



# *Yonderland*

**Annual Sustainability  
Report 2021**



01

**FOREWORD**

Hear from our CEOs on the topic of sustainability, our mission and goals for the future

02

**INTRODUCTION**

Learn more about why sustainability is important to us and how we plan to tackle the issue

03

**SUSTAINABILITY HIGHLIGHTS**

Just some of the milestones we've achieved on our journey to becoming a more sustainable retailer

04

**ABOUT**

Who are Yonderland and what do each of the business units stand for?

05

**OUR SUSTAINABILITY PROGRAMME**

An overview of our mission, programme outline and the goals we've set for the coming years

06

**MORE SUSTAINABLE PRODUCTS**

Discover how we're working with brands to reshape the industry

07

**CARBON NEUTRALITY**

Our Scope 1 & 2 targets and how we hope to achieve them

08

**MINIMISING WASTE**

Learn more about what we're doing to reduce waste across all our business units

09

**PROTECT THE OUTDOORS**

This section focuses on protecting what we value most: the great outdoors

10

**CALL TO ACTION**

What can you do? Some sustainability guidance for our community



“We live in unprecedented times where climate change, loss of biodiversity, pollution and resource depletion may not seem to be of imminent concern. However, this is a fallacy we at Yonderland do not believe. We must act on every single one of these issues to avoid irreparable damage and we must act now. Every minute and every Euro we spend on our sustainability programme is an investment in the future: for our customers, our employees and all the communities we touch throughout our supply chains. We want to preserve the great outdoors that gives us so much joy, freedom, and excitement, as well as serenity.”

A handwritten signature in white ink, appearing to read 'F. Hufkens', written over a thin white horizontal line.

**Frederic Hufkens**  
Group CEO of Yonderland

**In 2021, the world seems to have fully woken up to the urgency of climate change and the damage we're doing to our home planet.**

At Yonderland, we're very fortunate to work for a company that inspires and supports people to get outside and discover the great outdoors. However, we're also conscious of our own impact - particularly negative. For many years, we've been taking actions to encourage more sustainable decisions and products, including switching to more renewable energy, reduction of plastic, recycling, protecting outdoor locations and working with new, more sustainable brands. But 2021 was the

first year we implemented our holistic sustainability programme. This is based on thorough analysis as to how we can have the biggest impact, with clear commitments, targets, and actions, bringing onboard not only our colleagues but our suppliers and customers too.

Our colleagues have been the driving force behind this programme. Every department, in every business unit - Bever, Outdoor and Cycle Concepts, and Retail Concepts - has embraced it. The management team at Yonderland has been amazed by the force and determination with which our teams have engaged with these initiatives, often going above and beyond. This encourages us to push our thinking and do even more.



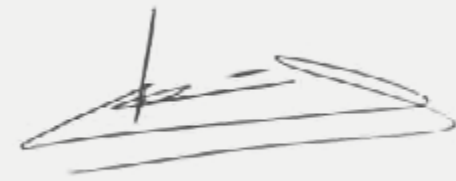
## We have set up targets across four areas where we can make the biggest impact:

**01** **More sustainable products.** Make our product offering more sustainable, with the aim to increase transparency as to why these products are more sustainable and improve the quality of the offering. This has made our suppliers rethink their assortment, since we wish to offer to our customers a larger range of more sustainable products. We've also embraced that the best option for the environment is to lengthen the life of our products as much as possible. That's why we launched our Repair & Care programmes and events. At Bever, instead of engaging with Black Friday, we promoted the repair and care of products ("For Future Fridays") instead of encouraging new sales and purchases, which was a huge success and great learning for all of us. At A.S. Adventure, we are testing rental programs for camping and travel equipment. Finally, for products beyond repair, we launched programmes to recycle these items instead.

**02** **Achieve carbon neutrality.** We acknowledge that our actions damage the planet, so we're aiming to achieve carbon neutrality by 2025 for Scope 1 and Scope 2, and meet the Paris Agreement for all scopes by 2030. To achieve this, we've taken a thorough approach to measure our carbon footprint, where it's generated, and will take action to reduce it.

**03** **Reduce waste.** We generate plenty of waste from our processes, but it's not enough to just recycle. We must reduce our waste and recycle as much inevitable waste as possible. In 2021, we've focused on making our mail order packaging more sustainable, switched to better recycling partners, and tested paperless invoicing to cut paper waste.

**04** **Protect the outdoors.** As outdoor retailers, we believe it's our duty to go the extra mile for the outdoors and set an example. That's why we designed a set of initiatives to protect what we value the most - the outdoors. We've partnered with local organisations that promote and work to protect outdoor spaces. The funds we've raised in 2021 have been dedicated to the reforestation, management, and protection of local woodlands and thanks to colleague volunteers, we've dedicated 300+ hours to cleaning and repairing outdoor spaces.



**Frederic Hufkens**  
Group CEO of Yonderland



**Jose Finch**  
CEO of  
Outdoor & Cycle Concepts  
(Cotswold Outdoor, Snow+Rock,  
Runners Need),



**Bea De Beuckelaer**  
CEO of Retail Concepts  
(A.S.Adventure, Juttu)



**Albert Scholte**  
CEO of Bever

**This is a journey we started many years ago, with renewed efforts since 2020. We've still got a long way to go but we have a clear plan, determination, and the support of our colleagues, customers, suppliers, and shareholders to help us achieve our mission: to help protect the planet so we can all keep on exploring and enjoying the great outdoors.**

*Yonderland*



# INTRODUCTION: DRIVING CHANGE

“We are the first generation to know we are destroying our planet and the last that can do anything about it. We owe it to those who will inherit our planet to ensure the actions we take account for their impact on future generations.”

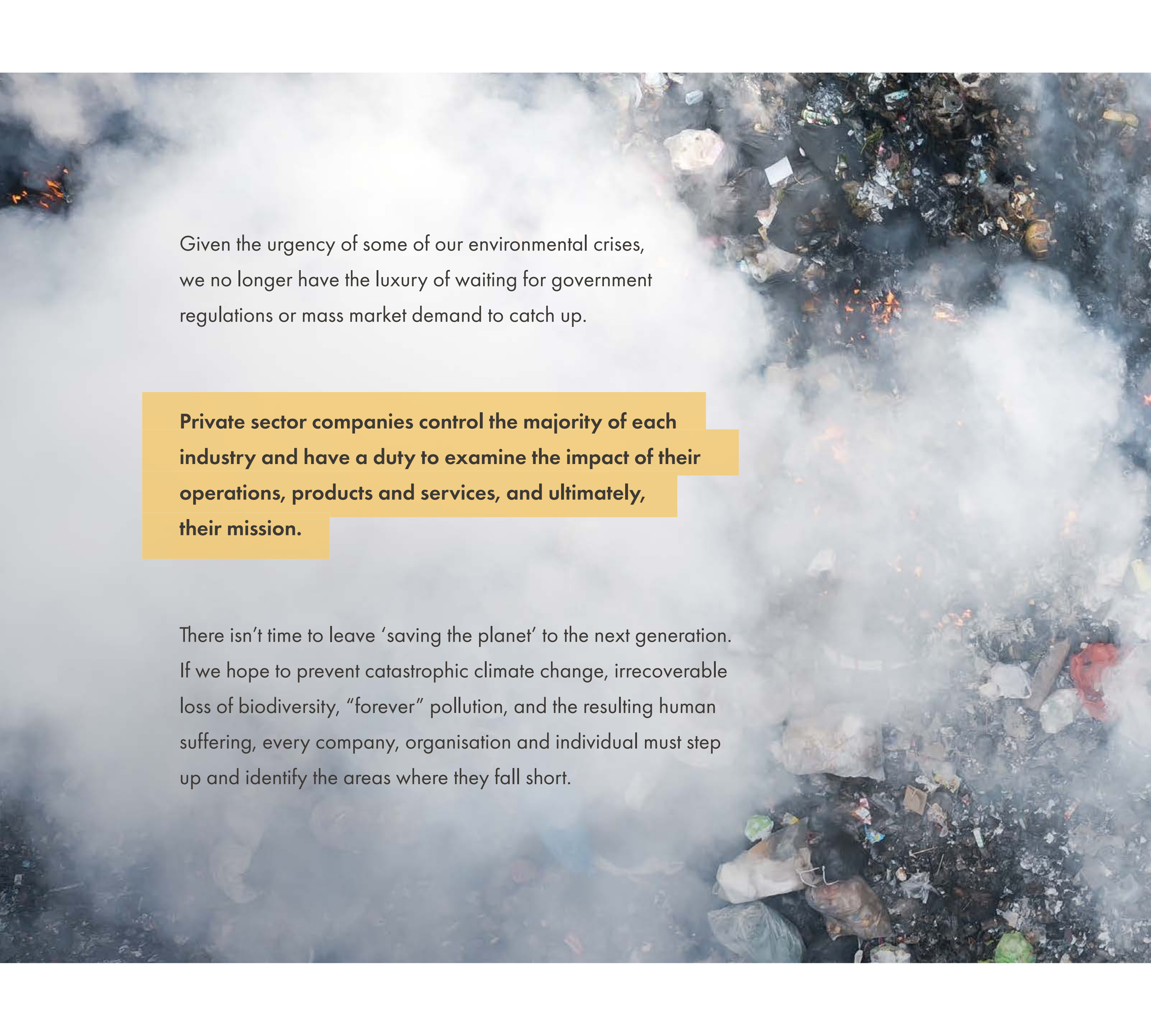


The pandemic has revealed how quickly humans can adapt and change our behaviour when it matters most. Within weeks, we organised stringent lockdowns, shifted from physical interactions to video calls, turned our homes into offices and schools, and wore masks in public. In less than a year, an effective vaccine was developed and approved.

**Can we move with the same level of decisiveness and speed to tackle climate change and reduce our environmental impact once and for all?**

We are facing unprecedented challenges and must find the right solutions to the indisputable conclusions coming from the scientific community. We have now arrived at a tipping point: the next 10 years will be critical.





Given the urgency of some of our environmental crises, we no longer have the luxury of waiting for government regulations or mass market demand to catch up.

**Private sector companies control the majority of each industry and have a duty to examine the impact of their operations, products and services, and ultimately, their mission.**

There isn't time to leave 'saving the planet' to the next generation. If we hope to prevent catastrophic climate change, irrecoverable loss of biodiversity, "forever" pollution, and the resulting human suffering, every company, organisation and individual must step up and identify the areas where they fall short.



**“We want to be brave, bold, relentless and critical in our pursuit to make this business not only net neutral, but a net positive impact on our environment”**

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A handwritten signature in black ink that reads "melanie grünwald". The signature is written in a cursive, lowercase style.

**Melanie Grünwald**  
Head of Sustainability





**Driving change comes at a cost; as a business, we must be willing to shoulder this.**

For too long, we have ignored the true price of doing business. Now, we don't just want to be brave, bold, relentless and critical in our pursuit of net neutrality, but also have a net positive impact on our environment and our people too – our customers, our employees, and communities impacted by our supply chains.

As an outdoor retailer, we are the conduits between producers and customers. In an increasingly online world, the added value of bricks-and-mortar and omnichannel retail is often questioned. However, sustainability is another area where we can take ownership of education on both sides of the value chain. We are uniquely placed to influence brands and suppliers to manufacture more sustainably and step up their game, season after season. Likewise, we want to educate our customers on how to buy more sustainably, how to look after their products and how to enjoy the outdoors in a more sustainable way.



# SUSTAINABILITY HIGHLIGHTS



## 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





04

# ABOUT YONDERLAND

**Yonderland** is an international outdoor retail organisation (formerly known as the AS Adventure Group) with stores in the Netherlands (Bever), the United Kingdom and Ireland (Cotswold Outdoor, Snow+Rock and Runners Need), and Belgium, France and Luxembourg (A.S.Adventure, Juttu). Yonderland is a specialist outdoor retailer that offers consumers a wide range of products and services for outdoor adventures including short day trips and longer travel, and outdoor pursuits close to home or abroad. Our group focuses on providing high quality gear for a wide range of activities including hiking, mountaineering, camping, biking and general outdoor lifestyles.

We're set apart thanks to the high level of expertise and service we provide, our longstanding heritage, and a first-class shopping experience, in-store and online. We aim to be a continuous source of inspiration to our customers to enjoy a happy, healthy, safe and sustainable outdoor lifestyle.



# Yonderland







Our objective at Yonderland is to get people outside with the right products and services, the right advice and the right inspiration





# Yonderland



**Offer high quality products and brands**



**Provide excellent service and expertise**



**Be a source of inspiration**







**Protect the outdoors**



**Enabled by our passionate people**



RETAIL CONCEPTS	<b>A.S.Adventure</b>	<p>“Adventure is everywhere”</p> <ul style="list-style-type: none"> <li>• Number of Stores FY21: 48</li> <li>• Geographical Coverage: Belgium, Luxembourg, France</li> </ul> <p>Trusted for its expertise and service, A.S.Adventure is a one-stop shopping destination for outdoor apparel and equipment, stocking high-calibre brands and quality products.</p>
	<b>JÜTTU</b>	<p>“Home of brands, House of friends”</p> <ul style="list-style-type: none"> <li>• Number of Stores FY21: 7</li> <li>• Geographical Coverage: Flanders &amp; Brussels, Belgium</li> </ul> <p>Juttu is a multi-brand concept focusing on fashion, home, and decor with a unique blend of international and local (made in Belgium) brands. Juttu offers fashionable but authentic brands for your home and wardrobe, blending fashion and design with a sustainable story. “Juttu is buying better, feeling better and looking gorgeous”</p>
BEVER		<p>“Buiten is voor iedereen”</p> <p>Outside is for everyone</p> <ul style="list-style-type: none"> <li>• Number of Stores FY21: 41</li> <li>• Geographical Coverage: Netherlands</li> </ul> <p>Our customers want quality. That’s why Bever only select the best outdoor brands and carefully select the best product each brand has to offer.</p>
Outdoor & Cycle Concepts		<p>“Preparing people to endlessly explore”</p> <ul style="list-style-type: none"> <li>• Number of Stores FY21: 70</li> <li>• Geographical Coverage: UK, Ireland</li> </ul> <p>Cotswold Outdoor stock the best outdoor brands (several exclusive) and experts select each product with customers in mind. They have set themselves apart through high levels of expertise, service and heritage of almost 50 years.</p>
		<p>“Challenging convention to aim higher”</p> <ul style="list-style-type: none"> <li>• Number of Stores FY21: 18</li> <li>• Geographical Coverage: UK</li> </ul> <p>Snow+Rock stock the most wanted and up-and-coming snowsports brands, alongside the best outdoor brands, including several exclusive to them. Passionate snowsports experts carefully select each product, and provide a customised service in-store including ski and snowboard boot fitting.</p>
		<p>“Enabling you to get the most from your run”</p> <ul style="list-style-type: none"> <li>• Number of Points of Sale: 40</li> <li>• Geographical Coverage: UK</li> </ul> <p>Runners Need stock the best specialised running brands including footwear, clothing and accessories, and in-store experts provide a personalised service including running footwear fitting using gait analysis.</p>

**OUR  
SUSTAINABILITY  
PROGRAMME**



## Our Mission

At Yonderland, our home is the great outdoors, and we believe it's our duty to protect it. We want to enable our customers to enjoy the outdoors in a sustainable way and seek to change the fabric of outdoor retailing by facilitating a more circular economy. From sourcing more sustainable products and running a low environmental impact business, to enabling and inspiring our customers to use and dispose of their products in a sustainable way, we always keep the great outdoors and our planet in mind.

# Changing the fabric of outdoor retailing.



### Brave and Bold

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



### Authentic and Transparent

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



### Relentless and Rigorous

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

*Yonderland*

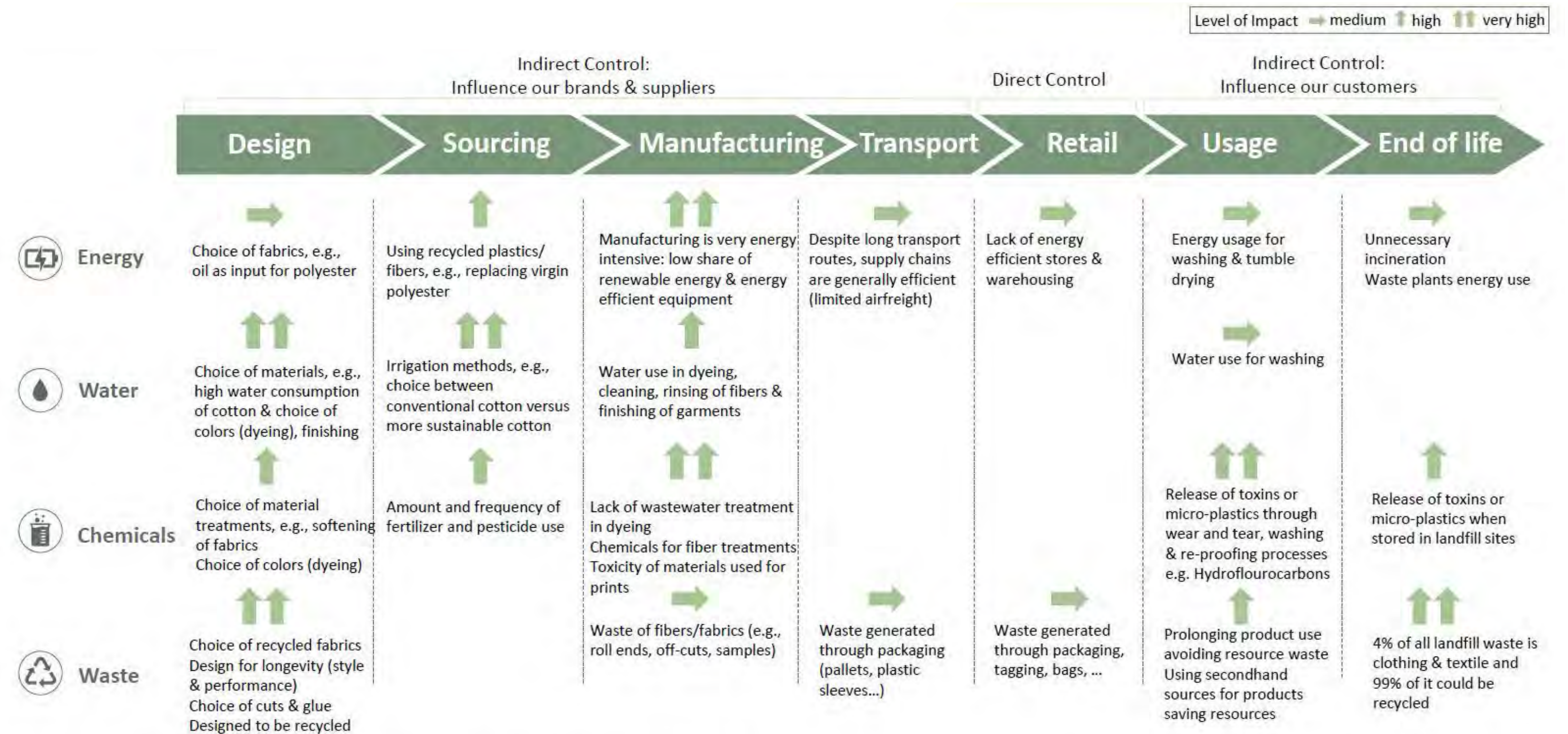


# The Scope – Understanding Environmental Impacts

The environmental costs accumulate throughout the full lifecycle of outdoor products, but it's greatest during design, sourcing, manufacture and end of life. Environmental sustainability is an immensely complex, multi-faceted issue made even more intricate by global supply chains. Accountability is difficult to allocate, and large-scale action is often difficult to implement due to limited spheres of direct influence.

However, at Yonderland we're keen not only to optimise our own environmental footprint but recognise our duty to influence and encourage others by having honest and direct conversations with our suppliers and brands that make the products we sell, and with our customers too, helping them to make their outdoor lifestyle more sustainable.

With this holistic thinking, we have established our first sustainability programme for the next four years.



Sources: Global Fashion Agenda Report „Pulse of Fashion 2017“, IPCC Reports, Ellen MacArthur & Circular Fibres Initiative, EU, European Clothing Action Plan

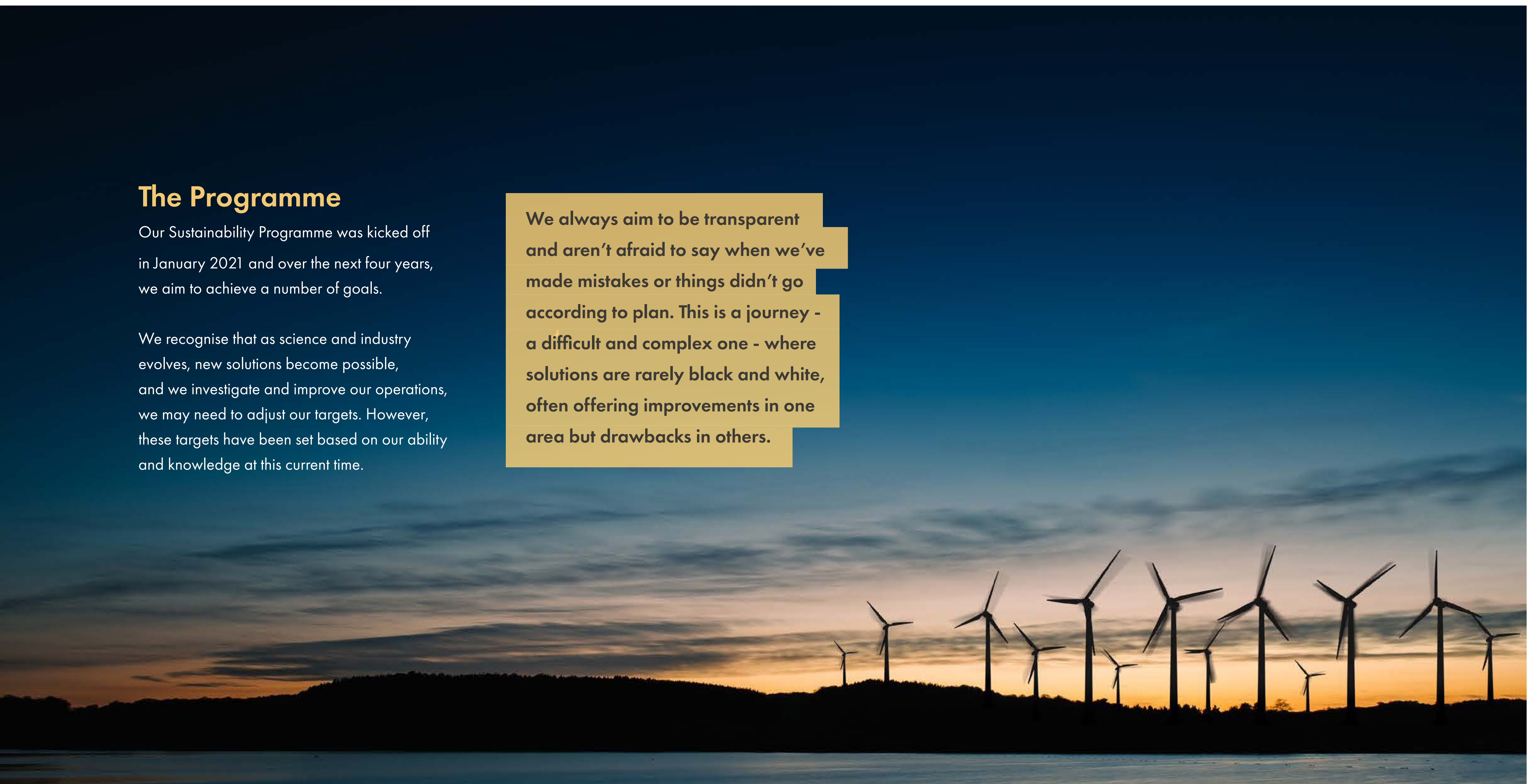


## The Programme

Our Sustainability Programme was kicked off in January 2021 and over the next four years, we aim to achieve a number of goals.

We recognise that as science and industry evolves, new solutions become possible, and we investigate and improve our operations, we may need to adjust our targets. However, these targets have been set based on our ability and knowledge at this current time.

We always aim to be transparent and aren't afraid to say when we've made mistakes or things didn't go according to plan. This is a journey - a difficult and complex one - where solutions are rarely black and white, often offering improvements in one area but drawbacks in others.





# 01



## Sustainable Products

The production of materials and manufacturing /disposal of products have the largest environmental footprint in a product's value chain. As such, our biggest lever in protecting the environment is through the products we sell. This pillar is about encouraging brands to produce more sustainable products, empowering customers to buy, use and dispose of products more sustainably, and enabling more circularity in our industry.

### Projects

- Launching the Our Planet label to highlight more sustainable products
- (Re-)Launching the Repair & Care scheme to keep products functionable for longer
- Recycle My Gear schemes to take back unwanted clothing and give it a new life
- Committed to our Zero Stock to Landfill pledge
- Ayacucho: our own brand's journey towards sustainability

# 02



## Carbon Neutrality

It's our mission to become carbon neutral by 2025, and have committed to the Paris Agreement of reducing all our scopes in line with a 1.5°C warming by 2030. We also seek to encourage our industry to follow suit including customers, competitors and most importantly, our suppliers and brands.

### Projects

- Measuring our Corporate Carbon Footprint Scope 1 and 2 according to the Greenhouse Gas Protocol
- Devising our 5-Year Plan to Carbon Neutrality
- Implementing reduction measures
- Launching the Outdoor Retailer Climate Commitment and committing to the Paris Agreement
- Laying groundwork for measuring full scope 3 emissions

# 03



## Minimising Waste

We seek to reduce any waste generated as part of our business operations. We want to critically review which materials we need to create, where we have better environmental alternatives, and stop supplier waste from circulating further by recycling it instead.

### Projects

- Single-use plastic investigation
- Changes to store packaging
- Changes to online order packaging
- Waste recycling
- Paperless invoicing

# 04



## Protecting the outdoors

We are an outdoor retailer and the great outdoors is our home. We see it as our duty to protect and preserve it for future generations to enjoy and want to go the extra mile in doing so.

### Projects

- One Day for the Planet
- Trees Planted
- Black Friday Campaigns

## 2025 Sustainability Plan






Our 5-year plan focusses on incentivising sustainable, circular outdoor products, carbon neutrality, minimal waste and protecting our regional outdoor spaces through project work and donations.



# UN Sustainability Development Goals

The Sustainable Development Goals (SDGs) or Global Goals are a collection of 17 interlinked global goals designed to be a “blueprint to achieve a better and more sustainable future for all”. While we agree that all 17 goals are incredibly important to pursue and achieve, we have set our focus on the following goals:



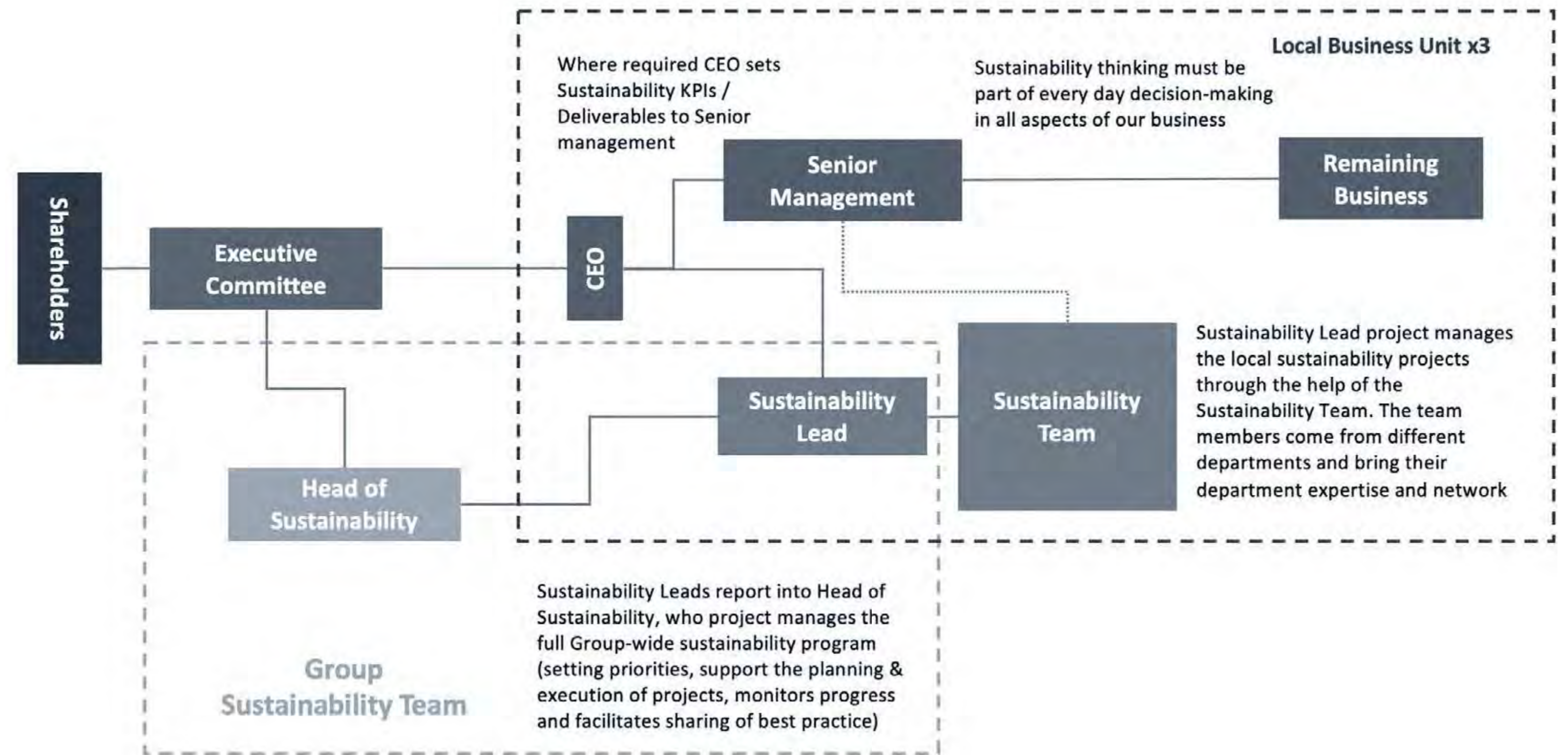
<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p>“Ensure healthy lives and promote wellbeing for all at all ages”</p>	<ul style="list-style-type: none"> <li>• Being outside has enormous benefits for both physical and mental health. We hope to inspire as many people as possible to enjoy the outdoors and protect it too</li> </ul>
<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>“Ensure sustainable consumption and production patterns”</p>	<ul style="list-style-type: none"> <li>• Our sustainability label, Our Planet, promotes products that have been manufactured using more sustainable materials and methods. This might be better chemical management, alternative or more sustainable raw materials, or reducing waste, energy, and water consumption during manufacturing</li> <li>• We hope to encourage brands and suppliers to step up their game and produce more sustainable products, whilst also helping our customers to buy more sustainable products</li> <li>• We educate and enable our customers to use and dispose of their outdoor equipment in a more sustainable way by offering extensive repair and care services, and take back stock that is no longer wanted for further use or recycling</li> </ul>
<p><b>13</b> CLIMATE ACTION</p> 	<p>“Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy”</p>	<ul style="list-style-type: none"> <li>• We have made a formal commitment to cut our Scope 1 and 2 emissions by 50% through emission-saving measures and become carbon neutral by 2025 through offsetting any remaining emissions</li> <li>• We have also committed, as part of the Outdoor Retailer Climate Commitment, to reduce all our scopes (1-3) in line with the Paris Agreement by 2030</li> <li>• Our next steps will be to evaluate our Scope 3 emissions and develop a plan for significant reductions here too, including how to decarbonise our product portfolio</li> </ul>
<p><b>15</b> LIFE ON LAND</p> 	<p>“Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably-managed forests, combat desertification, and halt and reverse land degradation and biodiversity loss”</p>	<ul style="list-style-type: none"> <li>• By buying more sustainable product ranges and encouraging customers to use products more sustainably, our product portfolio will have less impact on resource depletion, land usage, water and land pollution, release of toxic chemicals and energy consumption</li> <li>• We also hope our own contribution to stemming climate change will preserve biodiversity and wild spaces from irrecoverable loss</li> <li>• Our waste management is geared towards using fewer raw materials and ensuring waste does not pollute the outdoors</li> <li>• We have also focused on the reforestation of native woodlands in our local markets and spent many colleague hours cleaning and repairing outdoor spaces</li> </ul>
<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 	<p>“Strengthen the means of implementation and revitalise the global partnership for sustainable development”</p>	<ul style="list-style-type: none"> <li>• We believe protecting the environment is not about competitive advantage, but about doing the right things as quickly and effectively as possible. This means sharing our learnings and knowledge with other competitors whilst also learning from their successes.</li> <li>• In 2021, together with four other European Outdoor Retailers (Bergfreunde, Bergzeit, Internetstores and Sportler), we set up the Outdoor Retailer Climate Commitment: a platform where we formally commit to the Paris Agreement and share our progress towards these targets.</li> </ul>



## Governance

At the start of 2021, we formalised our sustainability team structures, making it an integral part of how we run our business. Our structure ensures that there is always one member of the Board of Directors whose responsibility is the environmental sustainability of our company. We also have a Head of Sustainability who directly reports to the Board a minimum of four times per year, leading the sustainability teams in each Business Unit. The local Business Unit Sustainability Teams are made up of a dedicated Sustainability Lead with a dedicated team consisting of members from various departments. This way, sustainability does not work against departmental agendas but is fully integrated and progress is fast-tracked.

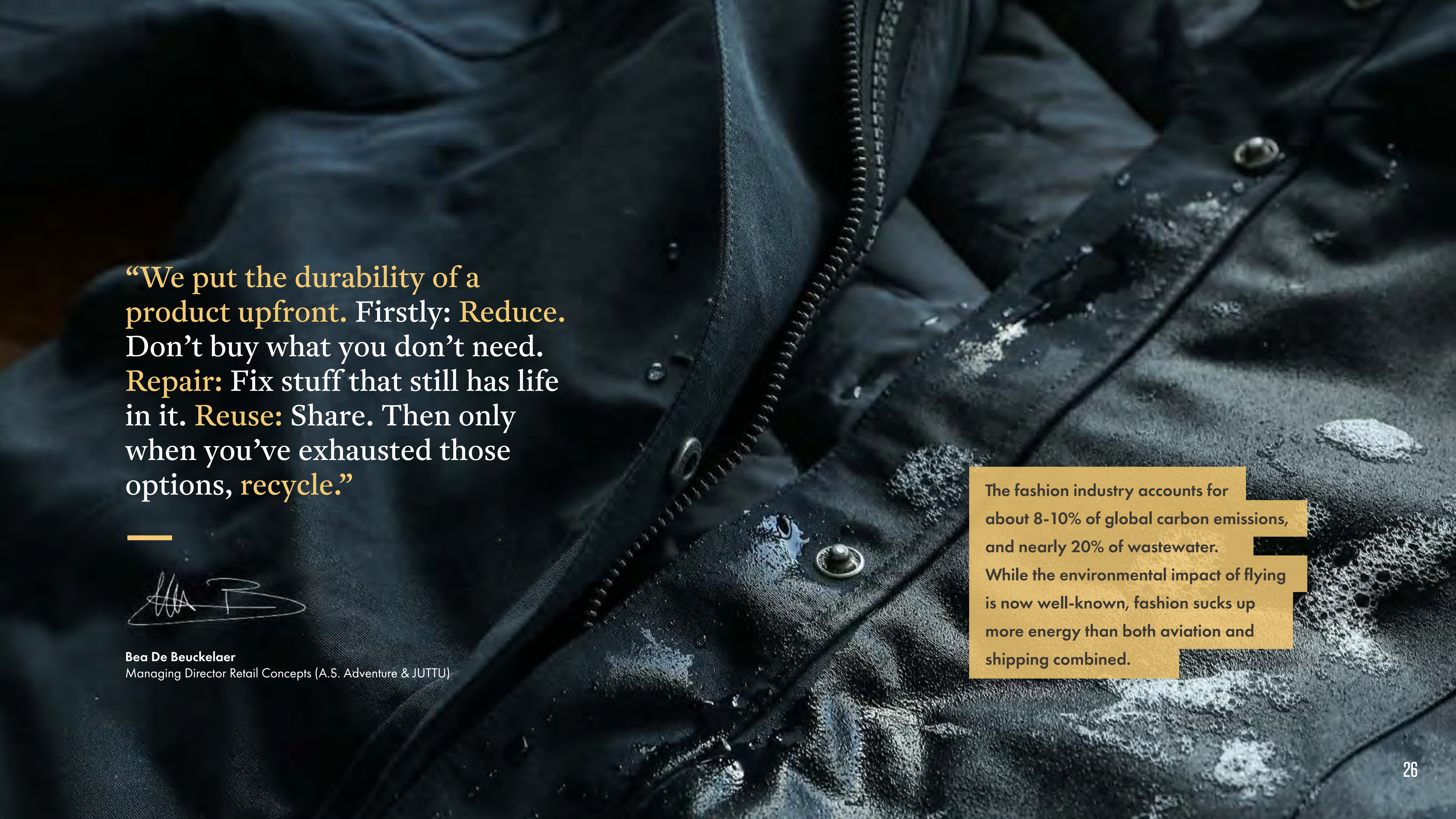
Our CEOs also ensure that progress on sustainability is part of the deliverables of each director or senior manager. To provide transparency and remain accountable to our customers, our brands and the public in general, we commit to publishing our sustainability efforts in an annual progress report and across our webpages.





**MORE  
SUSTAINABLE  
PRODUCTS**





“We put the durability of a product upfront. Firstly: **Reduce**. Don’t buy what you don’t need. **Repair**: Fix stuff that still has life in it. **Reuse**: Share. Then only when you’ve exhausted those options, **recycle**.”

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**Bea De Beuckelaer**  
Managing Director Retail Concepts (A.S. Adventure & JUTTU)

The fashion industry accounts for about 8-10% of global carbon emissions, and nearly 20% of wastewater. While the environmental impact of flying is now well-known, fashion sucks up more energy than both aviation and shipping combined.





Our most significant environmental impact comes from the products we sell. That's why we're working to encourage and assist our customers in buying more sustainable products and influence our brands to produce them. In Autumn 2021, we launched the Our Planet label in-store and online – a range of products selected for their sustainability credentials – to help customers make better, more sustainable choices.

Our Planet products have been selected because they meet our approved third-party sustainability accreditations. To ensure they live up to their environmental claims and meet our own high standards, we carry out spot checks across all the brands in the Our Planet range.





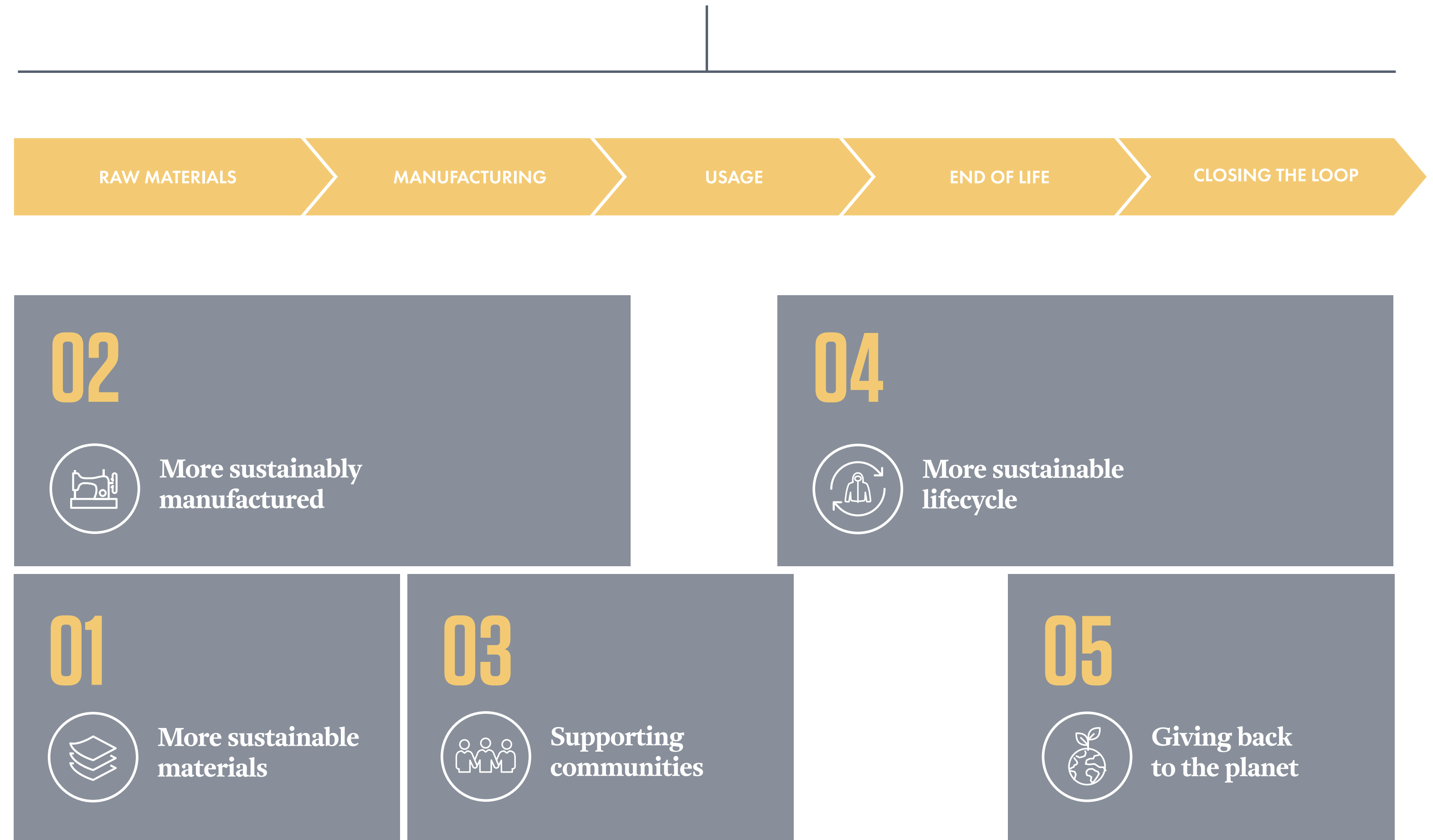
## How does it work?

The Our Planet label is based on 23 criteria that sit across the value chain of a product. If a product qualifies for a criterion, it will be tagged as an Our Planet product.







The criteria cover a wide range of areas including: generation of raw materials; manufacturing processes; support of communities engaged in the manufacturing; how sustainable a product is over its lifecycle, and if the brand gives back to the planet.

Every year, we are reviewing our criteria list and where necessary, increasing our thresholds for qualifying, to keep pushing the industry to become more sustainable.

## VALUE CHAIN OF PRODUCTS














GROUP	CRITERIA NAME	THRESHOLD BY PRODUCT WEIGHT	BRAND REQUIREMENTS
1.1. Reduced Chemicals	PFC-Free	100% of any DWR product	Evidence must be provided upon request to demonstrate the product is 100% PFC-free and the product itself is officially labelled as such by the brand
	Zero Discharge of Hazardous Chemicals	100% of product	Evidence must be provided upon request that the product adheres to the Zero Discharge of Hazardous Chemicals Guidelines 
	Made in Green	100% of product	Oeko-Tex “Made in Green” accreditation for product must be achieved 
1.2. Recycled Materials	Recycled Plastics	50% or more of product	Materials certified by the GRS (Global Recycled Standard), the RCS (Recycled Claim Standard) or certifiably made from Repreve recycled plastic contents are accepted. Alternatively, we also accept products where the product itself is clearly labelled (e.g. on the inside tags) to contain recycled content of the required threshold and material.  
	Recycled Cotton	20% or more of product	
	Recycled Down	50% of down content	Evidence must be provided upon request that the down content is recycled and the product is clearly labelled (e.g. on the inside tags) that it fulfils the required threshold of recycled down
1.3. Organic Fibres	Organic Fibres	100% of cotton / linen / wool / silk content and this material makes of 50% or more of the product	Material must be accredited by Global Organic Textile Standard issued by Textile Exchange for materials used in the product.   For cotton, we also accept cotton approved by the Better Cotton Initiative




GROUP	CRITERIA NAME	THRESHOLD BY PRODUCT WEIGHT	BRAND REQUIREMENTS
1.4. More Sustainable Fibres	Wood Pulp Fibres	50% or more of product	Accepted are Lyocell (wood pulp) fibres where the material comes from FSC or PEFC certified sustainably managed forests. Key examples are Tencel or Ecovero 
	Hemp / Jute	50% or more of product	Evidence must be provided upon request and it must be clearly stated on the product (e.g. on the inside tags) that product is made of Hemp / Jute at or above the required threshold
	Responsible Wool	100% of wool content and the wool content makes up more than 50% of product	Wool material (standard wool / merino/ mohair) must be accredited by the Responsible Wool Standard, ZQ Natural Fibres, or Nativa. No accreditation required for Yak or Alpaca wool yet. 
	Responsible Down	100% of down content	Down content is accredited by the Textile Exchange with the Responsible Down Standard 
	Responsible Leather	100% of leather content	A 100% of the leather content stems from manufacturer / tannery accredited with the "Gold Standard" by the Leather Working Group 
1.5. Sustainable Combination	More Sustainable Combo	100% of the product consists of a combination of recycled materials (1.2.), organic fibres (1.3.) and/or more sustainable fibres (1.4.)	Evidence must be provided upon request that the product is composed of 100% materials certified by respective accreditations listed above.



GROUP	CRITERIA NAME	APPLIES TO: PRODUCT OR BRAND	BRAND REQUIREMENTS
<b>2. More Sustainably Manufactured</b>	<b>Bluesign</b>	<b>Product and/or Brand</b>	<p>The product must be “Bluesign Product” accredited and/or the brand is “Bluesign” accredited</p> 
	<b>Green Button / Gruener Knopf</b>	<b>Product</b>	<p>The product must be accredited with the “Green Button”</p> 
	<b>Cradle to Cradle</b>	<b>Product</b>	<p>The product is “Cradle to Cradle” accredited</p> 
	<b>Made in Green</b>	<b>Product</b>	<p>Oeko-Tex “Made in Green” accreditation must be achieved for the product</p> 
<b>3. Supporting Communities</b>	<b>Social Responsibility</b>	<b>Product or Brand</b>	<p>Either the product is accredited with the Fair Trade “Textile Standard” or the brand as a whole is certified by the WFTO to comply with the “Fair Trade Standard”.</p> <p>The brand is accredited by Fairwear.</p> <p>The brand is a BSCI member of and adheres to the BSCI Code of Conduct.</p> <p>The brand is either a “catalyst” or “core” member of HERproject</p>     

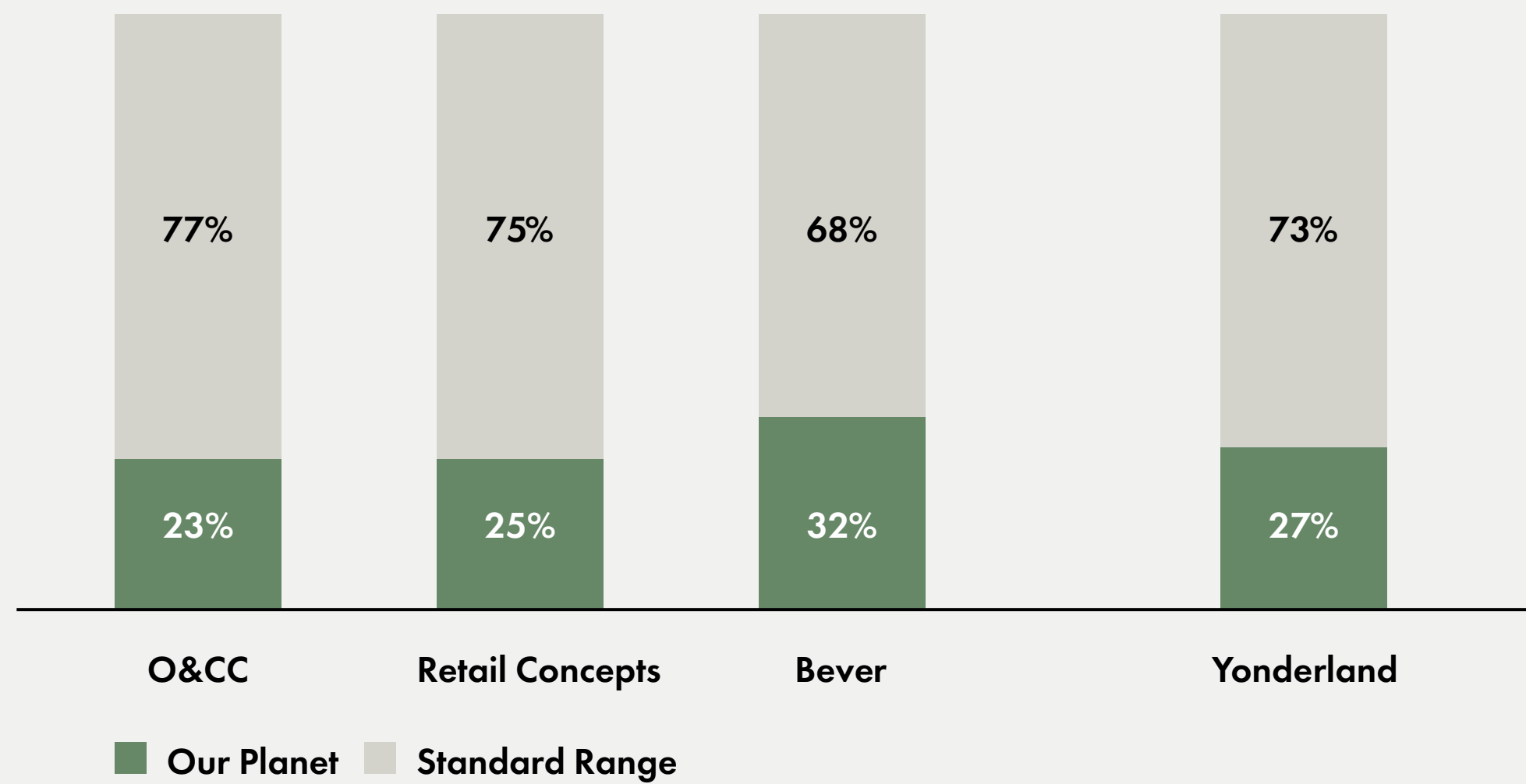


GROUP	CRITERIA NAME	APPLIES TO: PRODUCT OR BRAND	BRAND REQUIREMENTS
<b>4. More Sustainable Lifecycle</b>	<b>Lifetime Guarantee</b> <small>LAUNCHING SOON</small>	<b>Product</b>	The brand offers a guarantee for the useful life of the product equal to or exceeding our guarantee threshold of min. 4 years.
	<b>Available for Rent</b> <small>LAUNCHING SOON</small>	<b>Product</b>	The brand offers rental programmes for this product
	<b>Second-Hand / Refurbished</b>	<b>Product</b>	The product is a second-hand / refurbished product
<b>5. Giving back to the Planet</b>	<b>Made in Green</b>	<b>Product</b>	The brand has committed to the 1% for the Planet Pledge 
	<b>Made in Green</b>	<b>Product</b>	Either a % of proceeds from a product line or the company contributes a share of its profits to a environmental charity of their choice. Evidence must be supplied and will be decided on a case-by-case basis.



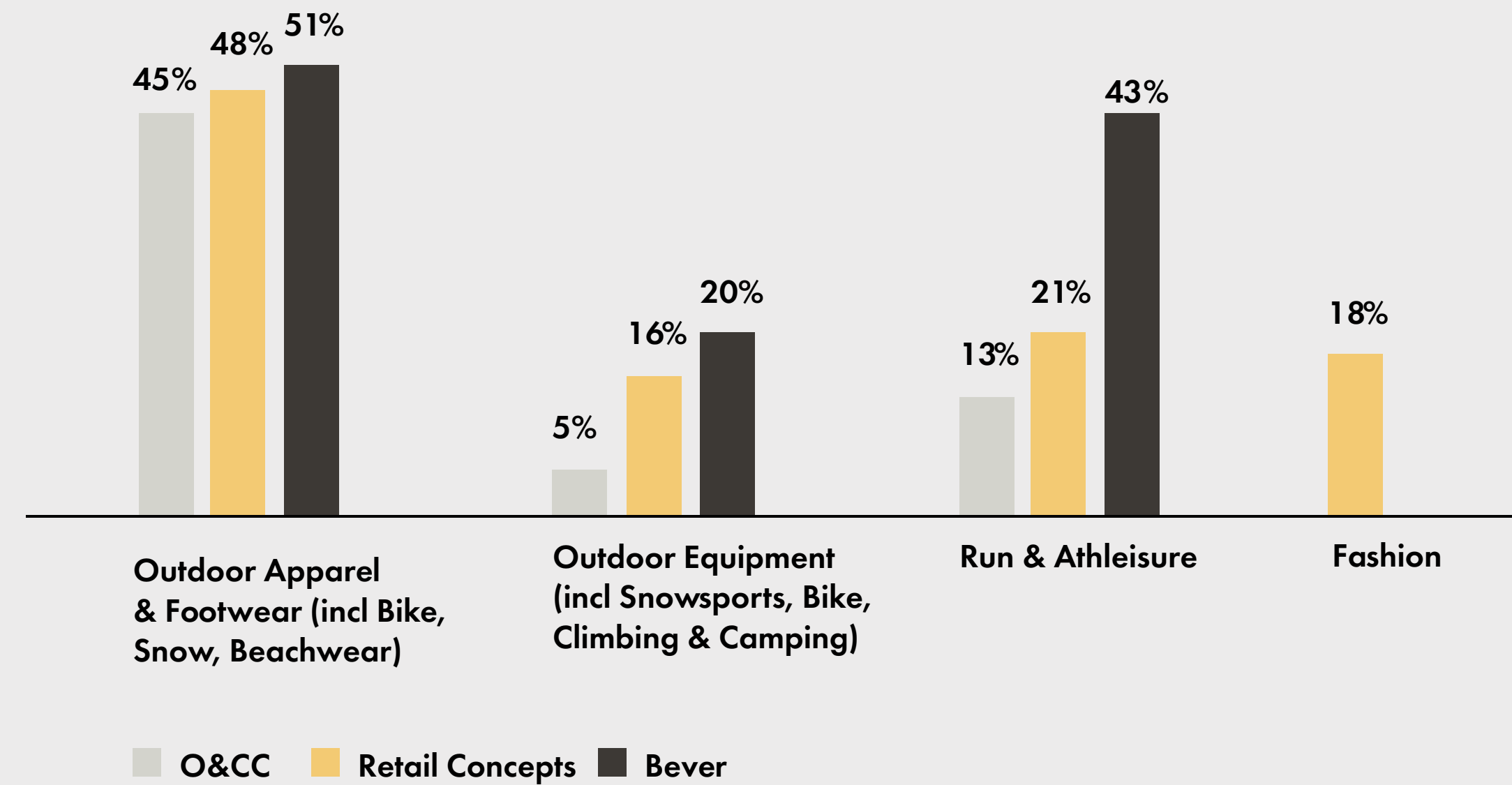
## What have we achieved in 2021?

For our first season of launching the Our Planet label, we have achieved the following shares across each of our brands:



## Our Planet Product Share by Key Product Category, by Business Unit

2021, %







## What's next for us?

We never want to label more than 20-25% of our range as Our Planet. This will be reserved for the most sustainable products we can find and each year, we will increase the threshold brands must meet to have their products labelled with the Our Planet logo.

By 2030, we hope that 100% of our products will meet at least one of our sustainability criteria, so customers can be sure they're buying more sustainably than elsewhere on the high street.

The Our Planet label will then be applied to the best-performing brands and products that hit a variety of criteria. In 2022, we will launch our second iteration of the Our Planet with even stricter criteria.





## Repair & Care

When we choose a product, we want it to be high quality and durable, not disposable. By using products which are designed to last, we help to extend our adventures and the life of the product, keeping it out of landfill. Increasing product usage is one of the most powerful ways to capture value, reduce pressure on resources, and decrease negative impacts. For example, if we doubled the number of times a garment is worn on average, GHG emissions would be 44% lower.<sup>1</sup> Extending a garment's life by just two years cuts its combined carbon, waste, and water footprint by 82%.<sup>2</sup>

Outdoor garments and equipment are used less frequently than everyday clothing, so the relative environmental footprint per use is very high. We've made it our mission to help our customers look after their gear and prolong the life of every product.

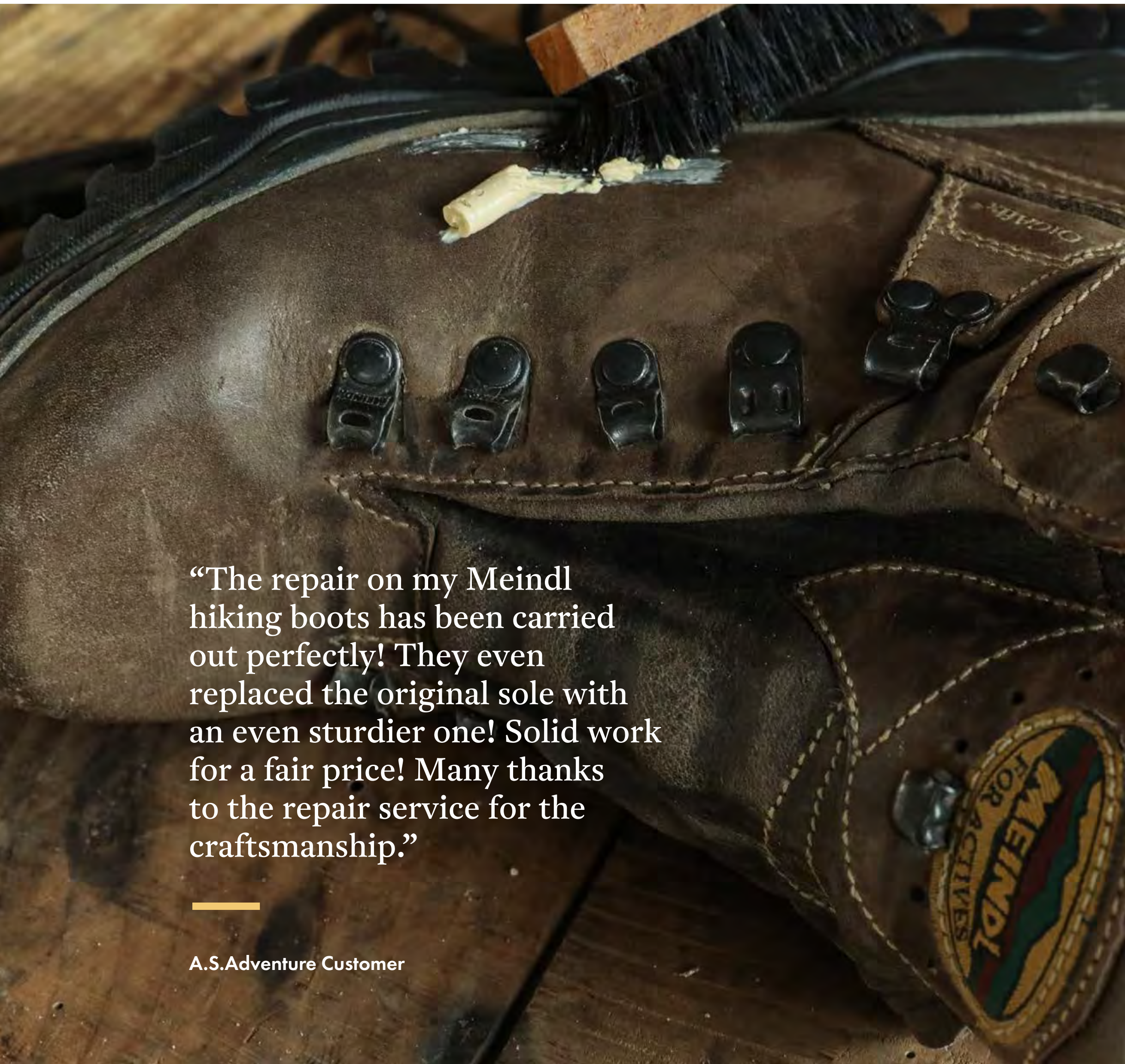
In 2021, we relaunched our Repair & Care services in all our Business Units.

<sup>1</sup> Ellen MacArthur Foundation, A new Textiles Economy: Redesigning Fashion's Future, 2017  
<sup>2</sup> ThredUp



**In 2021,  
we relaunched  
our Repair & Care  
services in all our  
Business Units.**



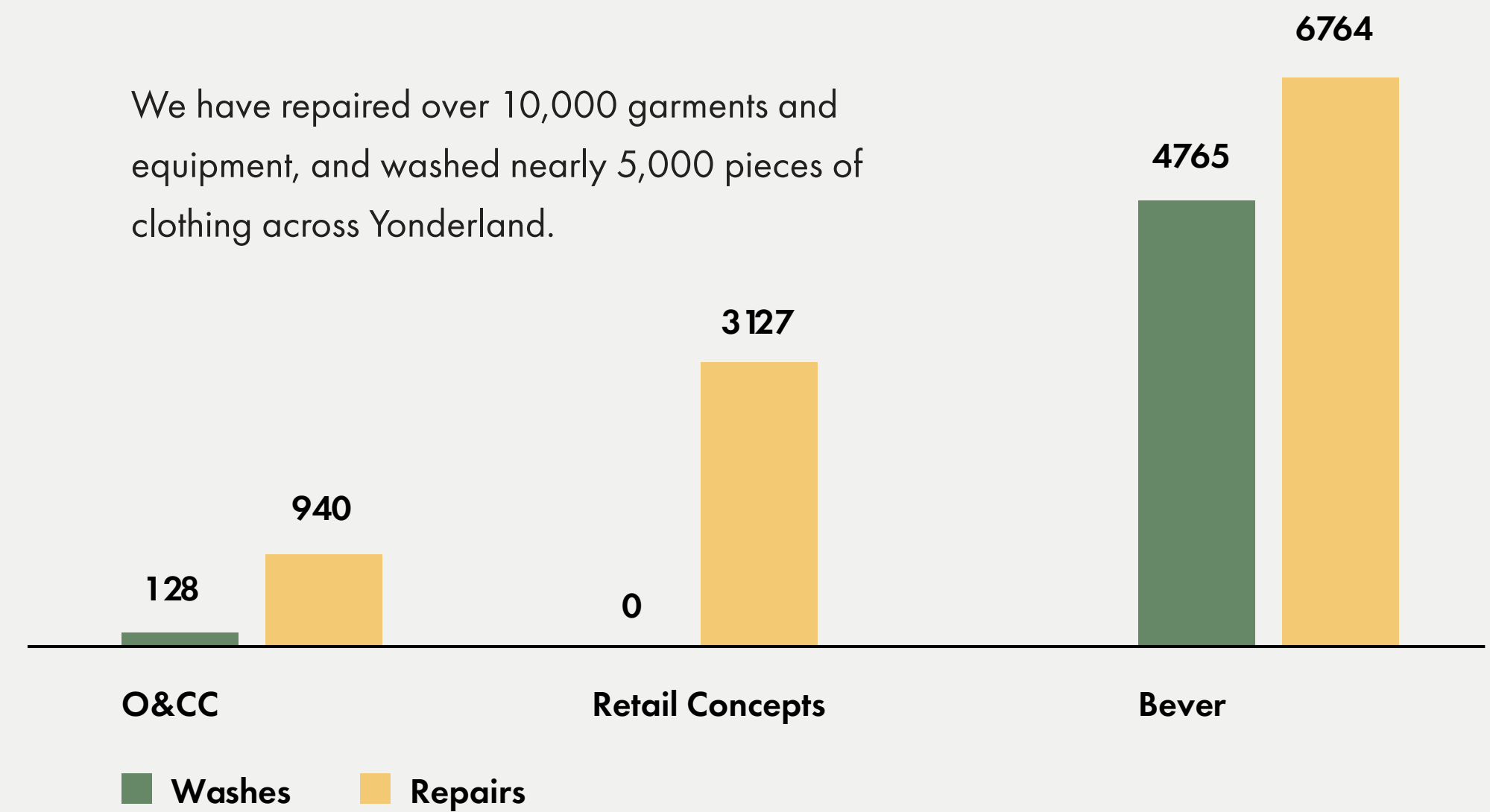


“The repair on my Meindl hiking boots has been carried out perfectly! They even replaced the original sole with an even sturdier one! Solid work for a fair price! Many thanks to the repair service for the craftsmanship.”

A.S.Adventure Customer

## What have we achieved in 2021?

We have repaired over 10,000 garments and equipment, and washed nearly 5,000 pieces of clothing across Yonderland.



“The hiking boots I returned for repair were treated with the utmost care. The shoes were returned to me in very good condition!”

A.S.Adventure Customer



BEFORE



AFTER



“Just picked up my jacket: absolutely stunned at the quality of the repair and really happy with the customer service.”

---

Cotswold Outdoor Customer



## Bever: Doing things differently

Bever ran an alternative campaign for Black Friday this year. Rather than promoting and encouraging excessive consumption, we wanted to offer customers the option to have their existing products repaired and extend the lifespan. 40 stores offered free-of-charge footwear care services (cleaning and re-impregnating shoes) and six stores offered various clothing repair services. We took care of 4,500 pairs of shoes and 300+ clothing repairs in stores, and completed an additional 300+ repairs at local ateliers.

It was a great success and we're keen to build on this further. Luckily our customers agreed: "Your best campaign ever!"; "So happy to see that you actually make a difference compared to all other retailers with Black Friday deals"; "Love the way that you want to take care of my gear for free".





## Rental Programs

Retail Concepts has always offered rental services for winter sports. By promoting a more circular economy, we encourage our customers to try a product they need without having to purchase it. In 2021, we took it a step further and expanded our offer during the summer months to help more customers use our products in this way. Now, the products available for rent include:

**Camping:** tents, lamps, hammocks and sleeping mats

**Hiking:** backpacks, walking poles and baby carriers

**Bike:** bike bags

**Water sports:** stand-up paddleboards and inflatable canoes

**Winter sports:** ski and snowboard equipment

The rental service has been made available in 27 of our stores, and 17,526 product were rented in 2021.

## What's next for us?

We want to build on our successful relaunches and encourage more customers to make use of our services.

We're also looking to expand the repair service to include footwear repairs and will be testing processes to make our turnaround times even faster.

Retail Concepts is also preparing an inhouse wash service to launch in 2022 with a focus on 'cleaning locally'.





## Recycle My Gear

Less than 1% of material used to produce clothing is recycled into new textiles<sup>3</sup>. In the UK alone, the estimated cost of landfilling clothing and household textiles each year is approximately GBP 82 million<sup>4</sup>. We don't want to leave anything but footprints, but unfortunately the outdoor industry is still very linear in its production, usage and disposal.

By offering Recycle My Gear in all our stores, we hope to contribute to a more circular economy by giving customers somewhere to drop off their old kit instead of putting it in the bin. This is then collected by our partners and either redistributed to those in need or broken down into new materials and recycled to make new products.

<sup>3</sup> EU Sustainable Products Initiative, Jan 2022

<sup>4</sup> Ellen MacArthur Foundation, A new Textiles Economy: Redesigning Fashion's Future, 2017



**LEVER JIJ JOUW**

**OUDE SLAAPZAK IN?**

**DAN BRENGEN WIJ HET  
NAAR SHELTERSUIT**

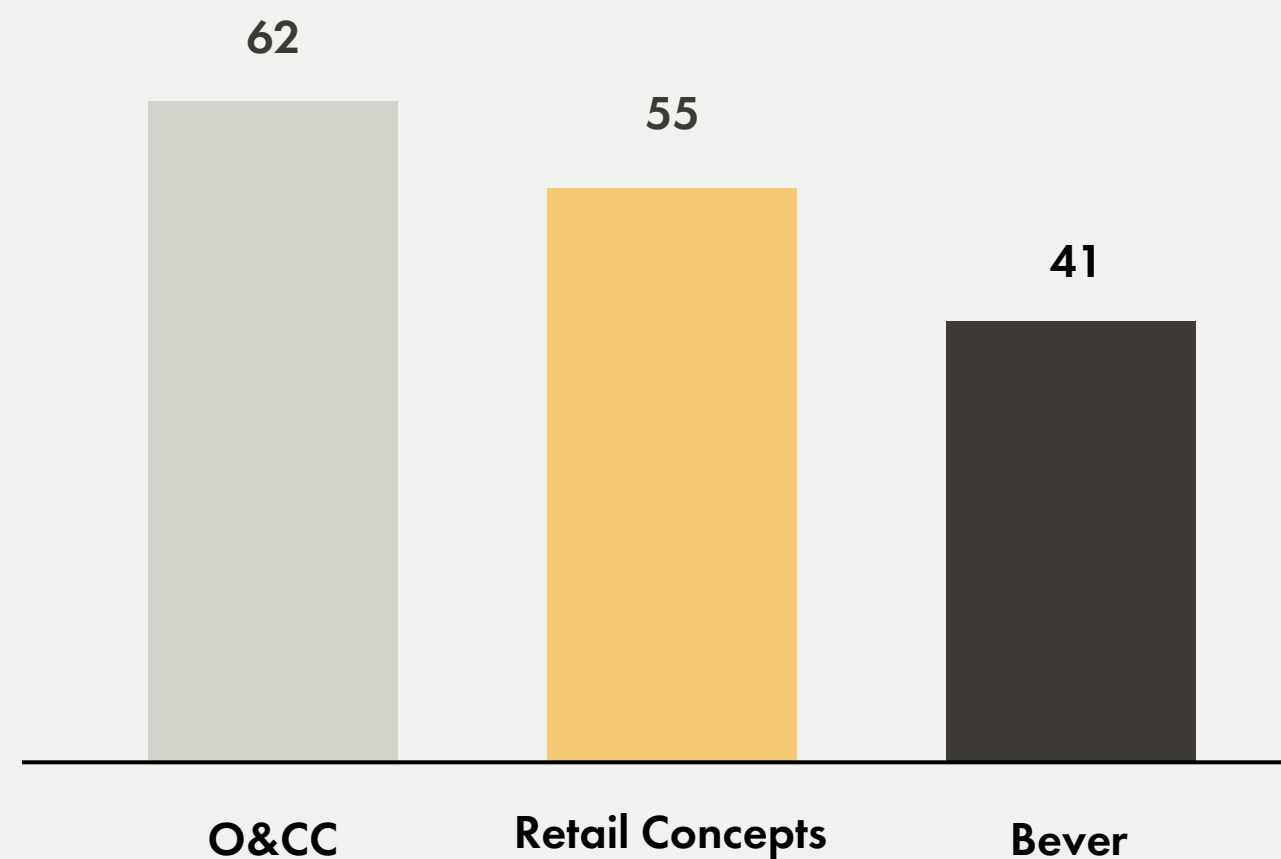
**“Did you hand in your old sleeping bag? We will take it to Sheltersuit”**





## What have we achieved in 2021?

We have set up 158 of drop-off points across our stores in Belgium, UK and Netherlands for people to donate their old kit.



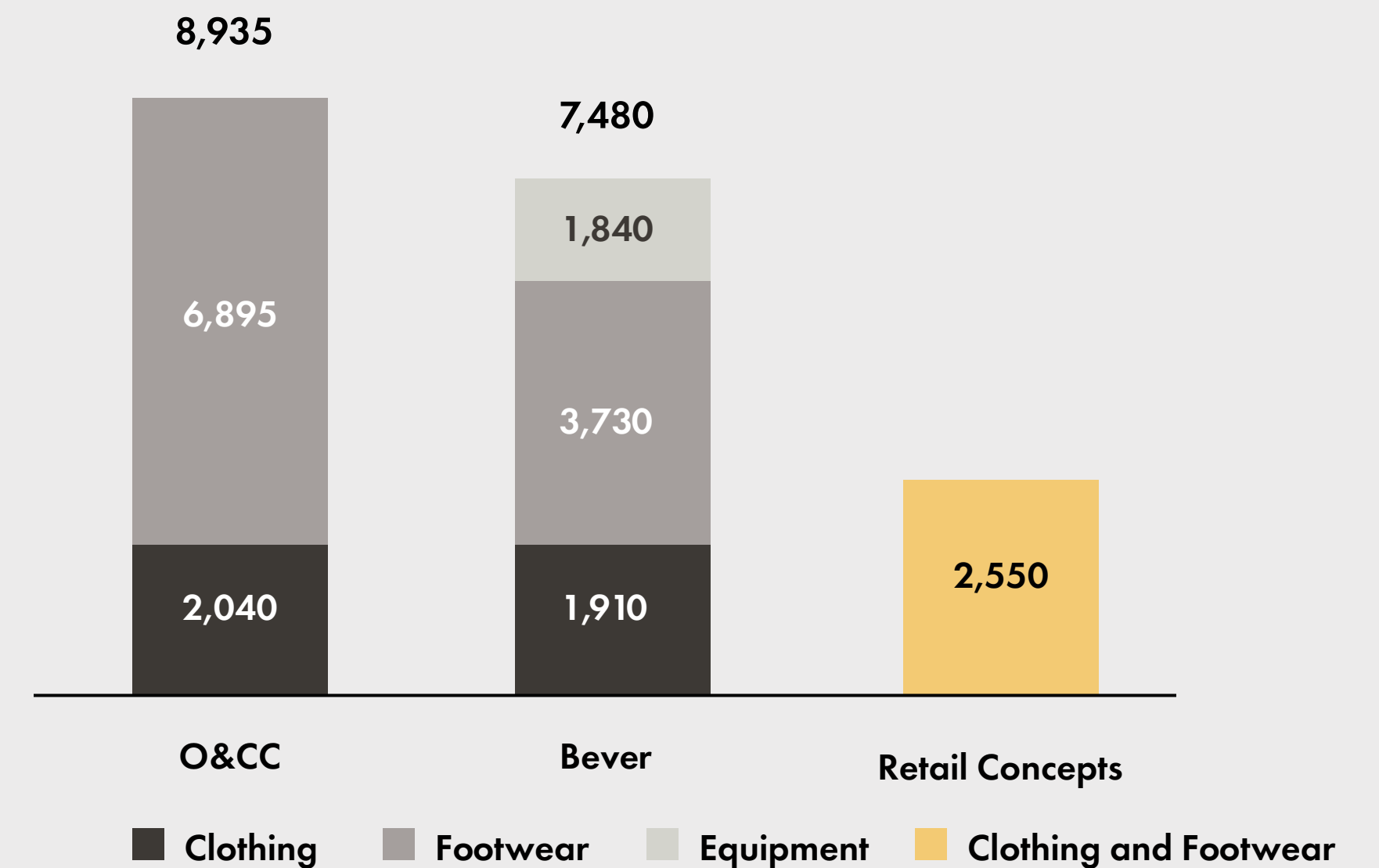
\*Bever and Retail Concept have a large collection station at Head Office

We take all types of garments and footwear, which are then collected by our third-party partners. Depending on the condition the items are in, our partners either:

- Donate or sell items which are in a usable condition, giving the items a second lease of life and preserving their value for longer
- Upcycle the items into crafts or other objects
- Recycle the items by breaking them down into their components and feeding as much of the materials back into the industry, closing the loop

In 2021, we have collected over 18,000kg of clothing, footwear and equipment across our Yonderland brands.

## Weight of Clothing, Footwear and Equipment Collected in Kg, 2021







## SOEX: our partner for O&CC

SOEX is the largest clothing re-wear and recycle company in the world, representing an unparalleled global clothing and textile collection, sorting, reuse, recycling and redistribution network, committed to the highest standards. SOEX has over 1,300 employees, dedicated to sorting, grading and redistributing the 1,000 tonnes that arrive every day at their facilities worldwide, handling over 1 billion garments every year.

All collections are shipped to their plant in Wolfen, which covers an area of 90,000m<sup>2</sup>, before being sorted in-house into over 350 grades, higher than anywhere else in the world. This means more efficient handling, greater expertise and significantly lower waste than UK textile operations.

The SOEX UK collection is suitable for collecting all dry clothing and footwear, accessories such as underwear scarves and gloves, as well as carpets, mattresses, pillows and duvets constructed from manmade materials, such as foam or polyester.

### Their philosophy is simple:







## WMH: our partner for Retail Concepts

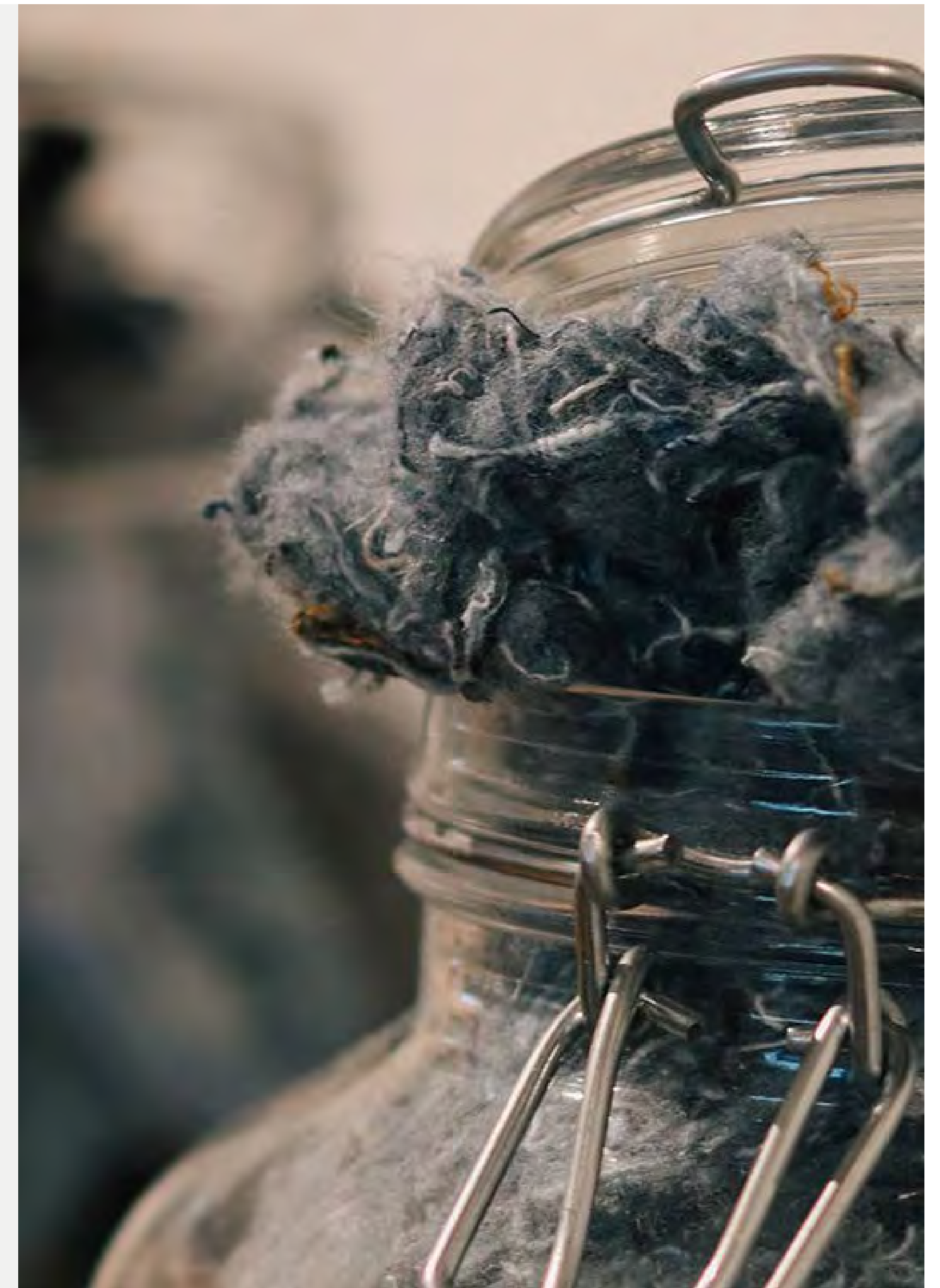
Wereld Missie Hulp (WMH) collects old clothes and shoes recycled by our customers and employees using our recycling boxes in-store. This non-profit organisation works closely with the Dutch textile company, Wolkat. Together they ensure usable clothes and shoes can be resold. Depending on their quality, worn pieces can be recycled and upcycled into new raw materials in different ways.

51% of the collected textiles are sold by Wereld Missie Hulp with proceeds going to development projects, whilst 39% is recycled into new yarn by Wolkat. A small amount of around 5% to 10% remains as waste.

Wereld Missie Hulp has obtained the Solid'R certificate. This label focuses on sustainability, social employment and ethical objectives. WMH is also a member of Kwinta (quality through innovation and talent by the Flemish Quality Assurance Centre), so we can guarantee that WMH uses our recycled items properly.

## Bever and Retail Concepts Partners

These partners are the same as we employ for our Zero Stock to Landfill pledge for all our aftersales goods, so head to the next section for further info on these partners.





## What's next for us?

Our aim over the next year will be to increase awareness of our Recycle My Gear initiatives and save even more clothing and footwear from going to landfill.

We also hope we can expand the type of equipment we collect and increase the number of drop-off points over the coming years.



Helen Glover, GB Olympian



## Zero Stock to Landfill

Similar to post-consumer waste, our warehouses receive lots of broken and damaged items that are no longer fit for resale. Again, we want to ensure that resources are used efficiently and contribute to a more circular economy.

## What have we achieved in 2021?

We have made formal commitments that zero stock will go to landfill. This doesn't mean we have previously dumped unwanted stock in landfill, but we have made a strict commitment to vet our recycling partners to ensure that no stock ends up in landfill further down the line where we no longer have direct control. We have chosen partners that follow the waste hierarchy strictly and guarantee no stock ends up in landfill.

### Our recycling partners seek to

- Prevent waste by donating items that are still in working order, giving them a second lease of life
- Reuse them for other materials (e.g. playground floors, gyms) or arts and crafts
- Recycle them into new items (like our partner Blue LOOP turning old footwear into new flip flops)
- Anything that cannot be repaired, repurposed or recycled is incinerated as a last resort



Preventing waste is the preferred option, and sending waste to landfill should be the last resort







## Bever: Our Partners

### Blue LOOP

The goal of Blue LOOP is to create a world where sustainability is paramount and waste is history, not only in clothing, but in every aspect of life. A sustainable and mindful way of living at any time: every day a recycling lifestyle. Together with Blue LOOP, Bever creates new product lines out of used products like clothing, tents and footwear under the brand name Buitenmens.

### FastFeetGrinded

FastFeetGrinded are out to change the footwear industry. They have developed a unique recycling machine that pulverises and separates used shoes. The obtained raw materials are so pure that they have managed to make all parts for a complete circular shoe! Together with FastFeetGrinded and Blue LOOP, Bever has closed the loop by creating a brand-new flip flop from materials sourced from footwear recycling.

### Fraenck

This social enterprise upcycles all sorts of materials, and works with Bever to upcycle tents. Fraeck, together with Blue LOOP, produces our Buitenmens travel accessories.

### Sympany

Sympany's goal is to create a circular textile industry. As one of the largest collectors of textile in the Netherlands, Bever works together with Sympany to give wearable clothing a second chance.

### Sheltersuit

Sheltersuit is a place where people with a distance to the labour force work, creating products that help people experiencing homelessness. Bever donates sleeping bags to be used as insulation of the 'Shelter Suit', to keep homeless people warm during cold days.





## Retail Concepts: Our Partner

### Sant'Egidio

Retail Concepts has been cooperating with the same charity for years but since July 2021, our cooperation has expanded.

We work together with Sant'Egidio, an important solidarity association in Flanders.

They focus on homeless people, refugee camps in Europe, detainees and people with disabilities. Sant'Egidio acts as a hub and sorts our goods for targeted distribution to food banks, refugees, Kamiano homeless organisation and circular repair shops.

They donate **all kinds of products** to charity.

- The largest group of products is clothing and shoes: both technical clothing and trekking shoes as well as fashion clothing and shoes
- There is also a lot of camping gear: backpacks, sleeping bags, sleeping mats, tents etc
- The third group of donated products includes electronics, decoration, dry food etc





## Outdoor and Cycle Concepts: Our Partner

The Phoenix Resource Centre is a UK-registered charity working in the UK and 61 other countries. They have their own registered NGOs in Djibouti, Somalia, and Ghana. Their main objectives are the protection and preservation of the environment for public benefit by the promotion of waste reduction, refuse reclamation, recycling, the use of recycled products and the use of surplus.

Their international objectives are the provision of aid and resources including medical, educational, rehabilitation, food and clothing, sport, emergency disaster relief and agriculture. They also develop, set up and run programmes in youth development and empowerment, community engagement, medical and healthcare, and agriculture.

They partner with the government and communities to build individual skillsets on self-sustaining projects.

The large majority our aftersales stock, old visual merchandising and office equipment is collected by Phoenix and repaired, repurposed and given a second life. A small share of stock that is beyond repair, repurposing or recycling is incinerated as a last resort.

[www.phoenixresourcecentre.com](http://www.phoenixresourcecentre.com)



# AYACUCHO

Solid, our charity partner behind our Private Label Brand, Ayacucho®, received over €200,000 support from the Yonderland Group on 2021 which directly benefits Solid's social projects.

Since 2000, with the support of the business community, Solid has been investing in sustainable community development and the intensive training and supervision of vulnerable groups, initially with a focus on the Peruvian Ayacucho region, but later in Kenya and India. This allows the locals to acquire knowledge and take control of their own lives.

A noble and sustainable project that Yonderland is proud to be a part of. How? It's simple. Since 2009, every product sold from the Ayacucho® collection

generates new funds for their existing projects and for new initiatives. Ayacucho® clothing and equipment is designed with a focus on responsible, careful sourcing and modern-day technological advancement, giving your adventure the welcome combination of responsibility, comfort, and style. This quality outdoor clothing functions to a high standard in challenging environments. Technical outerwear, T-shirts, backpacks or sleeping mats: Ayacucho® helps everyone venture out into the world with high-quality kit that lasts.

Ayacucho® is also working hard on developing its environmental sustainability credentials alongside its great social achievements. The teams are stepping up their game to develop ranges which are even better for our customers and our planet. We have taken a big sustainable focus on Ayacucho® in 2021. Now, 80% of the Ayacucho® range is based on Our Planet criteria and aims to

increase the focus on sustainability and transparency of the production cycle. Our product range is getting more sustainable and we are seeking ways to be more transparent in the future when it comes to production of the products including location, suppliers and transport.

AYACUCHO



## Solid in Peru

Solid Peru is strongly committed to supporting young teenage mothers and victims of sexual or domestic violence. Through home counselling, shelter and a prevention programme, Solid wants to offer a better future for these girls and their children.

Solid Peru wants to improve living conditions in rural areas to stop mass exodus to the city and hopes to empower these young people through youth training in entrepreneurship, agricultural skills, and personal development. With innovative businesses, they are already inspiring their families, teachers, and communities.

Solid Peru is proud of its knitting atelier that employs more than 180 underprivileged women in the production and export of high-quality knitwear.

## Solid in India

With the weaving studio in Ranchi, India, Solid wants to offer an alternative to precarious day labour, difficult living conditions and forced human trafficking. More than 100,000 children and women are trafficked in India every year. They often end up in slavery or prostitution, instead of receiving training and a safe place to secure a living wage.

They are not always taken away from their families against their will. Many poor families voluntarily but unknowingly enter this trade, from which they find it very difficult to escape. Solid counteracts this with Paces Crafts. The weaving studio offers training and a job with a fair wage, good working conditions and welfare services, for tribal women and men from the region. They learn a trade, an art and can offer the next generation a better life.

## Solid in Kenya

With the support of A.S.Adventure, Hadithi was able to realise the following activities in 2021:


- Purchase of masks and hygiene kits for the prevention of COVID-19
- Ensuring continued salaries during lockdown
- Training women's groups on quality, new designs and techniques, as well as accounting, emancipation and other life skills
- Employee survey and print posters with quality standards
- Smartphones for chairladies to improve communication

In 2022, Hadithi wants to scale up further, with more training and satellite workshops in each village that provide the necessary materials for the women it supports.



# CARBON NEUTRALITY





## Solving climate change will be the biggest challenge humanity has ever had to tackle.

It is much more complex, with even more widespread consequences than COVID-19 pandemic which, by comparison, is much more predictable with more straightforward solutions. This is not to say that the pandemic has been easy, nor that its consequences are taken lightly; we recognise the cost and human suffering endured over the last two years. However, if we don't act now on climate change, we will face an even greater wave of human suffering, economic disruption, loss of wealth and wellbeing – in addition to the loss of our environment and biodiversity. Climate change requires an even greater transition of societal and economic behaviour than the pandemic. We want to highlight the scale of the imminent crisis.

There is no precedent for this. 51 billion tonnes of greenhouse gases are added to the atmosphere each year. Net zero is where we need to be. This means cutting emissions to a level where any remaining greenhouse gas emissions are manageable and can be offset or balanced out by absorbing an equivalent amount from the atmosphere.

Following COP26 in October 2021, we have seen governments scramble to pull together more ambitious climate plans showing that the willingness and ambition is there; however, we are still lacking clear actionable steps or enforcement measures.

At Yonderland, we believe there's not a moment to lose in the fight against climate change. We believe in the science that is presented to us by the IPCC (the Intergovernmental Panel on Climate Change) and urge our customers, brands, suppliers and third parties to do the same.

<sup>5</sup> AR6 Climate Change 2021: The Physical Science Basis, 06 August 2021, <https://www.ipcc.ch/report/sixth-assessment-report-working-group-i/>

**“It is unequivocal that human influence has warmed the atmosphere, ocean and land. Widespread and rapid changes in the atmosphere, ocean, cryosphere and biosphere have occurred.”<sup>5</sup>**

The recent report issued in August 2021 is the IPCC's most severe warning to date, predicting we will hit 1.5°C warming vs pre-industrial levels by the end of this decade. They have estimated that with current climate policies, we are on a trajectory for a 3.5°C warming and will face catastrophic consequences.

**Achieving carbon neutrality is a key pillar of our sustainability programme.**





Handwritten signature of Albert Scholte in white ink.

Albert Scholte  
CEO of Bever

“In the past 30 years, we have emitted an average of 30 billion tonnes of CO<sub>2</sub>e into the atmosphere each year: equivalent of the emissions released by burning a forest the size of Africa to the ground, every year.

There is no time to waste. At Yonderland, we take this responsibility extremely seriously. It’s in our DNA, and in the collective DNA of our people because we all love to enjoy the outdoors, and we want the next generation and those beyond to be able to enjoy it as much as we do.

We are fully committed to reducing our overall carbon footprint by **50% in 2025** and to change the face of the global outdoor apparel industry forever.”



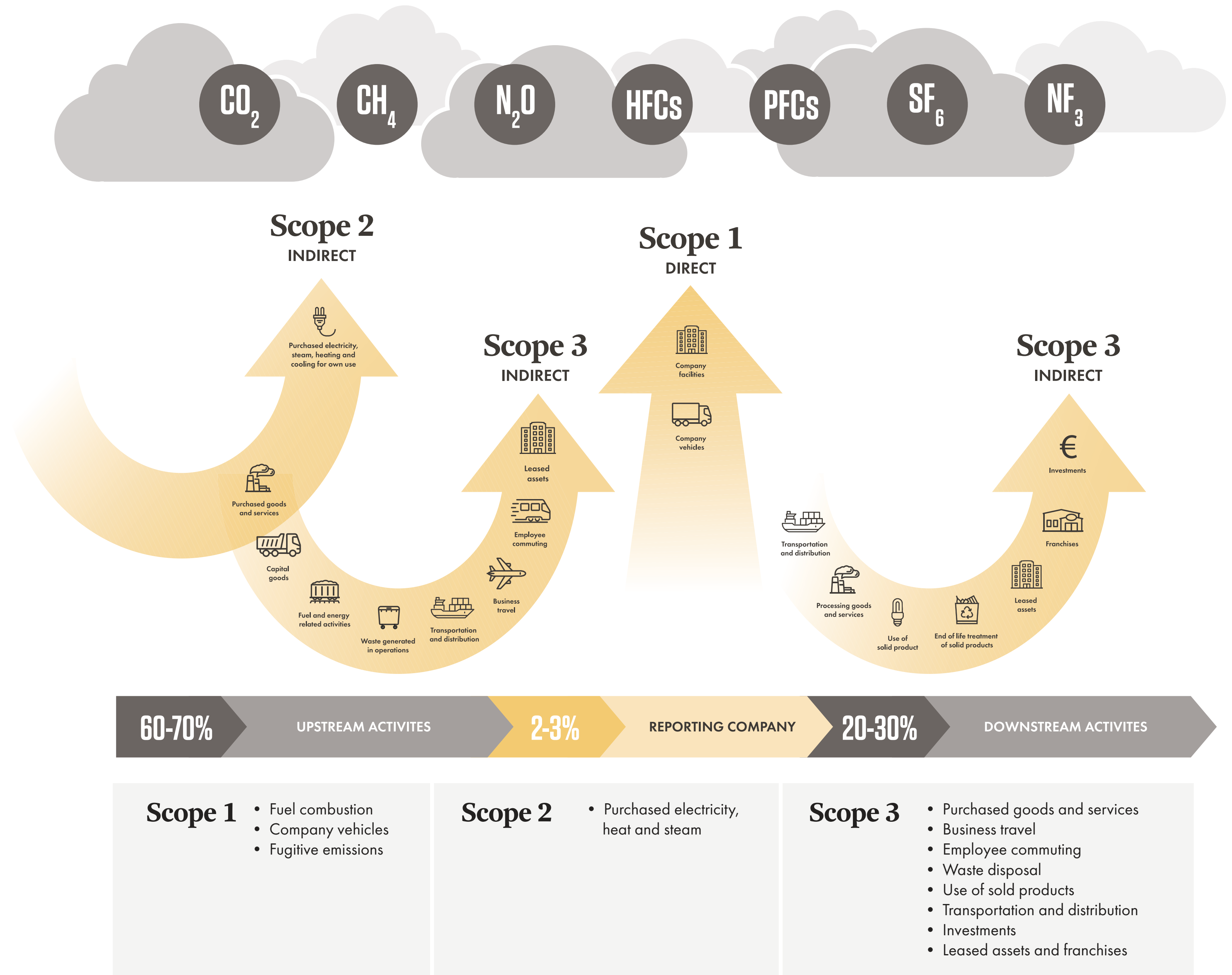
# What have we achieved in 2021?

## A formal commitment

At Yonderland, we commit to becoming carbon neutral in Scope 1, 2 (according to the Greenhouse Gas Protocol) by 2025 by cutting our emissions by 50% - becoming more energy efficient and offsetting whatever cannot be reduced to zero - and achieving a reduction in Scope 1, 2 and 3 in line with the Paris Agreement of minimising global warming to 1.5°C compared to pre-industrial levels<sup>6</sup>.

Greenhouse gas emissions are categorised into three groups or 'Scopes' by the most widely-used international accounting tool, the Greenhouse Gas (GHG) Protocol<sup>7</sup>. Scope 1 covers direct emissions from owned or controlled sources. Scope 2 covers indirect emissions from the generation of purchased electricity, steam, heating and cooling consumed by the reporting company. Scope 3 includes all other indirect emissions that occur in a company's value chain.

<sup>6</sup> <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>  
<sup>7</sup> [https://ghgprotocol.org/sites/default/files/standards\\_supporting/FAQ.pdf](https://ghgprotocol.org/sites/default/files/standards_supporting/FAQ.pdf)





## Setting our Benchmark

We have measured our Scope 1 and Scope 2 emissions for the years 2019, 2020 and 2021. We chose 2019 as our benchmark year, since 2020 and 2021 will have unusually low emissions due to reduced operations during pandemic lockdowns. To ensure we measure our emissions as accurately as possible and keep our measurements in line with the Greenhouse Gas Protocol, we have partnered with EcoAct to help us on our "A to Net Zero Journey"<sup>8</sup>

### Who are EcoAct?

EcoAct are an international climate consultancy and project developer, helping businesses like ours and organisations succeed in their climate ambitions. Simplifying the challenges and complexities involved, they help us deliver sustainable business solutions for a low carbon world. They have delivered over 1,000 projects, have over 150 experienced, international experts and have won the Environmental Finance Global Award six times.

### Yonderland's 2019 Scope 1 & 2 emission



**5,700,000kg**  
of CO<sub>2</sub>e

Our carbon footprint benchmark for the year 2019, for Scope 1 and Scope 2 is 5,700 tonnes of Carbon Dioxide Equivalent<sup>10</sup>. Almost 90% of emissions stem from lighting, heating and cooling our sites and 60% of our Scope 1 and 2 emissions come from electricity alone.

<sup>8</sup> <https://eco-act.com/net-zero-emissions/>

<sup>9</sup> <https://eco-act.com/>

<sup>10</sup> CO<sub>2</sub>e stands for carbon dioxide equivalent and is a metric measure used to compare the emissions from various greenhouse gases on the basis of their global-warming potential by converting amounts of other gases to the equivalent amount of carbon dioxide with the same global warming potential.



Annual emission of  
**c.900**  
Average EU citizens



Annual emission of  
**OVER 1,200**  
typical cars



The emission  
**57,000 TREES**  
can absorb p.a.



The footprint of  
**OVER 71M**  
bananas

*Yonderland*

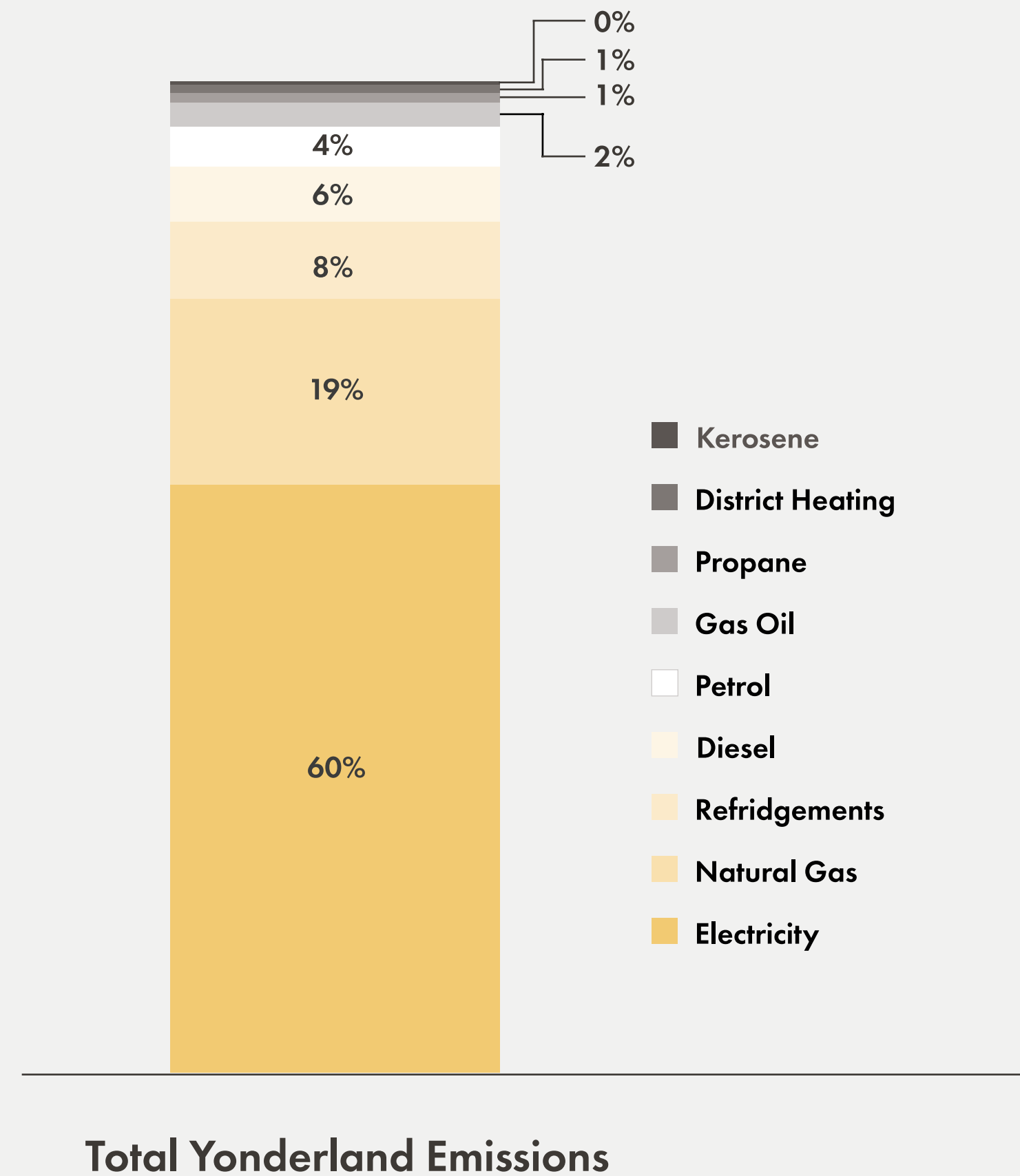


Together with EcoAct, we have devised a plan to more than halve our emissions through energy-saving measures, switching to renewable energy and replacing our coolants with natural refrigerants in our AirCon systems. To become a net zero emitter, we will offset the remaining emissions which cannot be reduced zero.

We will be reviewing our progress annually to ensure we're on track and to review the targets we have set; as we evolve and grow, our emissions and emission sources will alter as well. While we may have to alter our figures and adjust our measures over the coming years due to changes in our company, our ultimate goal of becoming net neutral does not change.

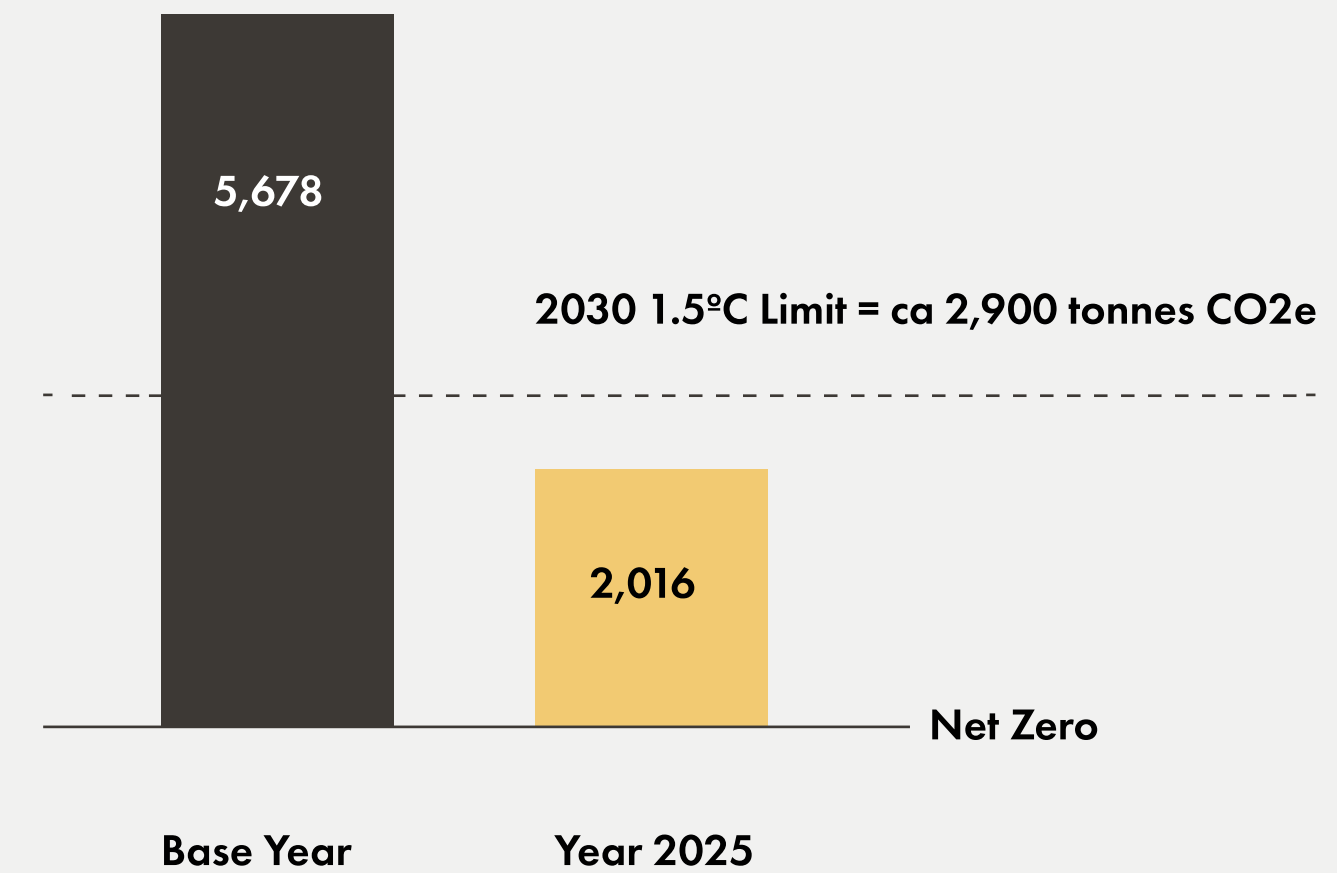
### TOTAL YONDERLAND FOOTPRINT

57 million kg CO2e



Nearly 90% of our CO2e emissions come from lighting, AC and natural gas usage

To become fully carbon neutral the remaining 2,000 tons of CO2e must be offset





## First Steps to Becoming Net Neutral

Across the three business units, we have taken some actions towards making our business more energy efficient:



## Outdoor and Cycle Concepts

- Over 99% of energy consumed now comes from renewable sources
- LED refits in 10 stores
- Replacement or optimisation of air conditioning units in three stores
- Relocating electrical charging stations in parking lot for easier access

## Bever

- Switched to 100% renewable energy for all stores in 2021
- Optimisation of air conditioning settings and heating in 10 stores
- Implemented improved monthly energy reporting for each store
- LED replacements across four stores
- Improved insulation of water pipes in one store
- Improvements of gas heaters in two stores
- New motion sensors in one store
- Added 11 electric company cars
- 14 employees got new bikes on the Cycle to Work Scheme

## Retail Concepts

- Two new store openings at sustainable retail parks with BREEAM EXCELLENT certificate
- Two additional stores with solar panels
- Test project in five stores: installation of energy management system that monitors, controls and reduces electricity and water consumption (nanoGrid)
- Efficiency testing for air-conditioning systems in all stores
- Five stores with new, energy saving air-conditioning systems
- LED replacements across four stores
- First orders for electrical company cars
- 34 employees got new bikes on the Cycle to Work Scheme



## First Steps in Reducing Scope 3 Emissions

### Bever: 15% of online orders are delivered by bike with no emissions from delivery

At Bever, we are joining forces with Fiets Vrolijks.nl, a platform of Cyclone Post and Bicycle couriers. Bicycle courier.nl is the first and only bicycle delivery service that delivers throughout the Netherlands. The bicycle couriers increase the delivery capacity meaning we can deliver even more packages and your ordered product will be delivered faster, all without creating more emissions.

From now on, we will deliver our online orders by bicycle, delivering to the door in almost 30 cities and towns.

### A.S.Adventure: successful emission-free last mile pilot project

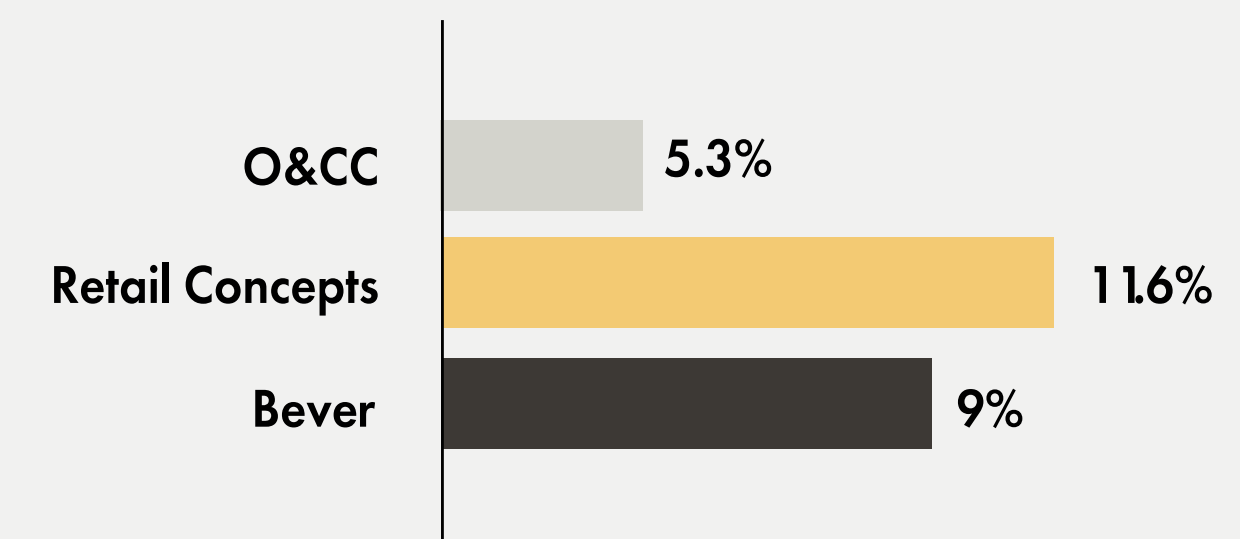
Together with Belgian national postal operator, bpost, we launched a pilot project to more sustainably deliver online orders. From the central bpost hubs close to city centres, all parcels are delivered by bike courier or electronic car. This is a trial project in three cities and will further expand its network in 2022.

Furthermore, we also encourage our customers to come to the stores by bike, by providing a convenient bike storage.

## Click & Collect

Customers using our Click & Collect service support us in reducing our carbon footprint stemming from our deliveries of online orders. In the case of Click & Collect orders, we are deploying transport modes already servicing our stores, using up spare capacity in our store deliveries instead of causing additional transport for door-to-door deliveries. We hope to see an upward trend for our Click & Collect option over the coming year as COVID-19 restrictions ease, and look forward to welcoming you into our stores for a delivery collection. You too can make a difference!

Click & Collect share by Business Unit;  
% share of Web Orders, 2021



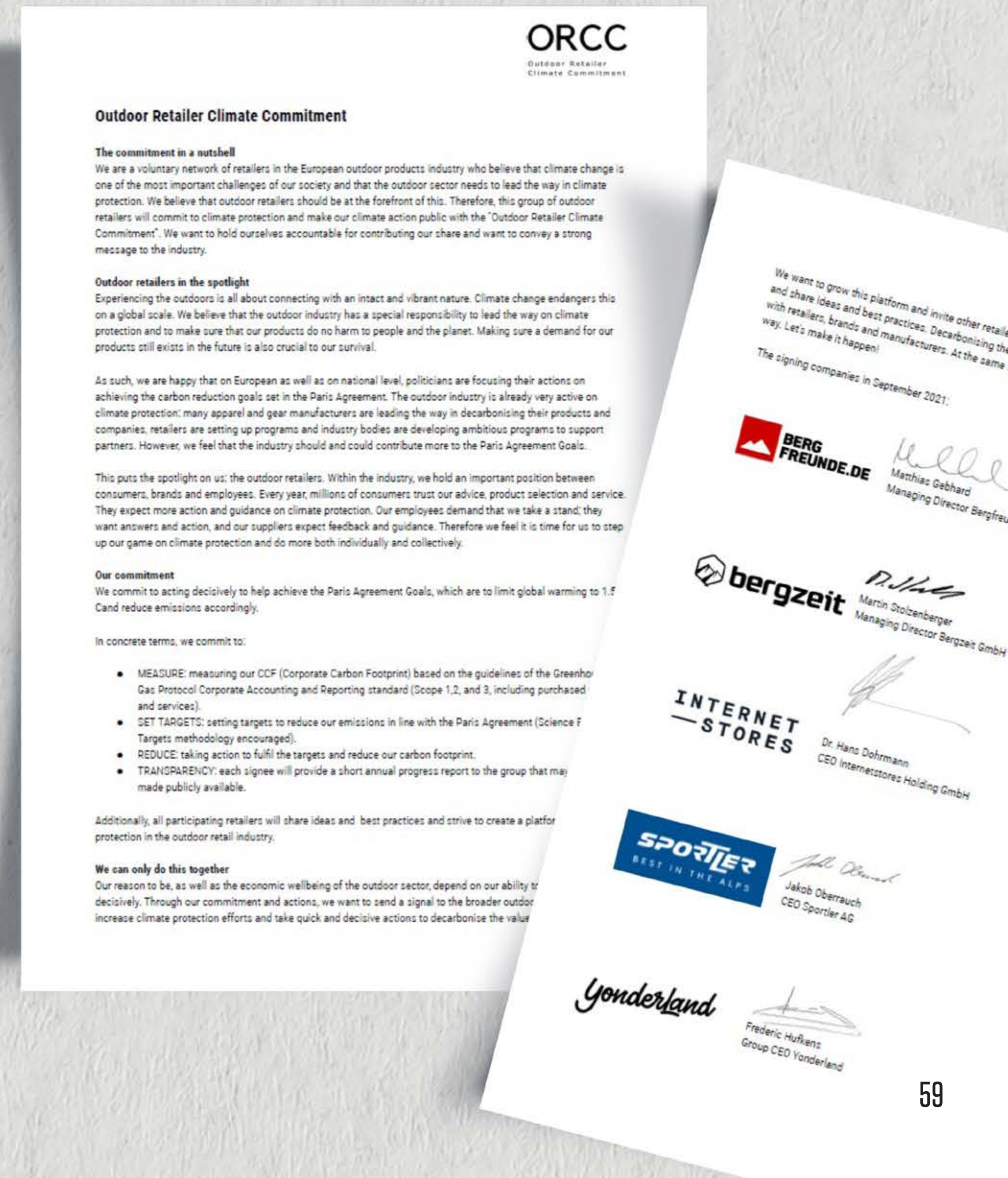


## Leading the Outdoor Industry Charge Against Climate Change

Together with Bergfreunde.de, Bergzeit, Internetstores and Sportler, we have set up a formal commitment called the “Outdoor Retailer Climate Commitment”.

We are a voluntary network of retailers in the European outdoor space who believe that climate change is one of the most important sustainability issues of our time and that we to lead the way in climate protection. Outdoor retailers should be at the forefront of this: we love the great outdoors and want to protect it for generations to come. We are ready to commit to climate protection and take this climate action public. We want to hold ourselves accountable for contributing our share and want to send out a strong signal to the industry.

We commit ourselves to act decisively to contribute to the achievement of the Paris Agreement Goals, which are to limit global warming to 1.5°C and reduce emissions accordingly, internally as well as in our purchased goods and services. The Paris Agreement Goals foresees a net reduction in European emissions by 55% by 2030. First and foremost, this is about the signatories holding each other to account and delivering the promises made. Secondly, we hope that many more large outdoor retailers join the pledge and transform their business operations. Finally, we hope to send a strong signal to the rest of the outdoor industry, encouraging them to follow suit and address the climate crisis by decarbonising products and operations.





## What's next for us in 2022?

Now that we have a plan for how to reduce our Scope 1 and 2 emissions, we need to start putting it into practice. Our focus for next year will be on replacing lighting in stores to become more electricity efficient and changing to renewable energy providers where we can.

Our next task will be to understand our corporate Scope 3 and our product Scope 3, so we will continue working with EcoAct to investigate our Scope 3 emissions and find solutions for these as well.

We also hope to grow our Outdoor Retailer Climate Commitment to include more of our peers, as only together can we make a real difference.



# MINIMISING WASTE



## Waste and Recycling Rates

This is all about ensuring we stop waste before it is even created, recycle wherever and whatever we can, and use recycled materials wherever possible.

We are only at the start of this journey and hope to make a lot more headway over the coming years. We are reviewing every part of our operation to identify where we can optimise and/or cut our waste generation. This includes looking at areas which are less visible or those more apparent when we think about waste sources, like the invoices we pass to customers, what materials our in-store fixtures and fittings are made from, or even what happens to the posters in our store windows when the campaign is over.

### What have we achieved in 2021?

We are only just setting out on this journey and throughout the first in-depth reporting process, we have quickly identified areas where we need to improve our recycling rates, our data and information, or both. The following is what we have achieved in 2021.



# Outdoor & Cycle Concepts

HEAD OFFICE AND WAREHOUSE	2021 Volumes (tonnes)	2021 % of Total Volume	Vs LY (%Delta)
General Waste	70.88	20%	38%
Fluorescent Tubes	0.58	0%	N/A
Metal	0.62	0%	-52%
Poly Jazz	1.17	0%	-60%
98/2 Plastic Film	2.15	1%	n/a
90/10 Plastic Film	6.43	2%	-16%
Pallets	7.00	2%	-13%
Dry Mixed Recycling	23.85	7%	2%
Wood	28.78	8%	71%
Cardboard	216.52	60%	21%
<b>TOTAL</b>	<b>357.98</b>		

STORES	2021 Volumes (tonnes)	2021 % of Total Volume
General Waste	194.50	45%
Recycled waste	237.64	55%
<b>TOTAL</b>	<b>432.14</b>	

What happens to it?	
Incinerated	Turned into energy from incineration
Recycled	Metal and Glass are separated and recycled
	Recycled into new metal products
	Converted to pellets for recycled plastic materials, separated by quality of recycled plastic
	Pallets are repaired and reused
	Paper, cardboard, plastic, metals are separated and recycled
	Sorted and used as feedstock for panels, animal bedding, landscape surfaces or biomass fuel
	Recycled, converted into pulp for recycled cardboard and paper

What happens to it?	
Incinerated	Turned into energy from incineration
Recycled	Separated out and recycled are paper, cardboard, plastics, Metal, Glass, Food Waste, WEEE and batteries



# Bever

HEAD OFFICE AND WAREHOUSE	2021 Volumes (tonnes)	2021 % of Total Volume
General Waste	6.00	8%
Construction waste	7.00	10%
Foil and plastics	6.00	8%
Paper and cardboard	53.00	74%
Glass	0.10	0%
<b>TOTAL</b>	<b>72.10</b>	<b>100%</b>

STORES	2021 Volumes (tonnes)	2021 % of Total Volume
General Waste	206.69	37%
Paper and cardboard	346.42	63%
<b>TOTAL</b>	<b>553.11</b>	<b>100%</b>

What happens to it?	
<b>Incinerated</b>	Waste is being burned to heat water, which creates electricity through steam turbines. The ash that remains in the ovens is used for building materials such as being used for building foundations.
<b>Recycled</b>	Waste is being sorted to metals, plastics, paper/cardboard, wood, bricks&mortar. All waste streams are being recycled.
	Plastics are sorted in different types of plastics and reduced to plastic granules to be used in new plastic products.
	Recycle/waste partner sorts out cardboard, newspapers, magazines and other papers. The paper factory recycles this to paper pulp which is being cleaned and re-used for new paper products.
	Glass is recycled into new glass.

What happens to it?	
<b>Incinerated</b>	Waste is being burned to heat water, which creates electricity through steam turbines. The ash that remains in the ovens is used for building materials such as being used for building foundations.
<b>Recycled</b>	Recycle/waste partner sorts out cardboard, newspapers, magazines and other papers. The paper factory recycles this to paper pulp which is being cleaned and re-used for new paper products.



## Retail Concepts

HEAD OFFICE AND WAREHOUSE	2021 Volumes (tonnes)	2021 % of Total Volume	How much from stores (ton)
General Waste	53.04	14%	Nil
Expanded polystyrene/plastic film	25.72	6%	21.86
Metal/steel	4.92	1%	Nil
Wood (incl. pallets)	4.58	1%	Nil
Cardboard only	289.46	73%	14.47
Paper and cardboard mixed	21.09	5%	2.78
White and coloured glass	0.65	0%	
<b>TOTAL</b>	<b>399.46</b>	<b>100%</b>	<b>39.11</b>

STORES	2021 Volumes (tonnes)	2021 % of Total Volume
General Waste	206.69	37%
Recycled waste	346.42	63%
<b>TOTAL</b>	<b>553.11</b>	<b>100%</b>

What happens to it?	
Incinerated	Sorted   recycled   what can't be recycled: incinerated with energy recovery.
Recycled	Converted to pellets for recycled plastic materials
	Recycling/recovery of metals and metal compounds
	Sorted and recycled. Europallets are being 100% sold for reuse
	100% of all paper collected ends up in a destruction depot in Antwerp for destruction, pressing and processing. There is no residue. This end product then goes integrally to the paper industry. Destroyed paper is an important raw material for the production of hygienic paper
	Sorted and recycled

What happens to it?	
Incinerated	Sorted   recycled   what can't be recycled: incinerated with energy recovery.
Recycled	Separated out and recycled are paper, cardboard, soft and hard plastics, PMD, Metal, Glass, Food Waste, coloured/white glass and batteries

This includes only 30 stores from our store portfolio of 55 stores. The remaining 25 stores are serviced by the public waste disposal service, so we are working to track this information more actively in the future. Our waste disposal company ensures our glass, plastic, metal and drinking cartons are recycled, but currently we have no clear visibility on the recycling rate of our general waste. We recognise that we have a lot of work to do here.



## Online Order Packaging

We also reviewed our online order packaging and whilst we are not perfect yet, we have tried to make some improvements within the limitations of our operations.

It is difficult to identify the most sustainable product for the right market. Lifecycle analysis of different materials such as paper, cardboard, plastic or even biodegradable plastics show that these materials score well on some areas and less well on others. So, whilst we continue our research and tweak our operations, we wanted to make sure we use packaging with lots of recycled content, so we lessen the load of new raw materials sourced from our planet.

## Retail Concepts

Our online orders for A.S.Adventure and JUTTU are packaged in paper bags and cardboard boxes. The paper bags are made 100% within the EU, with 30% recycled materials and 70% from FSC certified renewable wood sources, whilst the cardboard boxes are made from 100% recycled materials. We keep the printing coverage below 5% and we use plain cardboard to avoid the use of ink.

We made this sustainable switch at the beginning of 2020 and as a result, we have banned our SUP web packaging. We are still looking for solutions for the product polybags.

Although the current market situation is causing supply issues and prices are rising, we keep on investing in the use of paper and cardboard as we have made this commitment to our customers.

## Outdoor and Cycle Concepts

For our Cotswold Outdoor, Snow+Rock and Runners Need orders, we have switched to 100% recycled plastic bags, as the failure rate with paper bags was too high (and ultimately the least sustainable packaging is the one that damages the product).

We have kept our printing to a minimum to ensure the plastic can be recycled into new high-grade feedstock. Because we know that kerbside recycling of LDPE-type plastics is difficult in many areas throughout the UK, we take back our bags in stores to be recycled.



## Bever

At Bever, we use similar packaging as O&CC. Our plastic bags are made from 100% recycled plastic and no longer require or support the fossil fuel industry. Similarly, we have kept print to a minimum of 5% coverage to ensure the plastic can be recycled into higher grade plastic feedstock.

Our cardboard boxes are made from 80% recycled content and keep printing to an absolute minimum of 5% of coverage.



## What's next for us?

This was our first year of formally reporting our waste streams. Now we want to streamline the information and fill in data gaps to ensure we know exactly what happens to our waste and how it is being recycled. We will also perform our due diligence on our waste supplier contracts to ensure we keep them accountable as well.

We recognise that our performance here must get much better, very quickly and we will be working hard on our transparency and reporting.

In parallel, we will also be setting concrete recycling targets for each Business Unit to improve our recycling rates.

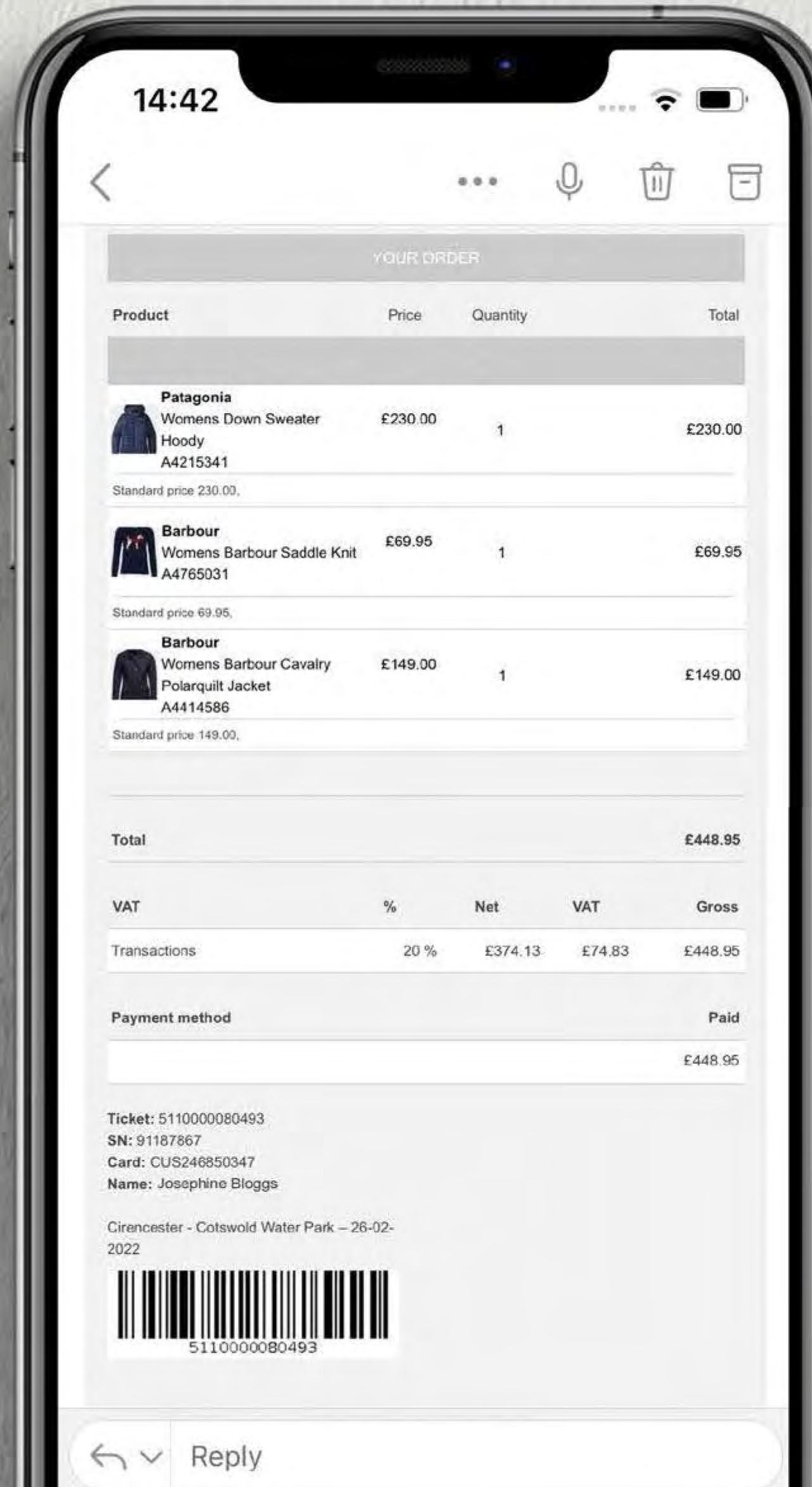
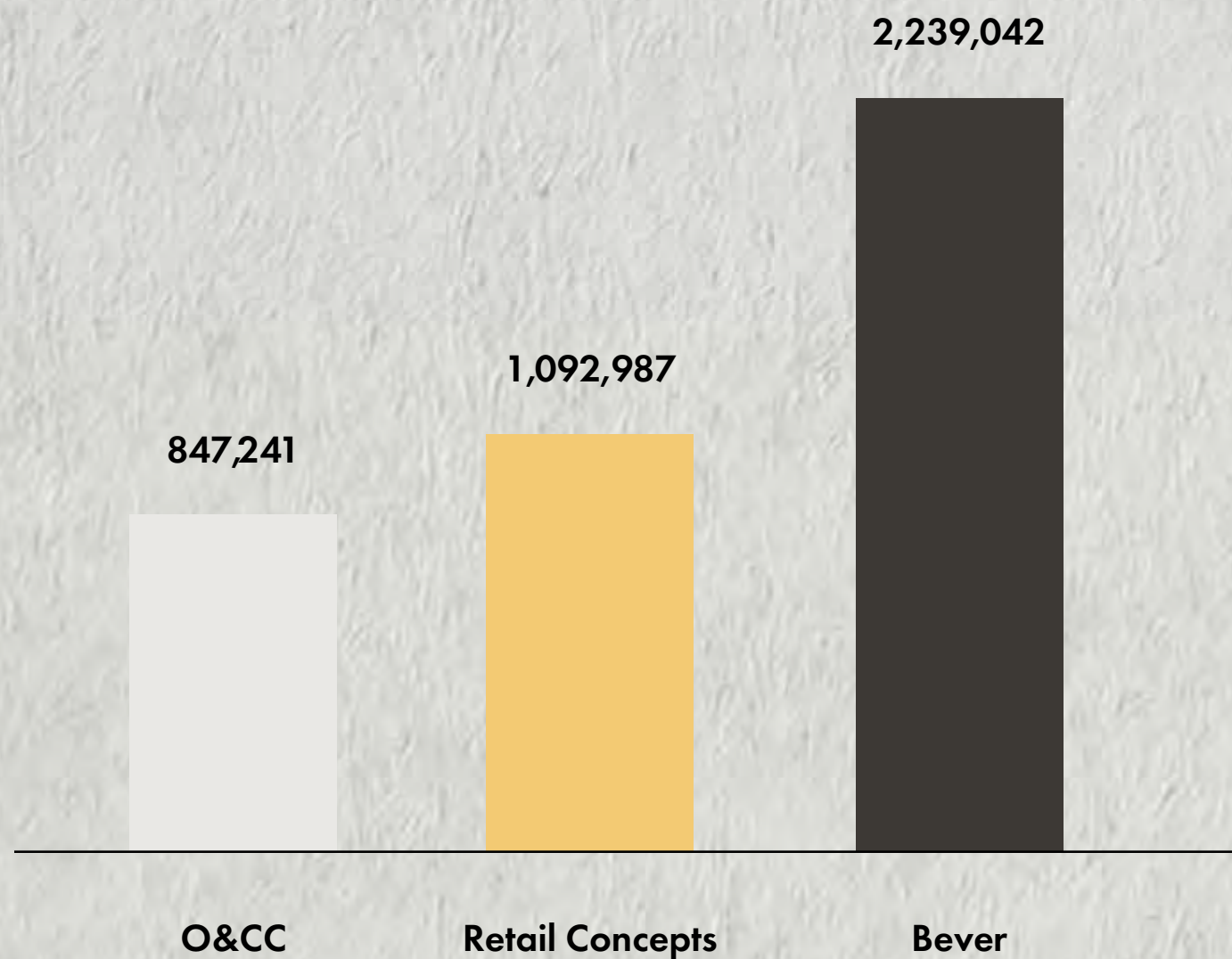




## Paperless Invoicing

Throughout 2021, we have geared up our systems to provide paperless invoices for in-store purchases by customers who provide their email for a digital copy.

Since the launch of the initiative, we have saved nearly 4.2 million invoices from being printed across our group.



## What's next for us?

We are hoping to expand our paperless invoicing to our online orders and are working hard to make this happen over the course of 2022.



# PROTECT THE OUTDOORS



The pandemic and ensuing lockdowns have shown us just how important the outdoors and nature can be for people's mental and physical wellbeing. People head outside whenever they can, whether in a city centre park, remote walking path, within 5-minutes walking distance or unexplored peaks. Despite all the downsides of the COVID-19 pandemic, it also gave us the chance to explore the outdoors in a more sustainable and responsible way by forcing us to stay local, using low-emission transportation modes, and exploring national nature reserves rather than international travel.

Nature is good for us, especially during times of uncertainty and unprecedented circumstances. It helps us to calm down and destress, it boosts the immune system and improves concentration, and it's proven that there is a positive correlation between more time in nature and improved self-esteem and reduced feelings of anxiety and depression.<sup>11</sup> But with ever-increasing concern, we observe changes in our natural environment due to external factors, such as climate change and intensive land use.

<sup>11</sup> <https://www.apa.org/monitor/2020/04/nurtured-nature>

With increasing temperatures through global warming, the world's ecosystems and biodiversity are under threat. Polar ice caps are melting, glaciers receding and oceans acidifying; natural reserves are destroyed or depleted, waste, toxins and microplastics pollute our land and water.

As outdoor retailers, the outdoors is our home, our heart and in our DNA. We want to look after it and go the extra mile to preserve it for generations to come.

## One Day for the Planet

Throughout the year, we encourage employees to spend one working day to help protect the outdoors. In total, we have spent over 300 colleague hours protecting the outdoors.





## Bever

- Dedicated 200 colleague hours
- We organised a clean-up event on Texel Island. In one of the protected nature areas, there is still a lot of rubbish washing ashore from the container disaster of the MS Zoe just off the coast.
- Often waste items are very small and can easily enter the animal value chain and cause harm to animals and humans
- Our employees seemed to have enjoyed themselves:

**“It was a great day to participate in a nature preserving event! Feels good!”**

**“Nice day, learned a lot from the local nature guide.”**

**“It was great fun cleaning up with colleagues. Camping afterwards was also a great way of teambuilding.”**





## Outdoor and Cycle Concepts

This year we have had 19 people volunteering with the National Trust on two projects:

- One was a footpath repair project to ensure walkers stay on designated footpaths to prevent the erosion of wild outdoor spaces
- The second was a beach clean-up day on the southwest coast of England

**“Being outside for the day really aligns with the business mission and values and it was good for my mental health; I felt really positive at the end of the day”**





## Retail Concepts

Due to COVID-19 restrictions, we have not been able to pilot our employee scheme at Retail Concepts yet. However, we have actively encouraged our customers to take little steps in protecting the outdoors and clean up their immediate outdoor spaces through social media campaigns featuring a young local litter-pick hero: Lauren Müller

We also motivated our 1050 employees to protect and enjoy their local outdoors, through "A day in your backyard", because protecting the outdoors starts on your doorstep.

In 2021, we started a new partnership with River Clean-up. Knowing that 70% of our planet consists of water, it is very impactful to focus on our oceans and blue veins. River Clean-up focuses on transformation and education concerning the dumping of plastic, taking a broader look, raising awareness and entering into dialogue with relevant stakeholders.



 asadventure • Following ⋮

 asadventure Lauren Müller is in Vlaanderen bekend als Thuis-actrice, in Vorselaar als zwerfvuilverwilliger. Rondom haar 'thuis' plogt of plandelt ze regelmatig een vaste route. Deze goede gewoonte startte spontaan, door simpelweg een vuilzak mee te nemen op wandelspraakjes. Met elk stukje afval minder maakt zij de natuur weer een stukje mooier. #linkinbio

-

En Flandre, Lauren Müller est connue comme l'actrice de Thuis. À Vorselaar, elle est surtout ramasseuse de déchets. Plalking ou plogging, elle suit régulièrement un tracé devenu habituel. Cette activité, elle l'a débutée spontanément, en emmenant un sac poubelle lors de ses marches. Chaque déchet en moins dans la nature permet d'améliorer la propreté de l'environnement. #lienenbio

👍 🗨️ 📍

 Liked by jokegroffils and 547 others

SEPTEMBER 25, 2021

 Add a comment... Post



## Tree Planting

Trees are an investment with great returns. They beautify our surroundings, purify our air, act as sound barriers, manufacture precious oxygen, and absorb carbon emissions. They also help us save energy through their cooling shade in summer and their wind reduction in winter. They conserve water, preserve soil quality, and provide habitat for countless species.

BCG has estimated the total value of the world's forests as much as \$150 trillion—nearly double the value of global stock markets. The ability of forests to regulate the climate through carbon storage is by far the largest component of that total value, accounting for as much as 90%.<sup>12</sup>

At Bever, together with our customers, we have planted 3,294 trees through a combination of sales of the Buitenmens

T-Shirts and our Bever "Trees For All" add-on at checkout. The trees are being planted with the "Trees For All" initiative in the province of Limburg.<sup>13</sup>

At Cotswold Outdoor, Snow+Rock and Runners Need we have raised over £70,000 which goes directly to the National Trust's reforestation "Woodlands Appeal". The money will be dedicated towards the planting of new native woodlands across England as well as to the upkeep and continued protection of already reforested woodland.<sup>14</sup>

<sup>12</sup> <https://www.bcg.com/publications/2020/the-staggering-value-of-forests-and-how-to-save-them>

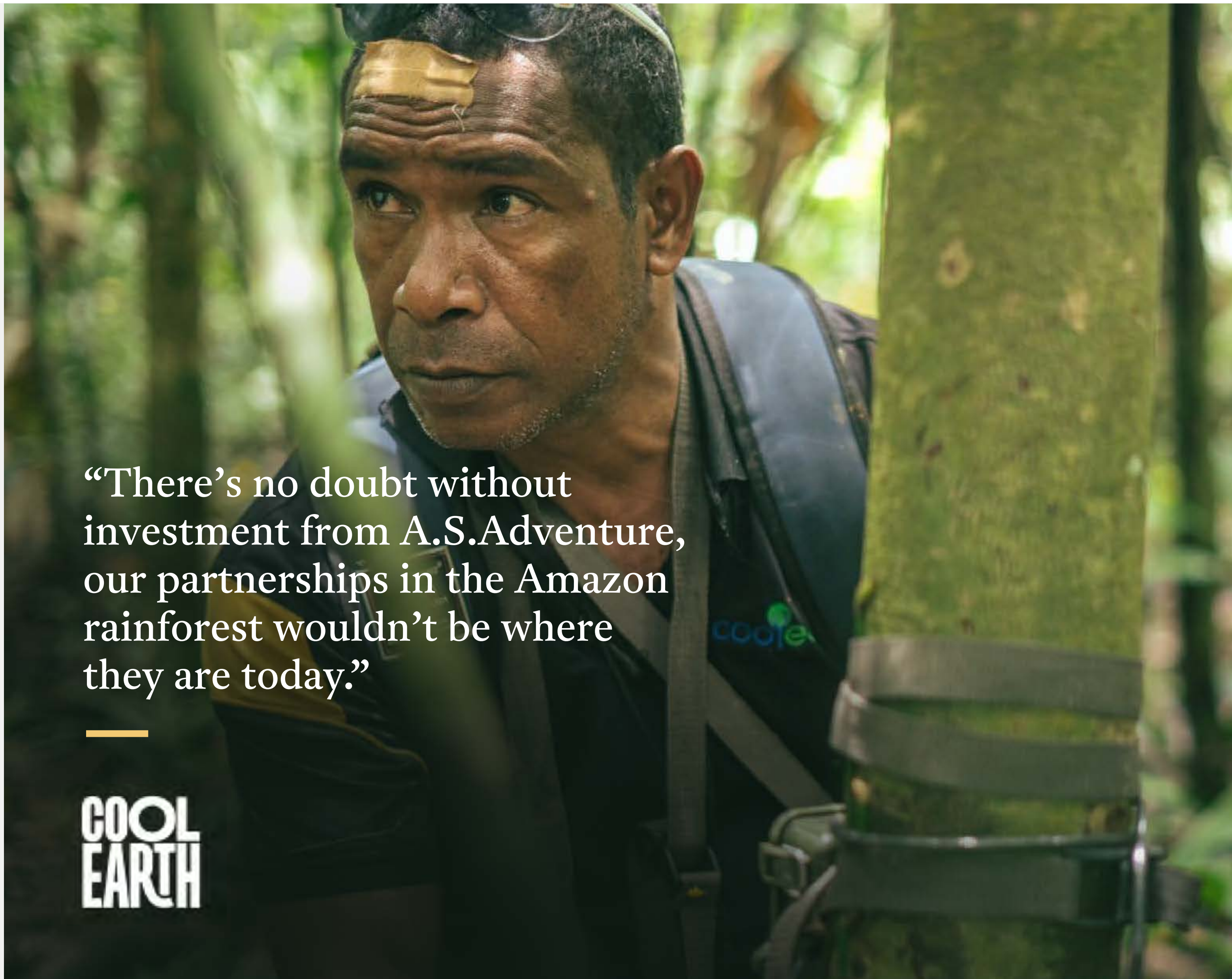
<sup>13</sup> <https://treesforall.nl/en/projects/limburg/>

<sup>14</sup> <https://www.nationaltrust.org.uk/features/plant-a-tree>



At A.S.Adventure and JUTTU, we've donated €96,230 to our green partners in 2021 as an investment in the management and protection of existing woodlands. We structurally support Natuurpunt/Natagora - the largest environmental association in Flanders/Wallonia - with their 27.000ha nature of which one fifth is forest.

In 2021, we were able to plant important highways of biodiversity with over 5,000 trees with Natuurpunt as well as hedges with Natagora. But we are convinced that nature management, protection and conservation is so much more than just planting trees. Our financial support has also provided infrastructure such as walkways, boardwalks, natural benches and playing nature for children. On a global level, we financially support Cool Earth each year, protecting over 61,000 hectares of rainforest and 22 million trees from logging.

A man with a bandage on his forehead and a backpack is looking off to the side in a forest. The background is a lush green forest with trees and foliage.

“There’s no doubt without investment from A.S.Adventure, our partnerships in the Amazon rainforest wouldn’t be where they are today.”

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COOL  
EARTH



# CALL TO ACTION



## If you are a brand or supplier...

### ... start creating more sustainable product lines

We believe the Our Planet criteria are a good starting point for your journey towards creating products that are better for the planet. Feel free to get in touch with us if you want to know more about the Our Planet label criteria, its thresholds and how it could benefit you.

### ... inform us of your more sustainable product lines

If you think one or more of your product lines should qualify for the Our Planet label and benefit from the customer engagement this label provides, please ensure the information around your product's environmental credentials is shared accurately, in the format requested and in a timely manner. If you have any questions regarding this process, reach out to your Buying Partner within Yonderland.

### ...start addressing your carbon footprint (if you haven't done so already)

There's no point in sugar-coating this: climate change is likely the biggest threat to human welfare, but also to the biodiversity and natural beauty of our home planet and the outdoors we all treasure. On average, 70% of a product's carbon footprint stems from the generation of raw materials and product manufacturing.

At Yonderland, we want to be clear that over the next five to eight years, brands with strong climate policies and emission reduction credentials will become more important to us than brands that neglect this. Measuring carbon footprints of products is an incredibly challenging, time and resource-intensive task. If you want to make a start, we can recommend Doconomy's 2030 [Calculator](#), which we have found to be user-friendly in its interface and helps plug data gaps with their extensive internal database.





## If you are a consumer...

### ... buy the right kit the first time around

We believe in “buy better, buy less”. The products we select for you are of premium quality and durability, because the more often you get to use your kit, the lower its relative environmental footprint. The staff in our stores are experts in advising you on which kit suits your needs best and ensure you get the best fit, so you get the most out of it for as long as possible.

### ... care for your products

We know washing or mending your high-performance kit can be intimidating. Check the tag inside your kit for washing instructions – generally wash at low temperatures. Make sure you use the right detergent, especially for waterproof and/or insulated kit. If you feel unsure, ask one of our in-store experts for advice or simply drop it off in one of our stores where we will take care of it for you.

### ...repair it if it's broken

“A stitch in time, saves nine” but also thousands of litres of water, 70-100 kg of CO<sub>2</sub>e emission, hundreds of kWh in electricity, as well as land and resources.<sup>15</sup> For previous generations, repairing clothes was a basic life skill. Let's bring it back! Learn how to repair your clothes: often a simple patch repair with high-performance tapes (e.g. Tenacious Tape, McNett Gear Aid or similar) can fix most tears.

We also offer a wide range of technical repairs, so check out our website or ask in stores and we'll be happy to fix your kit ready for the next adventure.

Every patch or repaired seam is a memory – wear it with pride!

<sup>15</sup> Life Cycle Assessment of a GORE branded waterproof, windproof and breathable jacket.  
[https://www.gore-tex.com/sites/default/files/assets/Gore\\_LCA\\_summary\\_report.pdf](https://www.gore-tex.com/sites/default/files/assets/Gore_LCA_summary_report.pdf)



## ...rent first buy later

If you're unsure which product is right for you, or just want to try something out before committing to your purchase, why not rent your gear first? Rental is available at some of our stores, allowing you to contribute to a more circular and shared economy, and not risk buying what you don't need.

## ... travel more sustainably to your next adventure

After many lockdowns, we're all itching to get further afield for our next trips. However, if we want to enjoy the outdoors more sustainably, we should always consider how we reach our destination. Can you choose adventures closer to home? Can you take public transport or share a ride with friends? Or can you even make the travel journey part of your adventure, for example can you cycle there?

## ... keep your kit for longer

We know tastes change; seasons move on and who doesn't love treating themselves to shiny new outdoor kit? But we ask you to stop and think: extending a garment's life by only two years cuts its combined carbon, waste, and water footprint by 82%.<sup>16</sup> Maybe the kit you have will last you for another season after all, especially if you drop it off with us for a wash or a repair.

## .... recycle your gear with us

When it is finally time to retire your kit, let's make sure it doesn't end up in landfill. Most of our stores have recycling stations where you can drop off your old kit and we'll give it a new lease of life, upcycle it or break it down into its components to feed materials back into a new lifecycle.



**If you are  
a fellow  
retailer...**

**... join the  
Outdoor Retailer  
Climate Commitment**

Fighting climate change is not about competitive advantage; this is about doing the right thing and helping one another, learning from one another as fast as possible, because every year matters. Over the course of 2022, we especially encourage large European outdoor retailers to join us until we set up the infrastructure to broaden the scope to include smaller, independent retailers as well. Feel free to reach out to us for more information.

**ORCC**  
Outdoor Retailer  
Climate Commitment

