The outdoor industry demands bold action from COP27 to reduce carbon emissions and improve sustainability.

As representatives of the European outdoor industry we're already taking bold action to reduce our impact – but we need stronger policy support to do more.

Right now, companies that take action to reduce their impact are at a disadvantage in the market. As delegations from around the world meet in Sharm El-Sheikh for COP27, we believe it's the right time to address the issue.

Why? The conference's theme this year is loss and damage – and our industry is already seeing climate change's effects. We've seen shorter winters, melting glaciers, droughts and floods. We're losing green and blue spaces. Local communities are being devastated. And biodiversity is dwindling rapidly.

This isn't about the effects on our industry of losing outdoor spaces. It's about climate breakdown threatening our entire way of life.

Why does the outdoor industry need to act?

We're a strong sector in an uncertain world. Our industry expects a consumer base of 195 million people by 2025 and a wholesale value of over 6 billion Euros. Our impacts are global, with over 80% of our emissions outside the EU – so we can only tackle our climate footprint by acting globally.

Our industry is already embracing existing legislation – but we need stronger policy to restrict heating to +1.5°C. We've identified three outcomes we need from COP27:

1. Incentivise the increased sustainability of business practices.
We need legislation that encourages industries to choose sustainable options over growth at all costs. This means offering incentives for businesses to create built-to-last products, offer repair services, support second hand options, provide rental programs and more. We need to give companies compelling reasons to choose business models that reduce emissions and encourage their customers to reduce their consumption.

2. Standardise measurements for products' environmental impact.
Currently businesses can use a variety of methods to calculate the embodied carbon emissions of their products and choose which sustainability standards to apply. This makes it almost impossible for anyone – business or consumer – to compare products against each other. It also means regulators can't incentivise products with lower emissions and better sustainability attributes or discourage less sustainable products with higher emissions. We need standard, mandatory ways of measuring these.

3. Help businesses move to renewable energy for manufacturing.
We need to incentivise renewable energy to accelerate manufacturing – and this needs to be done fairly for the emerging and lower-income economies where so many outdoor businesses manufacture. This means offering the support these countries need to move to lower carbon energy sources. Businesses which choose renewable energy to manufacture shouldn't be at a market disadvantage compared to those who use fossil fuels.

How can the outdoor industry help?
We want to help policy makers reach our climate goals - but we need their help to do it. We're ready and willing to work together, and we want to keep on advocating for strong, practical and pragmatic policy.

Members of the outdoor industry have been working hard to improve how we do business, but we need policies that both support positive action and penalise harmful practices. We're ambitious, we're ready to collaborate and we want to push the agenda. Now is the time to create the policies to let us do it. We the undersigned demand maximum ambition from those negotiating at COP27 that matches the scale of the climate crises we are all facing.

Yours the undersigned.

ICEBUG
SWEDISH TRACTION FOOTWEAR

"We don't have time to fall further behind. Every chance to speed up emission reduction must be taken. As part of the Outdoor industry who live by and for nature, as business leaders, we stand united with strength in numbers asking political leaders to radically ramp up ambition and back it with regulation."
David Ekelund | Co-Founder / Co-CEO, Icebug

BURTON

"At Burton we've worked hard to model a sustainable business of the future, but individual action is not enough to address the global threat of climate change. We urgently need bold legislation to shake up business as usual. The Outdoor Industry must unite to preserve natural spaces that sustain our businesses and life itself."
Ali Kenney | Chief Strategy Officer, Burton Snowboards

INTERNET FUSION GROUP

"The climate crisis needs leadership to solve, the outdoor industry; with its deep rooted connection to nature, must be that leader for its commercial sector."
Joe Murray | CEO, Internet Fusion Ltd

PICTURE
ORGANIC CLOTHING

"We, as the outdoor industry, not only need to address the climate emergency, we want to. We want to be a leader in this space and to do that, we demand legislation that rewards us to be a force for good."
Julien Durant | Co-Founder, Picture

THE NORTH FACE

"For over 50 years, The North Face has supported the fight against climate change, and today that fight is more important than ever. It is time for us to take a stand as an industry and call for ambition and action from political leaders. That's why we're calling for greater regulation and legislation that can offer hope. The time is now."
Jan Van Leeuwen | Vice President + General Manager, The North Face EMEA

PROTECT OUR WINTERS
POW

"The outdoor community see's the impacts of climate change first hand, companies in this sector are acting ahead of legislation and want to be a role model for the rest of the business world. Legislation must follow that both supports their move to sustainable practices and penalises high emitting business models."
Alistair Maltby | President, Protect Our Winters Europe

Supporting Signatories:

Mammut Sports Group AG
Heiko Schäfer | CEO

ellis-brigham
Mark Brigham | Director

Picture Store Nantes
Adeline Responsable

Northcore Limited
Matt | Founder

YES. Snowboards
Brand Manager

Outdoor Buddies AB
Magnus Sellberg | CEO

NOIR.GLOBAL
Micke Gomes | Co-Founder

Nidecker Snowboards
Marketing Manager

dewerstone
Rory | Founder

PUSU Skis
Jani Ahvenainen | Founder + CEO

Peak 63
Joel Svedlund | Managing Partner

Blue Tomato
Adam Ellis | Managing Director

Houdini Sportswear
Nanny Bergstedt | Intergrated Marketing Manager

Jones
Xavier Nidecker | Brand Director

Active Giving GmbH
Laurent Petit | Founder + CEO

SunGod
Dougal Russell | Head of Sustainability

Elements
Nelson Coomans | Responsibility Co-ordinator

Susty Headwear GmbH
CEO

BUFF®
David Camps | CEO

Delayon Eyewear
Founder + CEO

Salomon
Marie-Laure Piednoir | Global Sustainability + Impact Director

Palm Equipment
Rowena Knight | Director

Supporting Signatories:

Brim & Tindar
Einar Soviknes | CEO

Adventure with Jonas
Jonas Höglund | Founder

Freeride Streetshop
Damien Legrand | Director + Manager

Gstaad Saanenland Tourismus
Patrick Bauer | Head of Destination Development + Sustainability

Jordnära Upplevelser
Helena Rimfors | Owner + Outdoorguide

SNOWLEGEND
Andre Haase | Manager

Golden Ride Magazine
Anita | Editor in Chief

Crystal Mountain Ski Resort
Environmental Sustainability Manager

O2 Max
Dercq Frédéric | CEO

Sustainable Mountain Alliance
Ingrid Beutler | Co-Founder

Allegra Trails GmbH
Domenico Bergamin | CEO

Ice Guardians Iceland
Kish Patel | Co-Founder + Guide

Eivy Unbored Onboard
Martin Vister | CEO

Bad Unicorn
Jeremy Berhin | Owner

Realise Design Ltd
Andrew Redman | Founder + MD

Baguette Boards
Benoit Caillaud | Founder

Husstainability AB
Erik Huss | CEO

Croconuts
Guillaume Neff

Snow Lab UK Ltd
Edward Longton | Managing Director

Suppaa Tampere
Roosa Ritola | Founder

Môma Surf Shop
Alexandre Tuffin

MICROXTREME LTD
Gerasimos Avramidis | CEO

Supporting Signatories:

The Ski Podcast
Iain Martin | Owner

Connys Sport+Mode GmbH
Konrad Margreiter | CEO

Guzet Sport
Sarl Le Picou | CEO

Les Petits Baroudeurs
Celine Lacombe | CEO

KOZZE
Virgile Eve | Chairman

Espace Montagne St Etienne
Romain Cottier DG

Cirkel Supply Co.
Anders Bergenstrand | Founder + CEO

Presca Sportswear
Rob Webbon | CEO

ST. BERGWEH Outdoor Blog
Founder + Editor-in-Chief

Norm's Ski & Bike Shop
April Reynolds | Co-Owner

Skitouring Scandinavia
Carl Lundberg | CEO

BASE Adventure Media
Matthew Pink | Brand Director

PIC BLANC SPORTS
Anthony Zogheib | Managing Director

Snow Performances
René Waligora | Directeur des achats

Maloja
Jonas Nilsvander | CEO

Fux Dream AG Cesar Sport Alpin
Guido Stalder

Greenroom Voice
Cira Riedel

Craigdon Mountain Sports
Karla Mason | Managing Director

AIR coop
Thibault Liebenguth | Associate + Consultant

Hannah Mitchell Writes
Hannah Mitchell | Founder

KitUp Adventures
Bruce Leishman | Founder + CEO

Pro-Fit Ski & Boot Service Inc, dba Pro-Fit Ski & Mountain Sports
Nancy Deely | Owner + VP

Supporting Signatories:

Cool Bus
Owner

Mcnab Snowboarding
Neil Mcnab | Director

Bergans of Norway
Jan Tore Jensen | CEO

NRS
David Bain | European Business

Suunto
Heidi Heikkinen | Sustainability Manager

Sport Conrad
Stefanie Buchacher | Head of Corporate Sustainability

The Bunch
Co-Founder

Vindpinad
Oskar Knubbe | Founder + CEO

The Great Outside
Arnaud Bonmardion | Founder

Mulkka - Den Mjuka Pulkan
Erik Esseen | Founder

Lupus Outdoor
Kristoffer Olsson | CEO

Yonderland
Melanie Gruenwald | Head of Sustainability

Svenska Bergsguideorganisationen/ Swedish Mountainguide Association
Josef Westerlund | President

Peak Paddlesports
Pete Astles | CEO

European Outdoor Conservation Association
Tanya Bascombe + Catherine Savidge | Joint General Managers

1000 skis
Co-Founder

BEMIS worldwide
Ben Howard | Director of Sustainability

Burton Queenstown Store
Leo Titley | Manager

Active Brands
Rebecca Johansson | ESG Manager

Supporting Signatories:

Lodestar Hub, Inc
Alicia Roessler
Co-Founder + Chief Impact Officer

Rob Powell Coaching
Rob Powell

Picture
Guillaume Robert
Export Manager

Bodag Shoes & Sports SA
Urs Wullschleger
Owner

CREENSTONE
Janet Thurston
Agent

Oskar Mountain Professional AB
Oskar Brodén

FUBUKI
Christofer Ljunggren | CMO

Mie
Per | CEO

Peter Glenn Ski and Sports
Cecilia Garcia | Store Manager

Montaz.com
Gaelle Darmaisin | Directrice

Little Snow Cloud Sàrl
Rondelet Mathieu | Sales Agent

Planete Sports
Dominique Henchoz

La Glisse
Campione Aldo

Esam Ab
Angela Ekman-Nätt | Partner

Adventure Uncovered
James Wight | Co-Founder / Director

Ski and Sport of Westport
Pamela Alberino | Managing Member

Aeschbach Chaussures Sa
Isabelle Terrasse Acheteuse

jolis
Jonas Nilsvander | CEO

Sylbe Sports
Manager

Ski Paradise Meribel
Falcoz Gerant

LOUTESSKIS
alexandra Monteiro Manager

Wolff Fabien

2 Seasons Holdings Ltd
Stuart Roberts

Marclaz Sport
Pierre Francois Roux

CampingRocks
Vladimir Ralchev | Managing Partner

B URBAN
Pascal Bonnet CEO

Andréanne Grondin, Consultant and Expert, Outerwear & Mountain Sports
Andréanne Grondin | Consultant

World Wise Touring
Jack McCutcheon | Founder

Teals
Nick Sinfield | Founder

ChangeNOW
Tanguy MARZIN | KAM

Studio Casey Joy
Casey Joy Hatherly | Creative Director

The Last Ride project
Will Tucker | Directort

Linus Kulstad AB
Linus Kulstad | CEO

Full Stack Supply Co
Sara | Head of ESG + Supply chain