# Outdoor for Future

Climate.

Plastic waste.

Extinction of species.

Bee a hero!
Bee aware
NUR MIT UNS brummt DIE WIRTSCHAFT

STOP
PLASTIC
NON AUX
DÉ PUTÉ·E·S
EN
PLASTIQUE
NE VOUS
PAS
BALLER
LES
OBBIES

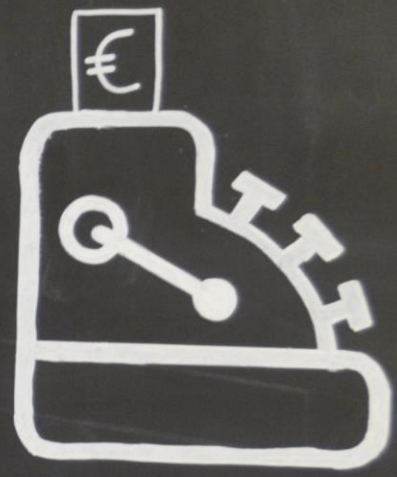
GRETA FOR PRESIDENT !
There Is No
Planet B.
#fridaysforfuture
www.fridaysforfuture.de

WE NEED A GREEN WORLD
Climate NOW,
Homework later!
Das KLIMA
aussichtsloser,
als unser
MATHE-ABI

# Wie Funktioniert Es ?

1. Behälter
leer wiegen

2. Befüllen
mit beliebiger Menge




3. Bezahlen
und zufrieden nach Hause gehen

einbisschengrüner

# 55%

of consumers believe brands actually have a more important role than our governments to create a better future!

Source: Havas Worldwide 2019

People wouldn‘t care if 77% of all brands disappeared.
Source: Havas Worldwide 2019

H&M
ZARA
GREENPEACE

**Consumers are using their buying power to make a stand!**

# New Realities

Source: Havas Worldwide 2019

Let‘s act!

# Textile Industry & Climate Change

**100%**
climate neutral

**Climate neutral:**
Made in Germany

CHECKLIST SUSTAINABLE SUPPLY CHAIN

# Savings per year

**550t**
Waste

**5.000t**
$CO_2$

**166t**
Sewage sludge

**5.500m³**
Water

**50 Tsd. €**
Costs for energy, materials and other ressources

**18 Mio. kWh**
Energy

# Our Way to Climate Neutral Global Business

## Until 2024:

all products predominantly recycled or biobased

# Recycled Materials:
ca. **50% less**
$CO_2$ emissions

**Biobased Materials:**
ca. **75% less** $CO_2$ emissions

# Textile Industry & Plastic Waste

© WWF®

SINGLE USE PLASTICS PROJECT

# TextileMission

**Wood fibre**:
Less microplastic in the oceans

# Textile Industry & Extinction of Species

**GOTS Certified:**
0% pesticides

GREENPEACE

# ROLE MODEL OR POLLUTER?

**See which of your favorite outdoor brands are getting rid of hazardous chemicals.**

## DETOX CHAMPIONS

These brands have committed to Detox, showing that producing outdoor gear without PFCs is possible. Send a big Thank You to these Detox Champions!

VAUDE

ROTAUF

PÁRAMO

Let‘s act together!

# Outdoor for Future

## Let‘s act together!