

THE OUTDOOR INDUSTRY'S
COLLABORATIVE MODEL
TO LEAD ON CLIMATE ACTION.

Science assures us that, within 10 years, unmitigated climate change will have catastrophic environmental and societal outcomes. **But catastrophic business outcomes are happening now.** We need look no further than our own markets and supply chains where weather-related disasters harm people and communities across the globe, disrupt production and distribution schedules, create budget uncertainty, produce inventory risk and jeopardize revenue. **Climate change is a business risk, and it's already threatening the \$788 billion outdoor industry and outdoor participation everywhere.**

The Earth has already warmed by 1 degree since the 19th century, and to avoid the worst impacts of climate change, we must limit warming to 1.5 degrees. **Global climate experts agree: to meet that goal, the world must cut greenhouse gas emissions in half by 2030 and reach net-zero emissions by 2050.**



The Climate Action Corps is a rallying cry. If we don't have a thriving environment to recreate in, it's a challenge to our industry. All outdoor companies benefit from collaborating to stop climate change.



Jen McLaren
Brand President,
Smartwool



CLIMATE IMPACT EXAMPLES

The frequency of western U.S. wildfires has increased by 400% since 1970. California, Colorado, Arizona, and New Mexico experience the worst damage. These fires have burned six times the land area as before and last five times longer.² 2018 was also the most expensive wildfire season on record.³

In low snow years, reduced participation in snow sports in the U.S. decreased value added by over \$1 billion and cost 17,400 jobs compared to an average season.⁴

Montana has one of the highest participation rates of any state. Climate change is forecasted to have a dramatic impact on this and expected to cause a 33 percent decline in snow sports, a 15 percent decline in big game hunting and a 33 percent drop in angler days.⁵

In 2011, Texas suffered a record drought, which cost the agricultural sector at least \$7.6 billion and led to rising cotton prices, cutting earnings for a number of clothing manufacturers.¹

¹ "Updated 2011 Texas agricultural drought losses total \$7.62 billion." AgriLife Today.

² <https://science.sciencemag.org/content/313/5789/940.full>

³ <https://www.ncdc.noaa.gov/billions/events/US/1980-2019>

⁴ Protect Our Winters, <https://www.protectourwinters.org>

⁵ <http://montanawildlife.org/wp-content/uploads/2015/12/Slide-Deck-Power-Report.pdf>

THE PATH AHEAD

We recognize that as individual companies, navigating this work and cutting emissions can be a daunting proposition for any business. Yet as an industry, we can move faster and further working together, and we can be a significant force in reversing the impacts of climate change. Our collective efforts can scale innovations, activate millions of consumers, drive policy and create a model for other sectors to follow. Our industry has a history of innovation, leading with our values, and stewarding the planet. We know that our employees and our customers are expecting us to be part of the climate solution. And we have a history of coming together to tackle hard problems.

This is why OIA launched the Climate Action Corps – the outdoor industry’s collaborative model to lead on climate action – to help companies drive this work with less time, cost and effort than approaching alone.

Since we launched in January 2020, nearly 100 companies representing more than \$25 billion in combined annual sales revenue have joined. Review our first year of progress [here](#), featuring individual company reports and our industry-wide aggregate report, and in the following pages, discover how your company can leverage the power of the Corps and its unprecedented resources to accelerate your company’s progress, align your efforts with global guidance and science and meaningfully contribute to our industry’s ambition to become climate positive.

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Ensuring your business has a future depends on addressing climate change. But going it alone is a daunting prospect. The Corps is an opportunity to collaborate, share information and leverage a bigger scope and scale as we move to pull carbon out of the global value chain.

Cam Brensinger
Founder and CEO,
NEMO Equipment

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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

WHAT IS CLIMATE POSITIVE?

Climate positive is a summit that very few companies are pursuing. Yet, if we don't carve a new, bold path for our industry and others to follow, we will ultimately fail to protect the outdoor experience upon which our businesses and many livelihoods around the globe depend. We have grounded our own definition of "climate positive" in work being done by climate experts and NGOs and will continue to evolve this working definition as consensus emerges:

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

“

Not only does the Corps provide tools and training to drive significant improvements within our industry, the results also help to inspire other industries to take action and make a larger impact collectively.

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Phyllis Grove
VP of Marketing
and eCommerce,
Hydro Flask

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 the resources to guide and support each step of the journey.



GUIDING PRINCIPLES

The following underpin the theory of change and can serve as strong navigational keystones:

MAKE BETTER

We can pursue low-carbon materials and processes, energy efficiency and renewable energy in our supply chains.

TRANSPORT SMARTER

We can move our products around the globe more efficiently.

RUN CLEANER

We can clean up our own infrastructure (e.g., offices, distribution centers and stores) to emit less GHG by increasing energy efficiency and procuring renewable energy.

GROW CREATIVELY

We can run profitable, sustainable businesses by finding new growth opportunities without creating new stuff. We can do this by maximizing the value of materials, pursuing circular business models, offering rental programs and monetizing real or virtual experiences.

COMPANY BENEFITS

Companies who join save time, money & effort through:

When you join the Climate Action Corps, you're not signing up for just a pact or pledge - your company gets access to the targeted resources, ongoing support and expert community you need to accelerate your progress.

MEASURE + PLAN.

Guidance + Case Studies tailored to outdoor industry
Simplified 60+ page Guidebook resource designed to save your company time and hassle with industry-relevant guidance, case studies and worksheets to get started.

Trainings live & pre-recorded
Library of 12+ pre-recorded online trainings, plus additional live (virtual and/or in-person) trainings coming each year to help your team stay up-to-speed with the latest education.

Online Community of 250+ peers
Instant and ongoing access to a community of hundreds of sustainability peers, including a network of experts, so your team has help and insights when they need it.

Tools to measure
Suite of recommended measurement tools alongside initial guidance and onboarding – plus tool discounts as on the Higg Index for select members (savings up to \$2.5K annually)

REDUCE + REMOVE.

Impact CoLabs
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 - for instance:

- Renewable Energy CoLab: helping companies explore collective procurement opportunities, such as purchase power agreements.
- Supply Chain CoLab: helping companies that share key materials and suppliers engage in the supply chain, such as on facility energy efficiency, renewable energy, material efficiency and sourcing low-carbon materials.

ADVOCATE + ENGAGE.

Advocacy Actions
Menu of climate advocacy and engagement opportunities curated through OIA's policy alerts – including sign-on letters, testimonials, op-eds, fly-ins and more.

SHARE.

Marketing & Media
Coordinated, timely and targeted member campaigns, alongside earned and owned media opportunities, to help your company tell its story of progress.

Progress Reports
Industry-aligned Annual Progress Report to share your company's individual progress publicly on the OIA website, alongside inclusion of your data into our industry-wide aggregate report.

WHY JOIN?

REDUCE RISK, BUILD RELEVANCE, DEMONSTRATE LEADERSHIP & SAVE MONEY

With your Climate Action Corps resources, it's estimated that your company can save \$10,000-\$50,000 in your first year alone measuring your carbon footprint as compared to hiring a consultant.

OIA | CLIMATE ACTION CORPS

IN PARTNERSHIP
WITH:



peopleforbikes

CLIMATE ACTION CORPS 2021 ANNUAL DUES

ANNUAL REVENUE	MFG/SUPP/DIST OIA/PFB MEMBER	MFG/SUPP/DIST NON-MEMBER	RETAILER/REP OIA/PFB MEMBER	RETAILER/REP NON-MEMBER
< \$1M	\$500	\$1,500	\$250	\$750
\$1M to \$2.5M	\$625	\$1,875	\$250	\$750
\$2.5M to \$5M	\$875	\$2,625	\$250	\$750
\$5M to \$10M	\$1,125	\$3,375	\$313	\$939
\$10M to \$20M	\$1,750	\$5,250	\$438	\$1,314
\$20M to \$50M	\$2,500	\$7,500	\$1,000	\$3,000
\$50M to \$100M	\$3,750	\$11,250	\$1,500	\$4,500
\$100M to \$250M	\$5,000	\$15,000	\$2,000	\$6,000
\$250M to \$500M	\$7,500	\$22,500	\$3,000	\$9,000
\$500M to \$1B	\$10,000	\$30,000	\$5,000	\$15,000
\$1B to \$2.5B	\$12,500	\$37,500	\$9,375	\$28,125
\$2.5B to \$5B	\$18,750	\$56,250	\$15,000	\$45,000
\$15B+	\$25,000	\$75,000	\$25,000	\$75,000

If you are not a brand, retailer, manufacturer or distributor, please see below and contact climateaction@outdoorindustry.org about participation.

***Supporting Organizations** are companies that are not brands, manufacturers or retailers but are important value chain players who can help organizations fulfill their greenhouse gas reduction strategies. These members must meet, and demonstrate, eligibility requirements. Contact us for more details.

****Marketing, Media and PR companies** are not eligible to become members at this time. However, we're happy to keep you informed on progress and news related to the Corps. Contact us to join our media list.

READY? JOIN US

OUTDOORINDUSTRY.ORG/CLIMATEACTION
CLIMATEACTION@OUTDOORINDUSTRY.ORG