



# *Yonderland*

**Annual Sustainability  
Report 2022**



“Sustainability is a mindset; a way of life.

It can come in complicated theories and mindboggling analyses but in the end it’s all in us and part of us. We know and feel what is right or wrong.

Use your clothes twice as long and your relative footprint is reduced by half. That is lifecycle explained in an easy way.”

A handwritten signature in white ink, consisting of a stylized 'F' followed by 'Hufkens'.

**Frederic Hufkens**  
Group CEO of Yonderland

**“Heroes are needed to save the world, to win the battles that we can’t. We need you! If you’re strong and smart. If you know how to win. Help to save us. We need you.”**

This text is at the bottom of a Marvel superhero poster in my daughter’s bedroom. Yet, the call to action would also be apt for an advert to search for a “superhero” to save the Earth from the climate catastrophe we are heading towards and which increasingly will need heroic efforts from all of us to prevent.

2022 has been the 5<sup>th</sup> warmest year on record in the world and the second warmest in Europe. The last 8 years have been the warmest on record overall. There were several heatwaves across the globe causing terrible fires resulting in the highest wildfire emissions in the last 15 years, on top of the terrible loss of human lives, fertile grounds, and biodiversity<sup>1</sup>. Nine European countries beat the terrible record of largest burnt areas in a single year, and over the last 5 years, an area equivalent to Belgium has burnt because of wildfires, triggered by higher than historical temperatures<sup>2</sup>. 2023 is expected to be even hotter than 2022<sup>3</sup>...

In the meantime, the war in Ukraine highlighted the terrible energy strategy in several countries in Europe, and flagged the dependency of our economies and our way of living on fossil fuels.

We need heroes. Everyday heroes. Individually and collectively. At home, in schools, in politics, in the public and of course, in the private sector. We need to make choices that will impact our daily life, often making it more expensive and less comfortable. This too applies to Yonderland and the wider outdoor industry.

During 2022 we continued our focus on our Sustainability program with great successes, but also with great challenges. We face the tensions that arise from keeping a company growing and commercially profitable in today’s world, and the need to become a more sustainable company. We face intense competition in all markets, with players claiming “sustainable products or propositions” which at best are vague and often misleading. Despite the internal tensions, we are making the right decisions and progress.

<sup>1</sup> <https://climate.copernicus.eu/copernicus-2022-was-year-climate-extremes-record-high-temperatures-and-rising-concentration>

<sup>2</sup> [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_22\\_6465](https://ec.europa.eu/commission/presscorner/detail/en/ip_22_6465)

<sup>3</sup> <https://www.metoffice.gov.uk/about-us/press-office/news/weather-and-climate/2022/2023-global-temperature-forecast>

## Some of the key highlights of 2022:

- We have been able to estimate our Scope 1, 2 and 3 emissions, and thus have a better focus on where to put our efforts to reduce our emissions by 50% in Scope 1 and 2 and convince 2/3 of our brands to commit to reducing their emissions.  
We have reduced our CO<sub>2</sub>e emissions by 37% since 2019, investing over EUR 1.5m to change our infrastructure and make it more energy efficient.
- We have submitted our targets to the “Science Based Target Initiative”, to independently certify that we are achieving our climate goals.
- We have continued our efforts to make it clearer to our customers which “sustainability features” our products have and push our brands to prove their claims. This is proving to be tremendously complicated, because often the brands advertise one thing and when we request the information, they are unable to provide or to verify the information.
- We have reviewed our communication with customers and vendors, and our processes to eliminate “greenwashing” risks, which for a company like us, that buy and sell products, can be high if our brands do not provide us with accurate information. This information is the cornerstone of “Our Planet” label, so our customers can make a better-informed decision when buying our products.
- We have reinforced and progress in our care and repair programs, leveraging our expertise in outdoor products. These programs are a cornerstone of the strategy in Bever and Retail Concepts, to extend the life of the great products that we sell to our customers.
- We have continued with our recycle program, and evolved it to “upcycle” and “re-sell” products that are in quasi perfect conditions.
- We have continued our efforts to understand where our waste ends, and to increase their recycling rates. In O&CC we are collecting all single-use polybags<sup>4</sup> from stores and from our ecommerce orders in our Head Office for recycling, as the local recycling centres across the UK are often unable to recycle LDPE plastics.

<sup>4</sup> All our apparel products come individually packed in a polybag. This way, the product is protected from origin

However, we need more, not only from Yonderland (our management, colleagues and shareholders), but also from our brands, our competitors, our customers and our politicians. There is only one way to reduce the risk of having a severe climate crisis, and it is by collectively making the efforts and decisions to cut our emissions and unnecessary waste, to manufacture and sell better quality products, that can be repaired and can be used for longer, by recycling most of our waste and by changing the way we use the limited resources in our world.

“Heroes are needed to save the world. We need you.”



A handwritten signature in black ink, appearing to read "Jose Finch". The signature is stylized and written over a light-colored background.

**Jose Finch**  
MD of Outdoor & Cycle Concepts,  
Yonderland Executive Committee  
Sustainability Sponsor

## Foreword by Head of Sustainability

As the world is slowly climbing out the pandemic slump, we already face a new blend of challenges: soaring energy costs, severe inflation, supply chains still reeling from past disruptions and consumer confidence plummeting to new depths exceeding even the most stringent pandemic lockdown periods. Even the businesses that managed to navigate the pandemic well, will find themselves in “survival” mode now with the risk that sustainability actions and ambitions slide to the bottom of the agenda.

But none of us can afford to let that happen; otherwise we soon face an entirely different battle for survival: a real one!

When temperatures climb above 3°C pre-industrial levels, causing severe droughts across Europe, floods of climate refugees cross our borders, over 40% of mammals run out of living space and the oceans are collapsing<sup>5</sup>, today’s issues of energy costs and inflation may seem almost trivial compared to the battles we will face then. These are no exaggerated depictions; these are the clear predictions of scientific models issued by scientist of the United Nations.

We at Yonderland have taken the deliberate decision to keep sustainability as part of our mission and as a key consideration for investment decisions. Sustainability action is no longer a luxury, or a

“nice-to-have” agenda point; it isn’t even about just future-proofing our business model, although you neglect this at your peril – it is about future-proofing the planet’s habitability and all of our livelihood. The stakes could not be higher.

Before we dive into what we at Yonderland have been up to in 2022, we want to share the message with our brands and our consumers to join the fight in preserving our beautiful home planet, our beloved outdoors and safeguarding the wellbeing of our ecosystems.

<sup>5</sup> UNCCP: <https://www.un.org/en/climatechange/science/climate-issues/biodiversity>

**Brands:**

We look to you to accelerate more sustainable manufacturing of products. The carbon footprints of products need to come down rapidly. Land and resource depletion, ecotoxicity and pollution must be reduced dramatically. We will become more and more selective in the products we stock.

**Consumers:**

Enjoy your local outdoors! Cut down on travelling – especially flights, as air travel has a particularly high emission factor. Use our offers to repair or even rent your kit instead of buying new. If you do need some new equipment look out for the Our Planet label that gives you information about the different environmental impacts a product can have or better still, choose one of our second-hand options where they are available.

For us at Yonderland, 2022 was a combination of kicking off our first, large-scale carbon reduction investment, scaling the successful projects launched last year, but also adapting and becoming more rigorous in areas where we are still learning and needed to improve our approach.

Addressing the climate crisis has been a focus point for us this year and we made it a priority to take decisive and effective action on reducing our climate impact. In 2022 we have invested over EUR 1.5 million in refitting a large proportion of our stores with LED lighting. First measurements confirm that on average this saves 50% of energy per refitted store. Overall our direct emissions (Scope 1 and 2) are down by 37% vs our baseline year 2019. We have also increased our share of renewable energy this year from 44% to 48% in our journey to becoming 100% renewable in our energy sources.

2022 was also the first year we measured all our emissions (Scopes 1, 2 and 3 including the emission of the products we sell). Our commitments to reducing our direct emissions by at least 50% by 2025 and our “Supplier Engagement Target” for Scope 3, namely to achieve over 67% of our suppliers & brands to set their own climate targets by 2027 have been formally submitted to the Science-Based Targets Initiative and await accreditation. We will actively look to our brands to make emission reductions in their products going forward.

We continued to grow our Repair & Care services repairing over 20,000 items and washing over 10,000 items. We launched our very own footwear repair shop for A.S. Adventure in Belgium and piloted some in-store repair stations in our Bever stores in the Netherlands.

Likewise, our Recycle My Gear service with over 150 collection points across Europe has gathered 48,000kgs of clothing & footwear in 2022.

Cotswold Outdoor started and A.S. Adventure scaled its rental service trials for certain product groups to increase the intensity of usage of an individual product, while Bever is spearheading our first ventures into Second-Hand products. 2022 has been a year where these services and product offerings have been firmly built into our proposition ready for scaling in future.

An area of learning for us was our sustainability label Our Planet. With increased scrutiny from regulators and consumers around sustainability claims, we set up a legal audit and new processes to ensure the information we share with our consumers can be substantiated and are not empty greenwashing claims.

I look back on 2022 with immense pride because it shows how much progress we have made towards the goals we set last year and how serious we are about meeting the commitments we have made. I am also full of gratitude to all our teams, from our sustainability managers to Ecommerce and Buying employees, property managers, finance analysts, marketing staff, HR teams, warehouse operators, IT and systems support and to our store colleagues, who have shown passion, tenacity, dedication and ingenuity in implementing our sustainability efforts and never shied away from taking on extra workload when it came to supporting our program.

Many thanks also to our brands who have supported us, shared their learnings and experiences with us and fight alongside us to preserve the outdoors we all love.



A handwritten signature in black ink, appearing to read 'M. Grünwald'.

**Melanie Grünwald**  
Head of Sustainability, Yonderland



“Our goal is to take one step forward each and every day. I am very proud of the progress we have made last year. In my role I can guide and push initiatives, but ultimately the achievements made is the combined effort of all Bever employees resulting in winning the ABN Amro Sustainable Retailer of the Year award.”

A handwritten signature in black ink, appearing to read 'C. de Jong'.

**Christian de Jong**  
Manager Innovation & Sustainability, Bever



“Sustainability in a company is a journey full of turns, peaks and troughs where we are always striving to improve and impact our planet and our people. We need to understand and face our impact but, above all, keep focused on what we can change, step by step. We believe in our contribution and act on it”

A handwritten signature in black ink, appearing to read 'C. Verswyver'.

**Claudia Verswyver**  
Sustainability & Marketing Coordinator, Retail Concepts

The logo for Yonderland, featuring the word 'Yonderland' in a stylized, cursive font.



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# 2022 HIGHLIGHTS

## Climate Action

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**37%**

direct CO<sub>2</sub>e emission reduction vs 2019

**4%**

more renewable energy since 2019

**€1.5+m**

investment into energy saving measures (LED lighting)

- Formally submitted our climate targets to be verified by the Science-Based Targets Initiative
- Established baseline measurements for all scopes including the products we stock
- Outdoor Retailer Climate Commitment doubled its membership



**Our Planet.**

**28%**

of our range qualifies for the Our Planet label

## Repair & Care Scheme



Over

**10,000**

items washed  
(+121% vs Last Year)

Over

**20,000**

items repaired  
(+113% vs Last Year)

Nearly

**60,000**

shoes reproofed  
(+377% vs Last Year)

## Protecting the outdoors

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Collected

**€480,000**

of donations for environmental charities

## Recycle My Gear Scheme



We have

**158**

collection stations

**48,000<sup>kg</sup>**

of clothing and footwear recycled  
(+155% vs Last Year)

## Awards

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- Bever wins Sustainable Retailer of the Year in the Netherlands
- Retail Concepts wins SafeShops Award in the category "Sustainability"
- Yonderland wins top 500 retailers pitch with sustainability message at CBC Conference



## Awards

### Bever – Sustainable Retailer of the Year

Bever has been awarded the ABN Amro Sustainable Retailer of the Year 2022-2023 during the largest retail award ceremony of The Netherlands. Bever was praised for their efforts on taking responsibility to accelerate circularity throughout the value chain. Furthermore the jury looked into the sustainability strategy, goals and achievements and was impressed by the ambitions and results on footprint reduction and care and repair services.

### Retail Concepts – SafeShops Award

The SafeShops Awards were presented for the sixth year in a row. Eighteen Belgian web shops were able to receive an award voted for by consumers. This year, 90 Belgian web shops were in the running for an award. To determine the winners, SafeShops.be relied on the experiences of nearly 4,000 online consumers.

### A.S. Adventure won the category “Sustainability Award”

due to its attention to sustainable packaging, shipping and product range.

### Yonderland wins the Cross-Border-Commerce Top 500 Retailers Pitch

At the annual conference of Cross-Border-Commerce in Brussels, an EU retail business accelerator, network and think-tank in collaboration with the European Commission, our Head of Sustainability pitched Yonderland’s experience with investing in more sustainable business practices. The key message was that in today’s climate, it is riskier not to invest in becoming more sustainable than to invest – even if the initial steps are small. Showing our journey from small pilot-projects to a comprehensive and ambitious sustainability program clearly inspired and was a message that resonated with the majority of the audience, which was reflected by the voting scores.



# ABOUT YONDERLAND



“Yonderland has made significant strides since establishing its sustainability journey. Recognising that what is best for the planet is also best for business, management has placed sustainability at the heart of Yonderland’s corporate goal. The appointment of the first Head of Sustainability in 2021 has pushed this forward with concrete 2030 goals and a commendable pursuit to bring about a net positive impact on the environment.”

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**Denise Odaro**  
Managing Partner and Head of ESG & Sustainability at PAI Partners  
(Yonderland’s Private Equity Shareholders)

*Yonderland*

# Yonderland

**Yonderland** is an international outdoor retail organisation (formerly known as the A.S. 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.

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



runnersneed



JÜTTU



**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>	<p><b>49</b> Stores FY22</p> <p>Geographical Coverage: Belgium, Luxembourg, France</p>	<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>	<p><b>10</b> Stores FY22</p> <p>Geographical Coverage: Belgium</p>	<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>	<p><b>42</b> Stores FY22</p> <p>Geographical Coverage: Netherlands</p>	<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>	<p><b>72</b> Points of Sale FY22</p> <p>Geographical Coverage: UK, Ireland</p>	<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>
	<b>SNOW+ROCK</b>	<p>“Challenging convention to aim higher”</p>	<p><b>16</b> Points of Sale FY22</p> <p>Geographical Coverage: UK, Ireland</p>	<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>
	<b>runnersneed</b>	<p>“Enabling you to get the most from your run”</p>	<p><b>69</b> Points of Sale FY22</p> <p>Geographical Coverage: UK, Ireland</p>	<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 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*

## Our 2025 Plan

Our 5-year plan focusses on incentivising more sustainable, circular outdoor products and services, reducing our carbon footprint and reaching carbon neutrality, minimising our waste and protecting our regional outdoor spaces through project work and donations. It is based on four pillars:

### 01 Sustainable Products & Services

The biggest lever in protecting our environment is in the products we sell and the services we offer. Our projects focus on creating incentives for brands to develop and sell more sustainable products, informing customers in an easy-to-understand & transparent manner on the topic of different sustainability impacts of different products, encouraging a more considerate outdoor lifestyle and offer services that extend the lifespan of existing products.

#### Products

- Our Planet – our label that aims to inform customers of the different sustainability impacts of products
- Second-Hand – giving pre-loved items a new lease of life
- Ayacucho – our own brand striving for a better society and a healthier planet
- Blue LOOP Products – trailblazing brand in recycled fabrics and low impact manufacturing

#### Services

- Repair & Care – technical repairs, wash or reproofing services and care advice to keep products in use for longer
- Rental Services – increasing the intensity of a product's use by sharing it across multiple people

### 02 Climate Action

By 2025 our full business operations (Scope 1 & 2) across all countries will be carbon neutral by firstly, reducing our emissions by over 50% and lastly offsetting any remaining emissions. We have also committed to the “Outdoor Retailer Climate Commitment” reducing our full emissions (Scopes 1, 2 and 3) to be in line with the Paris Agreement. To address our Scope 3 emissions we have set a Supplier Engagement Target to have over 67% of our brands (by emission) set their own climate targets in line with the Paris Agreement. Both targets have been submitted to the Science-Based Targets Initiative.

#### Projects

- Reducing our direct emissions through energy saving measures
- Integrating annual Carbon footprint reporting into our business
- Measuring our Scope 3 Baseline
- Submitting our Scope 1, 2 and 3 Climate Targets to the Science-Based Targets Initiative
- Growing the “Outdoor Retailer Climate Commitment”
- Offsetting our remaining Scope 1 and 2 emissions

### 03 Minimising Waste

We want to facilitate a more circular outdoor industry by offering take-back collection points for old or damaged outdoor kit and strive for ever improving recycling partners for our aftersales stock to be recycled. We seek to reduce waste generated as part of our business operation and aim to critically review which materials we need to create, where we have better environmental alternatives, and stop supplier waste from circulating further by recycling on behalf of our customers instead.

#### Key Projects

- Recycle My Gear – taking back old and broken gear for onward recycling
- Zero Stock to Landfill
- Waste Review
- Single-Use Plastic Removal
- Paper-Less 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.

#### Key Projects

- Charity Support
- Employee Engagement Activities

# 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:



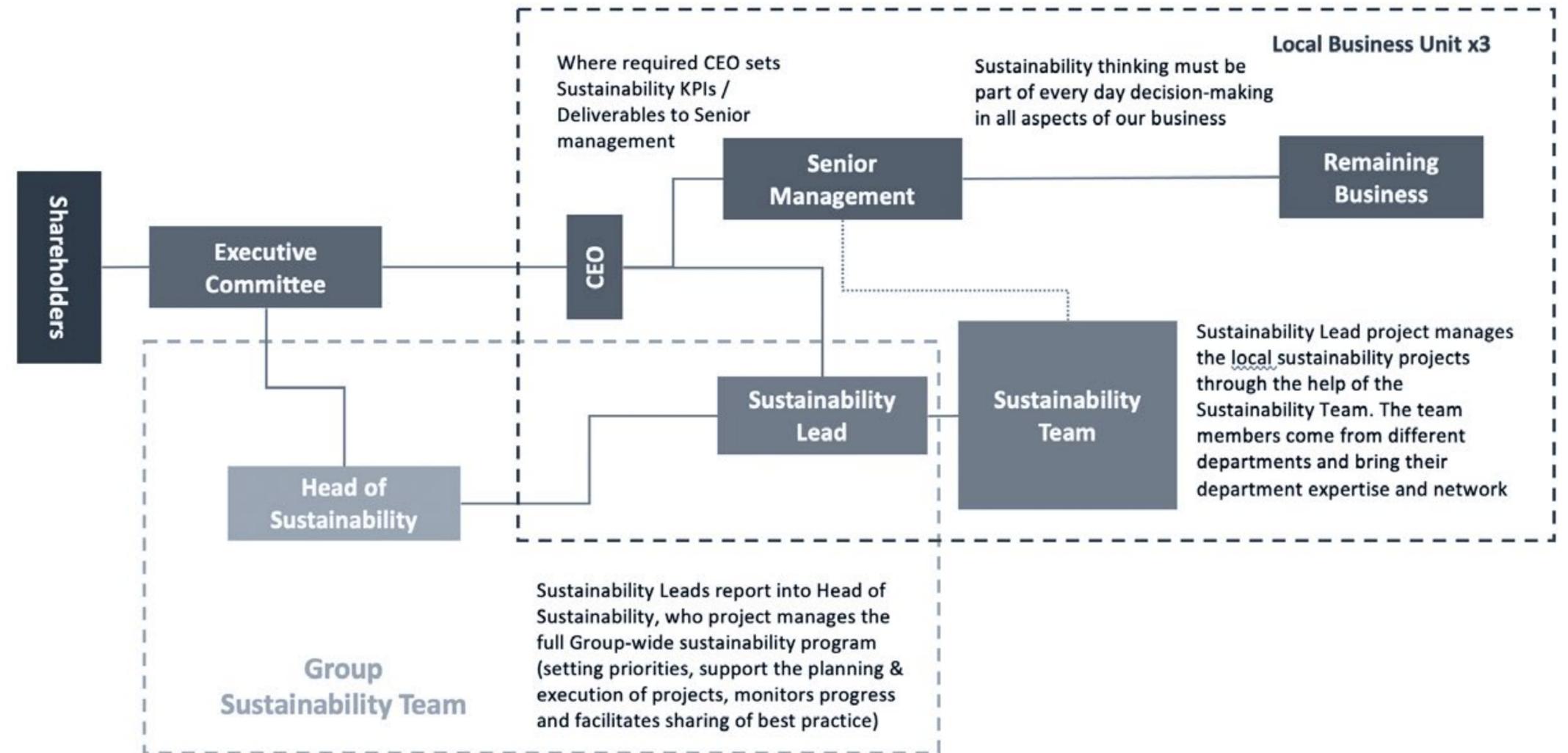
	THE GOAL	OUR ACTIONS			
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p>“Ensure healthy lives and promote wellbeing for all at all ages”</p>	<ul style="list-style-type: none"> <li>• Being outside has enormous benefits for both physical and mental health. We hope to inspire as many people as possible to enjoy the outdoors and protect it too</li> </ul>	<ul style="list-style-type: none"> <li>• We also hope that through our own brand Ayacucho, our rental and second-hand offers we can make premium quality gear and apparel accessible at lower price points</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 highlights products that can demonstrate an impact on at least three environmental areas and aims to display information about a product’s sustainability impact in a concise and easy-to-understand manner</li> </ul>	<ul style="list-style-type: none"> <li>• This year we have included criteria on circular design, repairability, lifetime guarantee and for second-hand products</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 achieved a decrease of over 37% in our direct emissions (Scope 1 &amp; 2) since 2019 primarily driven by our increase in renewable energy share</li> </ul>	<ul style="list-style-type: none"> <li>• To continue our emission reduction, we invested over EUR 1.5 million into LED refits of our stores</li> </ul>	<ul style="list-style-type: none"> <li>• We have established our Scope 3 emission baseline and set a Supplier Engagement Target in line with the Science-Based Targets</li> </ul>	<ul style="list-style-type: none"> <li>• We have continued to support the Outdoor Retailer Climate Commitment as Founding Members and achieved a doubling in membership since last year</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>• Our sustainability label Our Planet now also places emphasis of business and manufacturing processes that protect land, soil and biodiversity, improved waste management and reduction of pollution to water and air</li> </ul>	<ul style="list-style-type: none"> <li>• Our charity partnerships primarily focus on restoration of wild spaces and raising awareness of how consumers can protect the outdoors</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 are active, founding members of the Outdoor Retailer Climate Commitment – a joint initiative of European Outdoor Retailers setting climate targets in line with the Paris Agreement. We offer our best-practices and learning to all members irrespective of our economic competitive positioning</li> </ul>	<ul style="list-style-type: none"> <li>• We actively engage our brands in conversations about their sustainability claims on their products and encourage them to keep pushing the envelope</li> </ul>		

# Governance

Our structure ensures that there is always one member of the Board of Directors whose responsibility is the environmental sustainability of our company. Our Head of Sustainability directly reports to the Board a minimum of four times per year and leads 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  
AND SERVICES**



European consumption of textiles has the fourth highest impact on the environment and climate change, after food, housing and mobility. It is also the third highest area of consumption for water and land use, and fifth highest for the use of primary raw materials.<sup>6</sup> Focusing on improving the environmental impact of the products we sell is thus our biggest lever in protecting the planet.

In particular we want to influence brands to design better and smarter as the design of a product determines up to 80% of a product's lifecycle environmental impact.<sup>7</sup> One of our key projects is the establishment and evolution of our 'sustainability label' Our Planet that displays substantiated information about a product's environmental footprint to encourage customers to make more considered buying decisions. In addition, we are expanding our Repair & Care services in all our countries, have introduced rental schemes and are piloting our own second-hand product range.

Our product- & services- focused projects hope to encourage brands to make products more durable, reliable, reusable, upgradable, repairable, easier to maintain, refurbishable, recyclable, energy and resource efficient, and to encourage customers to keep their products for longer or buy with more consideration for the planet.

<sup>6</sup> European commission : [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_22\\_2013](https://ec.europa.eu/commission/presscorner/detail/en/ip_22_2013)

<sup>7</sup> European commission : [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_22\\_2013](https://ec.europa.eu/commission/presscorner/detail/en/ip_22_2013)



“When it comes to Our Planet, our aim is to show consumers the different environmental impacts a product can have and encourage them to take this information into consideration when making a buying decision. Transparency on such sustainability claims is absolutely critical and we need to build a strong collaboration with our brands to ensure this type of information is correct.”

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Pieter de Bodt  
Group Buying Manager



The aim of the Our Planet label is to encourage brands to produce more sustainable products and for customers to buy more considerately.

In 2021 we launched our first iteration of the Our Planet label which provided products with a physical tag in stores and an online filter and flag if the product complied with one of our 23 criteria; for example, if it was Bluesign approved, or had over 50% recycled material or was PFC-free.

To qualify a product must achieve at least one of the below criteria:



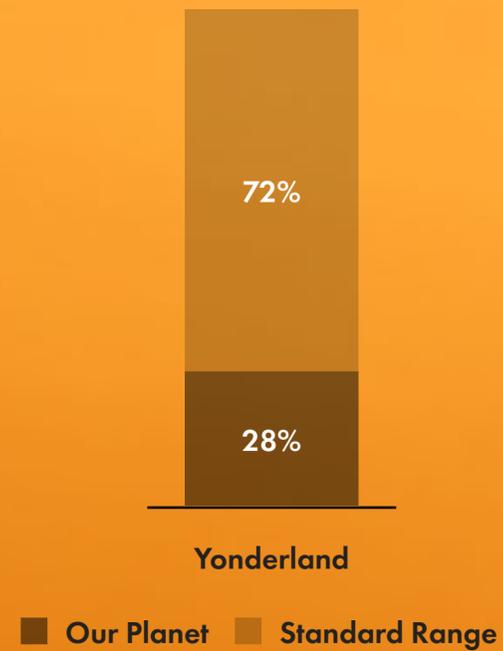
GROUP	COUNT	CRITERIA NAME	ASL FEATURE NAME	THRESHOLD	THRESHOLD OF TOTAL PRODUCT OR MATERIAL TYPE	BRAND REQUIREMENT
Reduced Hazardous Chemicals	1	<b>PFC Free</b>	PFC Free	100%	of product	100% PFC free product that is a DWR (Durable water repellency) product
	2	<b>Made in Green</b>	Made in Green	100%	of product	Oeko-Tex "Made in Green" Accreditation for this product
	3	<b>Zero Discharge of Hazardous Chemicals</b>	ZDHC	100%	of product	Evidence that product is manufactured in line with ZDHC MRSL guidance
Recycled Materials	4	<b>Recycled Plastic</b>	Recycled Plastic	50% or more	of product	Materials certified by the GRS (Global Recycled Standard), the RCS (Recycled Claim Standard) or certifiably made from Repreve recycled
	5	<b>Recycled Cotton</b>	Recycled Cotton	20% or more	of product	
	6	<b>Recycled Down</b>	Recycled Down	50% or more	of down content	Evidence must be provided that the down content is recycled
Organic Fibres	7	<b>Organic Fibres</b>	Organic Fibres	100%	of cotton/linen/wool/silk where this material makes up at least 50% of product	Material must be accredited by Global Textile Organic Standard issued by Textile Exchange for materials used in the product.  For cotton, we also accept cotton approved by the Better Cotton Initiative

GROUP	COUNT	CRITERIA NAME	ASL FEATURE NAME	THRESHOLD	THRESHOLD OF TOTAL PRODUCT OR MATERIAL TYPE	BRAND REQUIREMENT
More Sustainable Fibres	8	Wood Pulp 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
	9	Hemp, Jute	Hemp / Jute	50% or more	of product	Evidence must be provided that product is made of Hemp / Jute
	10	Responsible Wool	Responsible Wool	100%	of wool content where wool content makes up at least 50% of the product	Wool material (standard wool / merino / mohair) must be accredited by one of the below: <ul style="list-style-type: none"> <li>The Responsible Wool Standard</li> <li>ZQ Natural Fibres</li> <li>Nativa</li> <li>Responsible Alpaca Standard</li> <li>Responsible Mohair Standard</li> </ul>
	11	Responsible Down	Responsible Down	100%	of down content	Down content is accredited by the Textile Exchange with the Responsible Down Standard, the Down Codex OR the Global Traceable Down Standard
	12	Responsible Leather	Responsible Leather	100%	of leather content where leather makes up at least 50% of the product	A 100% of the leather content stems from manufacturer / tannery accredited with the "Silver" OR "Gold Standard" by the Leather Working Group OR uses 100% TerraCare leather
Sustainable Combination	13	Sustainable Combination	Sustainable Combination	100%	of product	Evidence must be provided upon request that this product consists of materials
More Sustainable Manufacturing	14	Bluesign	Bluesign		brand OR product	Brand is "Bluesign" accredited or product is "Bluesign Product" accredited
	15	Gruener Knopf / Green Button	Green Button		product is accredited	Product has been accredited "Gruener Knopf"
	16	Cradle to Cradle	Cradle to Cradle		product is accredited	Product is "Cradle to Cradle" accredited
	17	Oeko-Tex Made in Green	Made in Green		product is accredited	Product is certified with Oeko-Tex Made in Green standard
Social Responsibility	21	Social Responsibility	Social Responsibility		applies to product OR brand (depending on accreditation system)	The specific product is accredited with the Fair Trade "Textile Standard" by Fair Trade International. <p>OR the brand as a whole is certified by either:</p> <ul style="list-style-type: none"> <li>the WFTO to comply with the "Fair Trade Standard"</li> <li>Fairwear</li> <li>the Fair Labour Standard by the Fair Labour Association</li> <li>the brand has completed the SMETA Audit by Sedex</li> <li>the brand is a BSCI member of and adheres to the BSCI Code of Conduct</li> </ul>
Giving Back to the Planet	22	Brand participates in "1% for the Planet"	1% for Planet		applies to brand	Brand participates in 1% for the Planet
	23	% of profit to environmental charity	Charity Contribution		applies to product	Brands will need to provide proof of financial contributions to environmental causes. This will be evaluated on a case-by-case basis

We continued with these qualifying criteria throughout 2022. We have achieved 28% of our products to qualify for the Our Planet vs 27% in 2021 Autumn-Winter range.

## Share of Our Planet Products

%, 2022 Spring-Summer and Autumn-Winter Range



## Preparing for the future

The aim of the label is to continue pushing the industry to make more sustainable products, to keep investing in new methods and technologies to preserve our resources and ecosystems. Through the Our Planet we want to share information about a product's environmental impacts to enable consumers to make more considered buying decisions. Every year we review our criteria set and accreditations to ensure we are following this mission.

From 2023 onwards we have therefore increased and adapted our thresholds required to qualify for Our Planet and set up a better design to communicate more and better information to our customers.

Moreover, with increasing scrutiny into environmental claims we wanted to ensure that any claims our brands make on their products could be substantiated and are not empty or misleading greenwashing claims.

We have worked with a specialised legal team to review our processes and all our communication around Our Planet to ensure everything is conforming to anti-greenwashing regulations in the EU and the UK.

## Our Planet in 2023

We are unable say without doubt that one product is more sustainable than another as neither we, the brands & manufacturers nor our competitors have the full environmental impact of the entire lifecycle for all outdoor products in the market. Making such a claim is unethical and against the anti-greenwashing regulations in the EU and in the UK.

**The Our Planet label does not stand for "sustainable" product or even "more sustainable product"; it highlights products where brands have shared information about their product's environmental and social impact with us and we are able to substantiate their claims.**

To qualify for the Our Planet label going forward, a product must address at least three environmental areas now (for example: have better chemical management, a climate action policy and lower water consumption) and to be able to substantiate these claims.

We have identified 15 such environmental areas that a product can qualify for. In addition, we also communicate if a product addresses social and animal welfare criteria.



### **WRONG**

It does NOT say a product with the Our Planet label is:  
... better than one without  
... more sustainable than others  
... more environmentally friendly than other products

### **CORRECT**

A product with the Our Planet label has information about its impact on **at least 3 environmental areas.**

Our qualifying areas are

<b>ENVIRONMENT</b>	<b>Better Materials</b>	Recycled Materials
		Organic Materials
		Alternative Materials
	<b>Circularity</b>	Circularity - Design (Design for easier full circle)
		Lifetime Guarantee / Warranty
		Circularity - Second-hand Product
		Circularity - Repairability
	<b>Climate</b>	Climate Policy & Energy Usage
	<b>Protection of Land, Water &amp; Biodiversity: Waste, Effluents &amp; Emissions</b>	Chemical Management
		Land, Soil & Biodiversity Protection
		Lower Water Consumption
		Waste Management
		Emission Reduction - Water
Emission Reduction - Air		
	Environmental Philanthropy	



**Our Planet.** If a product has 3 or more environmental areas covered, it receives the Our Planet label.

<b>SOCIAL</b>	<b>Essential</b>	Free Labour
		No Child Labour
		Minimum Wage
		Freedom of Association & Bargaining
		Freedom from Discrimination & Equal Compensation
		No Abuse or Harassment
		Working Hours
		Health & Safety
	<b>Additional</b>	Skills & Developments
		Additional Social Security & Benefits
		Women Empowerment
		Promotion of Disadvantaged Groups & Minorities
	<b>ANIMAL WELFARE</b>	Animal Welfare



If a product has less than 3 environmental areas covered, or only covers social and/or animal welfare impacts, the product DOES NOT receive the Our Planet label, but we do show these features online.

To evaluate how a product scores on these qualifying areas, we ask our brands a list of 57 questions regarding the accreditations and the material make-up of their product. (For example, whether a product has recycled or organic content, if it is PFC free or if it has any of the 43 external certifications such as Bluesign, Responsible Wool Standard, 1% for the Planet, B-Corp).

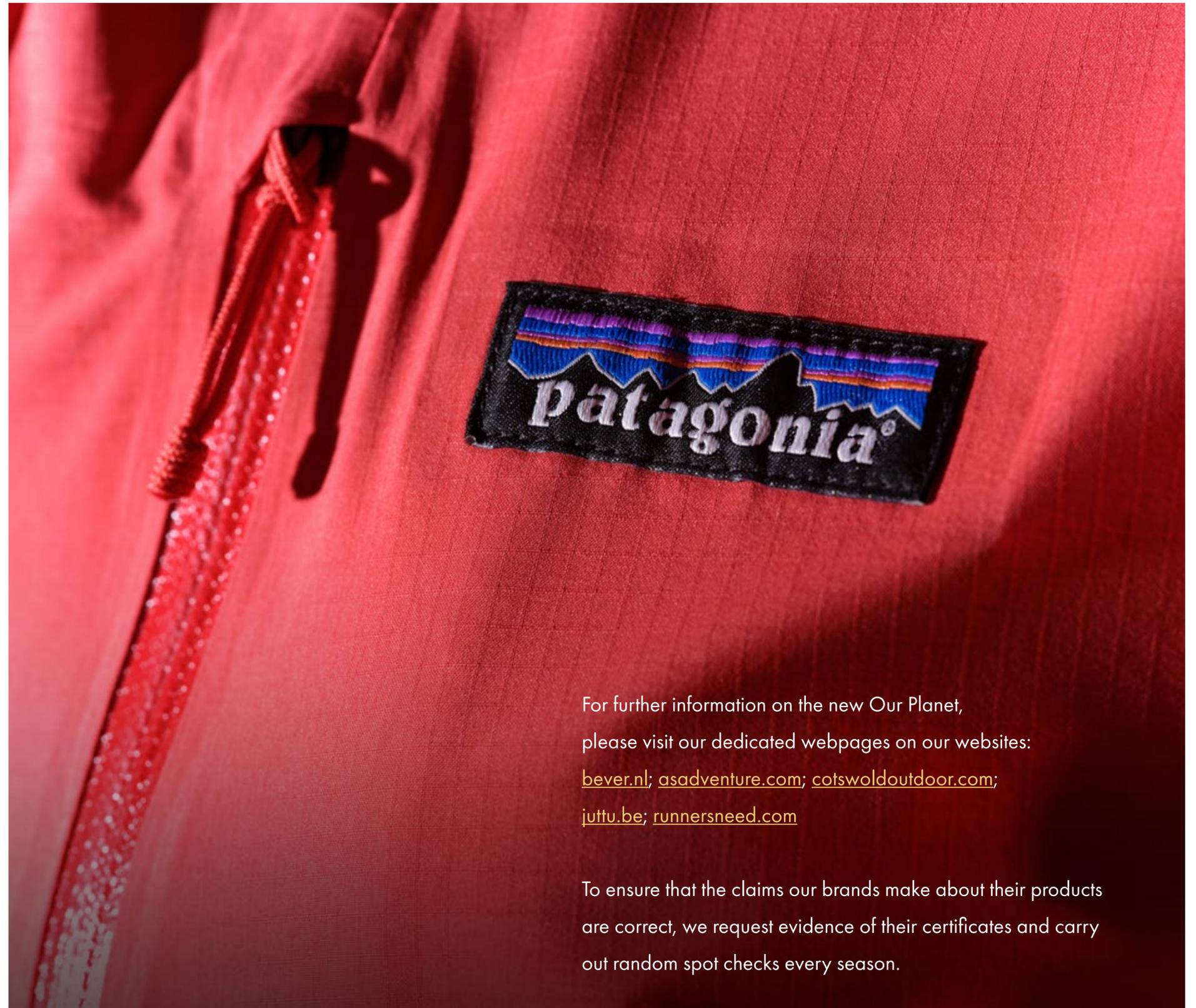
Different accreditations have different requirements, and we match each accreditation to the correct environmental, social and animal welfare area.

#### **Example 1**

A product that has a climate-neutral certificate from Carbon Trust must have a climate action plan in place. As a result, the product gets an Our Planet criteria validation for the environmental area "Climate Action", but as it only covers one environmental area, it does not receive the Our Planet logo.

#### **Example 2**

A product that is Bluesign certified must have a climate policy, better chemical management, protection of land & biodiversity, lower water consumption and better waste management in place and therefore covers more than three environmental areas and thus receives the Our Planet label.



For further information on the new Our Planet, please visit our dedicated webpages on our websites: [bever.nl](https://www.bever.nl); [asadventure.com](https://www.asadventure.com); [cotswoldoutdoor.com](https://www.cotswoldoutdoor.com); [juttu.be](https://www.juttu.be); [runnersneed.com](https://www.runnersneed.com)

To ensure that the claims our brands make about their products are correct, we request evidence of their certificates and carry out random spot checks every season.

## Repair & Care Services

In 2022 we repaired over 20,000 pieces of clothing and equipment, washed over 10,000 products and reproofed nearly 60,000 walking boots, running footwear and shoes.

Extending the life of a product that has already been manufactured is one of the most powerful ways to reduce pressure on resources and decrease negative impacts on the environment. For example, if we doubled the number of times a garment is worn on average, relative GHG emissions would be 44% lower.<sup>8</sup>

All our business units offer a care & repair service where customers can send their items for a wash or a technical repair. We want our consumers to wear the repair as a badge of honour; as a sign that they care about the impact new products have on our limited planet and we hope to see many more repairs in the coming years.

We have increased our washes across Yonderland by 121% from just under 5,000 washes in 2021 to over 10,000 items washed in 2022.

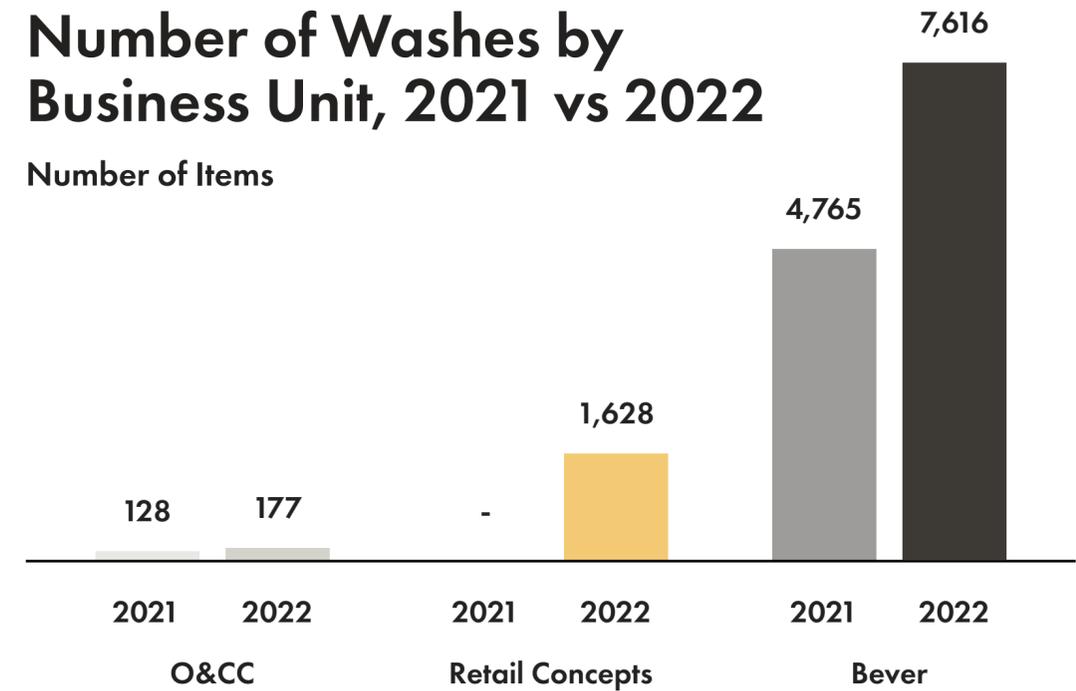
Particularly Retail Concepts has had a strong start to its washing service, which was only launched last year. We now operate 2 industrial washing machines and 2 dryers in our warehouses in Belgium.

Similarly, we have doubled the number of items repaired across Yonderland from just over 10,000 items to over 20,000 items in 2022; an increase of 113%

Bever and Retail Concepts are trailblazing ahead with their newly integrated in-house repair services enabling faster and more cost-effective repairs to be done by our own repair workshops.

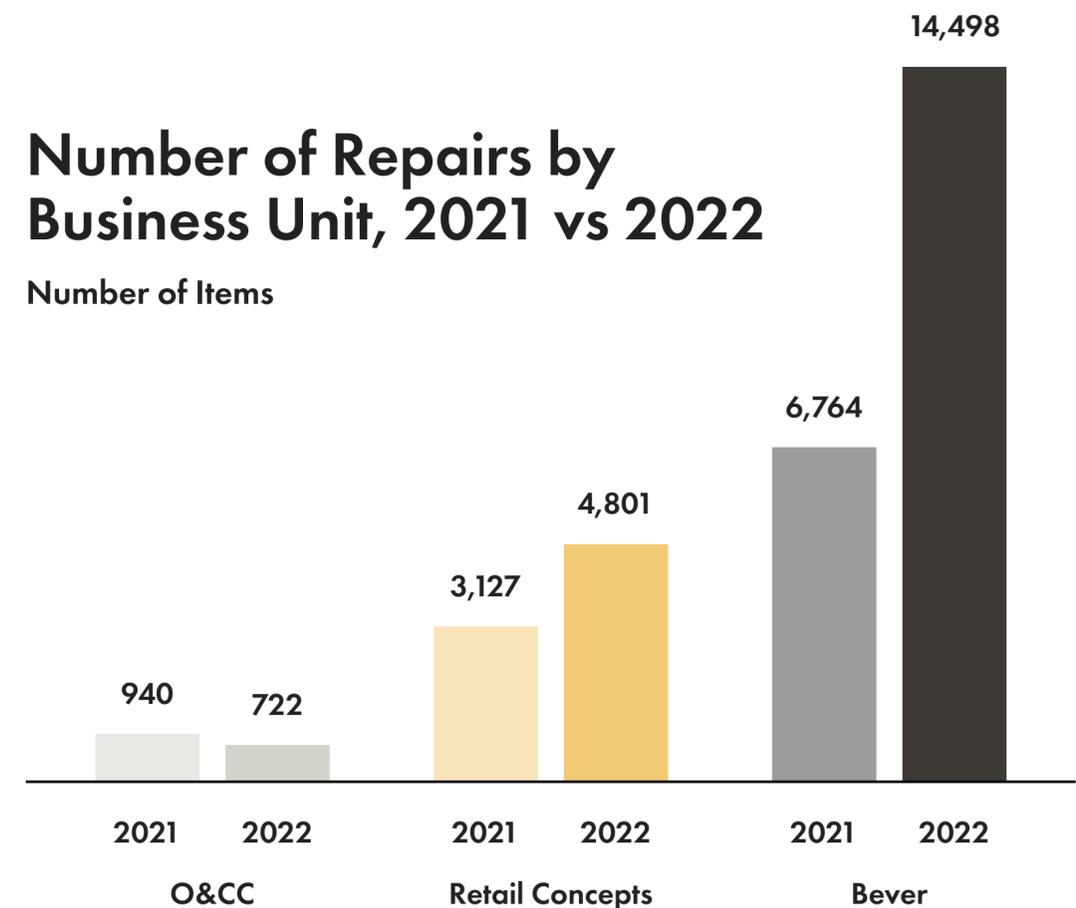
## Number of Washes by Business Unit, 2021 vs 2022

Number of Items



## Number of Repairs by Business Unit, 2021 vs 2022

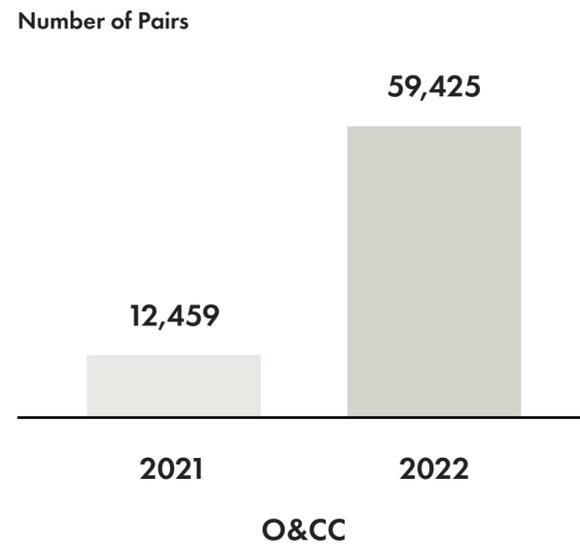
Number of Items



<sup>8</sup> Ellen MacArthur Foundation, A new Textiles Economy: Redesigning Fashion's Future, 2017

At O&CC we run a highly successful outdoor footwear reproofing service. In just 60 seconds we can provide effective durable water resistance, a renewed protection from dirt, dust, salts and UV to extend the life of our customers' footwear. In 2022 we have nearly quadrupled the number of shoes we reproofed in our Cotswold Outdoor Stores.

### Number of Pairs of Shoes Reproofed at O&CC, 2021 vs 2022



# Repair And Care

Extend the life of the kit you love.

## 60-second footwear protection from IMBOX.



Sustainable



Waterproof



Dirt Repellent



UV protected

Speak to an in-store expert for more information.

## Earth Day at A.S. Adventure

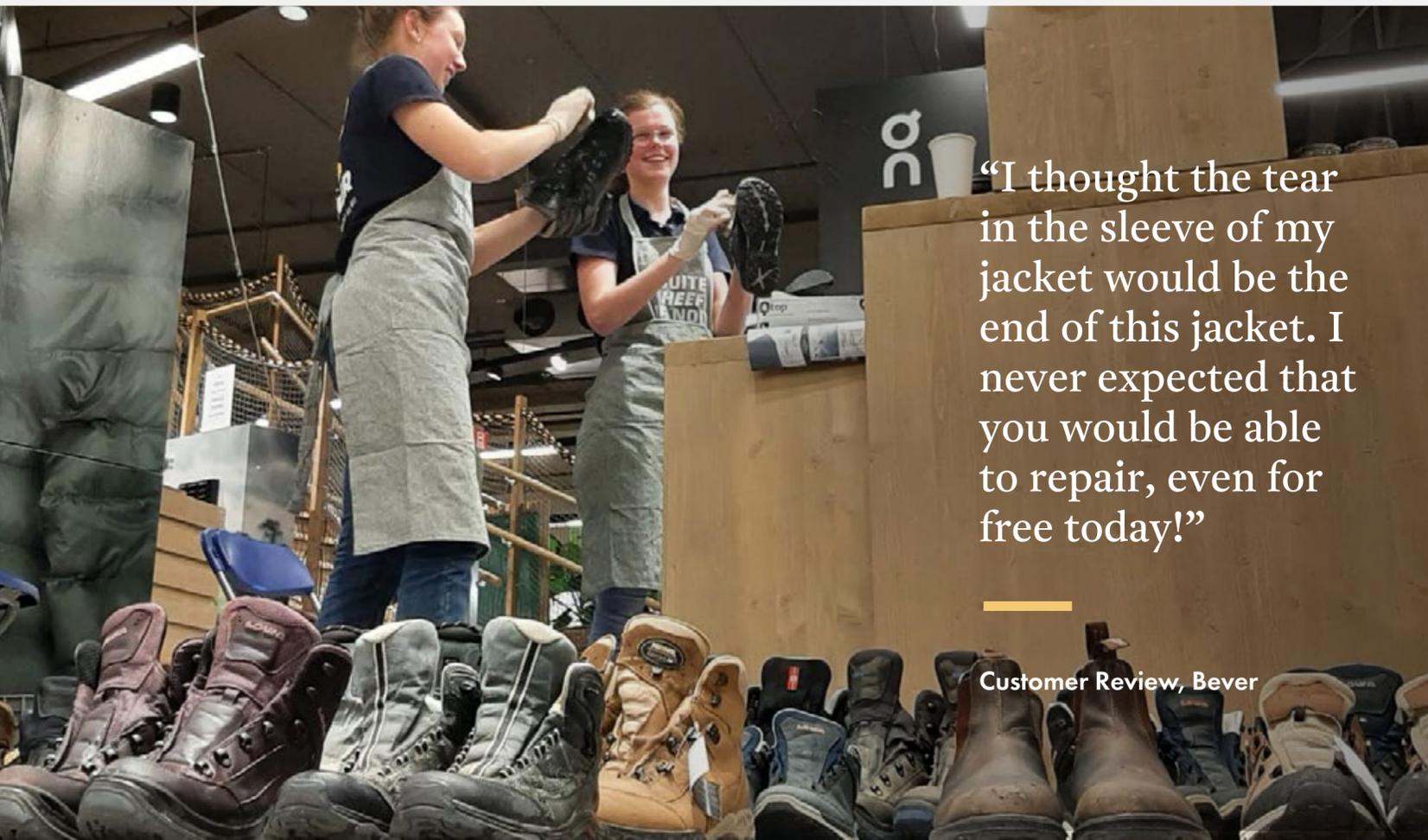
In addition to the regular wash and repair service at Retail Concepts, A.S. Adventure had a particularly strong launch for its newly in-house washing service. Offering a free wash to all its customers, the team washed over 7,000 outdoor jackets for our Earth Day campaign.

**A.S. Adventure**<sup>®</sup>  
WASSERVICE



## For Future Fridays

At Bever we built on the successful Black Friday campaign from the previous year, where instead of promoting excessive consumption through discounts, we offered customers to have their existing products repaired. 15 stores offered free-of-charge repair services for garments and we offered footwear care in all stores. In total we repaired over 3,000 items of clothing and we took care of more than 7,500 pairs of shoes.



## Rental Programmes

Another way to lower the relative environmental impact of a product is by increasing its intensity of use. We do this through our rental programme where one product can be shared among many customers each season.

A.S. Adventure has always offered a rental service for certain ranges and expanded its offering in 2021.

In 2022 customers have rented 82,850 products from A.S. Adventure.

Particularly successful has been our winter sports offering with over 80,000 skis, poles, snowboards, boots and ski clothing rented throughout 2022.

Cotswold Outdoor launched its first pilot rental service in May 2022 offering individual items of expedition kits including hardshell jackets, trousers, base layers and walking boots. We hope to learn from our first pilot and soon offer a rental service in our UK stores.



## Second-Hand

Arguably the option with the least environmental impact is to buy second-hand as no new raw materials, energy, water, chemicals or land had to be used to create the product that is already in circulation (apart from the energy and raw materials used to clean and/or repair the product). In addition, buying second-hand prevents the product from ending up in a landfill for another cycle.

However, establishing a second-hand product stream is also a significant logistical undertaking that most retailers are not geared up for.

Here at Yonderland, we launched a few pilot stores by establishing our own “Recycling Street” at our Bever warehouse. We sort items coming back to us for recycling and identify those that can be repaired or refurbished for a second life of adventures. Our in-house and external sewing experts repair these items, we give them a thorough deep clean before they go out to our 3 flagship stores in the Netherlands.



So far we have sold 500 second-hand items in our pilot scheme and the positive customer feedback has been encouraging.

In 2023 we hope to take some learnings from our first pilot projects and identify how we can expand our second-hand offering.

“How cool is this to have an item with a backstory and for a great price.”

Customer Review, Bever



Ayacucho®, our own private label brand for 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 through technical outerwear, T-shirts, backpacks or sleeping mats.

Since 2009, every product from the Ayacucho® collection that is sold, generates new funds for social projects carried out by our charity partner Solid.

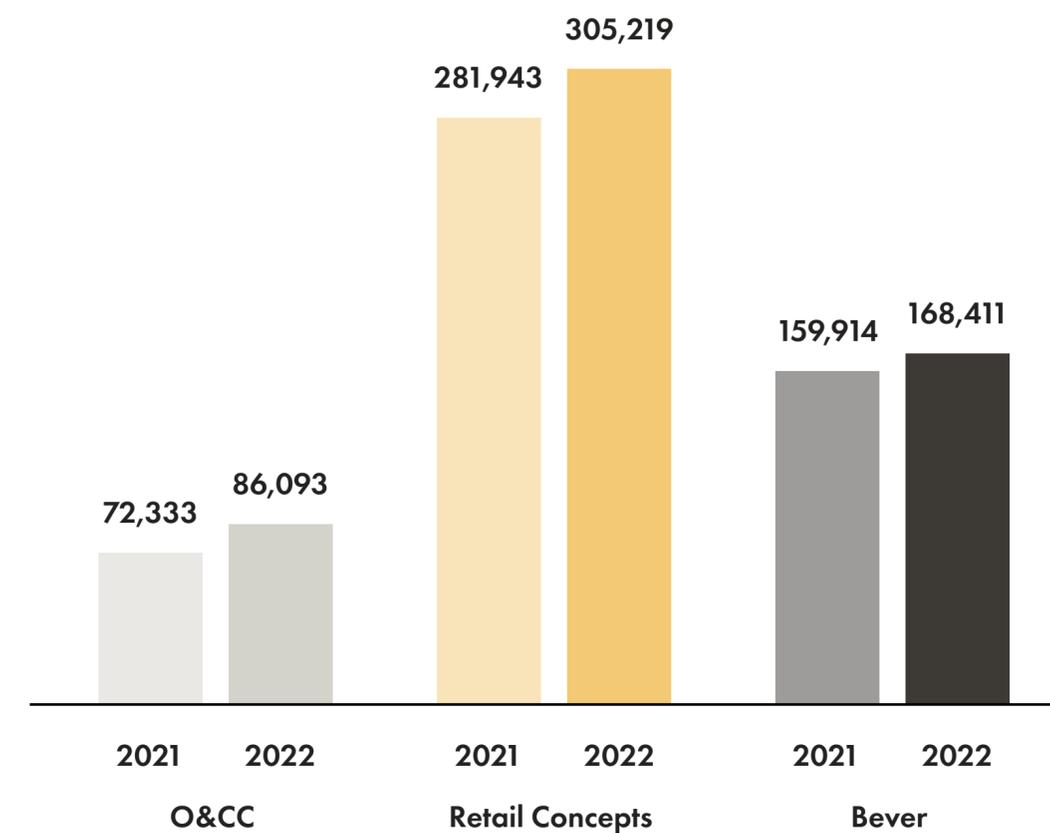
Solid is a private foundation that sets up projects to combat global poverty. Since 2000, Solid, with the support of the business community, has been investing in sustainable community development and in the intensive training and supervision of vulnerable groups – initially with

a focus on the Peruvian Ayacucho region, but later also in Kenya and India. This allows the locals to acquire knowledge and take control of their own lives.

This year we have increased our sales of Ayacucho® items by ca 9% and donated over €204,000 to Solid through our Ayacucho® sales; compared to over €200,000 the year before.

## Number of Ayacucho® Items sold, by Business Unit

#, 2021 and 2022



## Peru - Solid Social

Solid Peru is strongly committed to counselling young teenage mothers and victims of sexual or domestic violence. Through home counselling, shelters and prevention programmes Solid aims to provide a better future for these girls and their children.

### Social Knitting Workshops

**250** women from vulnerable backgrounds were able to earn an honest income through knitting. In the peak season, 110 knitters were working in the workshop, another 18 worked from home, 58 helped from rural areas and 25 female inmates joined the team. 38 women took care of finishing and shipping.

### Childcare

**36** children of these women were enrolled in the crèche, a collaboration between Diamanta and a government programme. Unfortunately, the childcare services remained closed even in 2022, since the closure in 2020, after Covid-19 hit. Internally, however, Diamanta was able to provide care for these children.

### Homework Guidance and PRONOEI (pre-school)

**45+9** At the busiest time of the year, 45 children from the knitters, were taken care of after school, for play and homework help. The small school at the workshop, was allowed to reopen and the 'pre-school class' (PRONOEI), started with 9 pupils.

### Back to School

**10** knitting mothers remain motivated to continue studying, to still get their primary or secondary school diploma. With the support of Solid and a local adult-education school, they receive tailored lessons and learn to read and write better.



## India - Solid Crafts

With its weaving workshop in India Solid aims to provide an alternative to precarious day labour, difficult living conditions and forced human trafficking. Its weaving workshops offer training, fair pay and good working conditions.

### Number of Artisans

**63** Paces Crafts is able to produce in full again this year and new artisans are welcomed. 63 women from vulnerable backgrounds find jobs with not only a fair income, but also a warm working environment with social workshops and childcare.

### Number of Employees

**14** The team remains stable and more artisans with experience grow into leadership positions, as supervisors.

### Freelance Artisans

**30** This year too, freelance artisans are included during the 'high production season'. These artisans work from Kanke and Bero.

### Childcare

**13** children of the artisans can attend daily childcare next to the workshop, a safe and stimulating environment.



## Kenya - Solid Crafts

Solid Kenya supports more than 1,600 women from craft groups by providing a market for their handmade goods. It supports 10 satellite shops that are responsible for the distribution.

### Number of Basket Weavers

**1,629** women can generate additional income through Hadithi's baskets, which indirectly benefits 8,145 family members. All weavers are organised into local groups, with a total of 65.

### Number of Employees

**9** Hadithi employs eight young women full-time within the project, led by coordinator Lore.

### Number of Baskets of Hadithi Sold Through Solid

**18,000** With the sale of these baskets, Solid Crafts was already able to generate €70,000 in income for the Hadithi basket weavers this year!

## Reducing the impact on the environment with our future AYACUCHO® ranges

To ensure future ranges are produced with a higher consideration to our environment, the following changes have been made

- We increase the share of recycled content
- Created a timeless design to stay relevant for multiple seasons
- Ensured the quality of the garments is there to last
- Encouraged mono-materials where possible
- Stopped the usage of PFCs in durable-water-repellent fabrics
- Worked hard on increasing supply chain transparency



## Blue LOOP

Our partnership with Blue LOOP is something we at Yonderland are particularly proud of.

Blue LOOP Originals is a Dutch brand founded in 2013 with a mission to disrupt the polluting textile industry and inspire change through innovation in recycling. The brand has expanded from recycling worn out jeans into t-shirts to incorporating other materials such as old wool knitwear, synthetic tents, and worn out footwear. Each year, an estimated 92 million tonnes of textiles are wasted, which raises the question of why new material is being produced when there is readily available waste.

Blue LOOP Originals designs with the end of life of its products in mind, building new supply chains to recycle its products close to home in Europe. The company aims to work with big outdoor retail chains as the outdoor industry tends to be more conscious of environmental stewardship. Blue LOOP Originals is one of the few brands that chooses to share all data from production partners to logistics and follows a rigorous policy of transparency. The brand's mission is to offer another upcycled life to essential outdoor garments and lower the environmental footprint.

The Yonderland Group and Blue LOOP Originals have intensified their partnership and collectively build a holistic approach to lower the footprint. Some milestones:

- Building the recycle street at Bever, presorting 16 waste streams from Bever customer and connecting directly to recycle companies.
- A collab brand BUITENMENS, made exclusively from customers donations.
- Zero plastic workwear for Cotswold Outdoor, A.S. Adventure and Bever with the ability to return the workwear at the end of its life in partnership with Lenzing.

Blue LOOP Originals are accredited by the highest international textile standards. To confirm the recycled content in its products Blue LOOP Originals use the Global Recycling Standard certificates. In addition, its production partners are required to run annual audit from certification bodies such as STeP by Oekotex, BSCI by Amfori, or Smeta by Sedex. Circular knit and outerwear are Bluesign certified. Carded wool spinners hold the Responsible Wool Standard for any virgin wool added to a recycled wool yarn. For the Blue LOOP Workwear range the cotton used is fully traceable online.



“There has never been a more important time to work together to reconnect with our value chain. In the past 30 years we have managed to get detached from the people that create products we use or wear. Although globalisation has led to less poverty, the main driver has been financial incentives rather than sustainable practices. We need to take control of the value of each individual component, regain knowledge and spark the light of true long lasting partnerships to reduce the impact we have on our precious planet.”

Ron van de Wiel  
 Founder, Blue LOOP Originals

# CLIMATE ACTION



The recent UN Environment Programme (UNEP) report<sup>9</sup> explicitly states that we are facing a “rapidly closing window” to meet the Paris Agreement. Despite ambitious pledges since COP26, there has been “limited progress”. The warning could not be plainer: incremental changes, as we have seen until now by governments and the private sector are “no longer an option”. To avoid dangerous levels of warming will require a “wide-ranging, large-scale, rapid and systemic transformation” and even then, we are likely to head for a 2.6°C warming above pre-industrial levels. Though the uncertainties around policy implementation do not rule out a warming of up to 4°C.

This winter should be an eye-opener for all of us. Instead of enjoying cold, crisp, bluebird powder days in December, we were hiking in the Alps at well above 2,000m of altitude in T-shirts surrounded by sad patches of snow interspersed with meadows showing the first signs of spring: flowers popping out their heads and a few bees venturing out of hibernation way too early. December was the final month in the ninth record-breaking year of steadily increasing temperatures<sup>10</sup>. Evidence of global warming can be seen and felt by everyone now and as our own research in the UK suggests, “around 42% of our customers worry about the climate crisis at least once a week”<sup>11</sup>.

We at Yonderland consider the climate crisis as one of the biggest threats to humanity and our beloved outdoors and have thus made our climate action plan a priority.

With more than 75% of greenhouse gas emissions related to the production and use of energy within the EU<sup>12</sup>, reducing our energy needs and switching to renewable energy sources are corner stones of our plan.

<sup>9</sup> UNEP Adaption Gap Report 2022  
<sup>10</sup> MET Office UK: <https://www.metoffice.gov.uk/about-us/press-office/news/weather-and-climate/2022/2023-global-temperature-forecast>  
<sup>11</sup> Survey of 2,000 people carried out by OnePoll on behalf of Runners Need and Cotswold Outdoor.  
<sup>12</sup> “Clean Energy”. European Commission. European Commission. 11 December 2020. Retrieved 1 May 2020.

# Our Commitments

## Our Commitment to the Paris Agreement

We agree to measure, monitor and reduce our Scope 1, 2 and 3 emissions (including purchased goods & services) to be in line with the Paris Agreement, i.e. reduce to such an extent that a global warming limit of 1.5°C can be maintained by 2030.

In concrete terms this means

- (1) reducing our emissions in Scope 1 and 2 by over 50% by 2030 and
- (2) for Scope 3 encourage over 2/3 of our brands to set their own reduction targets to achieve the Paris Agreement.

In addition, we have committed to not only reducing our Scope 1 and 2 emissions but to become carbon neutral on our direct emissions. Whatever emissions we cannot reduce, we will offset through credible schemes.

- (3) Carbon neutrality on direct emissions (Scope 1 & 2)

## Science-Based Targets

To ensure our targets and reduction plans are indeed in line with the Paris Agreement, we have decided to get them validated by the Science-Based Targets Initiative.

The Science-Based Targets Initiative (SBTi) is a collaboration between the CDP (was Carbon Disclosure Project), the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF).

Yonderland has currently received submitted status for our 2019 baseline year calculations and reduction targets. Due to the long waiting list for approval our accreditation date has been set for June 2023 by the SBTi.



Since our baseline year 2019 we have achieved a 37% reduction in our direct emissions and are thus well on our way to achieving our target of a 50% cut in emissions by 2025.

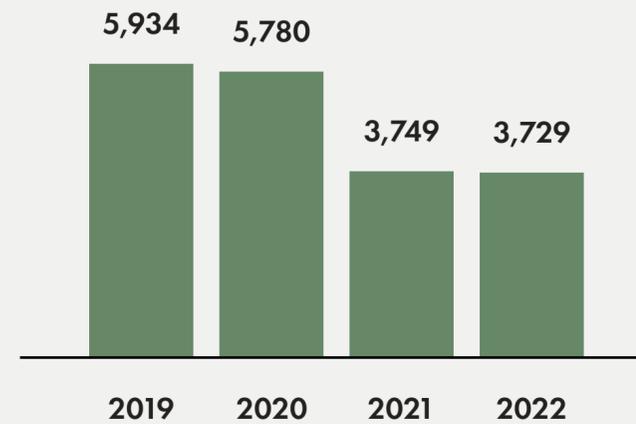
While we have seen a slight increase vs 2021, we are optimistic about our 2022 results as 2021 included temporary store closures in all our countries of operation due to the pandemic. Hence maintaining a similar emission level in a full year of operation is a solid step in the right direction.

Most of our emission reduction is due to an increase in renewable energy sources from 44% in 2019 to 48% in 2022 cutting emissions associated with electricity consumption. We have also substantially cut down our fuel consumption by reducing our car fleet and changing to electric vehicles, replacing fuel-based heating and generator systems with electricity-based alternatives. Lastly, we have also seen a reduction in our air conditioning leakages through better monitoring and maintenance of these systems.

## Direct Emissions - Scope 1 & 2

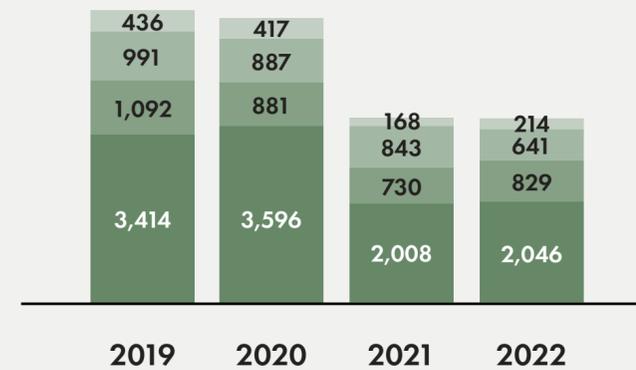
### Yonderland Total Emissions

CO<sub>2</sub>e tonnes



### Yonderland Emissions by Source

CO<sub>2</sub>e tonnes



■ Non-Renewable Electricity    ■ Heating (Natural Gas & District Heating)  
■ Fuels (Diesel, Petrol, Oil, LPG...)    ■ Refrigerants

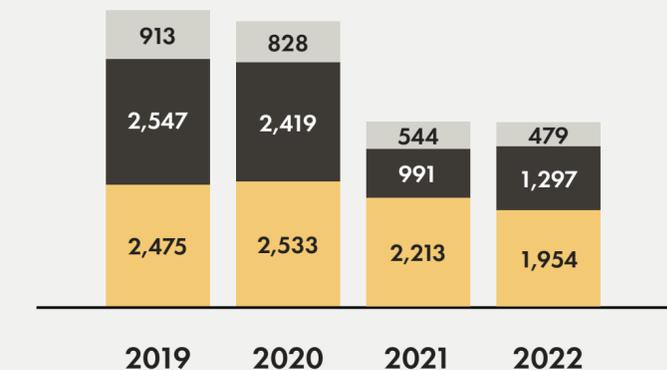
## Actions to reduce Direct Emissions

Yonderland invested over EUR 1.5 million to reduce our energy consumption in stores through LED refits. On average a refitted store uses 50% less energy for lighting.

In 2022 we completed the refits of over 20 stores in our portfolio. However, as most of the refits were completed towards the end of 2022, their reduction impact will be visible in the coming year.

### Yonderland, Emissions by BU

CO<sub>2</sub>e tonnes



■ Retail Concepts    ■ Bever    ■ O&CC

## Outdoor and Cycle Concepts

### (1) LED Lights

At O&CC we have refitted our Head Office and Warehouses and the following stores with new LED lights:

- Aberdeen
- Bath
- Bristol
- Bristol – Filton
- Bury St Edmunds
- Catteric
- Clapham
- Chill Factory, London
- Deansgate
- Exeter
- Glasgow
- Hemel Hempstead
- Horsham
- Leeds
- Royal Oak

### (2) Air Con Improvements

All air con units have been set to include a 3°C dead band and old units have been replaced increasing efficiency and lowering risk of leakages in our air con systems.

### (3) Energy Reduction Measures

In September 2022 O&CC launched a series of measures to reduce the energy consumption, such as “Closed door policy”, switch off air con/heating units earlier, installing timing units to switch off lightboxes, providing our colleagues with warmer uniforms or reminders about the importance of not wasting energy.

## Bever

### (1) Closed Door Policy

As of mid 2022 we changed the policy regarding store entrances. All doors must be closed in order to keep warmth in, or out and to save energy.

### (2) LED Refits

At Bever we are already quite advanced in LED refits due to most stores having been refurbished over the last 5-10 years. However, in 2022 we tackled the LED replacements in

- Doetinchem
- Steenwijk

## Retail Concepts

### (1) LED Refits

At Retail Concepts we have refitted six large stores in 2022 with LED lamps to reduce our lighting energy consumption by an average of 50%

- Genk
- Leuven
- Lochristi
- Nossegem
- Schoten
- Roeselare

## Carbon Neutrality Through Offsets

A carbon offset is a reduction or removal of emissions of carbon dioxide or other greenhouse gases in order to compensate for emissions made elsewhere.

Offsets are measured in tonnes of carbon dioxide-equivalent (CO<sub>2</sub>e)\*. One tonne of carbon offset represents the reduction or removal of one tonne of carbon dioxide or its equivalent in other greenhouse gases.

Authentic offsetting schemes offer carbon credits where the CO<sub>2</sub>e amount has already been saved or extracted by the time the credit is issued, unlike controversial offsetting claims, such as tree-planting initiatives, where the CO<sub>2</sub>e amount is saved over a future period (in case of a tree over multiple decades provided the tree survives).

### How it Works

Carbon offsetting projects operate on a results-based finance model. This means that the project developer takes

on all the financial risk and makes the initial investment required to develop and certify the project. Once their project impacts (emissions reductions and United Nations Sustainable Development Goals) have been independently verified and certified, the project is issued with carbon credits. The sale of these credits enables project developers to recoup costs, repay loans, and maintain and expand the project activity. This 'payment for performance' approach provides those supporting the project (e.g. purchasing carbon credits) with the highest assurance that the outcomes have been achieved, as the emissions reductions and SDG impacts must have already happened, must have been verified and certified before a carbon credit is issued.

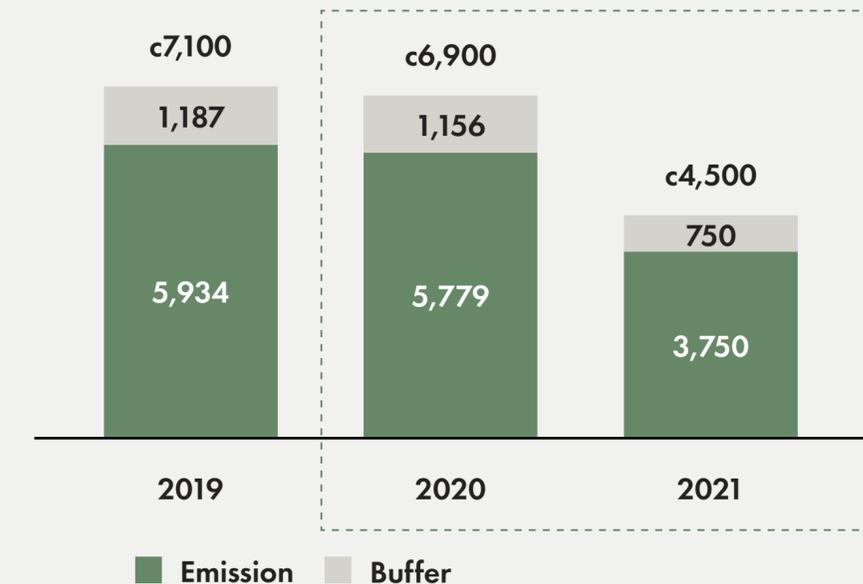
### The Amount we Offset

We calculated that to be carbon neutral on our direct emissions for 2020 and 2021 we had to offset 11,800 tonnes, which exceeds a safety margin of 20%, which is well above any margin of error in our carbon footprint estimates.

## Amount to Offset

### Yonderland Carbon Emissions & Buffer for Margin of Error 2019 - 21

CO<sub>2</sub>e tonnes (Buffer\* = 20% of Actual Emissions)



\* All our calculations strictly follow the Greenhouse Gas Protocol Accounting standards but in many cases primary data is not available and must be estimated. To ensure we are well above any uncertainty margins we have added 20% buffer

### Who we offset with

We chose to offset through a project offered and verified through The Gold Standard.

The Gold Standard is a certification programme for non-governmental emission reductions projects.

It is published and administered by the Gold Standard Foundation, a non-profit foundation headquartered in Geneva, Switzerland.

It was designed with an intent to ensure that carbon credits are real and verifiable and that projects make measurable contributions to sustainable development. The objective of the GS is to add branding, with a quality label, to carbon credits generated by projects which can then be bought and traded by countries, businesses or other organisations for carbon offsetting purposes.

### Why we chose it

- Most recognised accreditation
- Gold Standard projects must provide strong additional benefits to the UN Sustainability Goals (Health Care, Livelihood, Education...) on top of their climate impact
- Regularly invests in independent research to ensure their accounting methods are sound
- Transparent bookkeeping of carbon credits market
- Support with marketing materials

### The Offset Project

We purchased Carbon Credits from a 400MW Solar Power Plant in Bhadla, Rajasthan, India.

The project activity generates electricity using renewable solar energy. The generated electricity is exported to the regional grid system, which is under the oversight of the INDIAN electricity grid of India. The project activity reduces anthropogenic emissions of greenhouse gases estimated to be approximately 694,471 tCO<sub>2</sub>e per year, thereon replacing 732,874 MWh/year amount of electricity with renewable energy. The project diversifies the mix of power plants connected to the INDIAN GRID, which is mainly dominated by thermal/fossil-fuel based power plants.<sup>13</sup>

### Why India and not a local project?

India has a very fossil fuel and coal intensive national grid, so for every kWh of electricity on average 626g of CO<sub>2</sub>e emissions are released compared to 270g of emissions in the EU. Investing in renewable energy to green the grids in countries with high emissions has a larger impact than in areas where there are already large shares of renewable energy.

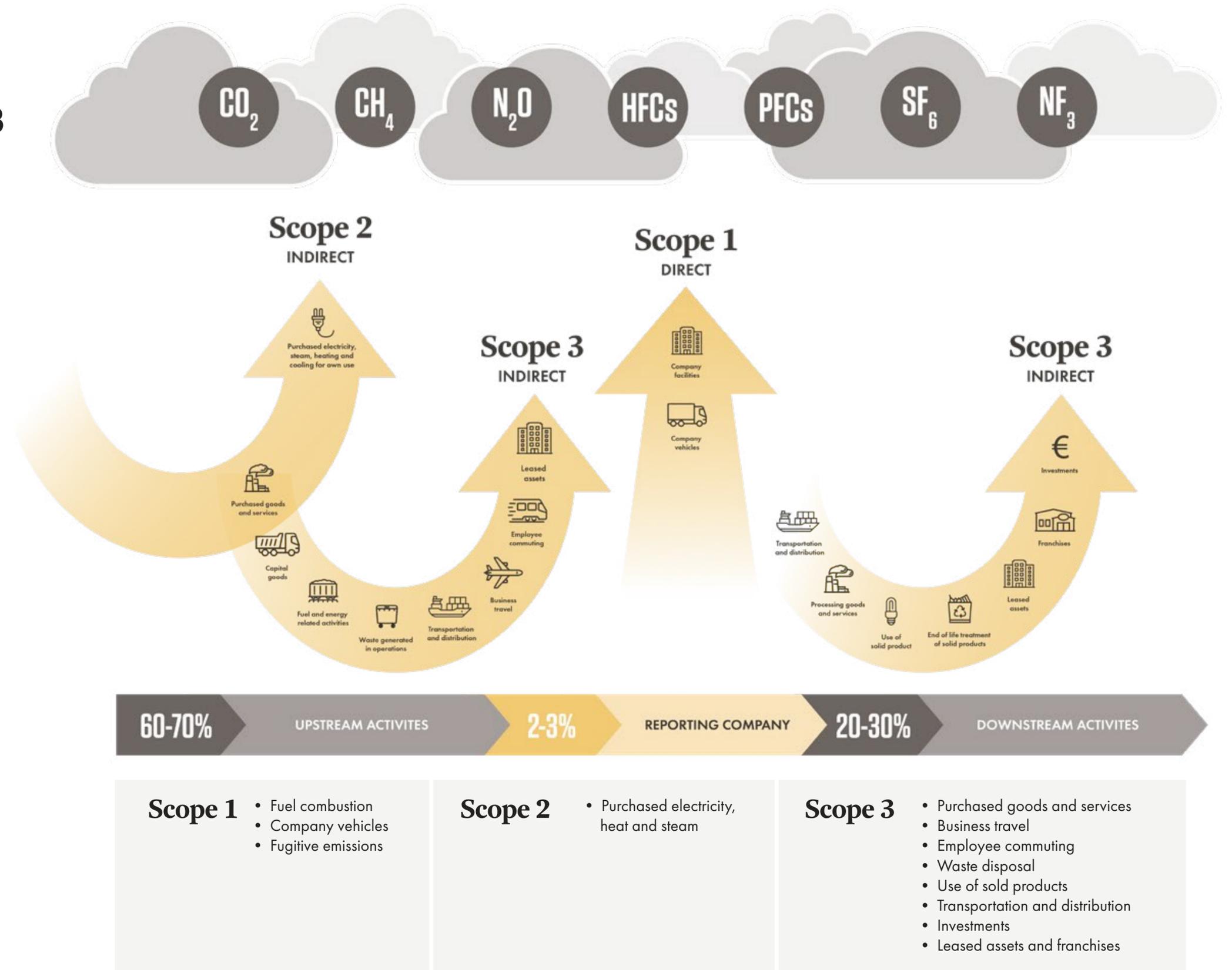
### Additional Impacts

Gold Standard for the Global Goals specifies that all projects and funds shall demonstrate a clear, direct contribution to the UN sustainable development goals, defined as making demonstrable, positive contributions to at least three SDGs, one of which must be SDG 13, Climate Action. These must be a significant and primary effect of the projects and must be permanent or lasting (with any time-limit to the project's effect transparently declared). Certified SDG Impacts are third-party verified and reviewed by an approved Certification Body and are certified to Gold Standard.

<sup>13</sup> Ourworldindata.org, 2021

## Indirect Emissions – Scope 3

Most of our emissions stem from indirect sources, like the products we sell but are produced by brands and clothing manufacturers, the transport for our deliveries that are carried out by third-party carriers or the emissions that stem from using and disposing the products by our consumers. These emissions are considered Scope 3 emissions, but to achieve a global warming reduction, these emissions also need to be addressed.



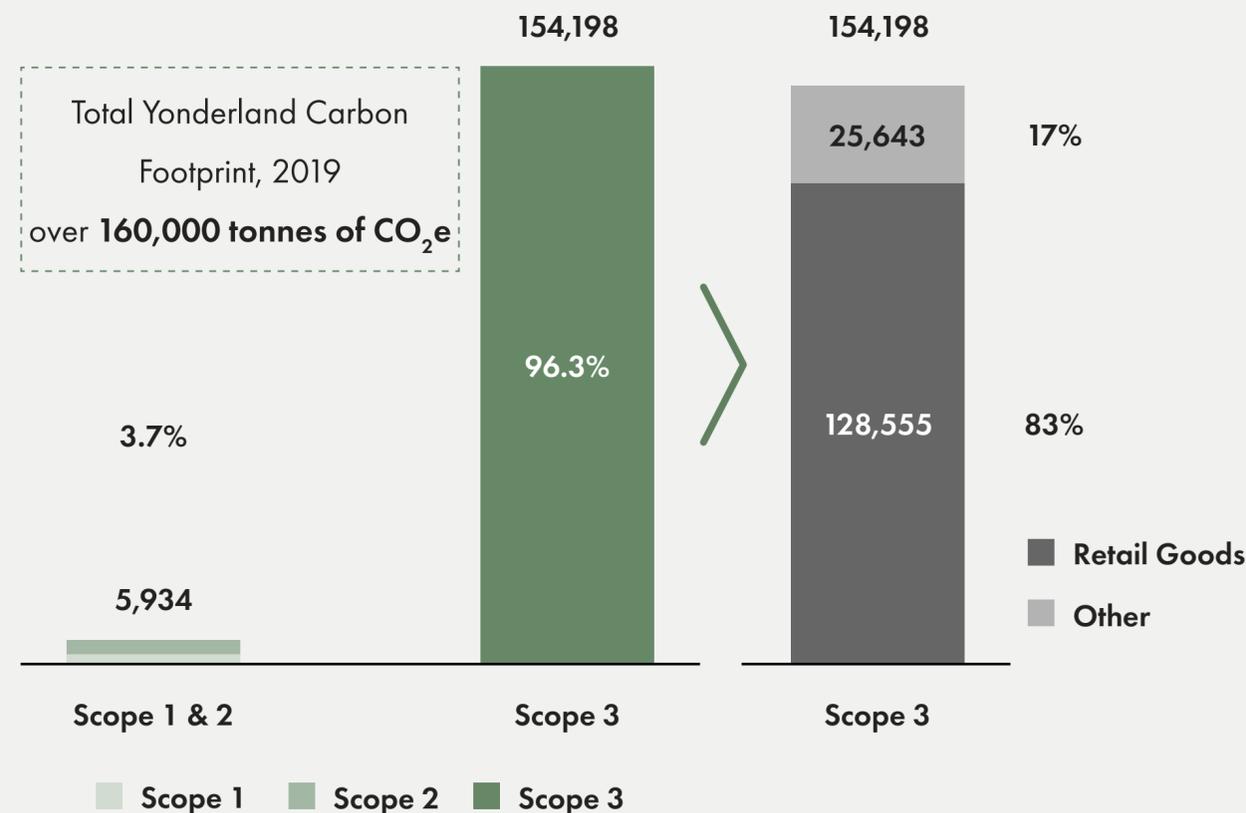
To begin our Scope 3 emission reduction journey, we first needed to establish our baseline year 2019.

Over 95% of our emissions will sit within Scope 3 with a total of 154k tonnes of CO<sub>2</sub>e. This is due to the carbon intensive production of our products, which represents over 80% of our Scope 3.

## Scale between Scope 1 & 2 vs Scope 3

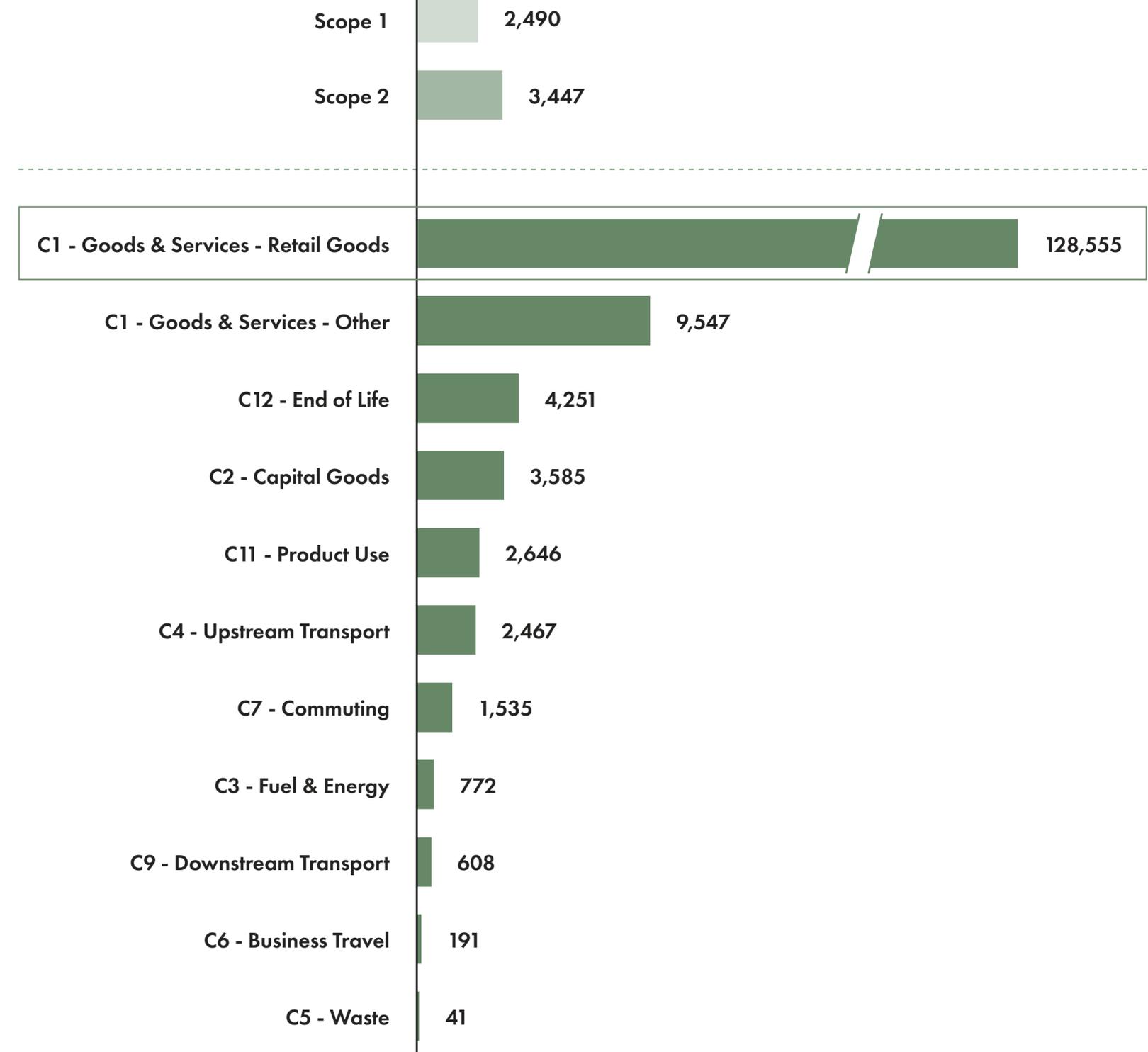
### Yonderland Emissions by Scope 2019

CO<sub>2</sub>e tonnes



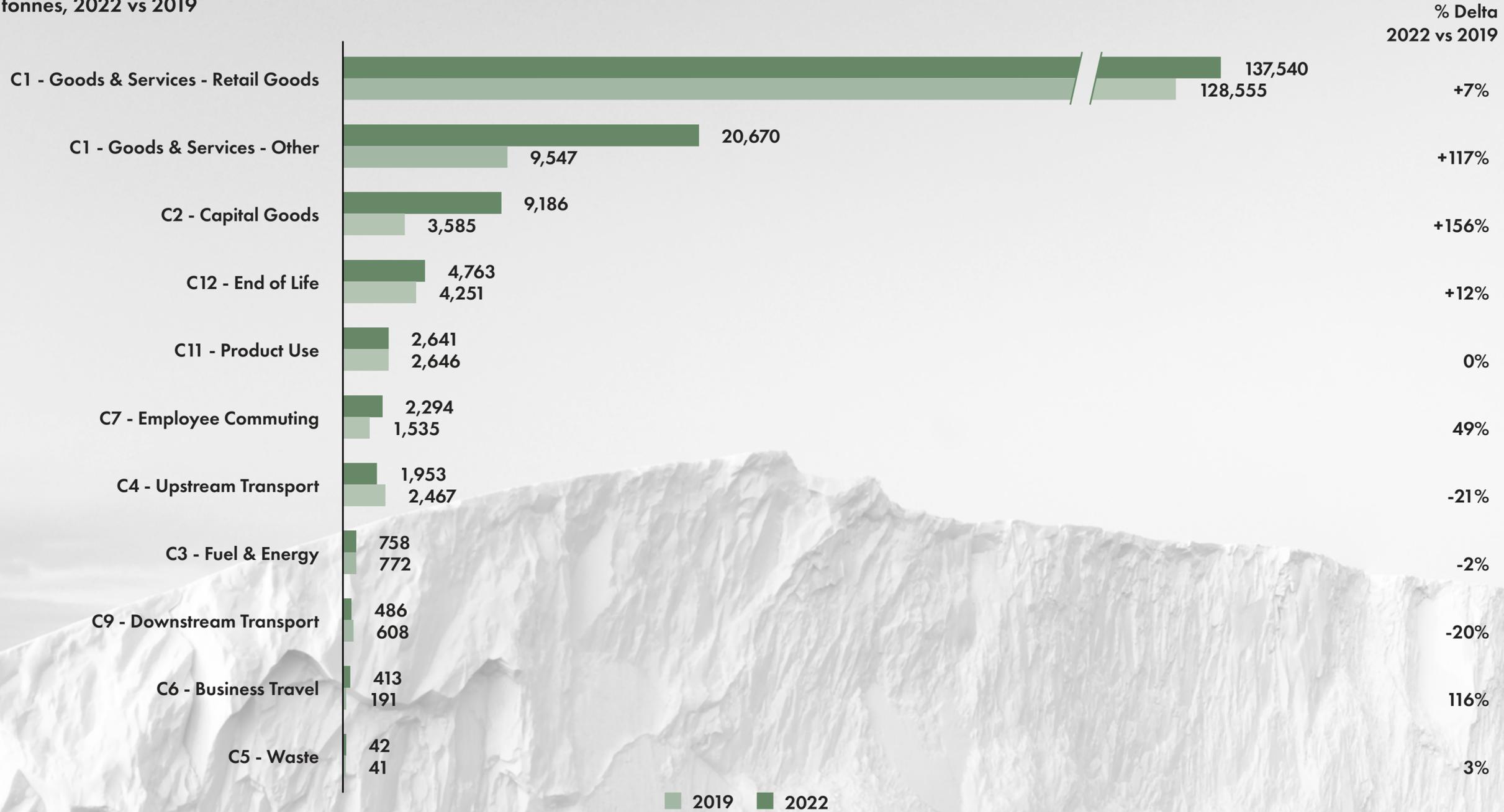
### Yonderland Baseline Emissions by Scope & Category 2019

CO<sub>2</sub>e tonnes



# CO<sub>2</sub>e Scope 3 Emissions, by Category

tonnes, 2022 vs 2019



## Scope 3 in 2022

2022 was the second year we collected our Scope 3 data for. We deliberately decided to ignore 2020 and 2021 as these years were heavily impacted by the pandemic and would not represent our typical operation. It is the first time we are able to compare our emissions over a time period and discern trends and hone in on what actions are best to take.

We want to note that we switched our consulting partners for our Scope 3 calculations to ClimatePartner, in some case have changed our approach and categorisation to data gathering, and occasionally we had to adjust our methodologies and/or the emission factors from what we used in 2019. It does mean that some changes between 2019 and 2022 do not only reflect actual emission changes but have a component that is due to different categorisation and/or different emission factors that had to be applied. However, ClimatePartner ensures all calculations and necessary assumptions follow the Greenhouse Gas Protocol.

Overall we have seen a +17% increase in our total Scope 3 emissions, primarily due to a slightly higher intake and shift in product category mix of retail goods vs 2019 and a higher OPEX and CAPEX spend.

Explaining our key changes:

### **C1 – Goods & Services - Retail Goods**

- Changes in emissions are due to a higher absolute intake volume, a shift in product category mix, and brand mix.
- The same methodology and same emission factor databases were used across both years.

### **C1 – Goods & Services - Other**

- We have changed our categorisation of our spend across all our business units and in some cases had to change to different average emission factors because of that.
- However, most of the increase here is our higher spend vs our 2019 baseline year.

### **C2 – Capital Goods**

- Here we have also changed to a consistent categorisation across our three business units which is not entirely comparable with our categorisation in the baseline year and thus some change is due to different average emission factors that had to be applied.
- However, the majority of the increase stems from an increase in investment, in particular in refurbishing our stores as construction materials carry a high emission factor.

Scope 3 is a difficult, complex and a highly segmented estimation model due to a lack of primary data from most of our suppliers and our own data gathering infrastructure. On top of actions to pursue bringing down our Scope 3 emissions, we will continue our work in improving the accuracy and consistency of our Scope 3 reporting.

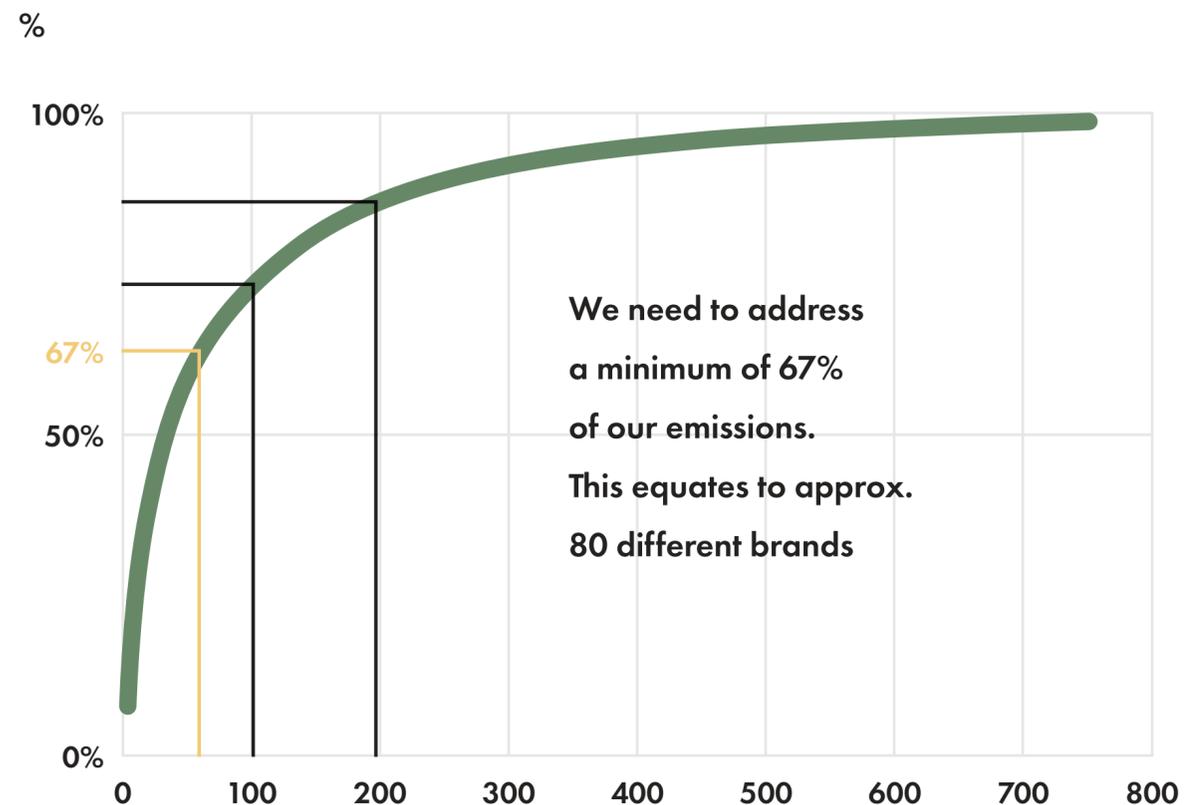
### Actions to reduce Indirect Emissions

Our biggest lever in bringing down emissions in Scope 3 is to encourage our brands to produce products in a less carbon intensive manner.

We have therefore set a Supplier Engagement Target to engage over 67% (over 2/3) of our brands by emission to set their own science-based aligned targets.

This means we will address approx. 80 of our key brands to set their own climate action plans if they have not already done so.

## Cumulative Emissions by Number of Brands



### Outdoor Retailer Climate Commitment

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 have to lead the way in climate protection.

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 50% 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. We are delighted to report that we doubled our membership in 2022 and welcomed SportPursuit, Sporthaus Schuster, Sport Conrad, Engelhorn and Ellis Brigham Mountain Sports on board.

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 de-carbonising products and operations.

We have published our first annual progress report for 2021 and we are proud to announce that:

- 7/10 retailers have completed their carbon footprint measurements
- 6/10 are working with Science-Based Targets
- 45% of reductions in Scope 1 & 2 across all retailers in 2021 vs 2019
- Scope 3 targets are underway: most have or plan to set Supplier Engagement Targets

Our message to the industry, our brands and suppliers is clear

- The industry (brands) needs to get ready for more scrutiny and to provide information on their carbon footprints going forward
- To fulfil our Paris Agreement commitment we are all requiring 60-80% of our suppliers to set reduction targets themselves

Download the full ORCC report [here](#).



# MINIMISING WASTE

We need to completely change our thinking about waste if we want to stop depleting the final resources on our planet, reverse climate change and preserve the wild outdoor spaces we love.

The commonly known “3 Rs of Sustainability” – Reduce, Reuse, Recycle – are no longer enough.

We need to rethink, redesign, refuse, reduce, repair, reuse..., repair again, refurbish, regift, recycle...

Waste should not exist! After every ounce of usability is extracted from an item, it should still not be viewed as waste but as feedstock for a new generation of products.



<sup>14</sup> European Commission Press Release: European Green Deal: Putting an end to wasteful packaging, boosting reuse and recycling, Brussels November 30 2022

Here at Yonderland we are only embarking on this journey to rethink our resource strategy and waste management: from the marketing materials we print, to the merchandising material we use in stores, the paper your receipt is printed on, the packaging we send online orders in, to what happens to products that are broken and/or returned to us.

In 2022 we looked into packaging of our products and our online orders. On average, each European generates almost 180kg of packaging waste per year. Packaging is one of the main users of virgin materials as 40% of plastics and 50% of paper used in the EU is destined for packaging. Without action, the EU would see a further 19% increase in packaging waste by 2030, and for plastic packaging waste even a 46% increase.<sup>14</sup> We want to act decisively against packaging waste and have piloted a few projects.

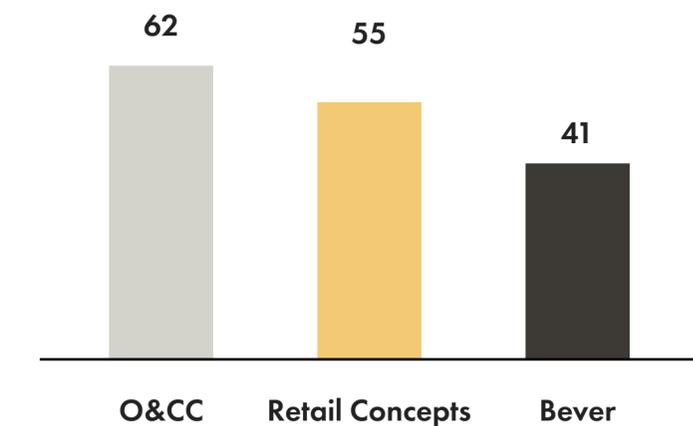
In addition, we focused on continuing our partnerships with our recycling partners for returned and/or broken products.

## Recycle My Gear

We continue to operate our 158 recycling collection points across Europe, where customers can drop off any broken or unwanted clothing.

## Yonderland Recycling Points

Number of Recycling Drop-Off Stations (#)



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

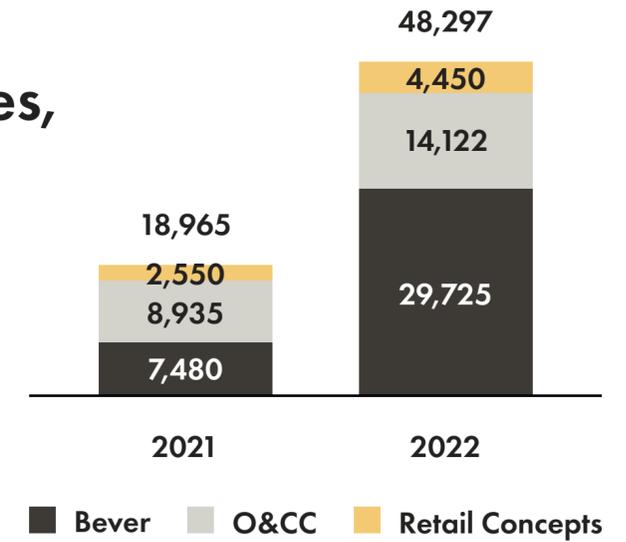
- Create a second-hand clothing stream
- Donate or sell items which are in a usable condition, giving the items a second lease of life and preserving their value for longer
- Upcycle the items into crafts or other objects
- Recycle the items by breaking them down into their components and feeding as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

In 2022 we increased the amount of clothing, footwear and equipment collected by 155% vs last year from ca 19,000kg to over 48,000kg.

Bever is currently the only Business Unit set up for processing items other than clothing and footwear, e.g. camping equipment or hardware goods.

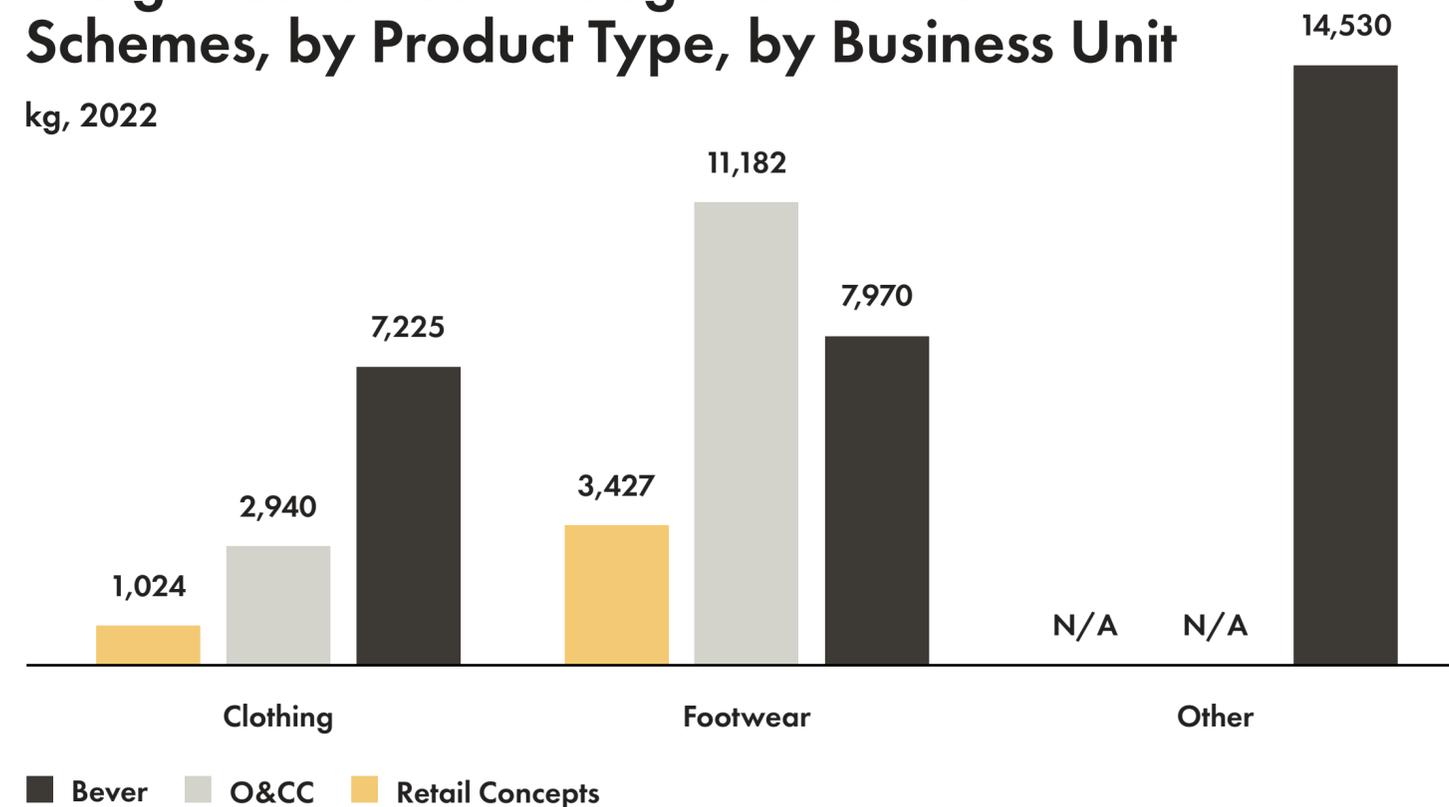
## Total Weight of Gear Collected Through Our Take-Back Schemes, by Business Unit, by Year

kg



## Weight Collected Through Take-Back Schemes, by Product Type, by Business Unit

kg, 2022



## Tent Upcycling Project

At both A.S. Adventure and Bever we have experimented with upcycling tents. Generally, hardware goods are much more difficult to up- or recycle well as recycling streams often don't yet exist for these types of goods.

We ran a summer campaign where customers could return their old tents to us to be recycled into toiletry bags.

At A.S. Adventure we have also found a novel way of using old aftersales tents by turning them into curtains for our fitting rooms.



## Zero Stock to Landfill

We also continue our commitment to “Zero Stock to Landfill” working together with charities to take unwanted, broken and/or unsellable aftersales stock to repair, resell, repurpose or recycle.

### Our partners

Our partners for both initiatives, Recycle My Gear and Zero Stock to Landfill are as follows:

### Bever

Bever is our first business unit to bring the sorting of post-consumer and aftersales stock in-house. In our Recycling Street old stock and post-consumer products get sorted into different recycling streams before being passed on to third parties for further recycling or are washed, repaired and sent to our stores offering second-hand options.

In 2022 we launched our own “recycle street”; a sorting centre where we sort out all collected used gear. We have been working with one partner to handle collected products before, but realised that with that way of working we could never reach the highest standards of managing each product stream. Therefore we decided to start sorting in-house and add more partners at the back end.

In 2022 we collected, sorted and supplied over 25,000kg of products towards our 3rd party re-users and recyclers.



In order to work together with the value chain on reducing our contribution to the mountains of textile waste, we launched the Circular Collaboration Initiative Outdoor Industry.

In 2022 we have sorted and up-/ recycled the following:

PRODUCT TYPE	KGS	ONWARD RECYCLING STREAM
Footwear	7,475	Recycled through Fastfeet Grinded
Tents - Synthetic	7,410	Used for Buitenmens collection through Blue LOOP and Freanck
Tents - Cotton	4,640	Experiments for reusing fabrics for shopping bags
Clothing General	4,590	Fine sorting through partner Sympany, both for reuse in other markets and recycling
Jeans	950	Recycle to Buitenmens collection with Blue LOOP
Second-Hand	945	In Bever stores
Sleeping Bags - Synthetic	720	Donation to Shelter Suit
Backpacks	600	Material harvesting (taking spare parts) rest is waste
Donation Sleeping Bags	500	Christian Refugee Relief charity
Donation Footwear	495	People for people charity
Hardshells	400	Still in experiment phase for recycling
Synthetics/Fleece	340	Still in experiment phase for recycling
Donation Sleeping Mats	210	Christian Refugee Relief charity
Donation Clothing	160	Christian Refugee Relief charity
Wool	130	Recycled for Buitenmens collection through Blue LOOP
Sleeping Bags - Down	120	Recycled for recycled down through Altex
Donation Mosquito Nets	40	Christian Refugee Relief charity
Ski boots	-	-

## Retail Concepts

### WMH

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.

### Sant'Egidio

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 & Cycle Concepts

### A-Text Solutions

A-Text Solutions is a Gatwick-based all-textile recycling collector with operations throughout mainland Britain. It provides local authorities, retailers and waste companies with industry expertise from a class-leading business partner and delivers over 20 years of knowledge and experience, of working with clothing waste, taking textile recycling in the UK to new levels of professionalism. A-Text holds full and executive TRA membership & works with key stakeholders across the textile supply chain towards meeting the goals of the SCAP 2020 commitment (WRAP). It has over 8,500 collection locations (in- and outdoors) across Britain.

### Their philosophy is simple:



### Phoenix

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 of 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.

# Waste Results

The waste results in 2022 clearly show a need to improve our monitoring and reporting of our waste streams especially on a store level.

Nonetheless, the good news is that our recycling rates are improving in most sites and are all above 60% on a Business Unit level.

Outdoor & Cycle Concepts showed an increase in waste for both recycled and general waste in 2022 vs 2021. In our recycled waste we have had a significant increase in plastic waste recycled at our warehouse facility due to our Single-Use Plastic Trial where we remove LDPE sleeves from our products before they are sent out to consumers to ensure they get 100% recycled.

Furthermore, due to temporary COVID store closures last year our general waste had also been lower than typical levels and our general waste is back up by 31% as 2022 was a year of normal business operation.

Unfortunately, we have been unable to increase our recycling rates at O&CC in 2022 but this remains a strong focus for 2023.

At Retail Concepts waste generation has stayed reasonably constant over the last two years of reporting (+5% increase vs LY) and has increased its recycling rates to 66%. Going forward the team is working very hard to improve these rates with our third-party waste managers.

Bever has had a doubling in waste in 2022 vs 2021. When we queried our data it has become clear that 2021 was an exceptional year with extremely low waste generation due to large-scale COVID-related store closures and Head Office closures in 2021 lowering the waste generation significantly. In addition almost no building works were carried out in 2021 significantly lowering construction waste. As normal operation commenced 2022 results are very similar to waste volumes produced in 2019 and 2020.

A noteworthy, but temporary increase in general waste in 2022 stemmed from a site-clearing in one of our warehouses to make room for our new recycling street.

## Waste Produced by Business Unit, 2022 vs 2021

metric tonnes

	RECYCLED WASTE			GENERAL WASTE			TOTAL			RECYCLING RATE		
	2022 (tonnes)	2021 (tonnes)	% vs LY	2022 (tonnes)	2021 (tonnes)	% vs LY	2022 (tonnes)	2021 (tonnes)	% vs LY	2022 (%)	2021 (%)	%pt. Change
O&CC	617	525	18%	347	265	31%	964	790	22%	64%	66%	-2.4%
Retail Concepts	415	388	7%	210	207	2%	625	594	5%	66%	65%	1.2%
Bever	291	124	135%	113	71	60%	404	195	107%	72%	64%	8.4%
<b>Yonderland</b>	<b>1,324</b>	<b>1,036</b>	<b>28%</b>	<b>671</b>	<b>543</b>	<b>23%</b>	<b>1,994</b>	<b>1,580</b>	<b>26%</b>	<b>66%</b>	<b>66%</b>	<b>0.8%</b>

## Single-Use Plastic Trial

Industry-wide problems demand an industry-sized response. For this reason, over 30 brands and retailers from the outdoor industry are working together with the European Outdoor Group to take responsibility for single use plastic packaging. We are removing the single-use plastic envelop products arrive in at our warehouse before they go out to consumers.

We have a dedicated recycling partner in the UK called Agecko, who is set up for recycling LDPE plastic and turns our bags back into pellets ready to be used to create recycled bags.

Plastic, despite its reputation, is an excellent, environmentally friendly material as long as it stems from recycled feedstock and is recycled at the end of its life. As the Life Cycle analysis of the EOG shows recycled plastic has a lower environmental impact than paper, cardboard or cotton alternatives. Plastic is excellent at keeping our products clean and dry and is extremely lightweight for transport.

This year O&CC has recycled over 10,000kgs of Single-Use Plastic for its consumers in the 6-month trial period.

### Manufacturer



### Brand / Retailer



### You

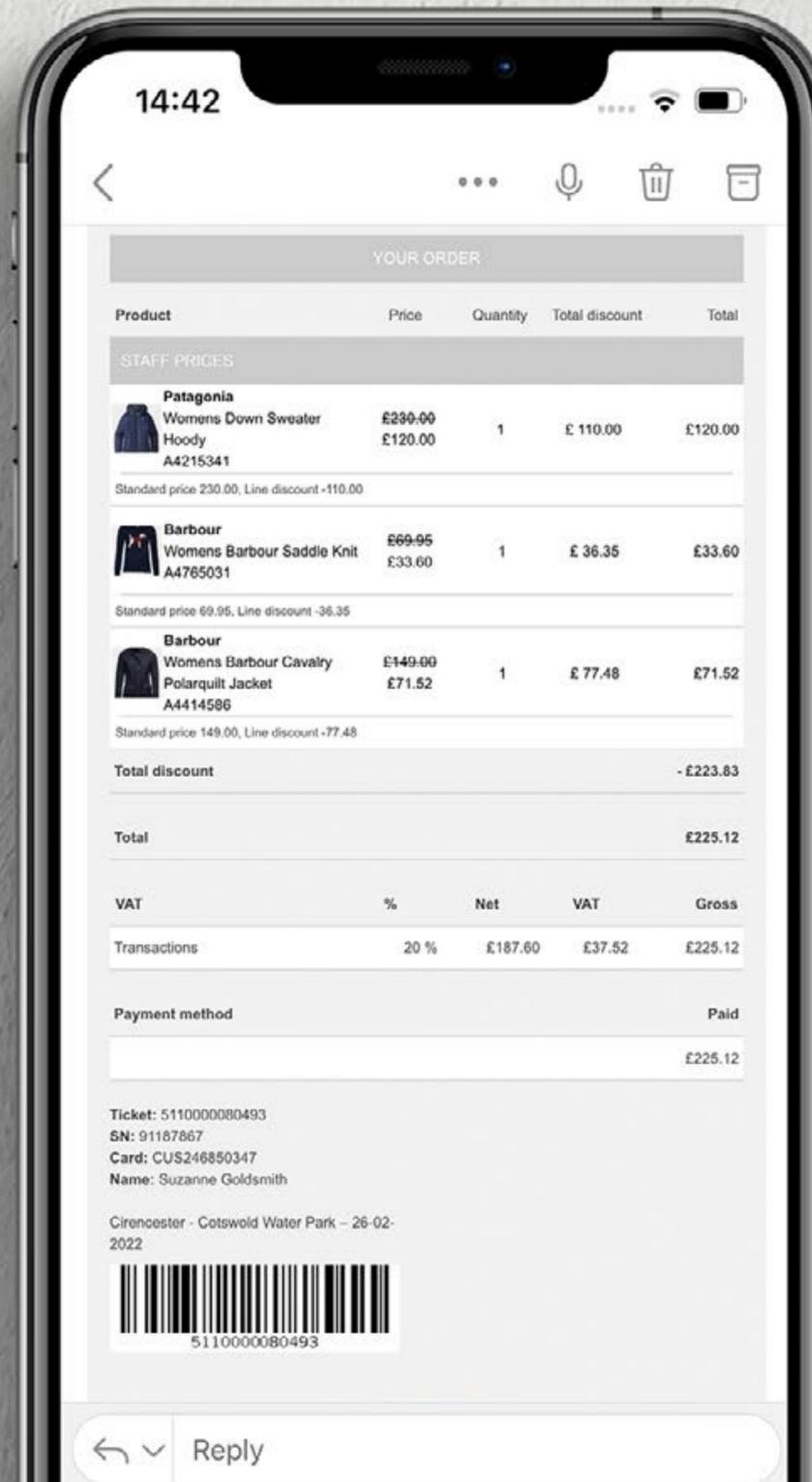


### Recycler

## Paperless Invoicing

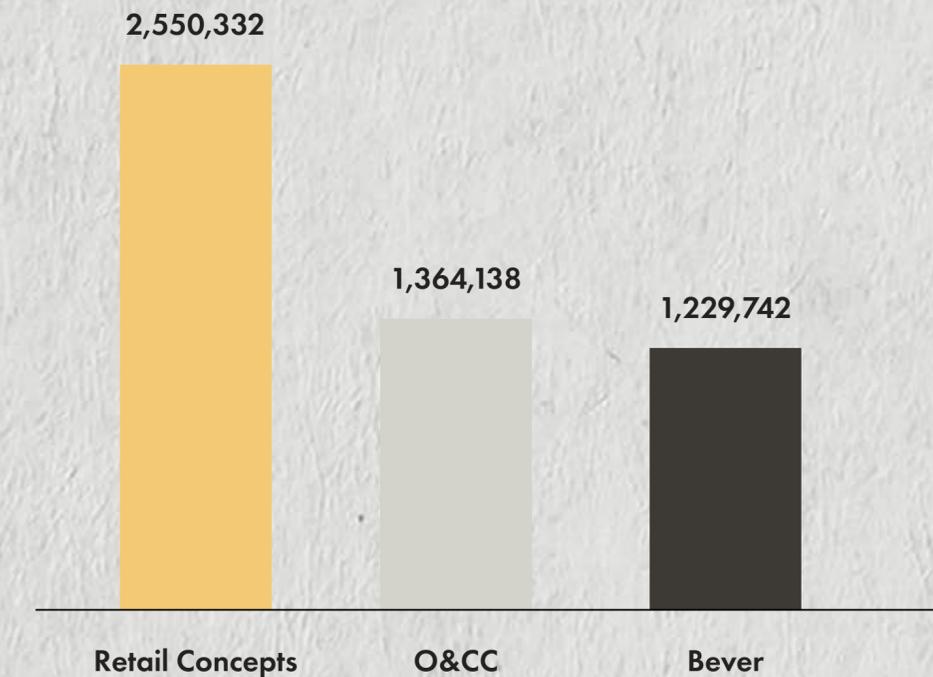
What looks like a small step and on an order by order basis only represents a small piece of paper has added up to a considerable amount of waste prevented.

Our effort to move towards paperless invoicing has improved over the course of 2022: we have saved over 5 million invoices from being printed by offering email invoices instead.



## Total Number of Invoices/Tickets NOT printed (saved) in Stores, by Business Unit, 2022

Number (#)



# PROTECTING THE OUTDOORS

Europe's nature is in alarming decline, with more than 80% of habitats in poor condition. Restoring wetlands, rivers, forests, grasslands, marine ecosystems, and the species they host will help<sup>15</sup>

- increase biodiversity
- clean our water and air
- pollinating crops
- limit global warming to 1.5°C
- preventing natural disasters like flooding and
- reducing risks to food security

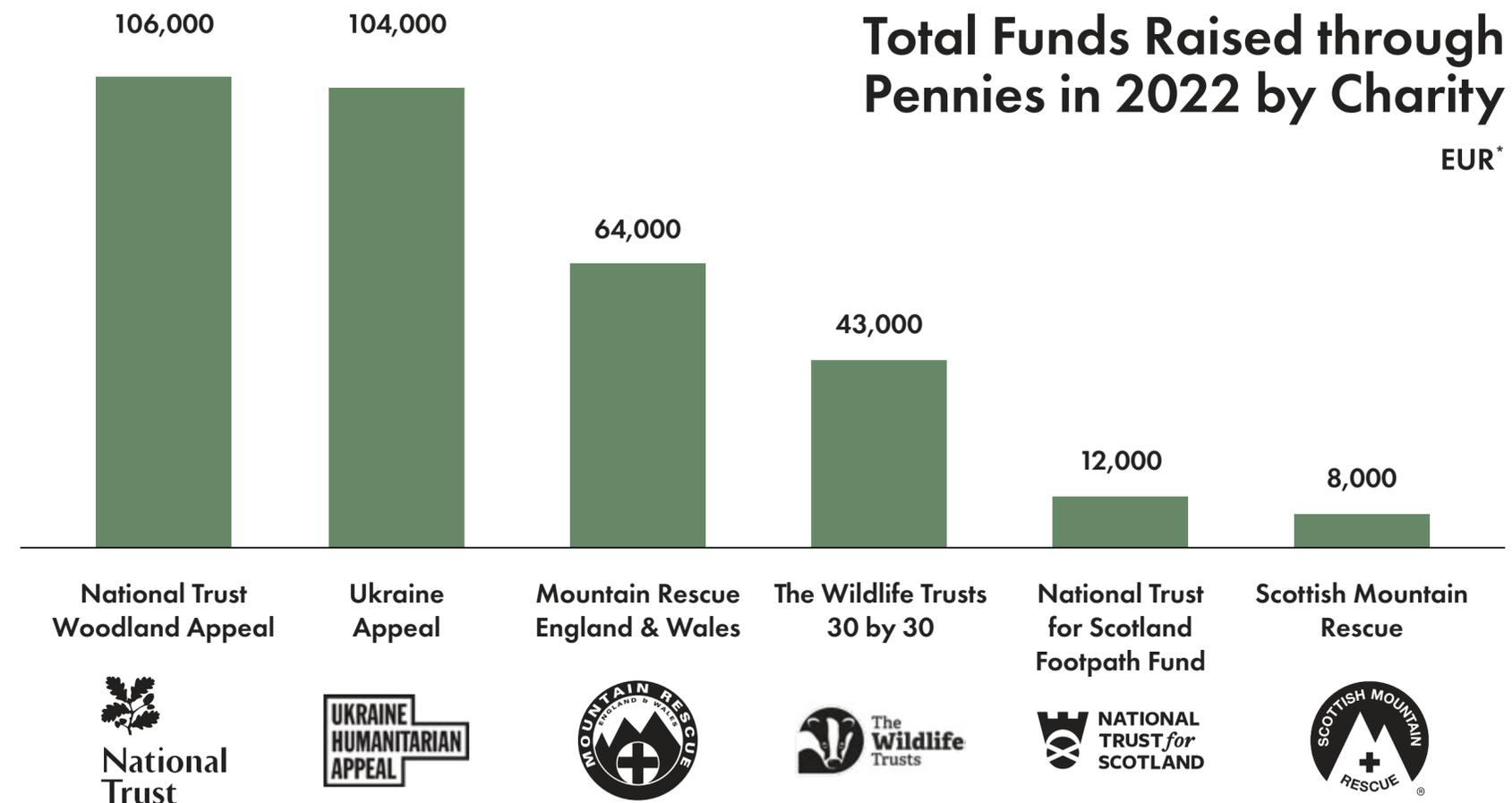
The European Commission estimates that "every €1 invested into nature restoration adds €8 to €38 in benefits".<sup>16</sup>

<sup>15</sup> [https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-law\\_en](https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-law_en)  
<sup>16</sup> [https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-law\\_en](https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-law_en)

## Charity Supports



Pennies is a microdonation initiative that was launched in all Cotswold Outdoor, Runners Need and Snow+Rock stores (apart from ROI) in August 2021. Since then, we have supported a wide range of charities by communicating their cause to our customers and encouraging them to make microdonations when they purchase in-store. Outdoor & Cycle Concepts was awarded the 2022 Pennies 'Outstanding Achievement Award' for our rapid growth of donations and effective engagement with, and communication of, our charity partners and how this supports our overarching mission. Many of the charitable initiatives we have supported through Pennies have sustainable missions that focus on protecting the outdoors, including the National Trust Woodland Appeal, National Trust for Scotland Footpath Fund and The Wildlife Trusts 30 by 30. In total we raised over EUR 337,000 for charities through our customers microdonations.



\*[EUR, rounded to nearest thousand, £:€ exchange rate 1:1.15]

## Natuurpunt/Natagora



We have been a loyal partner of Natuurpunt/Natagora since 1998. In 2022 we donated over 90,000 Euros towards their efforts.

- Our donations are used to protect over 27,800 hectares of nature reserve in Flanders
- Plant 150 hectares of new forest, thanks in part to our support
- Signposting of 11 A.S. Adventure trails
- Installation of benches, information boards and insect hotels

	2018	2019	2020	2021	2022
# Bee-hotels	104	111	76	122	327
# Benches	39	51	62	76	151

- Construction of play nature in the Grote Netewoud; Altenbroek in Voeren and the Liermand in Oud-Turnhout
- Support in publishing the Natuurpunt cycling and walking guide: 10,000 copies a year
- Partner of Expedition Natuurpunt, an adventurous fundraising campaign for the benefit of Flemish nature

Partner of the great documentary film [Onze Natuur](#)

## #SaveOurOutdoors



In AW22 Cotswold Outdoor and Runners Need launched the #SaveOurOutdoors campaign to highlight the impact that the climate crisis could have on our beloved UK natural beauty spots in the next 50 years if action is not taken to halt it.

We worked with environmental expert John Howell and a digital artist to create 10 images depicting the stark contrast between how the nation's top 10 outdoor beauty spots look now, and how they might look in 50 years' time following the devastating effects of climate change. Cotswold Outdoor and Runners Need want to support everyone to enjoy the outdoors, but we also want to educate and support people to enjoy the outdoors in a responsible way. John Howell provided his top tips on the small steps we can all take to reduce our impact when enjoying the outdoors, such as sticking to footpaths to avoid erosion of the landscape.

The #SaveOurOutdoors campaign achieved national and regional coverage with an overall reach of 572 million, and was supported by a group of outdoor loving social media influencers who spread the word to their followers and collectively achieved 70k Instagram reel views. Cotswold Outdoor ambassadors Helen Glover and Jamie Ramsay helped to amplify the campaign message further by appearing on numerous outdoor and running podcasts to spread the word about how we can all play our part and enjoy the outdoors responsibly. There have also been a series of podcast presenter in-reads to reinforce our campaign message.

## Cool Earth



## JÜTTU

For 11 years in a row, we have partnered with Cool Earth, which advocates for rainforest protection worldwide to tackle climate change. They do this in close cooperation with indigenous people and communities living and working in the rainforest.

Their efforts already include over 244,392 hectares across the 3 largest rainforests in South America, Congo and New Guinea.

This year we have supported Cool Earth with a donation of over 25,000 Euros.

## Earth Runs runnersneed

Runners Need is a proud partner of Earth Runs who organise virtual running events and plant trees on behalf of entrants. Their aim is to offer running events that don't generate new waste in the form of medals and T-shirts, but that also have a positive impact on the planet by planting trees on behalf of the runners. Earth Runs offer entrants optional biodegradable, seeded medals that can be planted and will grow into wildflowers that will help the bees. They also donate 20% of all profits to protecting existing forests. So far, Earth Runs have planted 106,353 trees, and Runners Need events have helped to plant 5,000 of those in 2022 and will help plant another 5,000 in 2023.

Earth Runs partner with some amazing not-for-profit organisations who help them plant the trees in 18 different countries across the globe, in North America, Latin America, Asia, Australia and Africa. The trees are often planted as part of reforestation projects after major wildfires or to repair damage caused by industry and resource extraction. It's not just about combatting climate change and reducing carbon emissions, these tree-planting schemes help create jobs, build communities, and protect habitat for biodiversity.

### How it works



BLACK FRIDAY

# MORE FOR LESS

*Buy better, save money, protect the planet*

Get up to **25% off** selected kit and we'll donate 1% to The Wildlife Trusts

The Wildlife Trusts is a registered charity (no. 207238). T&Cs apply



The Wildlife Trusts



## Black Friday Campaign

The Wildlife Trusts are on a mission to create a world where land and seas are rich in wildlife. Through their ambitious 30 by 30 project, they are calling for at least 30% of our land and sea to be connected and protected for nature's recovery by 2030.

Our Black Friday campaign at Cotswold Outdoor was dedicated to The Wildlife Trusts with 1% of sales from selected items being donated to the charity's #30by30 project.

EOCA



JÜTTU

## The European Outdoor Conservation Association

For several years, we have been members of EOCA, the charitable organisation within the outdoor industry that funds specific nature projects with its 150 members. With this association, the European outdoor industry can work for our outdoor environment. Thanks to this collaboration, we really do make a difference. This year we have donated over 6,000 Euros to EOCA for its efforts.

## Employee Engagement Activities

### River Clean Up



JÜTTU

We have been a partner of River Clean Up since December 2021. They focus on cleaning up plastics in the world's most polluted rivers, with a future goal of removing 8 billion kg of plastic from our oceans. Rivers are therefore the blue veins of our planet, where we can intercept waste more easily.

We support them financially every year as a structural partner donating over EUR 25,000 in 2022. We jointly organise A.S. Adventure River Clean Ups to which we invite our customers. For example, with 3 clean-ups in 2022, we have already managed to clean up 638.10kg of plastic and waste:

- 160kg cleaned up in Ghent
- 156.7kg cleared in Namur
- 321.4kg cleared at the head office



### Island Clean-up

One clean-up day at Schiermonnikoog (a Dutch island) for World Ocean Day with 25 colleagues, collecting 197kg of waste from the beaches.

On World Clean Up day we went on a clean-up session with 22 colleagues throughout the country collecting 55kg of waste.

### Recycle Street:

#### Get Involved

In addition, Bever employees can help out for a day in the in-house recycling street sorting stock into the various up-and recycling streams. This helps our employees get an appreciation again for the products we sell and want to repair as well as actively contribute to a more circular business model.

**BEYOND  
OUR WALLS**

## CBC Blue Paper Contribution

Cross-border Commerce is an accelerator and thinktank for European retailers and marketplaces and collaborates with the European Commission on various topics including sustainability in retail. In 2022 Yonderland has been an active collaborator in the Blue Paper on creating more sustainable business models in retail. Together with brands like Philips, Boohoo, Danone, Hugo Boss, Shopapotheke and TheHutGroup we have created a document that assists retailers in starting their sustainability program highlighting risks and opportunities, giving hands-on advice for setting up a carbon accounting project, laying out steps for products' life cycle analyses and flagging upcoming EU regulations to consider.

We hope that through sharing our experiences and learnings we can accelerate the shift towards more sustainable business models for retailers and marketplaces that are just starting out on this journey.



## ISPO Panel: Circularity in Retail

At this year's ISPO (international trade fair for outdoor & sports clothing and equipment) Yonderland was invited to participate in a panel discussion on Circularity in Retail alongside German online outdoor retailer Bergzeit, the world's largest textile recycler SOEX and Sneaker Rescue, a Berlin start-up for trainer repairs.

We shared our knowledge and experience with more circular business models like rental and second-hand and discussed the viability of retailers offering take-back schemes for recycling.

As retailers we agreed, we can be influencers and facilitators, but would struggle to take on large scale volumes. We want to influence our consumers to change and adapt their behaviours through buying less, but better, renting more, repairing equipment or buying second-hand and we can function as facilitators for pilot take-back schemes for our brands. However, we all agreed that for the scale that is required to make our industry more circular, recycling companies, like SOEX and companies with their core mission around refurbished and second-hand products, like Sneaker Rescue are necessary, as retailers do not have the capacity or expertise to take on the required volumes.



In the short to medium term, however, retailers have more capacity in their repair & care schemes, their rental and second-hand offerings than is currently demanded by the market. We hope consumers continue to shift their behaviour towards a more circular economy and explore the services we currently have on offer.

# How brands can contribute

## If you are a brand...

### ... put a climate action plan in place

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.

### ... invest in more sustainable product design & manufacturing

It is riskier, at this point, not to invest in more sustainable business practices. Customers demand more and more transparency on how their products are produced. Increased sensitivity to environmental exploitation and climate change mean that products with better environmental track records start to see a better conversion rate. It is high time to improve resource efficiency, chemical management, the protection of land, water and biodiversity, design for better repairability and recyclability and enhance waste management throughout the production lines. Our new Our Planet label seeks to address all these areas and to reward brands and products that have made environmental protection a priority.



# How consumers can help

## If you are a consumer...

### ... travel less and more sustainably

Typically travel & transport make up just over ¼ of the average European's carbon footprint.<sup>17</sup> In particular, air travel has an incredibly high emission rate, so choosing to stay regional for your holidays and enjoying the local outdoors is one of the biggest emission savers you can do each year. In addition you can car share, take the public transport or make the approach part of the adventure. Why not cycle to the trailhead?

### ... buy less, but better

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.

### ... rent your kit

If you want to get a taste for outdoor sports or need particular kit for one expedition, decide to rent instead of buying. Renting our kit saves you some money and the planet a great deal of resources and waste.

### ... repair your gear

Our products are built to last and if an adventure does end in a tear or a stain, bring it to us for a repair or a wash. We want our customers to wear their repairs with pride: it is a badge of honour and a memory of great adventures. We reproof your boots, wash your jackets and sleeping bags, repair trousers, tents, buckles and much more. Just ask in stores!

### ... recycle 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.

#### Disclaimer

All facts and figures presented in this report are checked and estimated to the best of our knowledge. We reserve the right to revise any estimates whenever new information or different calculation methodologies become available and/or necessary. Should you have questions or find inconsistencies, please contact us via [melanie.gruenwald@yonderland.com](mailto:melanie.gruenwald@yonderland.com)

<sup>17</sup> PawPrint: What is the average carbon footprint, globally?