

A stylized illustration of a mountain landscape. The background features a large, snow-capped mountain peak in shades of teal and white. In the foreground, two hikers with backpacks are silhouetted against the landscape, standing on a dark ridge. The sky is a gradient of teal and orange. A dark teal banner with a white arrow pointing right is positioned across the top of the image.

OIA | CLIMATE ACTION CORPS

**INTRODUCING THE CLIMATE ACTION CORPS +
OUR CLIMATE POSITIVE 2030 STRATEGY**

FIELD GUIDE 2021

OUR TEAM



AMY HORTON

DIRECTOR, SUSTAINABLE
BUSINESS INNOVATION



KARI SHAFER

MANAGER, MEMBER
SUCCESS



ANDRIANA ROGERS

MARKETING COMMUNICATIONS
MANAGER

OIA | **CLIMATE ACTION CORPS**

SUSTAINABILITY ADVISORY COUNCIL

Libby Sommer
BOLT THREADS

John Stokes*
NEW BALANCE

Matt Thurston (Chair)
REI

Guru Larson
COLUMBIA SPORTSWEAR

Kim Drenner*
PATAGONIA

Alicia Chin*
SMARTWOOL

Danielle Cresswell
KLEAN KANTEEN

JJ Trout*
PEOPLE FOR BIKES

Marie Mawe
W.L. GORE

Theresa Conn*
NEMO EQUIPMENT

Kristen Bandurski*
RED WING SHOE CO.

Jennifer Silberman*
YETI

*New Council members as of May 2021

SUSTAINABILITY BOARD COMMITTEE

Jonathan Cedar
BIOLITE

Alison Hill
LIFESTRAW

Cam Brensinger (Chair)
NEMO EQUIPMENT

Bruce Old
PATAGONIA

Sean Cady
VF CORP

WHAT'S HERE FOR YOU:

1. **THE BUSINESS IMPERATIVE**
2. **PROGRESS** in 2020
3. **CLIMATE POSITIVE** ambition for 2030
4. **THE PATH** to achieve
5. **KEY MILESTONES** to mark our collective progress
6. **RESOURCES** to support you



THE BUSINESS IMPERATIVE

A profile photograph of Larry Fink, CEO of BlackRock, wearing a blue suit and glasses, looking to the right. The background is dark.

**“CLIMATE RISK IS
INVESTMENT RISK.”**

LARRY FINK, BLACKROCK CEO



SUPPLY CHAIN DISRUPTION IS ADDING DELAYS, COST AND UNCERTAINTY.

During Thailand's severe flooding in 2011, more than 14,500 companies reliant on Thai suppliers suffered business disruptions worldwide.

The image features two women against a solid orange background. The woman on the left is wearing a black tank top and holding a sign that reads "CAUSE I GIVE A SH*T". The woman on the right is wearing a patterned jacket and holding a sign that reads "no fashion on a DEAD PLANET".

FUTURE GEN CONSUMERS ARE REINVENTING THEIR RELATIONSHIP WITH CONSUMPTION.

35% of millennials prefer to buy used gear instead of new.



2020 PROGRESS

OIA

CLIMATE ACTION CORPS



MEASURE + PLAN REDUCE + REMOVE ADVOCATE + ENGAGE SHARE.

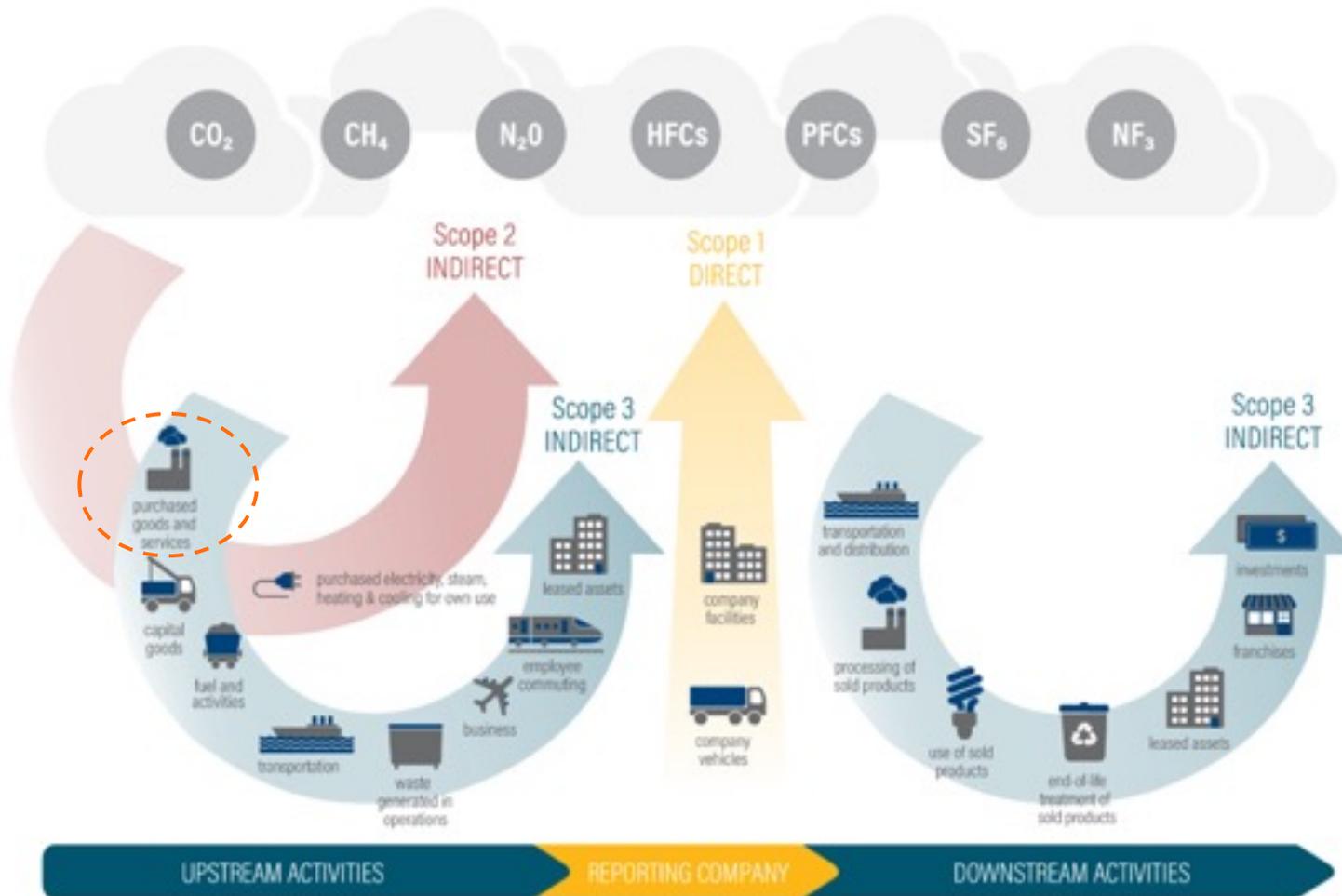
THE OUTDOOR INDUSTRY IS COLLABORATING TO LEAD ON CLIMATE ACTION.

JOIN US TODAY!

LEGEND

-  MEASURE + PLAN
-  REDUCE + REMOVE
-  ADVOCATE + ENGAGE
-  SHARE
-  GUIDING PRINCIPLES

WHAT'S A COMPANY GHG FOOTPRINT?

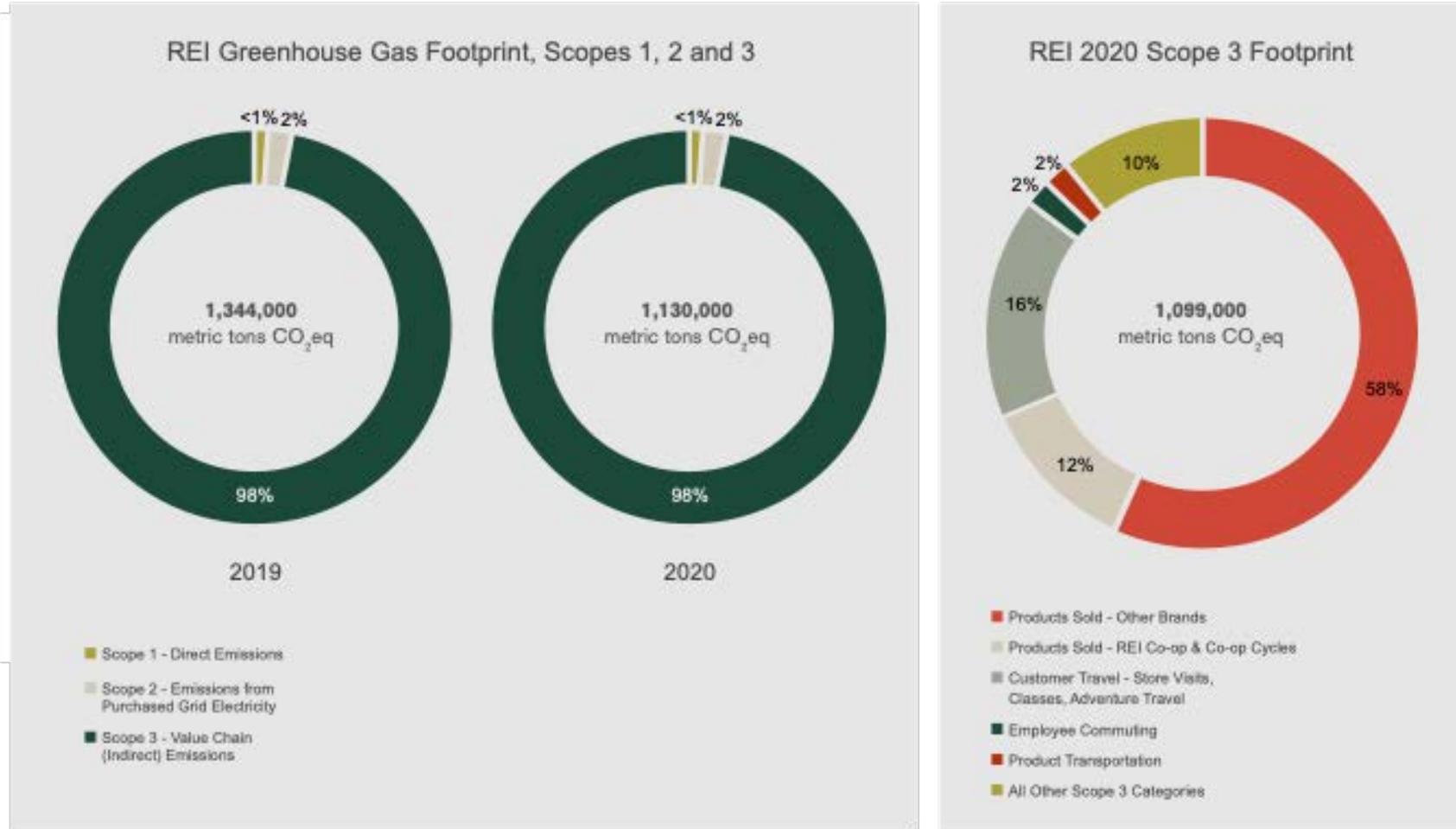


SCOPE 1:
Direct emissions from owned or controlled sources

SCOPE 2:
Indirect emissions from energy purchases (e.g. electricity)

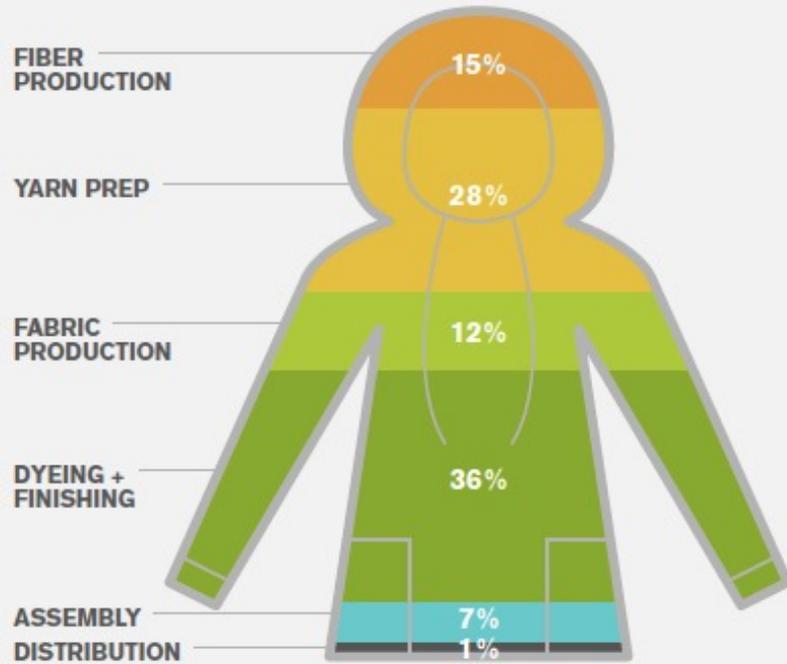
SCOPE 3:
Other indirect GHG emissions (e.g. purchased goods)

WHERE ARE THE EMISSIONS?



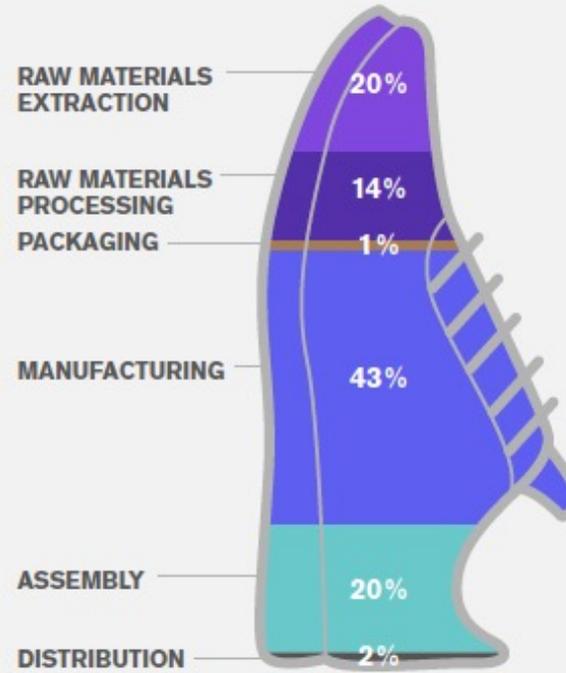
WHERE ARE THE EMISSIONS?

APPAREL



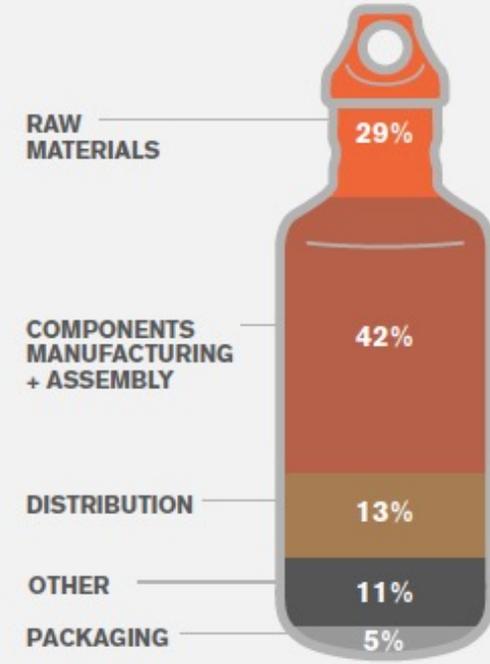
Source: [Quantis, 2018](#)

FOOTWEAR



Source: [Quantis, 2018](#)

STAINLESS-STEEL BOTTLE



Source: OIA, 2019. These percentages are an estimate only. Aggregated from data provided by relevant OIA member companies.

Note: Based on best available data, featured for directional purposes only.

200+

**INDIVIDUAL
SUSTAINABILITY
CHAMPIONS**

85+

**COMPANY
MEMBERS**

\$25+B

**IN COMBINED
ANNUAL SALES
REVENUE**

oia | CLIMATE ACTION CORPS

IN PARTNERSHIP WITH:



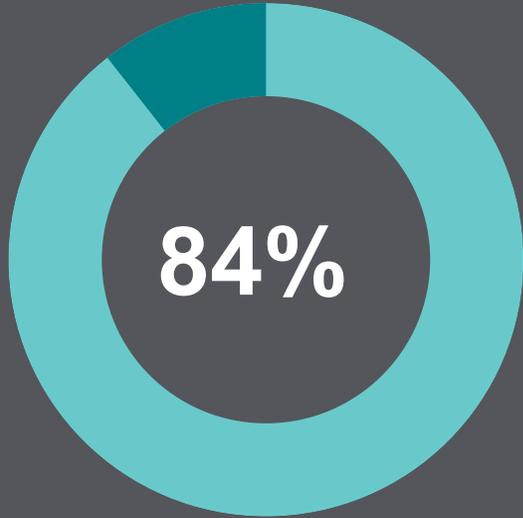
peopleforbikes

FOUNDING MEMBERS

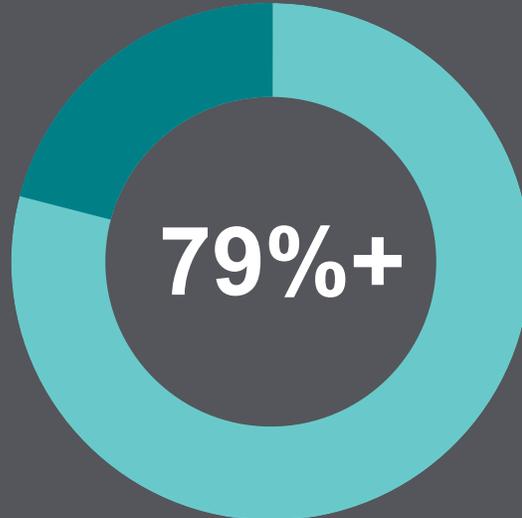


MEMBERS

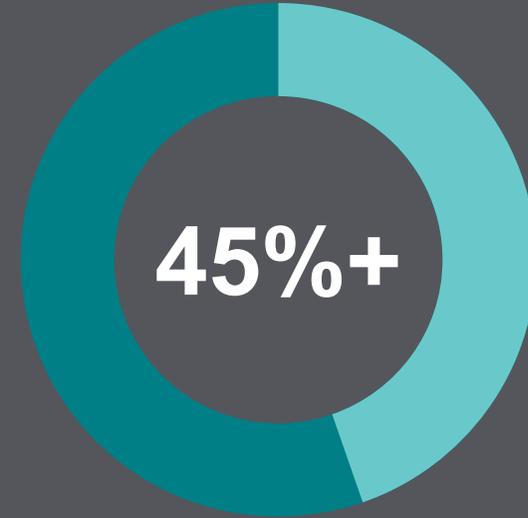




**MEASURED
SCOPE 1&2
GHG**



**SET SCOPE
1&2 TARGETS
*(OR IN PROGRESS)***



**COMMITTED TO
RENEWABLE
ENERGY
*(U.S.)***



2030 STRATEGY

GROUNDING IN SCIENCE

To prevent 1.5°C of warming, global CO₂ emissions must fall by **45%** from 2010 levels by 2030, reaching 'net zero' around 2050.

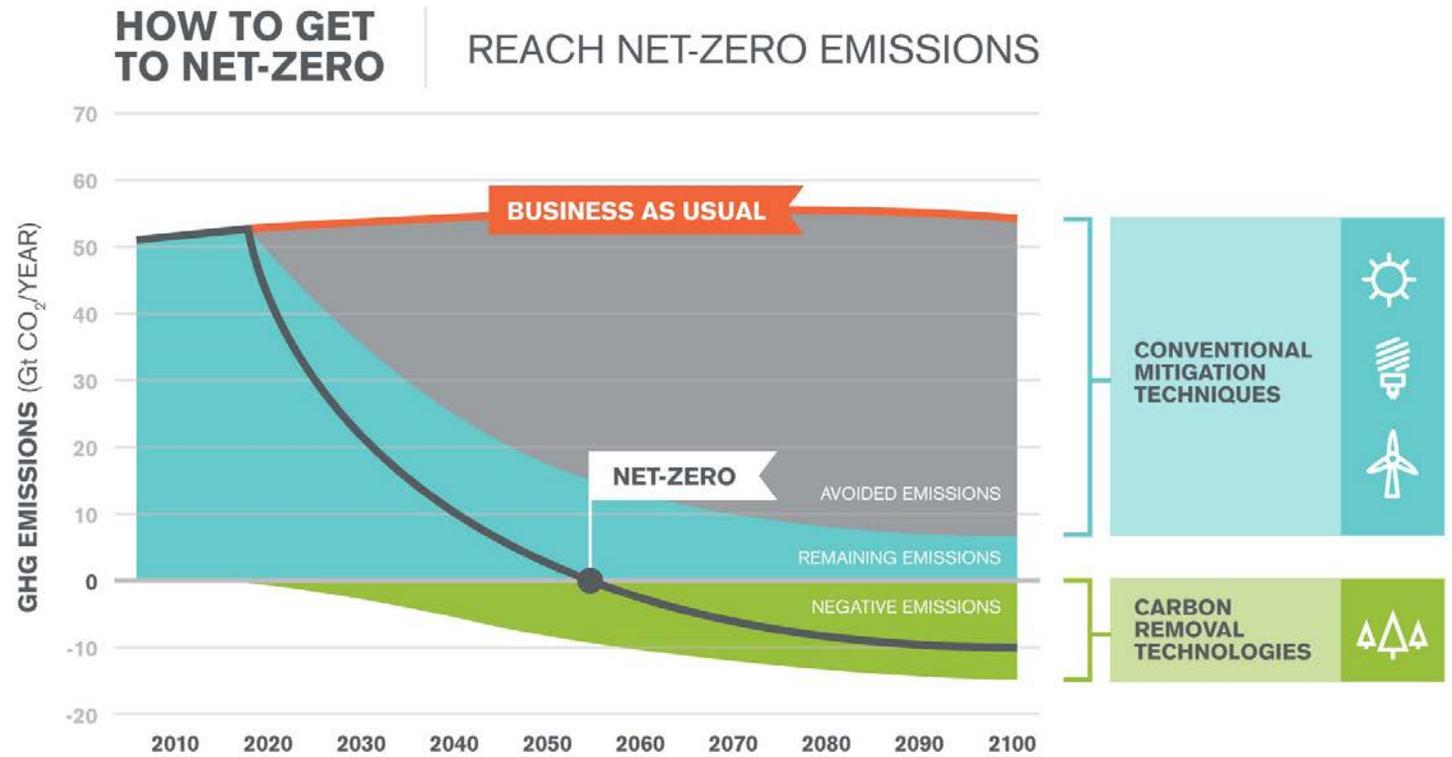


LINK: <https://www.ipcc.ch/sr15>

WHAT IS “NET ZERO?”

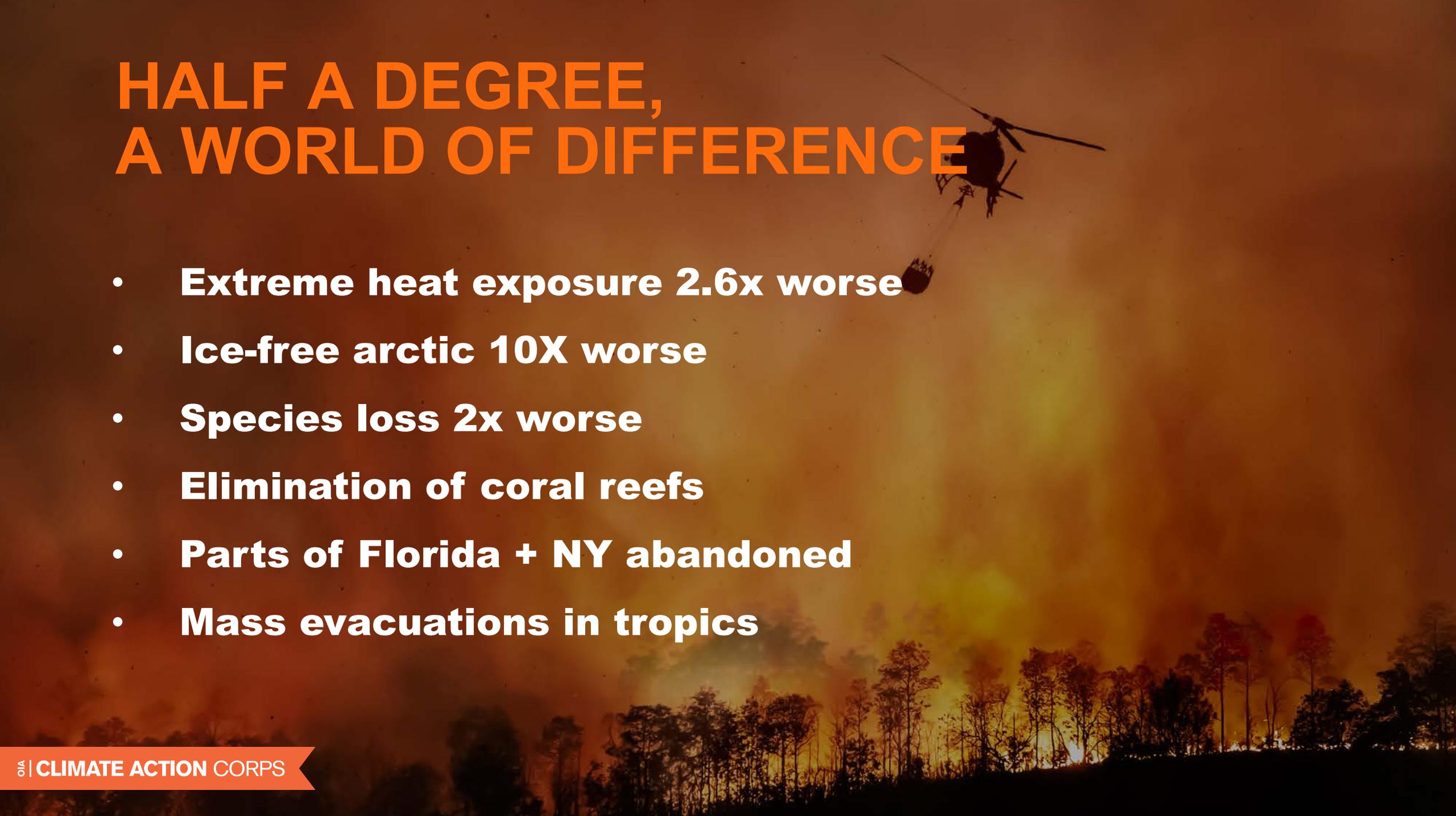
Emissions are balanced globally with the equivalent removals.

(IPCC, 2018)



SOURCE: <https://www.wri.org/blog/2019/09/what-does-net-zero-emissions-mean-6-common-questions-answered>

HALF A DEGREE, A WORLD OF DIFFERENCE

A background image showing a helicopter in flight, dropping a bucket of water over a forest fire. The scene is filled with thick orange and yellow smoke, with the silhouettes of trees visible in the foreground and middle ground.

- **Extreme heat exposure 2.6x worse**
- **Ice-free arctic 10X worse**
- **Species loss 2x worse**
- **Elimination of coral reefs**
- **Parts of Florida + NY abandoned**
- **Mass evacuations in tropics**

WHAT'S BOLD + LEADING?

CORPORATE TARGETS

patagonia

CARBON NEUTRAL



CLIMATE POSITIVE



CARBON NEGATIVE



NET ZERO



30% SCOPE 3



55% SCOPE 1-3

OTHER CORPORATE NET-ZERO TARGETS
Scope 1+2

INDUSTRY/ SECTOR TARGETS



45% TIER 1



NET ZERO



Airlines for America
We Connect the World

NET ZERO



45%

GLOBAL ECONOMY-WIDE TARGETS



45%



NET ZERO

2025

2030

2040

2050

OUR FOUNDATIONAL SHARED BELIEFS

Urgent, bold action is needed to avoid the worst impacts of climate change and protect the outdoor experience upon which our industry's growth, success and existence depends.

Industry collaboration can accelerate our progress and scale our impact.

Market-based incentives are essential to drive climate-leading practice throughout our value chains.

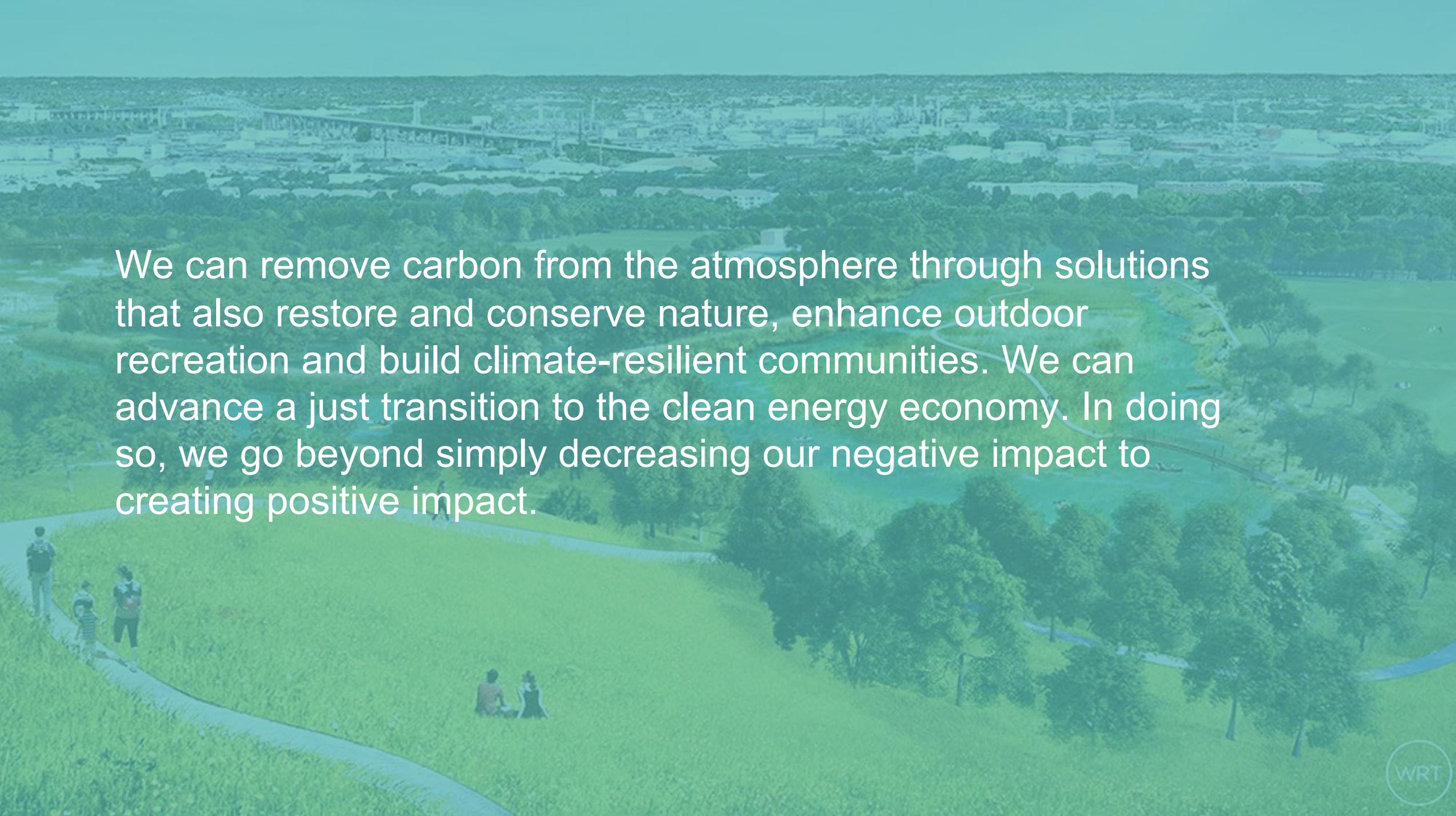


OUR SUSTAINABILITY VISION

A photograph of a herd of sheep in a grassy field, overlaid with a semi-transparent teal color. The sheep are looking towards the camera, and the background shows a clear sky and distant hills.

Positive Impact for People and Planet is the New Business as Usual

Instead of doing “less bad,” we can create “more good” for society and the environment. Rather than simply reducing harmful practices, we can bring forward regenerative ones.



We can remove carbon from the atmosphere through solutions that also restore and conserve nature, enhance outdoor recreation and build climate-resilient communities. We can advance a just transition to the clean energy economy. In doing so, we go beyond simply decreasing our negative impact to creating positive impact.

OUR CHALLENGE TO THE INDUSTRY

Become the **first climate positive industry by 2030**, setting a bold example for others around the world to follow.

To make this an achievable goal for our members, OIA is assembling even more resources to guide and support each step of the journey.

WHAT IS CLIMATE POSITIVE?

CLIMATE POSITIVE means to **REDUCE** your greenhouse gas emissions in line with a science-based target (all scopes), to **REMOVE** even more GHG from the atmosphere than you emit, and to **ADVOCATE** for systemic change.

CLIMATE POSITIVE KEY INGREDIENTS

Caution against premature “climate positive” claims

Working definition to evolve w/ input and as global consensus forms

Aspirational, but achievable

ADVOCATE

Enable greater system change through advocacy

ADDRESS SYSTEMIC CHALLENGES

REMOVE

Remove even more than you emit by investing in nature-based projects or offsets

DECARBONIZE BEYOND YOUR VALUE CHAIN

REDUCE

Meet science-based target (SBT)

DECARBONIZE WITHIN YOUR VALUE CHAIN

Based on SBTi

Foundations for Science-Based Net-Zero Target Setting, “Climate Positive” Approach



PATH TO POSITIVE

PATH TO CLIMATE POSITIVE

Companies who join the Climate Action Corps are taking steps to:

MEASURE + PLAN.

Build a company-specific plan.

Measure your scope 1, 2 and 3 emissions.

Set a science-based target (SBT) that includes all scopes within your 2nd year of joining.*

REDUCE + REMOVE.

Take immediate and ongoing action to drive down emissions in line with SBT.

Remove >100% remaining emissions by investing in direct projects or offsets, ideally nature-based.

ADVOCATE + ENGAGE.

Participate in climate advocacy actions annually.

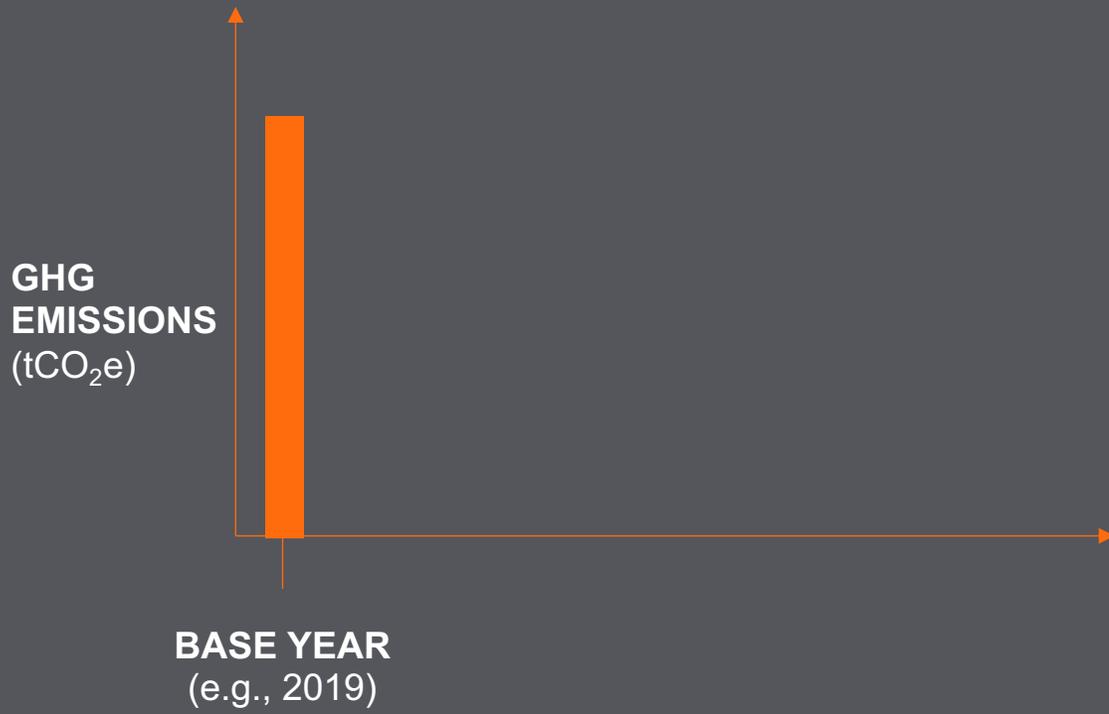
Empower consumer climate action.

SHARE.

Submit your public Annual Progress Report.*

** Member requirement.*

ALL MEMBERS COMMIT TO RECOGNIZE + REWARD THESE CLIMATE-LEADING PRACTICES W/ VENDORS

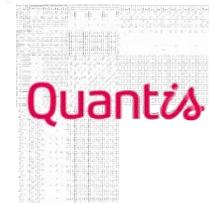


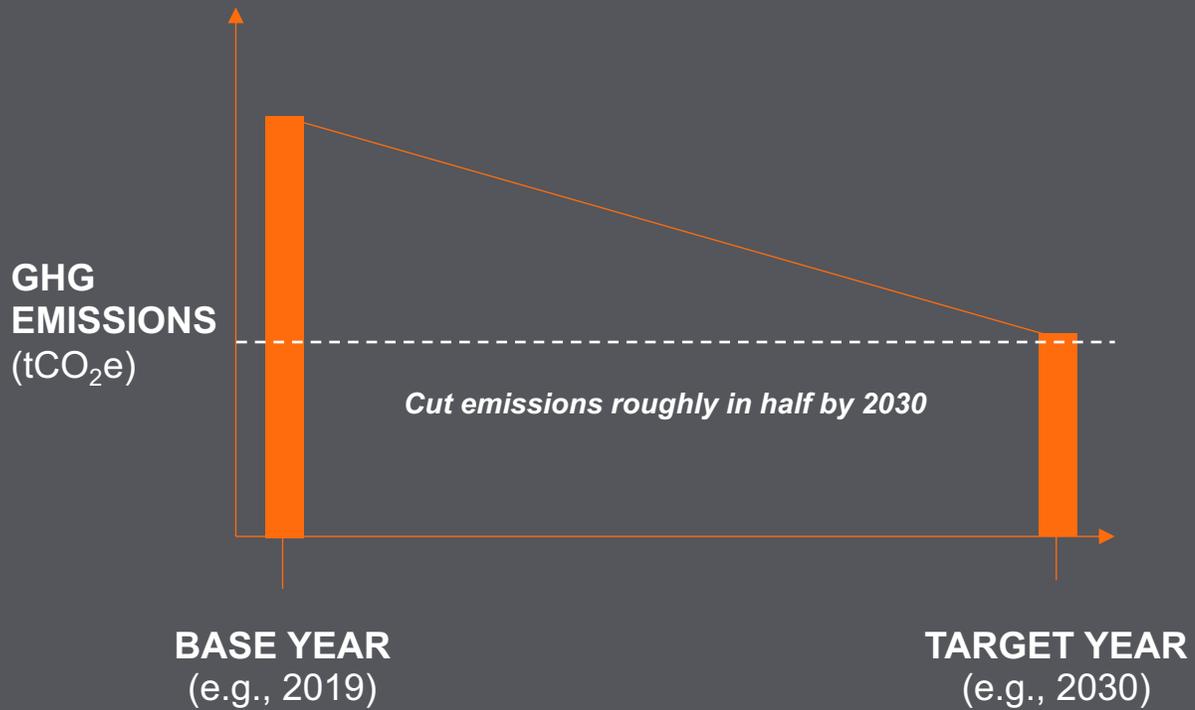
MEASURE

Measure full footprint, all scopes.
Use more primary data over time.



GREENHOUSE GAS PROTOCOL



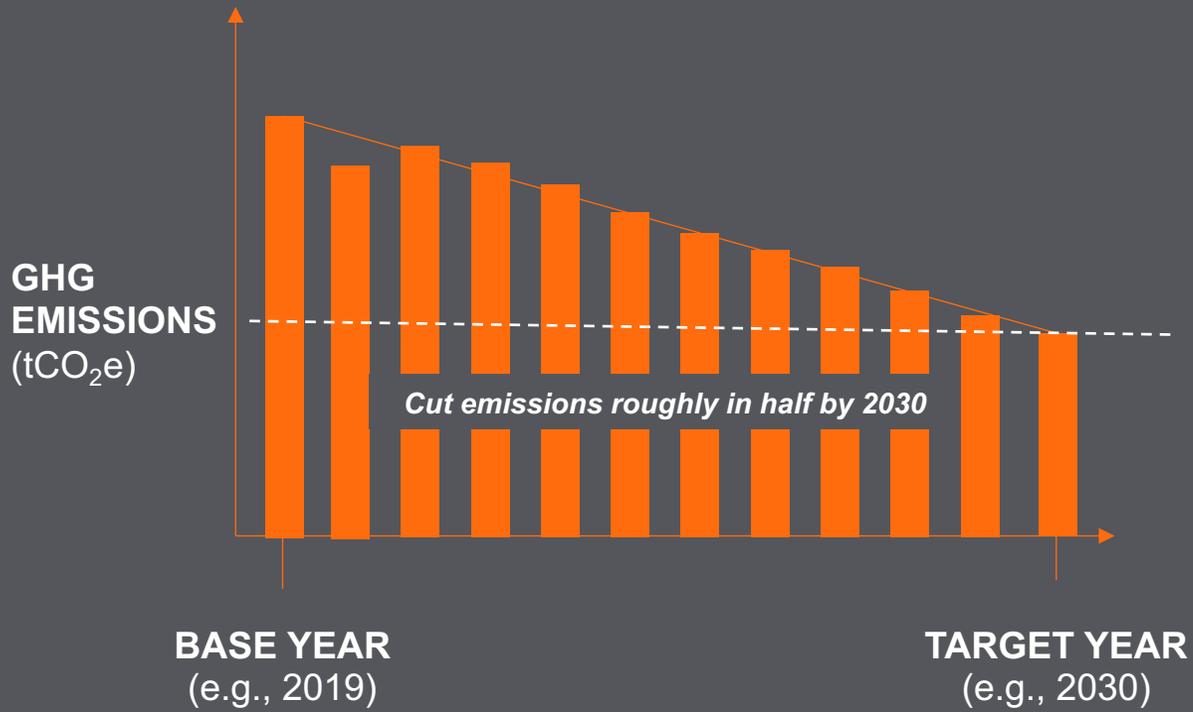


PLAN

Set a science-based target (SBT) that includes all scopes within your 2nd year of joining.

Develop an action plan that aligns all levels of the organization to achieve.





REDUCE

Reduce GHG emissions in line with science-based target (SBT).



HOW CAN WE REDUCE EMISSIONS? TOGETHER, WE CAN:

MAKE BETTER.

Pursue low-carbon materials + processes, energy efficiency + renewable energy in our supply chains.

TRANSPORT SMARTER.

Move our products around the globe more efficiently.

RUN CLEANER.

Emit less GHG in our own buildings (offices, DCs, stores).

GROW CREATIVELY.

Run profitable businesses by finding new opportunities that decouple growth from impact.

REDUCING SUPPLY CHAIN EMISSIONS

Impact CoLabs are targeted collaborations that OIA leads or partners on to help companies work together to reduce emissions that are hardest to reach by one company alone.

CoLabs Launching 2021



TIER 4

TIER 3

TIER 2

TIER 1

1 Maximize material efficiency

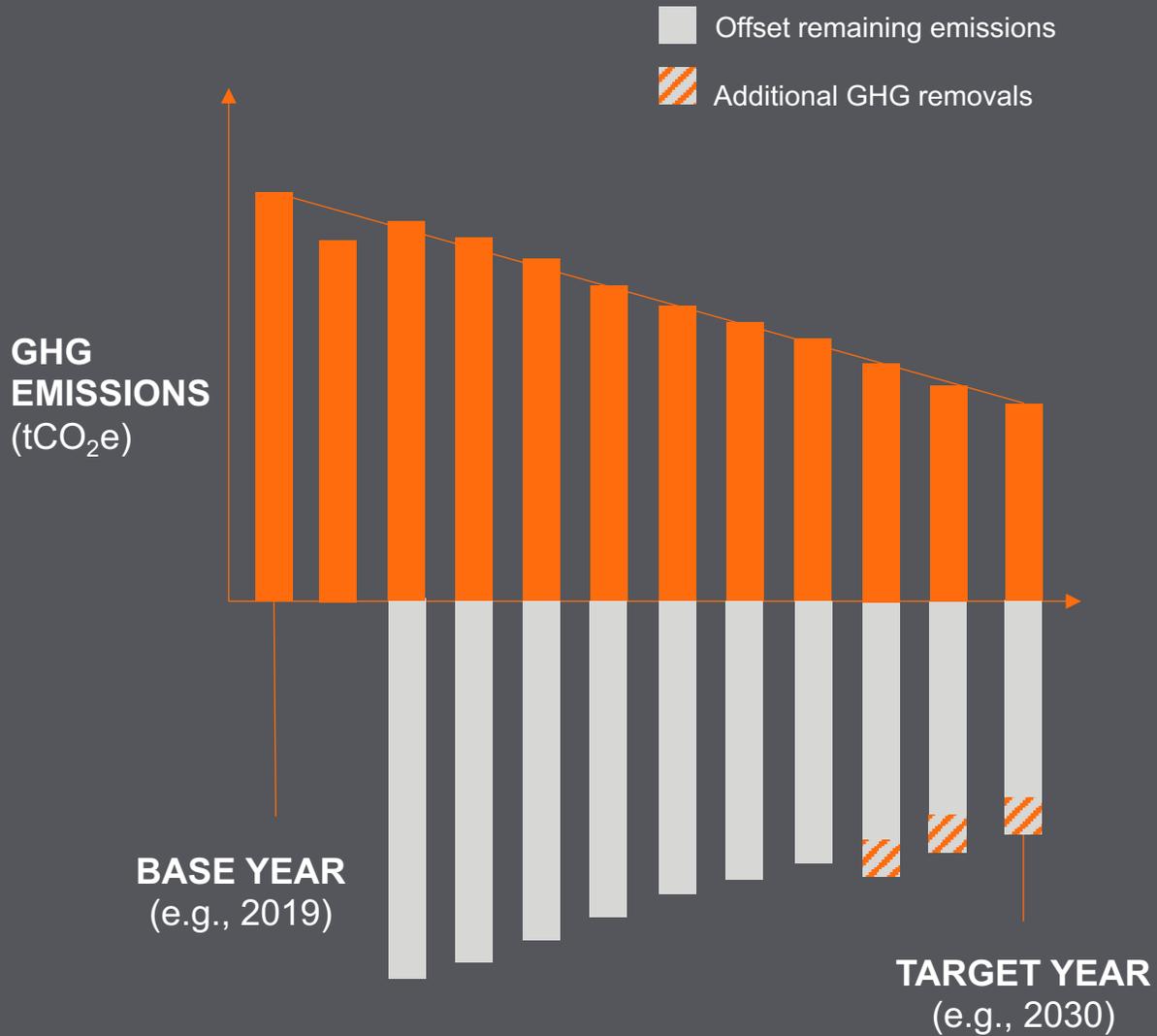
2 Scale preferred materials

3 Accelerate development of "next gen" materials

4 Maximize energy efficiency

5 Eliminate coal in material and product mfg.

6 Shift to 100% renewable electricity



REMOVE

Remove 100% of remaining GHG emissions (what you cannot reduce) every year by investing in direct projects or high-quality offsets, ideally nature-based.

Eventually implement measures to remove >100% GHG.



CLIMATE POSITIVE APPROACH
ADAPTED FROM: [SBTi/CDP definitions](#)



ADVOCATE

Participate in climate advocacy actions annually.

- **Natural Climate Solutions**
- **Renewable Energy**
- **Critical Green Infrastructure**
- **Incentives for Business Action**



ENGAGE

Recognize and reward climate-leading practices with your vendors and supply chain partners.

Empower consumer climate action.



SHARE

Let the world know you're a part of the solution.

Submit your Annual Progress Report.



KEY MILESTONES

PATH TO CLIMATE POSITIVE KEY MILESTONES

| | 2021 | 2025 | 2030 |
|--------------------------|---|--|---|
| MEASURE + PLAN | Measure GHG scopes 1-3 | | |
| | Set science-based target (SBT)* | | |
| REDUCE + REMOVE | Make commitments to renewable energy, low-carbon materials and/or facility engagement; begin driving reductions | On track to meet SBT | Meet SBT |
| | | Compensate for 100% remaining GHG (scopes 1-3) w/ equivalent quantifiable climate-beneficial projects (<i>nature-based removals preferred</i>) | Compensate for >100% remaining GHG (scopes 1-3) w/ equivalent quantifiable climate-beneficial projects (<i>nature-based removals primarily</i>) |
| ADVOCATE + ENGAGE | 1-2 qualifying advocacy actions | 3+ actions, engage consumers | 5+ actions, engage consumers |
| | Commit to recognize + reward these climate-leading practices w/ vendors | Actively recognize + reward these climate-leading practices w/ vendors | |
| SHARE | Annual Progress Report (public)* | | |

Brands/
Retailers
Only

*MEMBER REQUIREMENTS: SBT required within or before year 2 of membership



YOUR RESOURCES

COMPANY BENEFITS

Companies who join save time, money and effort through:

MEASURE + PLAN.

Guidance + Case Studies tailored to outdoor industry

Trainings live & pre-recorded

Online Community of 200+ peers

Tools to measure & discounts

REDUCE + REMOVE.

Impact CoLabs

ADVOCATE + ENGAGE.

Advocacy Actions

SHARE.

Progress Reports

Marketing & Media

For full descriptions of benefits, see our 4-pager found in the [Field Guide here](#).

2021 TRAINING CALENDAR

| | MAY | JUNE | JULY | AUGUST | SEPTEMBER |
|--------------------------|--|--|---|--|---|
| JOIN | Webinar: Announcing 2030 Climate Positive Strategy (May 13) | | | Webinar: New Member Orientation (TBD date) | |
| MEASURE | MEASURE SCOPE 3 | | | | GOAL Complete by end of year ★ |
| | | Training: Measuring scope 3 emissions (June 16) | | | |
| PLAN | | Training: Setting Science-Based Targets (SBTs) (June 2) | SET SBT | GOAL Complete by end of 2022 (required w/in 2 years of joining) ★ | |
| REDUCE | JOIN + LAUNCH CAMP COLAB | | JOIN + LAUNCH ADDITIONAL COLABS | | |
| | COMMIT TO SOURCING 100% RENEWABLE ENERGY (FOR SCOPE 2) | | | | |
| | COMMIT TO SOURCING 100% LOW-CARBON MATERIALS | | | | |
| | | Training: Progress Update on Member Renewable Energy Efforts (TBD date) | Training: Deep Dive on Sustainable Materials (July 14) | | |
| REMOVE | | | | | Training: Offsets and Nature-based Removals (TBD date) |
| ADVOCATE + ENGAGE | | Webinar: Making the Most of Sharing Your Progress (TBD date) | | Training: Climate Advocacy 101 (TBD date) | |

GETTING STARTED

Example – MONTH ONE

JOIN

- ✓ Share this deck with your leadership & pitch the ask to join
- ✓ OIA and PFB members access discounted pricing
- ✓ Join anytime!

PLAN

- ✓ Assign internal accountability – individual, team or cross-functional committee
- ✓ Identify existing key milestones
- ✓ Set up internal reoccurring check-in meetings

ONBOARD

- ✓ Access your online community
- ✓ Introduce yourself
- ✓ Watch or attend a New Member Orientation webinar
- ✓ Set up onboarding meeting with OIA for extra help

EXPLORE

- ✓ Familiarize yourself with your resources and buckle up...

MAKING PROGRESS

Example – YEAR ONE

MEASURE + PLAN

Build a company-specific plan

- ✓ Watch Measure #1 Training
- ✓ Download Getting-Started Worksheet
- ✓ Read Guidebook's Measure section

Calculate scope 1 & 2 emissions and begin measuring scope 3 *(hint: you'll need to map your supply chain ideally back to tier 2)*

- ✓ Watch Measure #2-5 Trainings
- ✓ Download Checklists & Begin Data Collection for your GHG Inventory
- ✓ Choose Measurement tool & calculate

Set a science-based target (SBT) for all scopes *(to begin: familiarize yourself with SBT criteria via:)*

- ✓ Watch Plan Trainings
- ✓ Read Guidebook's Plan section

REDUCE + REMOVE

Take immediate actions to reduce emissions

- ✓ Watch Reduce Trainings & read Guidebook's Reduce section for ideas & inspiration
- ✓ Take actions to reduce within scope 1 & 2 – like commit to 100% renewable energy
- ✓ Learn about Impact CoLabs to help you reduce scope 3 emissions!

Compensate for remaining emissions

(to begin: educate yourself on the landscape via:

- ✓ Read Guidebook's Remove section

ADVOCATE + ENGAGE

Participate in advocacy actions annually

- ✓ Check the online community regularly for action alerts + opportunities

Empower consumer climate action

(to begin: share your own journey to climate action)

- ✓ Read Guidebook's Remove section

SHARE

Submit your Annual Progress Report *(hint: check out submitted reports on our website to get a sense of what you'll be reporting each April!)*

- ✓ Prepare by getting this public report on the radar of your marketing team!
- ✓ Leverage our coordinated campaigns to celebrate our collective progress

REMEMBER: The Corps has collective goals, but the pace of progress outside of your member requirements is up to you and your team!

SAMPLE COST ESTIMATES

Example – ANNUAL

| | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|---------------------------------|-------------------------------|---------|---------|---------|---------|
| Project Management/Coordination | .5 – 1 dedicated FTE | | | | |
| Climate Action Corps Dues* | \$2,500 | \$2,500 | \$2,500 | \$2,500 | \$2,500 |
| Higg Index** | \$2,500 | \$2,500 | \$2,500 | \$2,500 | \$2,500 |
| GHG Reduction Efforts | TBD depending upon strategies | | | | |

*dues vary by revenue; sample for \$20-50 million OIA member

**dues vary by revenue; discount applies for companies under \$100 million



JOIN THE
**CLIMATE
ACTION
CORPS**

JOIN + LEARN MORE
outdoorindustry.org/CLIMATEACTION