

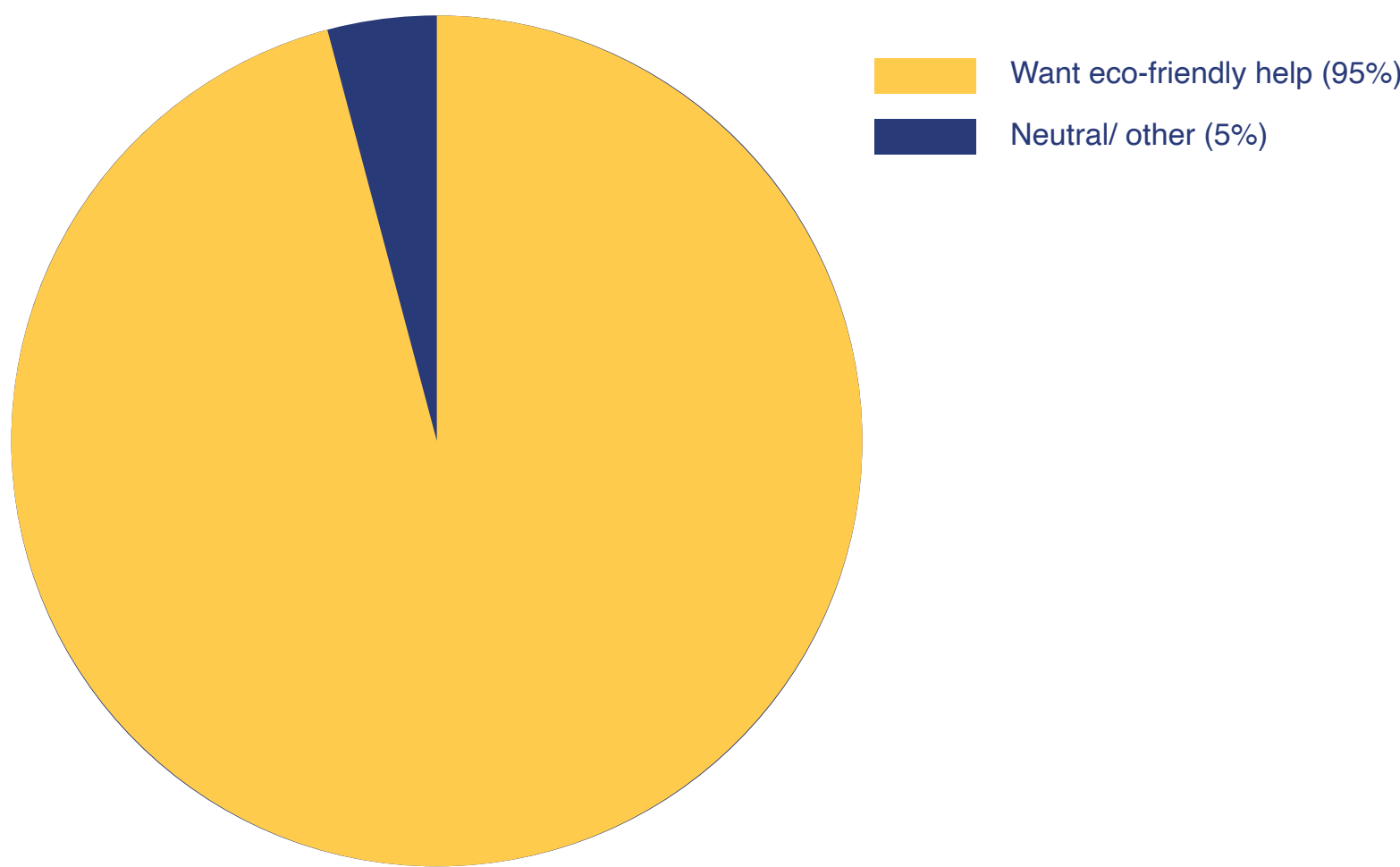
Sustainability in Outdoor Industry

Sustainability is more than just a trend; it’s a fundamental expectation in today’s outdoor landscapes. The brands that succeed are those that don’t just follow trends- they align with the values and expectations that resonate deeply with their audience.

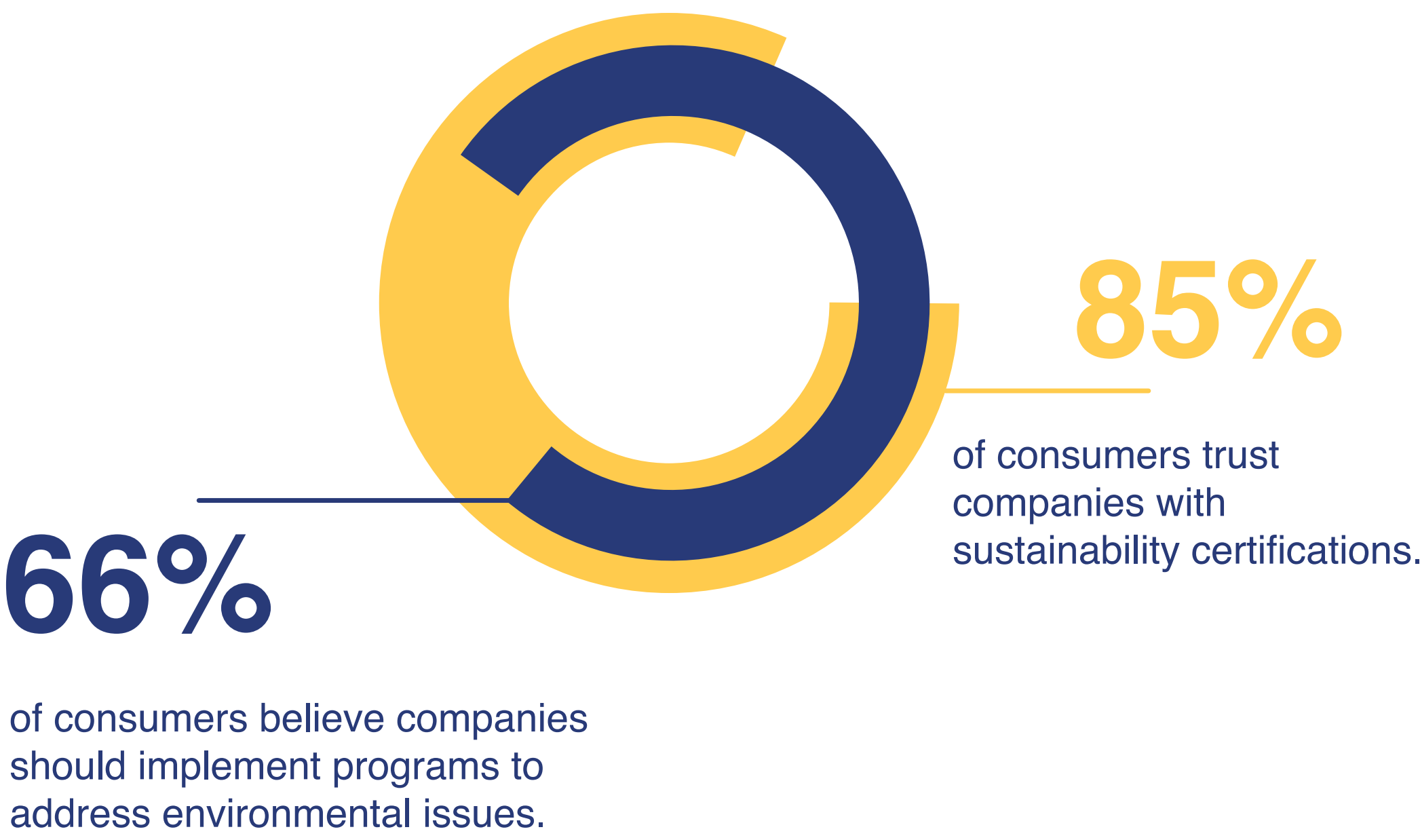
The young generation is connected with sustainability.

Sustainability Impact

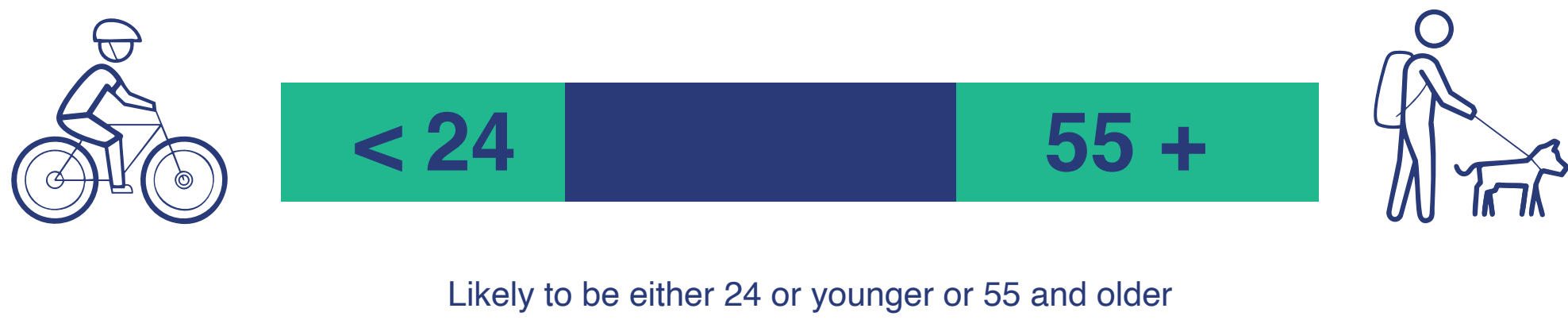
Consumers - especially Millennials and Gen Z- demand that brands back their environmental claims with real action, not just buzzwords. They’re watching closely.



2023 Consumer Survey on Eco-Friendly Practice



Consumer Attitudes towards Sustainability



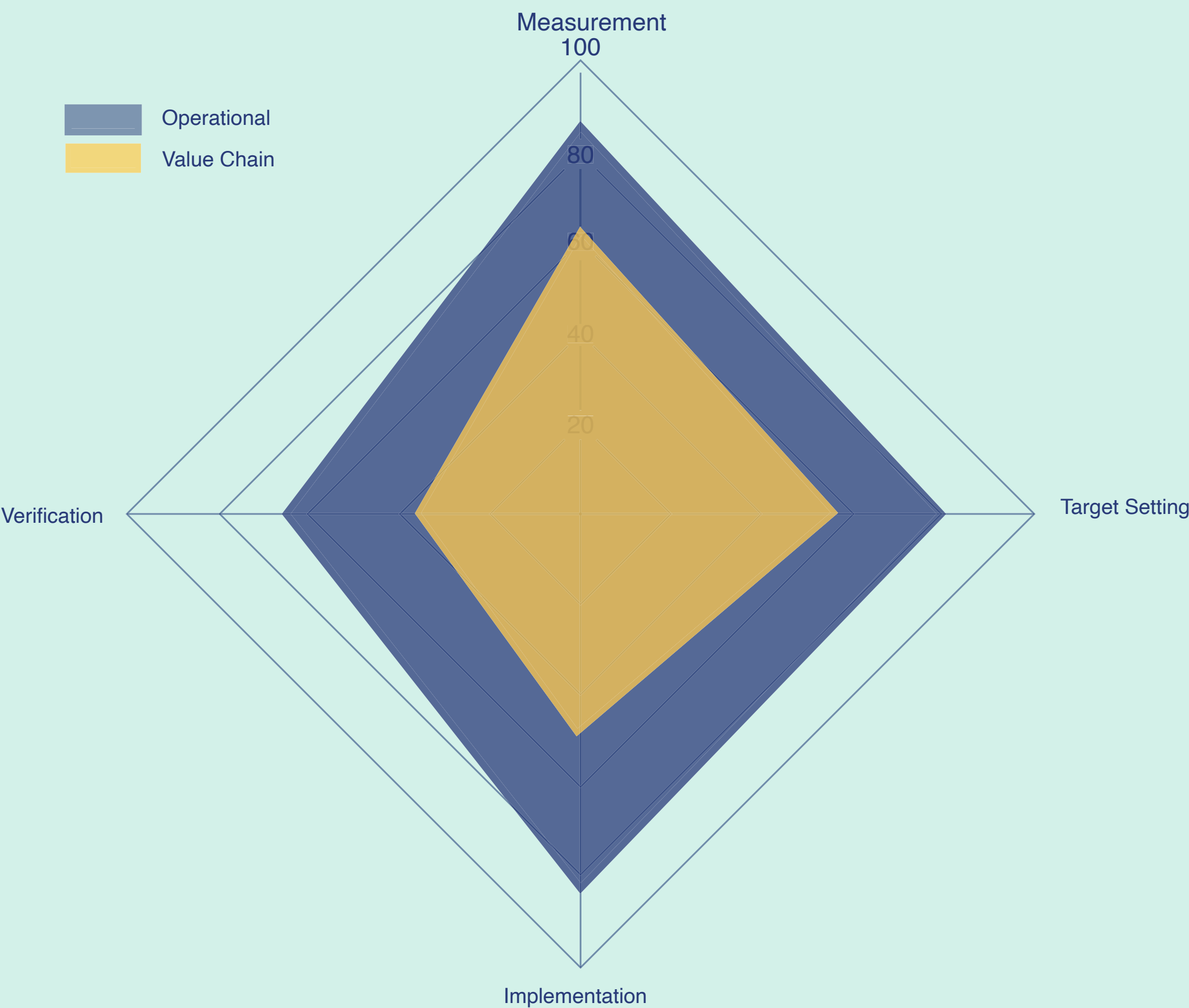
The industry currently has a heavy environmental burden, but it also has the potential for optimization and transformation.



Casual Outdoor Participant Profile

Outdoor Brands Contribute to Sustainable Development

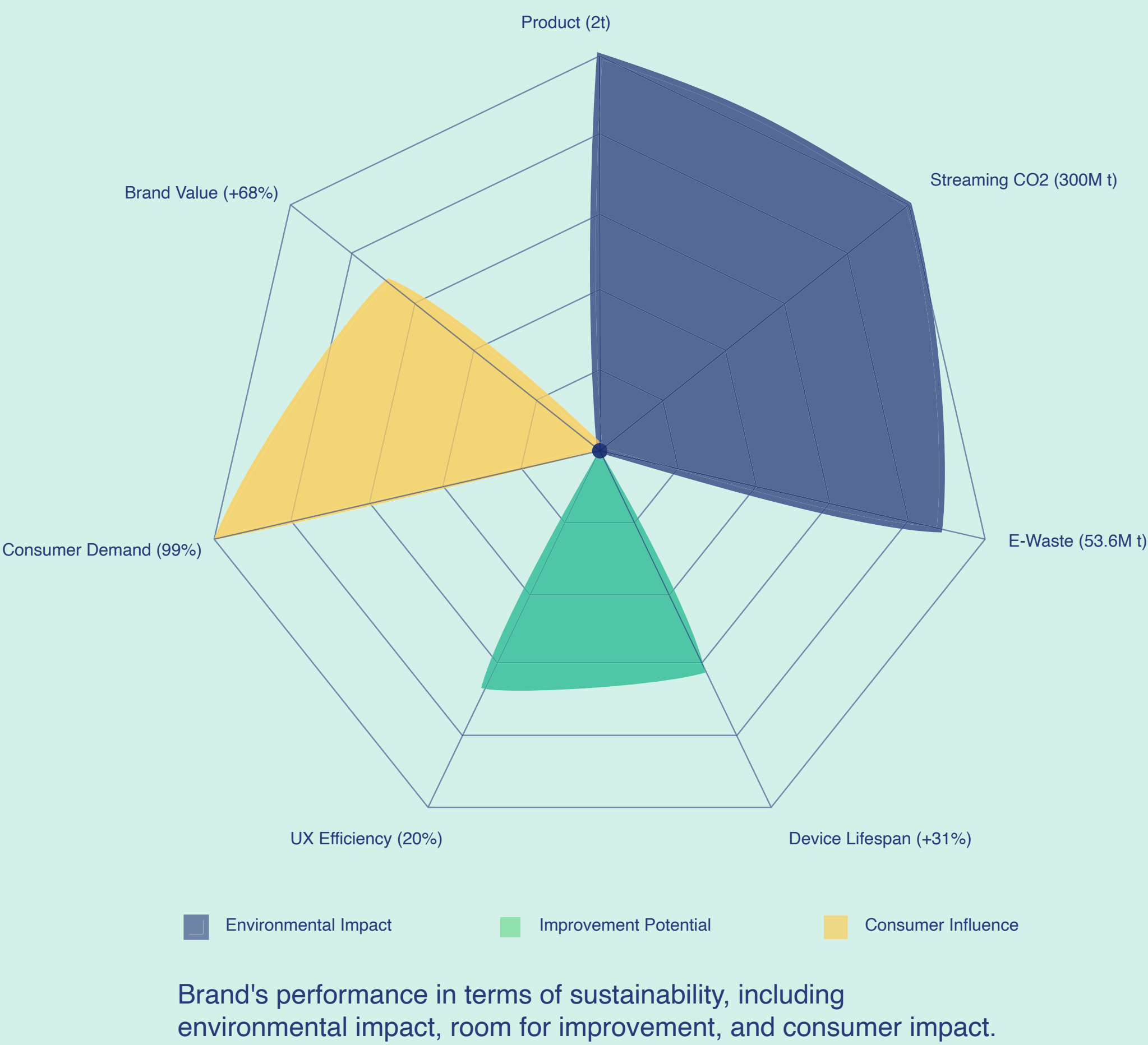
Emission Scope Progress Comparison



Understandably, Corps members are making faster progress reducing their emissions from operations (scopes 1 and 2) than their emissions from the value chain (scope 3).

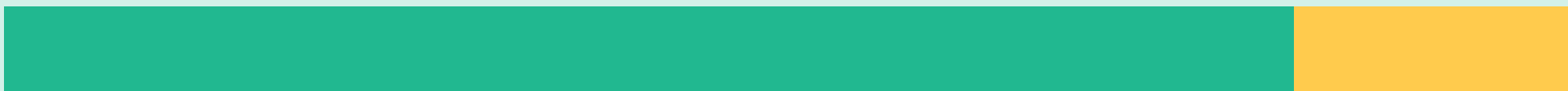
Members continue to make great progress along the pathway of measuring, setting targets, and making reductions.

Digital Sustainability Spider Map



Brand's performance in terms of sustainability, including environmental impact, room for improvement, and consumer impact.

1 billion



Patagonia continues to generate more than \$1 billion in revenue, proving that a commitment to environmental action can coexist with commercial success.

Consumer demand and influence are very strong, indicating that the market is sufficiently driven, and as long as improvements are made in product design, user experience and equipment life, sustainable development goals can be achieved.