

The Evolution of Sustainability in an Outdoor Company: The story of Osprey's Green Team



Six years ago a group of employees at Osprey Packs in Cortez, Colorado sat down to brainstorm the greening of their company. Without a big budget or management generated initiatives the Osprey Green Team was born. Learn how their grassroots, internal initiatives became a key element in company operation, planning and strategy.



ORIGINS

- **What is Osprey's Green Team?**

- A committee made up of Osprey team members interested in furthering the company's commitment to sustainability and Corporate Social Responsibility. This group is open to any Osprey employee.

- **How did the Green Team begin?**

- Inspired by long term company philosophy in 2003, I joined our product manager and product marketing/associate in creating a stepwise program that would formalize our "green" process. This included the grand goal of creating recyclable or recycled materials product in the long term. In the short term we looked at energy efficiency, turning computers off when not in use, printing on both sides of paper or not printing at all, turning the lights off, can recycling... all the little boring things you do that add up!

2004 – BEGINNINGS

- **Meetings**

- Sam Mix, Outdoor Marketing Manager leads our team
 - Regular monthly meetings **open to all** Osprey team members
 - Any idea from anywhere and anyone
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- **Mission**

- To guide the stepwise implementation of sustainable initiatives that benefit our company in the here and now as well as leaving our planet a better place for future generations.



A FOUNDATION IN COMPANY CULTURE AND PARTNERSHIPS

- We love to get out in our wild places and use our product (since '74)
- Printed materials produced on recycled paper (90's)
- Recycled HDPE framesheets (1995)
- Leave No Trace Partnership(1998)
- Access Fund (2001)
- Colorado Fourteeners Initiative Trail Work (2003)
- Athletes making a difference
 - Alison Gannett ~ professional skier and global warming activist
 - Timmy O'Neill ~ professional climber and environmental advocate
 - Majka Burhardt ~ cultural understanding through adventure



A FOUNDATION IN COMPANY CULTURE AND PARTNERSHIPS

- Colorado Environmental Coalition
- Colorado Wild
- Montezuma Land Conservancy
- Sheep Mountain Alliance
- San Juan Mountain Association
- San Juan Citizens Alliance
- Mountainfilm in Telluride
- Wild and Scenic Environmental Film Festival
- Telluride Ski Resort



SAN JUAN
MOUNTAINS
ASSOCIATION



mountainfilm in telluride
CELEBRATING INDOMITABLE SPIRIT



Step by Step

- Green Power Program Established
- Computer Workstation and Server Energy Program
- Programmable Thermostats
- Recycled office products
- Tree planting on south side of building



Step by Step

- Sustainable Transportation Initiative
- Osprey Adopts a Highway
- Outreach and Fundraising for our Environmental Partners
- Conservation Alliance membership and engagement
- Pro-deal environmental donation program



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors



Pro Form Donation Program

<p>* Osprey Packs appreciates your help in supporting these environmentally-conscious organizations. Your <u>required \$2 donation per pack</u> to the organization of your choice will benefit their worthy endeavors.</p>		<p>SUBTOTAL</p>	
<p style="text-align: center;">Environmental Donation Options</p>		<p>Subtotal x 0.4 (to receive 60% off retail pricing)</p>	
<p>..... Dogwood Alliance www.dogwoodalliance.org</p>	<p>[]</p>	<p>CO residents add 3.35% sales tax (above discounted price x .0335)</p>	
<p>..... Green Mountain Club-The Long Trail www.greenmountainclub.org</p>	<p>[]</p>	<p>* \$2 Environmental Donation <u>per pack</u> (check box at left)</p>	
<p>..... Ice Age Park & Trail Foundation www.iceagetrail.org</p>	<p>[]</p>	<p>TOTAL</p>	
<p>..... Pacific Crest Trail Association www.pcta.org</p>	<p>[]</p>	<p>(standard ground shipping rate will be</p>	
<p>..... Sky Island Alliance www.skyislandalliance.org</p>	<p>[]</p>		
<p>..... Southern Utah Wilderness Alliance www.suwa.org</p>	<p>[]</p>		
<p>..... Winter Wildlands Alliance www.winterwildlands.org</p>	<p>[]</p>		

* to learn about Osprey's environmental initiatives, visit www.ospreypacks.com (click on *Lifestyle* tab)

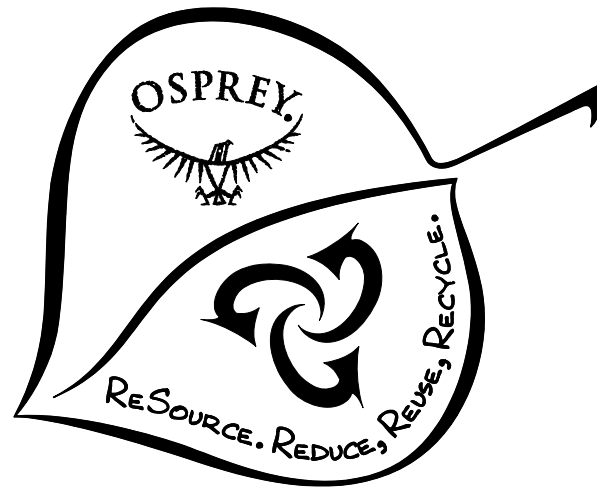
Step by Step

- Research into recycled fabrics and materials
- POS and Promotional Items Greened
- 5% Local's Sale Donation to select, non-profit orgs
- Lobbying for our Environmental Partners



Step by Step

- Product ships in recyclable poly-bags
- Boxes from factories are recycled 100% content
- 65% of boxes that leave our building are reused
- All printed materials printed on recycled paper
- Minimal packaging utilizes reusable / recyclable materials



A Giant Step



- ReSource Series introduced
- Result of over 2 years of diligent sourcing
- Simple shoulder bags and couriers
- Minimum 70% recycled materials by content
- Colors are named after endangered places or things
- Primary fabric is PET (Polyethylene terephthalate)



What is PET?

Is PET “greener” than non-recycled pack cloths?



Are consumers truly drawn to companies with strong CSR platforms?

It's complicated!!*

*Greenbiz.com, Yale Project on Climate Change, George Mason University center for Climate Change Communication ,ORC Guidelines

- **What to do??!!**
- Think...common sense, consumers and business must educate themselves
- **What do you believe??**
- *The manufacturing of and use (of some) consumer goods is impactful...*
- *Climate change is real...*
- *We have a responsibility to change our behavior and take care of our planet....*

Product Built for a Lifetime is...

- ...a cornerstone of Sustainability!
- **ALL MIGHTY GUARANTEE**
- Any Reason
- Any Product
- Any Era



Bigger Steps ~ Building Expansion

- Used LEED like guidelines
- Non VOC paints
- Waterless urinals
- Recycled ceiling tiles
- Recycled floor insulation / carpet padding
- Blue jeans insulation
- Solar tubes and solar tracking skylights



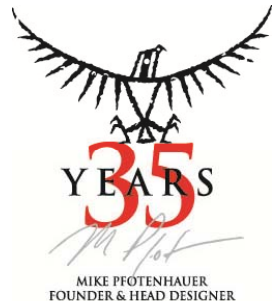
Step By Step in '08-09- Think Smart Internally and Get Involved Externally

- Local's sale giveback ~ 5% for the Community
 - Kokopelli Bike Club
 - 4-Corners Climbing Coalition
 - Bridge Emergency Shelter
 - 4-Corners Recycling Initiative
- Full recycling program for all employees
- Bike rack and additional shower installed
- Trail Building with Colorado 14ers Initiative, Kokopelli Bike Club, 4-Corners Climbing Coalition, Colorado State Parks and more...
- Conservation NEXT Backyard Collective
- Volunteer Incentive Program donates 240 volunteer hours
- All urinals replaced with waterless technology
- Tree planting on south side of building complete
- Team Member Wellness Program
 - Cortez Recreation Center Passes
 - Telluride Ski Resort Discount Pass Program
 - Osprey Outings Team



What does Osprey get for all this work?

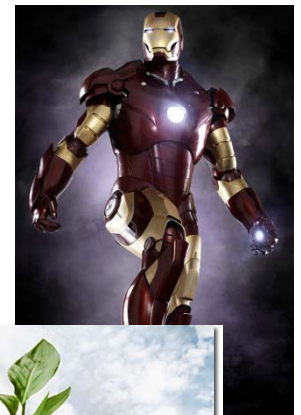
- Customer Credibility and Loyalty
- Happy and healthy team members
- REI Vendor Partner of the Year – 3 consecutive years
 - “We’re proud to recognize Osprey as our 2007 Vendor Partner-of-the-Year because of its technical and innovative products, strong sales performance, and company values, including a solid commitment to corporate and social responsibility. This year REI and Osprey partnered in an exclusive early launch of its ReSource product line, made almost entirely from recycled materials. We have great confidence in Osprey as an excellent business partner, now and into the future.” ~ Angela Owen, VP of Merchandising
- Carbon footprint reduction
 - As of December 2009, the Sustainable Transportation Initiative saw 4,500 trips resulting in the prevention of 60,040 lbs. of carbon being released into the atmosphere
- Operations Savings
 - Solar tracking skylights and solar tubes reduce light usage by 50%
 - Trees cool building in the summer and allow winter sun in
 - Waterless urinals save 19,000 gallons of year
 - 65% of the boxes that ship out of our DC are reused
 - Green energy blocks only add 3% to monthly energy bills and are easily offset by electric and water savings
 - Recycled Material Product – By keeping recycled materials in small packs, we found a cost effective way to attract consumers seeking green product while pushing the sourcing market to create more sustainable materials at sharper prices
- Outside Magazine’s Best Places to Work in 2008 and 2009
 - Outside recognize us as a great place to work and our employees are proud to work here
- Preservation and Stewardship of America’s Wild Places
 - Our business is dependent on wild places. It is in our best interest and our RESPONSIBILITY to make a difference in this area



What's Next



- **REAL Carbon offsets**
 - Bonneville Electric Foundation
 - 100% not for profit
 - 100% pass-through to wind farms, solar and methane capture “carbon reducers”
 - Offsets motor freight shipments, tradeshow and sales meeting travel
- **UV Blocking Film on all South Windows**
- **Team Member Impact Reduction Program**
- **Holistic Analyst**
 - Studies world economic and labor trends for future production location planning
 - Researches new materials and production methods
 - Analyzes our role in CSR
 - Does cradle to grave study on the whole impact of existing and future processes and practices
 - Identifies best possible related products that will blend with above
 - Gazes into crystal ball and participates in free-form discussions
 - This all culminates in a plan for the future direction of Osprey in a holistic sense, and a possible revolution



Marching On...

- Ideas come from anywhere and everyone
- Your effort can be broad based, yet inexpensive

“You may never know what results come of your action, but if you do nothing there will be no result.”

--Mahatma Gandhi





FOR MORE INFORMATION

- OSPREY' S Sustainability, Partners and Environmental Integrity Pages
 - www.ospreypacks.com/OspreyLifestyle/Sustainability/
 - <http://www.ospreypacks.com/OspreyLifestyle/Partners>
 - <http://www.ospreypacks.com/OspreyLifestyle/EnvironmentalIntegrity>
- Osprey's Blog
 - <http://blog.ospreypacks.com>
- Osprey on Facebook
 - <http://www.facebook.com/pages/Osprey-Packs/27230905321?ref=ts>
- No Impact Man ~ Colin Beavan
 - <http://noimpactman.typepad.com/>
- Sam Mix, Outdoor Marketing Manager, sam@ospreypacks.com
- Gareth Martins, Director of Marketing, gareth@ospreypacks.com