

MINDFULLY MADE

More so than ever 2020 gave us all time to reflect on our own personal impact on the environment. Social movements like plastic free living, Veganism and zero waste have become more important to our consumer and a bigger part of their everyday lives. They are looking to make the right choice when it comes to their purchasing decisions.

Through our fantastic initiatives we can help educate our consumer on all the work that goes into making our product and our business as sustainable as possible.

Last year was an important year in our Sustainability journey. Being recognised as Drapers Sustainable Fashion Brand of the Year and reaching a significant milestone in our use of recycled materials were just two of the amazing achievements of our teams. We know we still have a way to go but we are doing what we can, where we can, to look after our planet.

We are committed to creating great products in a sustainable way and to making positive progress every year and we are bringing our factories and suppliers along with us. We have been making good progress in this area and since AW20, 70% of Craghoppers products are made using recyclable materials, compared to 12% in AW19. We have also increased the amount of recycled materials within each individual product, we use yarns which have been sourced from suppliers that are certified by the Global Recycled Standard (GRS).

CONSERVATION

OUR WORLD MATTERS TO US & OUR FAMILIES. WE HAVE BEEN WORKING WITH THESE INCREDIBLE CONSERVATION PROGRAMMES FOR MANY YEARS. WE SUPPORT A NUMBER OF CONSERVATION PROJECTS ACROSS THE WORLD INCLUDING:



SUSTAINABLE PRODUCT



WE ARE SO PROUD OF THE QUALITY OF OUR CLOTHING WE OFFER A GUARANTEE FOR LIFE

TIMPSON
Great Service by Great People
Est. 1903

WE ARE WORKING WITH TIMPSONS TO OFFER OUR CONSUMERS A FREE REPAIR SERVICE, THEREBY EXTENDING THE LIFE OF OUR PRODUCTS

RECYCLED MATERIALS

42 MILLION PLASTIC BOTTLES RECYCLED BY THE END OF **2021**

70% OF OUR PRODUCTS ARE MADE FROM RECYCLED MATERIALS

OUR FABRICS USE YARNS CERTIFIED IN ACCORDANCE WITH THE GLOBAL RECYCLED STANDARD (GRS)



RESPONSIBLE SOURCING



40,000 WORKERS IN FACTORIES ARE COVERED BY THE ETI BASE CODE INSPECTED IN **116** FACTORIES IN **9** COUNTRIES

REACHED OVER **14,000** WORKERS WITH H&S TRAINING WORKSHOP



SELL OUR TERMINAL DONATED STOCK, PROFITS HELP TO PROVIDE ESSENTIAL EQUIPMENT FOR DISABLED CHILDREN, MEDICAL RESEARCH INTO BIRTH DEFECTS AND HELP FUND CAMPAIGNS AT LOCAL AND NATIONAL GOVERNMENT LEVEL. ENSURING WE HAVE **ZERO LANDFILL** EVEN FOR DAMAGED STOCK

100% PFC FREE FABRICS

BETTER COTTON
INITIATIVE



NO TO DOWN

BLUESIGN SYSTEM
PARTNERS



HIGG INDEX



MICROFIBRE
CONSORTIUM

SOCIAL IMPACT PROGRAMMES



EMPOWERING FEMALE WORKERS IN BANGLADESH ON HEALTH, HYGIENE, NUTRITION AND FINANCE.

8 FACTORIES AND
15,000 WORKERS

SAVAR PRIMARY SCHOOL, BANGLADESH

THE SCHOOL OFFERS LIFE-CHANGING EDUCATION FOR CHILDREN IN A SAFE AND EXCITING ENVIRONMENT FOR THEM TO LEARN AND GROW. WE HAVE POSITIVELY IMPACTED MORE THAN **3,000 FAMILIES TO DATE**



REWARDING SHORT
FILMMAKERS FROM
AROUND THE WORLD
IN PARTNERSHIP WITH
discover.film

ENVIRONMENT



ENERGY EFFICIENCY



CLEAR TARGETS FOR RENEWABLE
ENERGY AND WATER USAGE

MEMBERS OF UN CLIMATE CHANGE GROUP
AND PRIMARY MEMBERS OF SMART FREIGHT

SIGNATORIES TO THE UNFCCC FASHION
FOR GLOBAL CLIMATE ACTION

RECYCLE



REDUCING OUR PRODUCT PACKAGING BY 50%

ONLY USE RECYCLED PRINT MATERIALS

OUR PLASTIC BAGS ARE MADE FROM 30%
RECYCLED MATERIAL & ARE FULLY RECYCLABLE

SINCE 2016, THERE HAS BEEN ZERO LANDFILL
FROM ANY WASTE FROM OUR UK FACILITIES

OPERATIONS



REDUCING ROAD MILES IN OUR DISTRIBUTION,
IMPROVING EFFICIENCY, LOWERING EMISSIONS

COMPLIANCE WITH THE CONTROL
OF SUBSTANCES HAZARDOUS
TO HEALTH REGULATIONS 2002 (COSHH)