

ENVIRONMENT

	MEASURES / PROJECT	STATUS QUO	OBJECTIVES UNTIL 2025
	<p>Overall Objective: Responsible chemical and environmental controls further down the supply chain, in particular with fabric and yarn manufacturing operations and wet processes.</p>		
Company level	<p>bluesign® System Partnership</p> <p>We've been a bluesign® System Partner and have applied the bluesign® Standard since 2008 as part of our efforts to minimize the impact of our manufacturing processes on the environment.</p> <p>You can find out more about our collaboration with bluesign® here.</p>	<p>As a bluesign® System Partner we take part in an annual Brand Assessment. This generally takes place at our head-quarters. It includes issues related to organizational structure, supply chains and materials, fabrics and chemicals, reporting and communication, and monitoring of suppliers. The results of this assessment are documented in a Gap Analysis which forms the basis for a strategic action plan.</p>	<p>Continuation of bluesign® System partnership.</p>
	<p>Green Button Company Certification</p> <p>The Green Button (or Grüner Knopf) is a state-run international hallmark for sustainable textiles. We have our company and our products certified by the Green Button label.</p>	<p>deuter successfully passed a company re-audit in August 2022.</p>	<p>Progression to Green Button 2.0 compliance</p>
Supplier level	<p>bluesign® System Partnership for Manufacturing Partners</p>	<p>100% of our manufacturing partners are bluesign® System Partners.</p> <p>We support our partners in achieving system partnership status.</p>	<p>Monitoring and supporting our manufacturing partners in implementing system partnership measures.</p> <p>bluesign® System Partnership (or similar) as a deciding factor in choice of supplier. Formalization of criteria through on-boarding process.</p>
	<p>deuter Promise Policy and Supplier Handbook</p> <p>In July 2022, we published our Supplier Handbook for the deuter Promise Policy.</p>	<p>The Supplier Handbook clearly defines requirements for suppliers with regards to environmental issues, chemicals management, water and wastewater treatment, waste management, emissions and their impact on climate change.</p> <p>These include compliance with deuter RSL (ZDHC and bluesign® compliant), ZDHC MRSL and Afirm Packaging's RSL.</p> <p>The supplier handbook also offers practical recommendations and advice on tools and training courses to help implement improvement measures.</p>	<p>Regular updates to the Supplier Handbook and communicate these via the e-learning platform.</p> <p>Provide information on new training schemes and supporting materials via the e-learning platform.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Supplier level</p>	<p>Higg Index</p> <p>deuter uses the Higg Index from the Sustainable Apparel Coalition.</p> <p>The Higg Index is a suite of tools for the standardized measurement of the sustainability of businesses, manufacturers and suppliers, as well as products within the textile industry.</p>	<p>Consultation of the Higg Facility Environmental Module (FEM) further down the supply chain, starting with our tier 2 fabric suppliers.</p>	<p>Evaluation of the risks and occurrence likelihood of our tier 2 suppliers as identified in the FEM data verification process.</p> <p>Prioritizing of improvement potential and joint implementation of targeted measures together with relevant suppliers.</p> <p>Prioritizing of suppliers according to purchasing volume (core suppliers) and severity of environmental risks.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Product Level</p>	<p>bluesign® certified Materials</p>	<p>27% of the total volume of main materials purchased in the period 01/2021 - 12/2021 are bluesign® certified.</p>	<p>Increase the share of bluesign® products in the total collection to 70%.</p>
<p>bluesign® Products</p> <p>A bluesign® product is made with a minimum of 90% bluesign® approved fabrics and 30% bluesign® approved components.</p>	<p>Approximately 17% of our SS 2023 and FW 2023/24 collection is bluesign certified.</p>	<p>Increase the proportion of bluesign® products in the collection to 70%.</p>	
<p>Green Button Products</p> <p>For Green Button product certification, another 26 criteria must be fulfilled above and beyond Green Button company certification.</p>	<p>All of our bluesign® products are also Green Button certified. This equates to 17% of the SS/SW 2021 collection.</p>	<p>Progression to Green Button 2.0 compliance</p> <p>Increase the proportion of Green Button products in the collection to 70%.</p>	
	<p>Overall objective: Increase proportion of recycled materials used in our products.</p>		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Material substitutions</p>	<p>Use of recycled materials</p> <p>The recycling of already existing synthetic materials means less crude oil is used and therefore saves resources. And because less energy is required when reusing materials, fewer emissions are generated, which is better for the climate and for our environment.</p>	<p>17% of the total volume of main materials purchased in the period 01/2021 - 12/2021 are recycled.</p>	<p>50% of the total annual volume of main materials are recycled.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Material substitutions</p>	<p>Products made using recycled materials</p>	<p>Approximately 60% of our SS 2023 and FW 2023/24 collection consists partly or entirely of recycled main materials.</p>	<p>We have thus achieved our 2025 target of 50%. The share of products made from recycled main materials is to be steadily increased.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Material usage</p>	<p>Pre-Consumer Waste Upcycling</p> <p>Using fabric remnants or offcuts from our main production to create new products makes for more optimized material usage and uses fewer resources.</p>	<p>10% of revenue from the sale of the deuter Infiniti series goes to "1% for the Planet" which supports the work of carefully selected partners across 7 core environmental areas:</p> <p>Climate, food, land, pollution, water, wildlife, and biodiversity.</p>	<p>Continuation of the Infiniti series and support for 1% for the Planet.</p>
	<p>Overall objective: Product longevity</p> <p>The lifespan of deuter products should be as long as possible to reduce their ecological footprint and save resources.</p> <p>Contributing to more sustainable, conscientious consumer behavior.</p>		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Embedded in the design process</p>	<p>Design to Repair</p> <p>Within the framework of our 'Design to Repair' approach, we are making every effort to improve the reparability of our products.</p>	<p>Our Design to Repair workshops are set up by the CSR team and carried out in collaboration with the Product Design & Development department and the geniuses from the Repairs Department. Regular interaction allows us to take note of any repairs that we are currently unable to make, to avoid any weak points in the reparability of products when designing new ones.</p>	<p>Repairability firmly embedded and verifiable in the design process.</p>
	<p>Design for Durability</p> <p>Within the framework of our 'Design for Durability' approach, we are making every effort to improve the longevity of our products.</p>	<p>Ensuring durability is incorporated into the product design process.</p> <p>Choice of materials is based on durability and longevity. Field tests are carried out.</p>	<p>Firmly embedded in the design process.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">After Sales Services</p>	<p>deuter Repair Service</p> <p>The deuter Repair Service is all about extending the lifespan of our products. The service is especially important for products which are in good condition, but no longer functional unless repaired.</p> <p>By repairing these items, we are cutting down on landfill waste - of both post-consumer and pre-consumer waste, where prototypes and products with minor flaws are given a new lease of life.</p>	<p>Around 4,000 products were repaired in the deuter workshop in 2021.</p> <p>In August 2022, we increased capacity by creating another full-time position as well as an apprenticeship position for a textiles and fashion design tailor.</p> <p>Backpacks that can no longer be repaired or have been donated are inspected in our repair shop to determine if the materials can be reused. The outer fabric, lining, entire sections like shoulder straps, smaller components, which are in good conditions still can be used to help repair other backpacks. This helps cut down on waste and resource consumption.</p>	<p>Upscaling repair service to an international level.</p> <p>Developing guidelines to help set up, implement and advertise repairs services on an international scale.</p>

After Sales Services

DIY Repair Options

deuter offers its customers the option of carrying out smaller repairs themselves, e.g. replacing buckles, straps or replacing the chin pad on a child carrier. This saves time and money, especially for customers.

Accessories like backpack rain covers can also be purchased online.

You can see our range of accessories and replacement parts [here](#).

deuter has a range of replacement parts for all its backpack models. Customers can order these via the deuter online shop, to replace a damaged part themselves.

Retailers can order a fully-comprehensive Service Box with all our current replacement parts so they can offer these to clients in-store.

We are currently designing deuter patches to fix small holes, scratches or tears in backpack fabric.

The range of replacement parts and repair materials in the deuter online shop to increase as required.

Instruction videos on how to replace parts available on the website.

Product Care

Extending the lifespan of products with correct care, cleaning and storage.

There are instructions on how to clean, care for, and correctly store our backpacks, sleeping bags and hydration systems (+ accessories).

You can view our advice pages [here](#).

More advice on product care.

Rental Scheme

Renting out products is very cost-effective and fosters responsible consumption.

We have established a free-of-charge child carrier rental service at 5 mountain cable car stations in the Allgäu region of Germany. The 20 child carriers available were loaned out 216 times during 2020. Quite something, considering the cable cars were only in operation for 232 days because of Covid 19.

You can find out more about our Rental Scheme [here](#).

Expand the child carrier rental scheme to further locations across Germany.

Establish a rental scheme for other suitable product groups.

deuter Second Life

Second Life products are backpacks with light wear and tear, or factory seconds, returns, and product samples that are no longer needed – all of which have been expertly restored by our experienced repair team. It is a way of extending the useful life of our products, reducing waste, and giving our customers fully-functional products at reduced prices – and making a significant contribution to protecting the environment.

deuter Outlet Store

Our Second Life products are available to buy from the [deuter Shop in Gersthofen](#). All products are in full working order and ready to use.

Donation

We're involved with some non-profit associations and organizations that promote social equality, inclusion and support for those in need. We help establish [welfare facilities](#) by providing funding, or support in the form of donations in kind.

Expand upon and progress these projects in collaboration with the sales department.

Assess the feasibility of setting up a second-hand deuter online store/ platform, where our B-goods (deuter Second Life) could reach a wider audience and customers could resell their good-quality used products.

Sustainable Consumerism & Social Engagement

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Sustainable Consumerism & Social Engagement</p>	<p>deuter Second Life</p> <p>Second Life products are backpacks with light wear and tear, or factory seconds, returns, and product samples that are no longer needed – all of which have been expertly restored by our experienced repair team. It is a way of extending the useful life of our products, reducing waste, and giving our customers fully-functional products at reduced prices – and making a significant contribution to protecting the environment.</p>	<p>deuter Outlet Store</p> <p>Our Second Life products are available to buy from the deuter Shop in Gersthofen. All products are in full working order and ready to use.</p> <p>Donation</p> <p>We're involved with some non-profit associations and organizations that promote social equality, inclusion and support for those in need. We help establish welfare facilities by providing funding, or support in the form of donations in kind.</p>	<p>Expand upon and progress these projects in collaboration with the sales department.</p> <p>Assess the feasibility of setting up a second-hand deuter online store/ platform, where our B-goods (deuter Second Life) could reach a wider audience and customers could resell their good-quality used products.</p>
	<p>Overall objective: Product Recyclability</p> <p>Improving the recyclability of deuter products. The focus here is on recycling materials, because we can cut down on waste and conserve resources by feeding the resources we use back into the materials cycle.</p>		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Embedded in the design process / Pilot projects</p>	<p>Design to recycle</p> <p>Within the framework of our 'Design to Recycle' approach, we are making every effort to improve the material purity and therefore recyclability of our products. A product with all elements made from the same single-origin fibers e.g. Thermoplast is pure and therefore recyclable. Single-origin products are better suited to value-added recycling, since backpacks, for example, can be made up of more than 100 individual parts that cannot always be separated from one another (in recycling processes).</p>	<p>Collaboration with Partnership for Sustainable Textiles' Recycling Working Group on its Recyclable Product Clones project. Find out more about the project here.</p> <p>Design a single origin sleeping bag.</p>	<p>Pilot project for recycling deuter products with a designated recycling business.</p>
	<p>Collaboration with recycling businesses</p>	<p>Materials recycling and evaluation of the establishment of a returns system for deuter products.</p>	<p>Pilot project for recycling deuter products with a designated recycling business.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Memberships / Affiliations</p>	<p>Collaboration with the circular economy expert group at the Partnership for Sustainable Textiles</p>	<p>Key themes for the circular economy expert group and the recycling working group:</p> <ul style="list-style-type: none"> • Sustainable designs • Examine the recyclability of current products and how to make them more recyclable • Repair, sharing, collection, reuse and recycling of textile products • Packaging • Cross-industry stakeholder dialogue <p>You can find out more about the Circular Economy Expert Group here.</p>	<p>Continue to participate in working groups to leverage synergies and share best practices.</p>

Overall objective:
More sustainable product and shipping packaging.

Logistics and Packaging

deuter Packaging Concept

To ensure that our packaging is free from harmful substances, we comply with the Afirm Packaging's RSL for all our packaging.

We reviewed our entire packaging concept when looking at the issue of making our product and shipping packaging more sustainable. Research was conducted into recycled poly bags and other alternative materials for our plastic packaging. For cardboard packaging, the focus was on using recycled materials and avoiding plastic and adhesives throughout all areas of application. We also looked at the reusability of cardboard shipping packaging.

Prepare a fact sheet about our shipping packaging.

Plastic Packaging

In July 2022, we switched from low-density polyethylene (LDPE) bags to 100% recycled LDPE and RCS-certified poly bags. We also cut down the thickness of our poly bags by 50% to cut our carbon footprint and minimize the resources we use up. By making these adjustments and tailoring the size of our bags to individual products we are more resource efficient.

At present, bio-based or biodegradable plastic are not a suitable alternatives, as their environmental credentials are not significantly better than those of conventional plastics. The environmental impact is simply deferred (German Environment Agency - in German).

Evaluate potential poly bag savings.

Cardboard Packaging

We source our shipping boxes for the Gersthofen offices from a local supplier to reduce delivery miles. The boxes are made using 74-100% recycled content and are 100% recyclable.

Switching to 100% recyclable paper parcel tape and natural rubber adhesives has made our shipping cartons recyclable by eliminating the need to separate parcel tape from the cardboard.

Hang tags and header cards are designed with as little plastic or adhesives as possible. Instead, we use folding/creasing techniques.

Assess the possibility of setting up a returns system for our shipping boxes. If feasible, conduct a trial with selected partners.

Assess other reusability options e.g. for B2C returns boxes or for mailing to the repairs workshop.

Reduce the size of hang tags by replacing information displayed with a QR code instead.