

# SUSTAINABILITY CHARTER OVERVIEW



EUROPEAN  
OUTDOOR  
GROUP

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

## INTRODUCTION

The outdoor sector is a major player in the global sporting goods sector.

Our sector – retailers, brands, manufacturers - has grown from a deep human aspiration to live and experience the alpine and natural environment. We therefore are inspired by, and feel deeply connected to, this natural environment, its wildness and beauty: from the rugged and difficultly accessible mountains, to subtropical regions, through to the challenging climatic conditions that may be present in more arid areas.

This voluntary Sustainability Charter outlines the European Outdoor Group's (EOG) understanding of what good corporate citizenship and responsibility entails.

There does not exist a single, unified, and globally recognised pre-defined path, tool or methodology to undertake this voluntary journey. This is particularly the case for a group of retailers, brands, manufacturers, as diverse as those represented in the EOG. As a consequence, we encourage each member – retailers, brands, manufacturers - , and the outdoor sector as a whole, to establish what is the most suitable approach for each of them individually.

The voluntary EOG Sustainability Charter aspires to be a support and guidance for any such decisions. It is intended as a guidance and help for the voluntary journey towards sustainable development we encourage our members – retailers, brands, manufacturers - , and the outdoor sector at large, to undertake.

## OUR JOURNEY

The EOG Sustainability Charter comprises 3 Journey Stages.

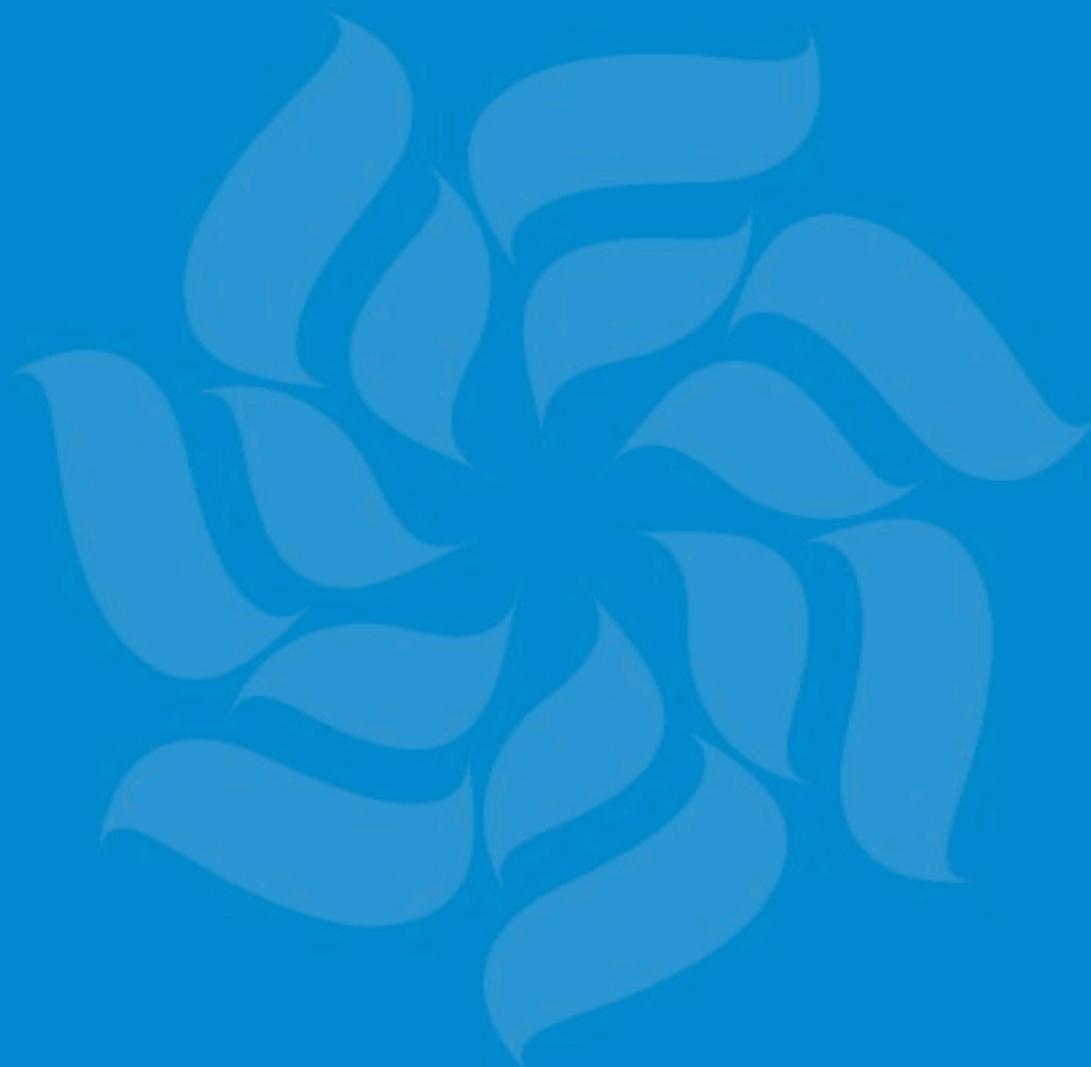
At the most basic level we encourage (a) implementation of the 10 UN Global Compact Principles; (b) demonstrable recognition that social, societal and ecological well-being are essential; and (c) ask for conflicts to be resolved fairly and with mutual respect.

At the more advanced level we encourage (a) effective management of the most material sustainability aspects; (b) effective self-monitoring and management; (c) constructive and collaborative participation in industry initiatives.

And finally, at the most advanced level, we encourage (a) a holistic and integrated uptake of sustainability into governance, management and business procedures and processes, including the purchasing, sales, innovation process and product life-cycle management. We further (b) encourage the measurement of progress and wide-reaching communication and transparency efforts.

## AVAILABLE EOG SUPPORT

The EOG supports our members – retailers, brands, manufacturers - in their efforts, through a range of resources and means that are already in place for them to use and fall back upon. Examples would be: a monthly newsletter, Q&A help desk for members, timely updates on critical issues, educational opportunities such as webinars, or training and resource development opportunities at trade fairs.



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