate Commitment

Launched in September with Bergfreunde, Bergzeit, InternetStores and Sportler

Committing to the Paris Agreement to achieve reductions in scope 1, 2 and 3 in line with 1.5°C warming by

2030

Measuring Scope 1 and 2 of our corporate carbon footprint, setting a reduction target of

50%+ and becoming carbon neutral by **2025**

Spent **300+**

colleague hours cleaning and repairing natural spaces

We raised funds to reforest

as well as protect and manage native woodlands the countries we operate: the Netherlands, Belgium and the UK

