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die sportkommunikatoren

PRESS INFORMATION
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MAMMUT Sports Group takes responsibility

The results of the latest Clean Clothes Campaign (CCC) have caused a stir. Many manufacturers in the outdoor industry are coming under criticism for their production operations in low-wage countries. MAMMUT Sports Group is pleased with this long overdue discussion: a pioneer in the industry, for years the Swiss mountain sports specialist has advocated comprehensive CR management and was deservedly quoted in the CCC study as an exemplary company.

Three pillars underpin the Corporate Responsibility (CR) policy of MAMMUT Sports Group. The guiding aim is a sustainable and responsible approach, taking environmental, social and economic factors into consideration. To ensure that all of the company's activities - from inspecting vendors in production countries to saving printer paper - are integrated in a continuous improvement process in line with this sustainability model, the Swiss company has set up a dedicated internal two-person team to focus on this issue. "We are convinced that a credible commitment to social and environmental concerns represents an exciting area for innovation and realise that this will increasingly be demanded by dealers and consumers as well. Not least, a long-term CR commitment also makes sense economically and it minimises reputation risks, as currently affecting some outdoor companies," explains Adrian Huber, Corporate Responsibility Manager of MAMMUT Sports Group.

Trust is good, monitoring is better - and more credible. MAMMUT Sports Group has therefore taken proactive steps to tackle the issue of social working conditions throughout the supply chain. On 1 October 2008, the Swiss mountain sports company became the first player in the outdoor industry to join the Fair Wear Foundation (FWF). By 2009, the FWF had already verified more than 70 percent of all MAMMUT clothing products.

Also in 2008, the company developed a strategy designed to bring all material suppliers in line with the strict requirements of the bluesign® standard over the next few years. As well as ensuring that no chemical substances with a harmful effect on humans and the environment enter the production process, this also promotes more efficient use of resources. In 2009, almost 50 percent of MAMMUT clothing was produced using materials produced by bluesign®-certified operations.

However, a whole range of different initiatives can now be found on the market, with detrimental effects on transparency and traceability. MAMMUT Sports Group would like to give consumers, trade and the media a transparent view of the company's CR actions. To further this aim, the Swiss manufacturer has decided to publish a sustainability report - based on the criteria catalogue of the Global Reporting Initiative™. As part of its membership of the FWF, in 2009 MAMMUT Sports Group took the first step by publishing its first Annual Social Report ([link below](#)).

MAMMUT Sports Group views changes in awareness among manufacturers and consumers very positively - and hopes that other members of the industry will come to the same realisation. "We have noticed that our CR activities are receiving positive feedback not just from the Clean Clothes Campaign, they also generating interest among our competitors. We are proud of our pioneering role in this area," states Rolf G. Schmid, CEO of MAMMUT Sports Group. As part of his parallel responsibility as President of the

European Outdoor Group (EOG), Rolf G. Schmid has made sustainable operations a core issue in the outdoor sector and created initiatives such as the Association for Conservation and the Sustainability Working Group.

The Clean Clothes Campaign (CCC) is an NGO (Non-Governmental Organisation) which was created in 1989 as an alliance of human rights organisations in 13 European countries, with the aim of promoting workers' rights and improving working conditions in the international clothing and sports goods industries.

Important links:

- MAMMUT Sports Group CR commitment: www.mammut.ch/csr
- MAMMUT Sports Group Annual Social Report:
www.fairwear.org/images/2010-07/social_report_mammut_2009.pdf
- Clean Clothes Campaign 2010: www.cleanclothes.org
- German website of the Clean Clothes Campaign: www.sauberekleidung.de
- The latest Clean Clothes Campaign study on the outdoor industry:
www.ci-romero.de/fileadmin/download/ccc/CCC_Outdoor_Profile_2010.pdf
- Christliche Initiative Romero e.V.: www.ci-romero.de
- Fair Wear Foundation: www.fairwear.org
- bluesign®: www.bluesign.com
- The EOG's Sustainability Working Group: www.europeanoutdoorsustainability.org
- The EOG's Association for Conservation: www.eogconservation.org
- Global Reporting Initiative: www.globalreporting.org

For further information, interview requests and picture material

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