

The background is a stylized illustration of a mountain landscape. A large, snow-capped mountain peak is the central focus, rendered in shades of teal and white. Below the peak, rolling hills and valleys are depicted with various shades of teal and dark green. In the foreground, two hikers are silhouetted against the landscape, standing on a dark ridge and looking towards the mountains. The sky is a gradient of teal and orange. A dark teal banner with a pointed right end is positioned across the upper middle of the image.

# **OIA | CLIMATE ACTION CORPS**

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

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**FIELD GUIDE 2022**

# OUR TEAM



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DIRECTOR, SUSTAINABLE  
BUSINESS INNOVATION



**SARAH RYKAL**

SENIOR MANAGER, CLIMATE  
ACTION CORPS IMPACT



**KARI SHAFER**

MANAGER, CLIMATE ACTION  
CORPS MEMBER SUCCESS



**ANDRIANA ROGERS**

MARKETING COMMUNICATIONS  
MANAGER

**OIA** | **CLIMATE ACTION CORPS**

# SUSTAINABILITY ADVISORY COUNCIL

---

**Libby Sommer**  
BOLT THREADS

**Guru Larson**  
COLUMBIA SPORTSWEAR

**Danielle Cresswell**  
KLEAN KANTEEN

**Theresa Conn\***  
NEMO EQUIPMENT

**John Stokes\***  
NEW BALANCE

**Kim Drenner\***  
PATAGONIA

**Ashley Seaward\***  
PEOPLE FOR BIKES

**Kristen Bandurski\***  
RED WING SHOE CO.

**Matt Thurston (Chair)**  
REI

**Alicia Chin\***  
SMARTWOOL

**Marie Mawe**  
W.L. GORE

\*New Council members as of May 2021

# SUSTAINABILITY BOARD COMMITTEE

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**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 2021
3. **CLIMATE POSITIVE** ambition for 2030
4. **THE PATH** to achieve
5. **KEY MILESTONES** to mark our collective progress
6. **RESOURCES** to support you

A stylized illustration of a mountain landscape. In the background, a large, snow-capped mountain peak rises against a gradient sky transitioning from teal to orange. The foreground features rolling hills and a line of dark evergreen trees. Two hikers, silhouetted against the landscape, stand on a ridge in the lower right, looking towards the mountain. The overall color palette is muted, with various shades of teal, blue, and brown.

# THE BUSINESS IMPERATIVE



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

**LARRY FINK, BLACKROCK CEO**



A photograph showing several blue trucks stuck in deep floodwaters. The water is murky and reaches up to the windows of the trucks. In the background, there are trees and some debris on the bank. The scene illustrates the impact of severe flooding on transportation and supply chains.

# **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 young women standing against a solid orange background. The woman on the left is wearing a black tank top and jeans, holding a cardboard sign that reads "CAUSE I GIVE A SH\*T". The woman on the right is wearing a patterned shirt and jeans, holding a cardboard 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.



An illustration of a mountain landscape. In the foreground, two hikers with backpacks are silhouetted against a dark, rolling hillside. The middle ground shows a valley with a line of evergreen trees. In the background, a large, rugged mountain peak is partially covered in snow or light-colored rock, set against a sky with a gradient from teal to orange. The overall style is flat and graphic.

# 2021 PROGRESS

OIA

# CLIMATE ACTION CORPS

CLIMATE  
POSITIVE

RECOGNIZE & REWARD CLIMATE-LEADING  
PRACTICES WITH VENDORS

EMPOWER CUSTOMERS IN CLIMATE ACTION

PARTICIPATE IN CLIMATE ADVOCACY ACTIONS

INVEST IN NATURE-BASED REMOVALS

RENEWABLE ENERGY

PARTICIPATE IN IMPACT COLABS

ENERGY EFFICIENCY

SET A SCIENCE-BASED TARGET (SBT) FOR ALL SCORES

TAKE ACTIONS TO REDUCE EMISSIONS IN LINE WITH SBT

MEASURE YOUR SCOPE 1, 2 & 3 EMISSIONS

BUILD A COMPANY-SPECIFIC PLAN

JOIN THE  
CLIMATE ACTION CORPS  
AND BEGIN YOUR GUIDED  
JOURNEY TO CLIMATE POSITIVE.

## 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

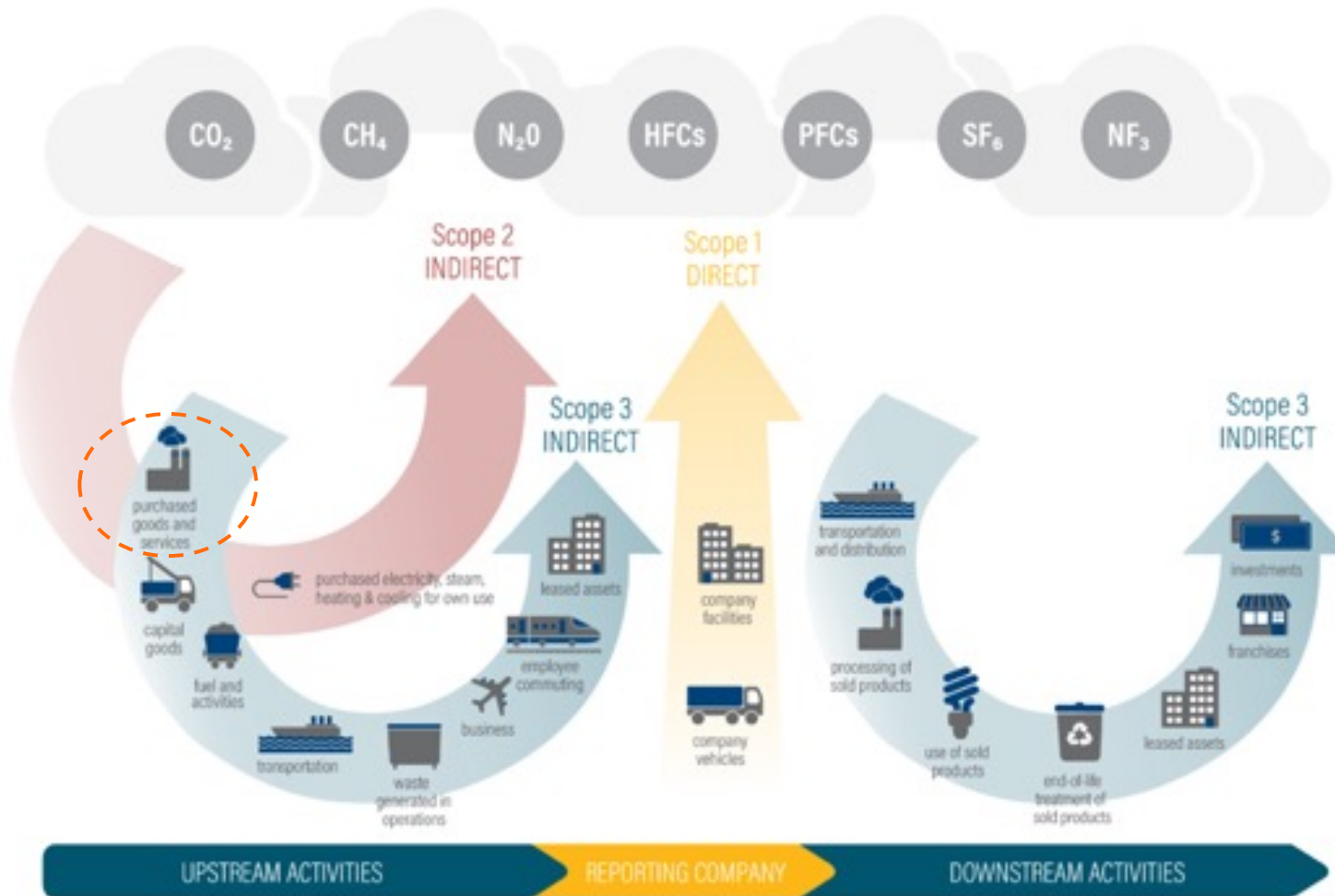


SHARE



GUIDING PRINCIPLES

# WHAT'S A COMPANY GHG FOOTPRINT?

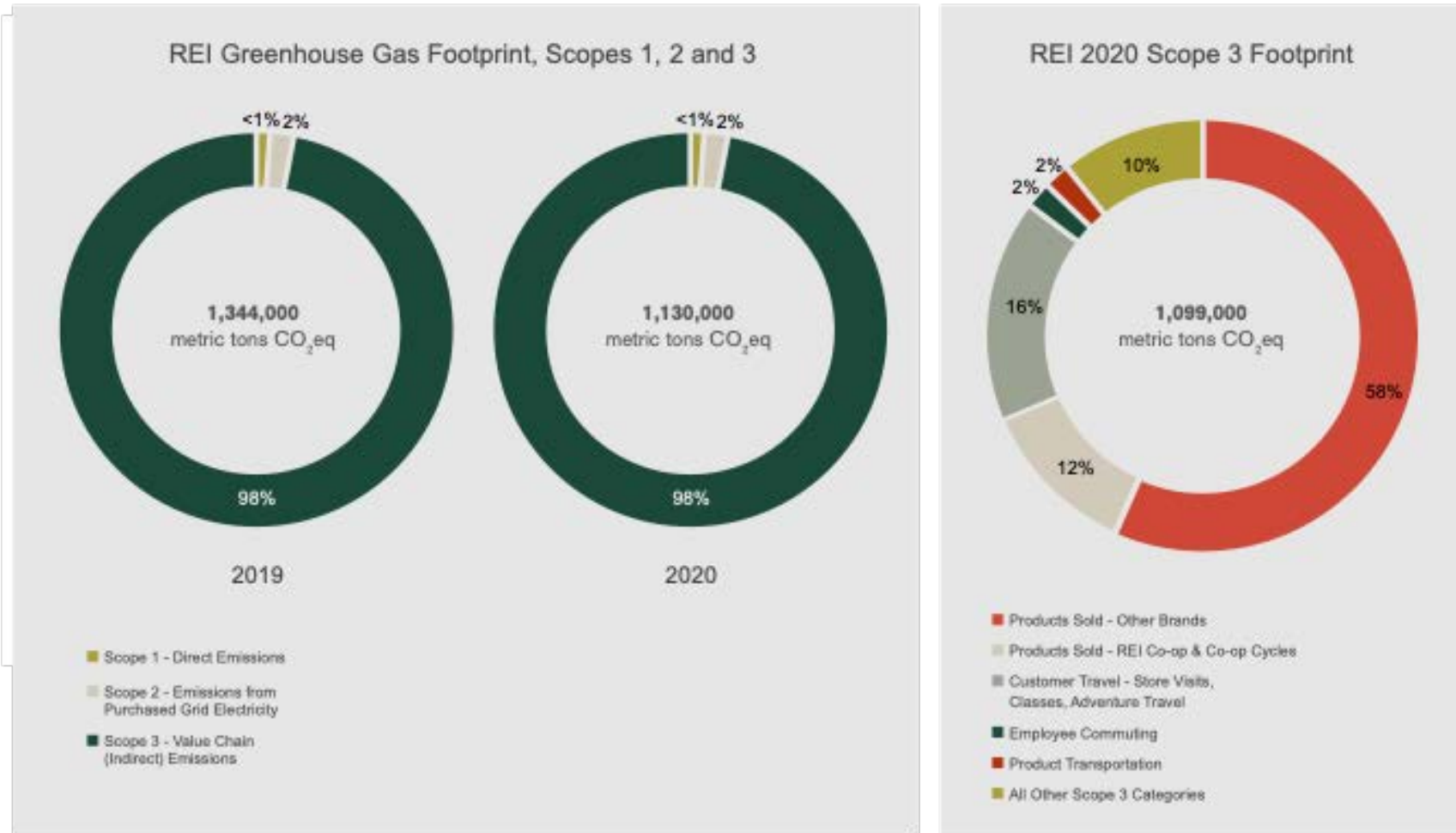


**SCOPE 1:**  
Direct emissions from owned or controlled sources

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

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

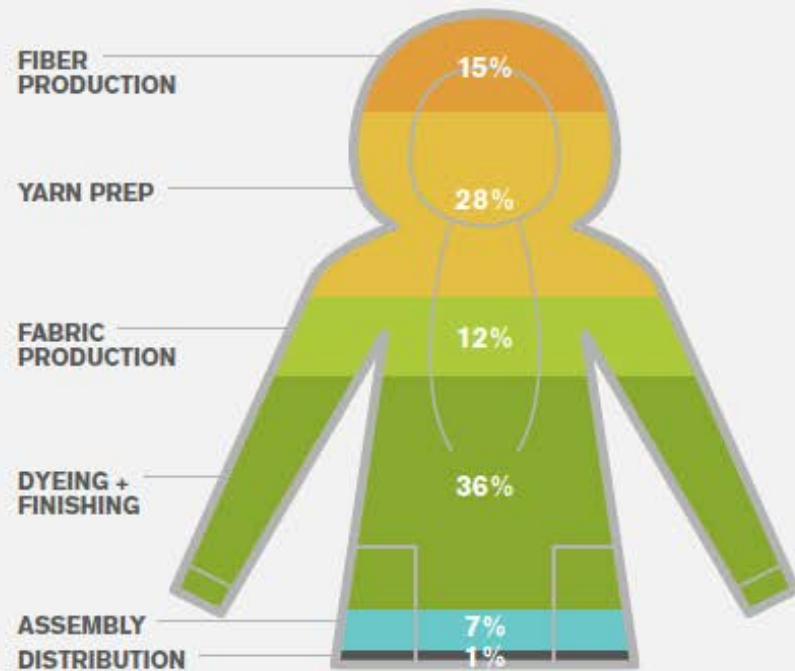
# WHERE ARE THE EMISSIONS?





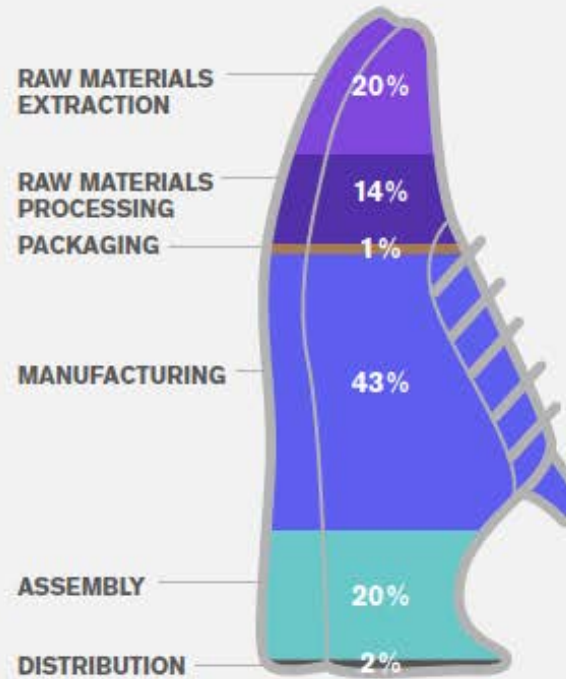
# WHERE ARE THE EMISSIONS?

## APPAREL



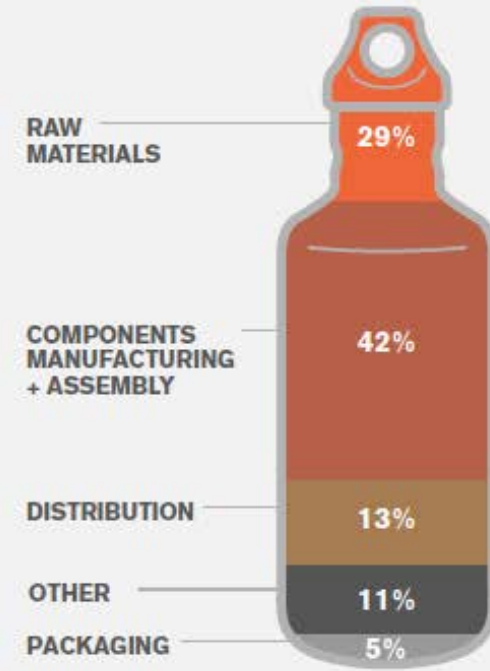
Source: [Quantis, 2018](#)

## 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.*

# oia | CLIMATE ACTION CORPS

IN PARTNERSHIP  
WITH:



peopleforbikes

## FOUNDING MEMBERS



BURLEY



# oia | CLIMATE ACTION CORPS

IN PARTNERSHIP  
WITH:



peopleforbikes

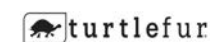
## MEMBERS



CASCADE DESIGNS<sup>®</sup>  
CASCADE DESIGNS<sup>®</sup>



icebreaker  
Move to natural



**300+**

**INDIVIDUAL  
SUSTAINABILITY  
CHAMPIONS**

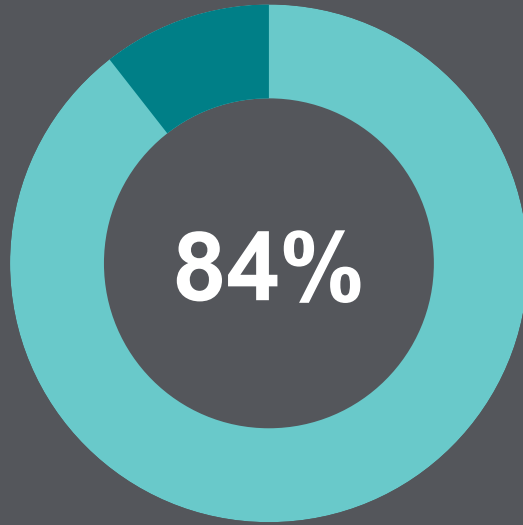
**95+**

**COMPANY  
MEMBERS**

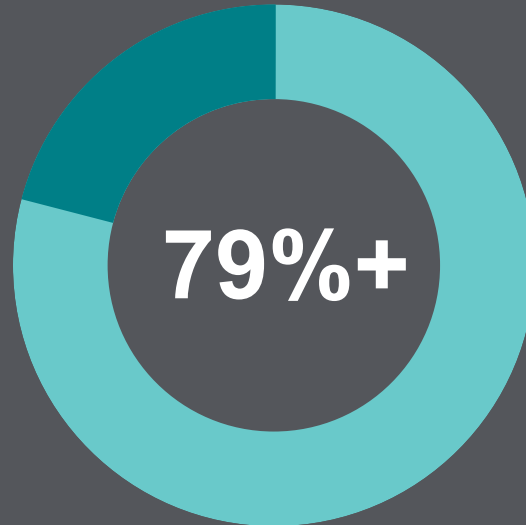
**\$27+B**

**IN COMBINED  
ANNUAL SALES  
REVENUE**

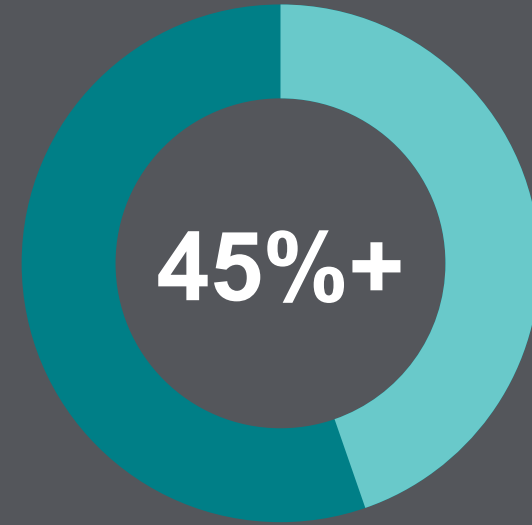




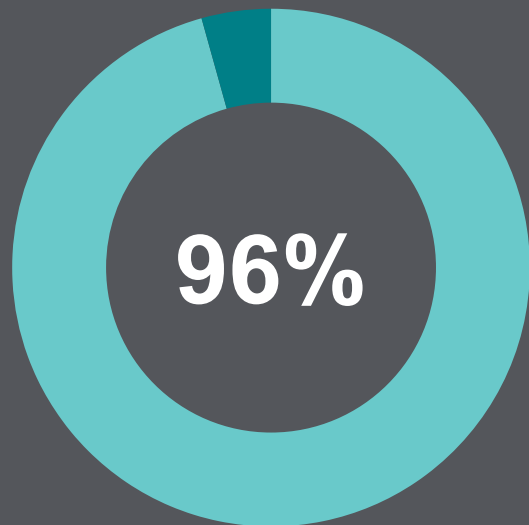
**MEASURED  
SCOPE 1&2  
GHG**



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

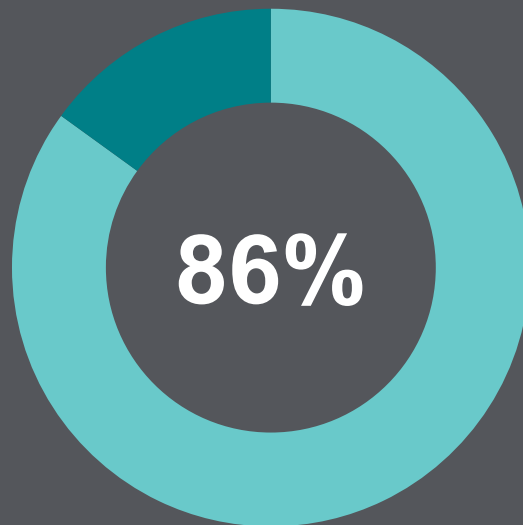


**COMMITTED TO  
RENEWABLE  
ENERGY**  
*(U.S.)*



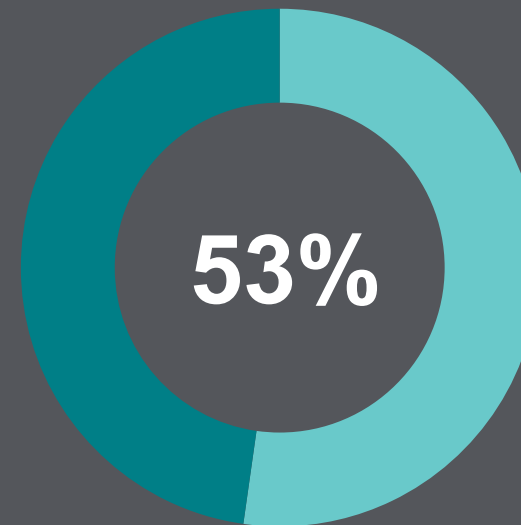
## MEASURING SCOPE 1 & 2 EMISSIONS

UP FROM 84%  
LAST YEAR



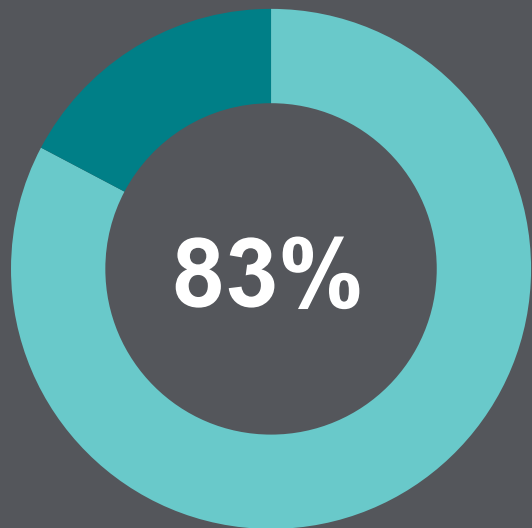
## SETTING SCOPE 1 & 2 TARGETS

UP FROM 78%  
LAST YEAR



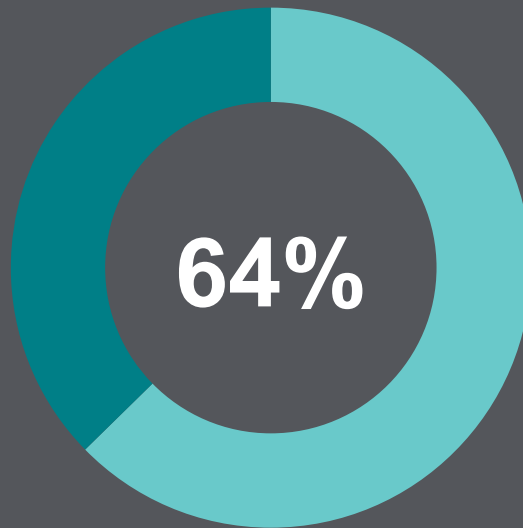
## TAKING ACTION TO REDUCE SCOPE 1 & 2 EMISSIONS

UP FROM 49%  
LAST YEAR



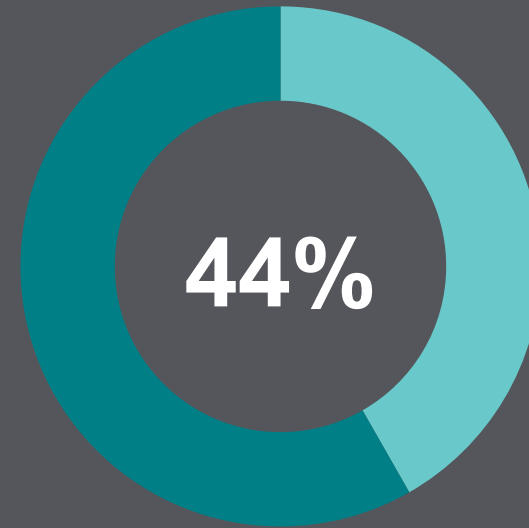
## MEASURING SCOPE 3 EMISSIONS

UP FROM 69%  
LAST YEAR



## SETTING SCOPE 3 TARGETS

UP FROM 51%  
LAST YEAR



## TAKING ACTION TO REDUCE SCOPE 3 EMISSIONS

UP FROM 28%  
LAST YEAR

An illustration of a mountain landscape. In the foreground, two hikers with backpacks are silhouetted against a dark, rolling hillside. The middle ground shows a valley with a forest of small evergreen trees. In the background, a large, rugged mountain peak is partially covered in snow or light-colored rock, set against a sky with a gradient from dark teal to a warm orange-brown. The overall style is flat and graphic.

# 2030 STRATEGY



# GROUNDING IN SCIENCE

To prevent 1.5°C of warming, global CO<sub>2</sub> emissions must fall by **45%** from 2010 levels by 2030, reaching **'net zero'** around 2050.

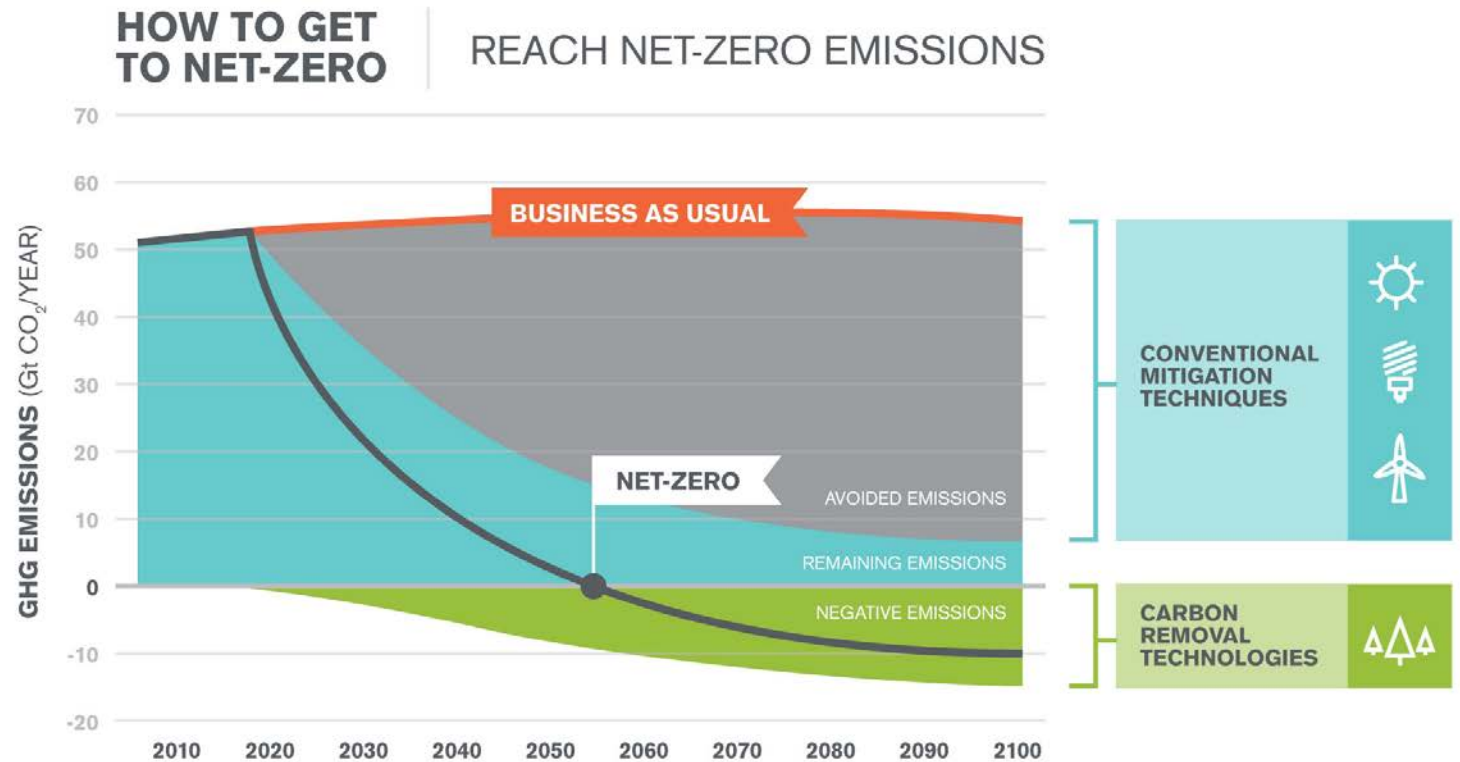


LINK: <https://www.ipcc.ch/sr15>

# 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

The background of the slide is a dramatic, high-contrast image of a forest fire. A helicopter is visible in the upper right, dropping a bucket of water onto the flames. The sky is filled with thick, orange and yellow smoke, and the silhouettes of trees are visible against the bright fire at the bottom.

- **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



Microsoft

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



CALIFORNIA NEVADA  
CEMENT ASSOCIATION

NET  
ZERO



Airlines for America  
We Connect the World

NET  
ZERO



Sustainable  
Apparel Coalition

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.





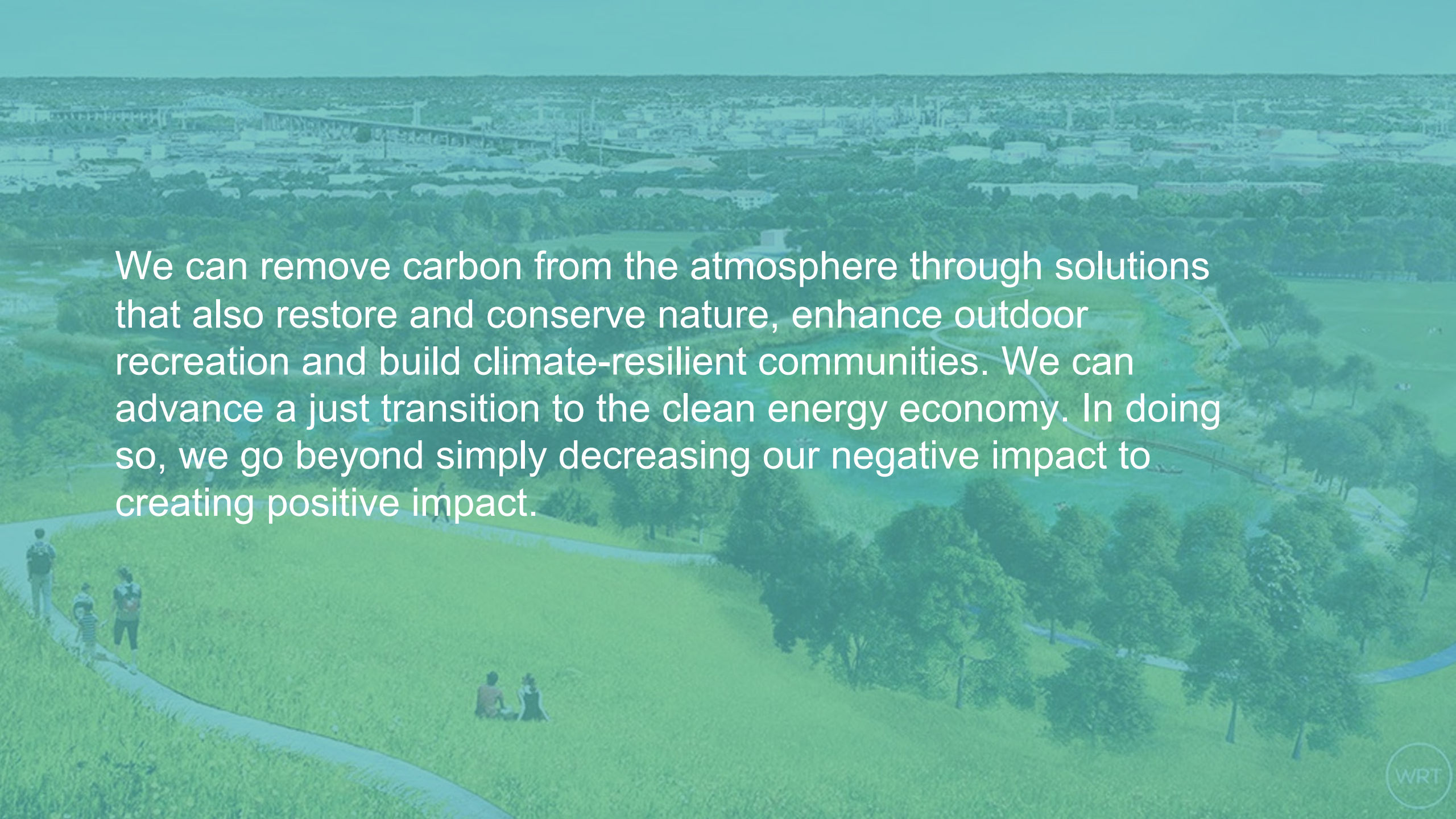
The background of the slide is a photograph of several sheep in a grassy field. The image is covered with a semi-transparent teal overlay. In the top-left corner, there is a dark teal banner with white text.

## OUR SUSTAINABILITY VISION

# 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.



An aerial photograph of a lush green park with a winding path. In the background, a city skyline is visible under a clear sky. The foreground shows a grassy slope with a few people walking and sitting. The entire image has a light blue overlay.

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

A stylized illustration of a mountain landscape. In the background, a large, snow-capped mountain peak rises against a gradient sky transitioning from teal at the top to a warm orange-brown near the horizon. The foreground and middle ground consist of rolling hills and valleys, some with clusters of small evergreen trees. In the lower right foreground, the silhouettes of two hikers with backpacks are visible as they stand on a ridge, looking out over the landscape.

# 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 2<sup>nd</sup> 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.

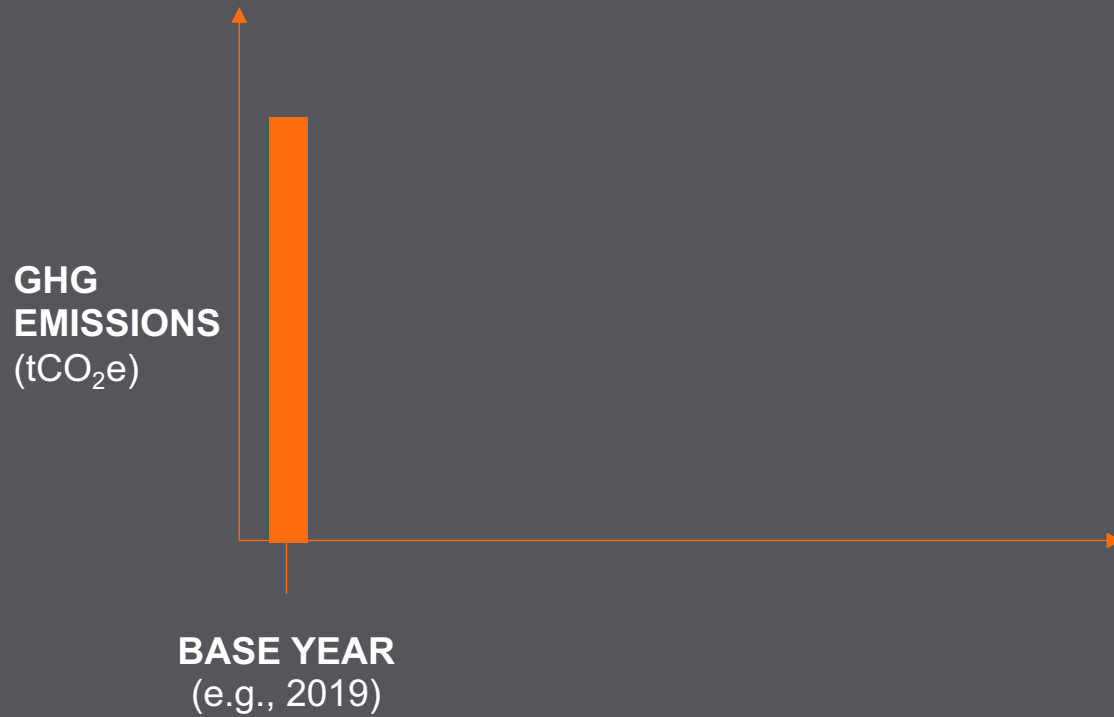
## SHARE.

---

Submit your public Annual Progress Report.\*

*\* Member requirement.*

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

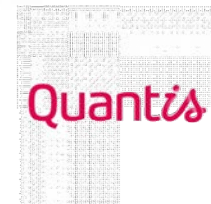


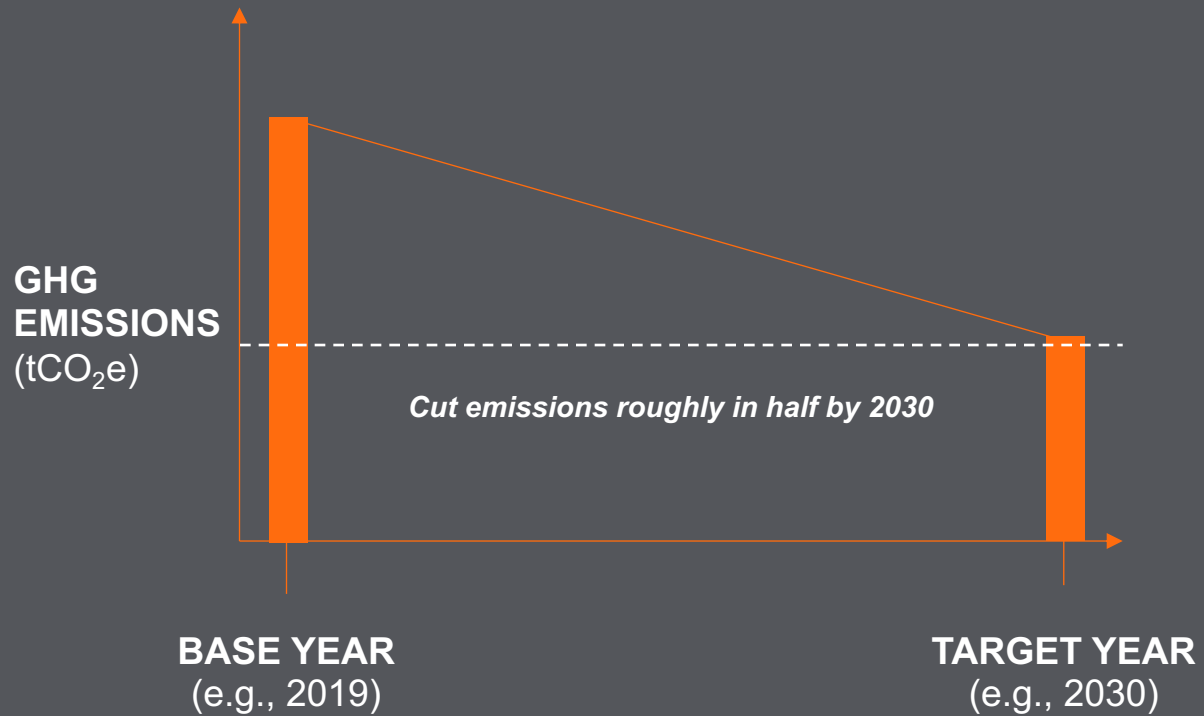
## MEASURE

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



GREENHOUSE  
GAS PROTOCOL





## PLAN

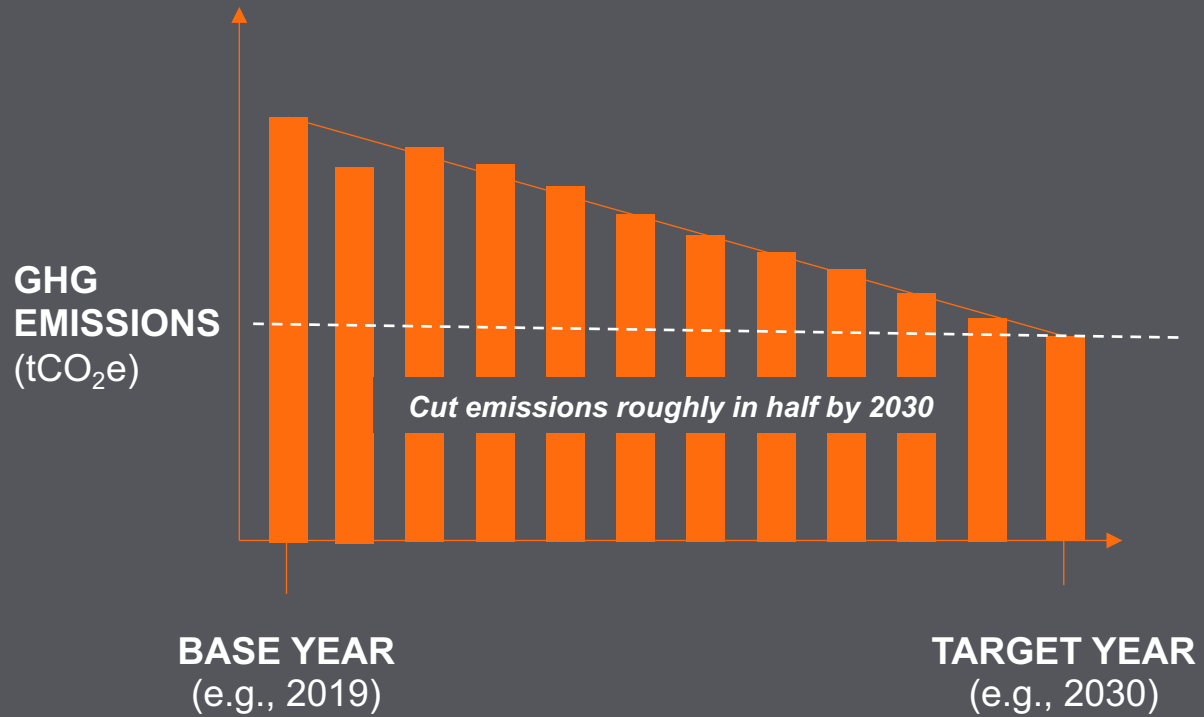
Set a science-based target (SBT) that includes all scopes within your 2nd year of joining.\*

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



\*Member requirement





## 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.

OIA offers CoLabs for supplier facility decarbonization and low-carbon materials



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.





# 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

---

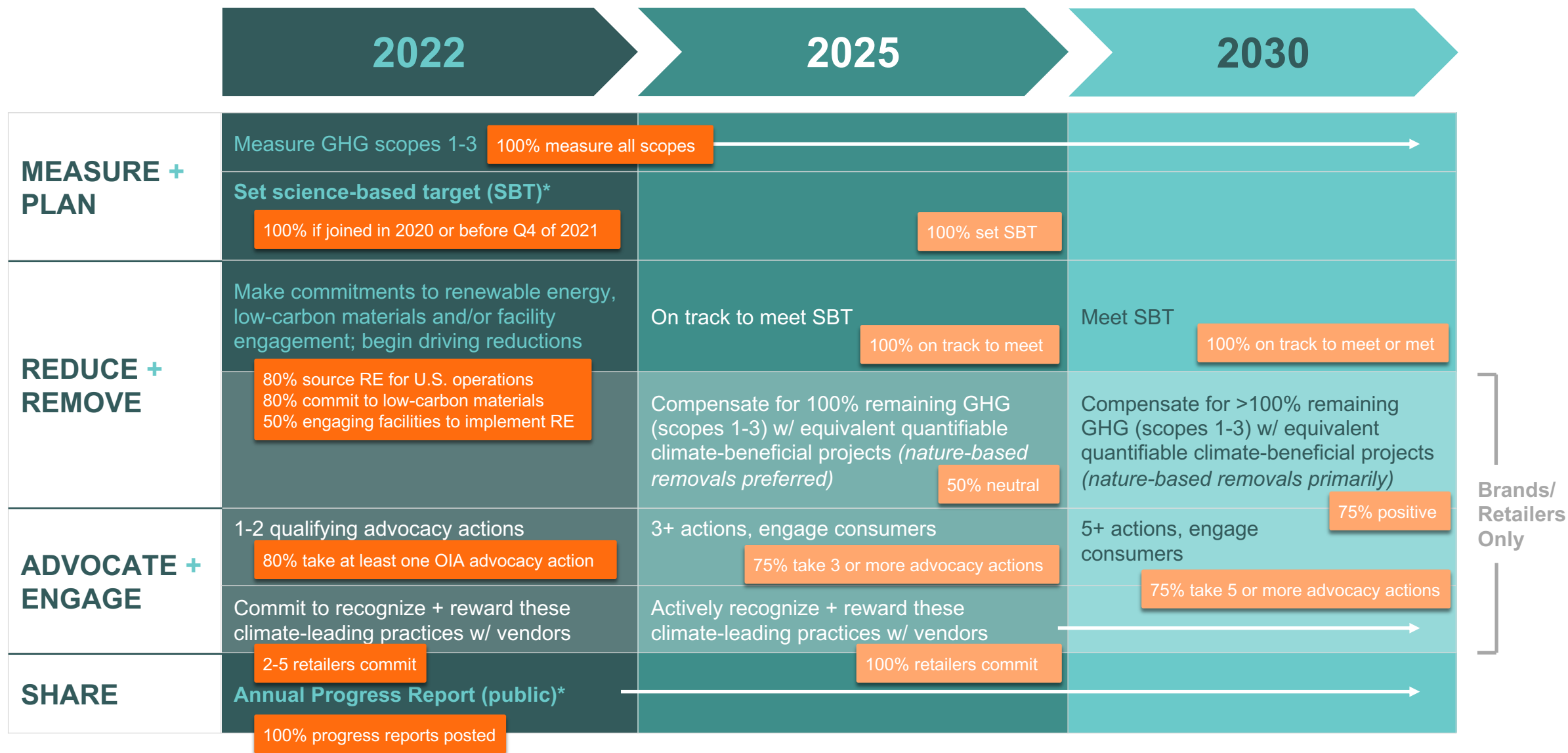
Let the world know you're a part of the solution.

Submit your Annual Progress Report.

A stylized illustration of a mountain landscape. In the background, a large, snow-capped mountain peak rises against a gradient sky transitioning from teal to orange. The foreground features rolling hills and valleys, some with small evergreen trees. In the lower right, the silhouettes of two hikers with backpacks stand on a ridge, looking out over the landscape.

# KEY MILESTONES

# PATH TO CLIMATE POSITIVE KEY MILESTONES



**\*MEMBER REQUIREMENTS:** SBT required within or before your second year of joining



# SBTS: KEY DATES + WHAT TO KNOW

You Joined* ...	Targets Must Be Set In ...	Report Target in Progress Report By ...
2020 – June 30, 2021	2022	April 28, 2023
July 1, 2021 – Sept. 30, 2021	2023	April 30, 2024
October 1, 2021 – 2022**	2024	April 30, 2025

- Required to set a target in line with SBTi criteria within 2nd year of joining (to be reported in 2nd Progress report)
- Join date is the date that your membership payment was received
- If you joined in Q4 2021 or after, you are not required to complete a progress report this year
- Launch of revised SBTi target setting tool (info to come soon on Mobilize)
- SBTi guidance has 2 options: well below 2 c, 1.5 c – either are sufficient for Corps requirements



A stylized illustration of a mountain landscape. In the foreground, two hikers with backpacks are silhouetted against a dark, rolling hillside. The middle ground features a range of mountains with some snow-capped peaks. The background is dominated by a large, prominent mountain peak with significant snow cover. The sky is a gradient of dark teal and brown. The overall style is flat and graphic.

# 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 300+ 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](#).*

# 2022 TRAINING CALENDAR

	MARCH	APRIL	MAY	JUNE	JULY
JOIN				Webinar: New Member Orientation (Date TBD)	
MEASURE	Coffee & Climate: Resource Allocation for GHG Measurement & Target Setting (March 31)	Coffee & Climate: Purchased Goods & Services – Challenges & Solutions (Date TBD)			Training: How to Higg – FEM Support (Date TBD)
PLAN	SET SBT <b>GOAL Complete by end of 2022 (required w/in 2 years of joining)</b>				
			Coffee & Climate: Setting an SBTi – Challenges & Solutions (Date TBD)		
REDUCE	COMMIT TO SOURCING 100% RENEWABLE ENERGY (FOR SCOPE 2)				
	COMMIT TO SOURCING 100% LOW-CARBON MATERIALS				
			Training: Renewable Energy for U.S. Facilities (Date TBD)		Training: Renewable Energy for Manufacturing Facilities (Date TBD)
REMOVE					
ADVOCATE + ENGAGE	Training: Climate Advocacy 101 (March 29)				

# 2022 TRAINING CALENDAR

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
JOIN			Webinar: New Member Orientation (Date TBD)		
MEASURE	Training: Higg Additional Guidance & Support (Date TBD)	Training: Higg Additional Guidance & Support Pt. 2 (Date TBD)			
PLAN	<b>SET SBT</b> <b>GOAL Complete by end of 2022 (required w/in 2 years of joining)</b>				
				Coffee & Climate: SBTi Reduction Strategies (Date TBD)	
REDUCE	<b>COMMIT TO SOURCING 100% RENEWABLE ENERGY (FOR SCOPE 2)</b>				
	<b>COMMIT TO SOURCING 100% LOW-CARBON MATERIALS</b>				
	Training: Renewable Energy for Manufacturing Facilities (Date TBD)		Training: Circularity + Recommerce (Date TBD)		Training: Financial Mechanisms for Decarbonization (Date TBD)
REMOVE				Training: Carbon Offsets 101 (Date TBD)	
ADVOCATE + ENGAGE					

# 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 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	1 dedicated FTE or 2 part-time FTE + Cross Functional Team for Data Collection				
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



A photograph of a forest with tall, ancient trees. In the lower center, a person and a child are standing on a path, looking up at the towering trees. The image has a teal overlay.

JOIN THE  
**CLIMATE  
ACTION  
CORPS**

**JOIN + LEARN MORE**  
[outdoorindustry.org/CLIMATEACTION](https://outdoorindustry.org/CLIMATEACTION)