



**Open Air Group**



# **Sustainability Report 2021**

## About the report

**This is our second sustainability report.** Open Air Group has taken inspiration from Global Reporting Initiatives (GRI) standard for sustainability reporting, but the guidelines have not been fully applied. The report is mainly intended for internal use, to raise awareness, start the dialogue and create action among our employees.

But it is also for anyone that is interested in reading about our recent efforts towards a sustainable assortment, supply chain, own responsible operations and encourage sustainable outdoor activities, as well as the challenges we've faced.

Reporting takes place annually and the reporting period is the calendar year 2021 with some additions made in early 2022.

Aclima was acquired by Open Air Group in the end of 2021 and are only reported as one of our companies but are not reported as a part of the KPIs for 2021 except the CO2e emissions.

Questions and comments regarding the sustainability report can be sent to [info@openairgroup.se](mailto:info@openairgroup.se)



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## Introduction – message from the CEO

**2021 was a year** with many important milestones, with the main events being adding both WeHunt and Aclima to the group. We are also continuing to work with the improving our ways of working with our most critical sustainability aspects.

One important factor that will support our work with both Assortment, Supply Chain and our Own Operations is the full CO2e screening that has been carried out and is also including emissions from our products. This creates a much better level of knowledge and platform to continue the improvement and is giving us insight on knowing where to focus our efforts in reducing our emissions.

**To further support** and strengthen social sustainability towards our manufacturing partners, we have been investigating and are now waiting for being accepted as a member of the organisation Ethical Trading Initiative.

In 2022, we will increase our efforts to define and reduce our CO2e emission, as well as carrying out a stakeholder analysis in order to clearly define the long term targets for our most important sustainability aspects.

All of this with the continued focus of supplying goods and services to help people get out and spend more time in nature. We want our customers and our employees to spend more time outdoors, because we know that this promotes human well-being as well as an appreciation of nature.

**“In 2022, we will increase our efforts to define and reduce our CO2e emission”**



**Camilo Sjödin / CEO**



# About Open Air Group

## FOR LIFE OUTDOORS

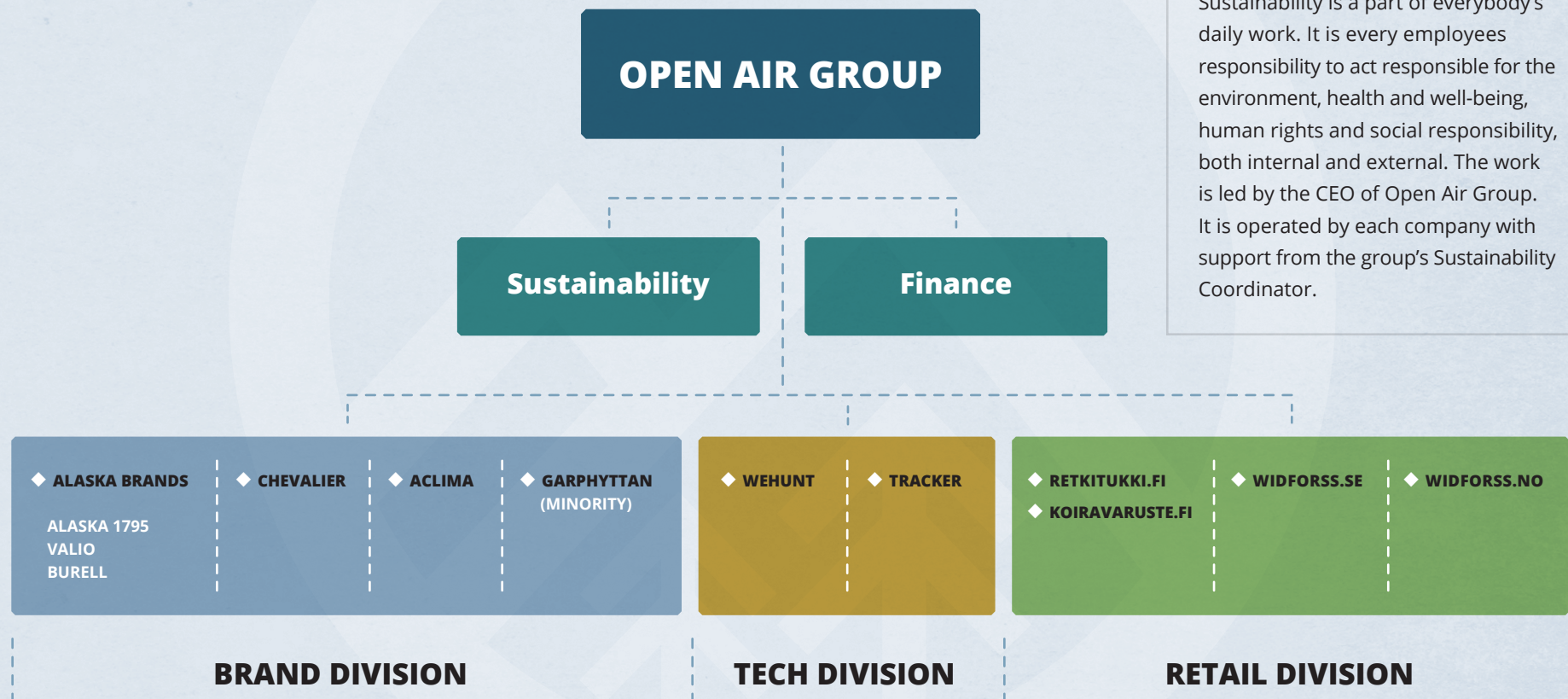
**Open Air Group** was created in 2016 with the ambition to become the Nordic online market leader within products for hunting and outdoor. The group invests in, and develops, companies within the outdoor segment and has a strong focus on development of new proprietary brands and products. The company is active in **Finland, Sweden and Norway**. Open Air Group currently consists of eleven subsidiaries and brands, divided into three divisions ...

- ➔ **Technology**
- ➔ **Brands**
- ➔ **Retail**



# Open Air Group

...is a fast-growing Nordic product developer and online retailer within hunting, outdoor and dog.



## Sustainability

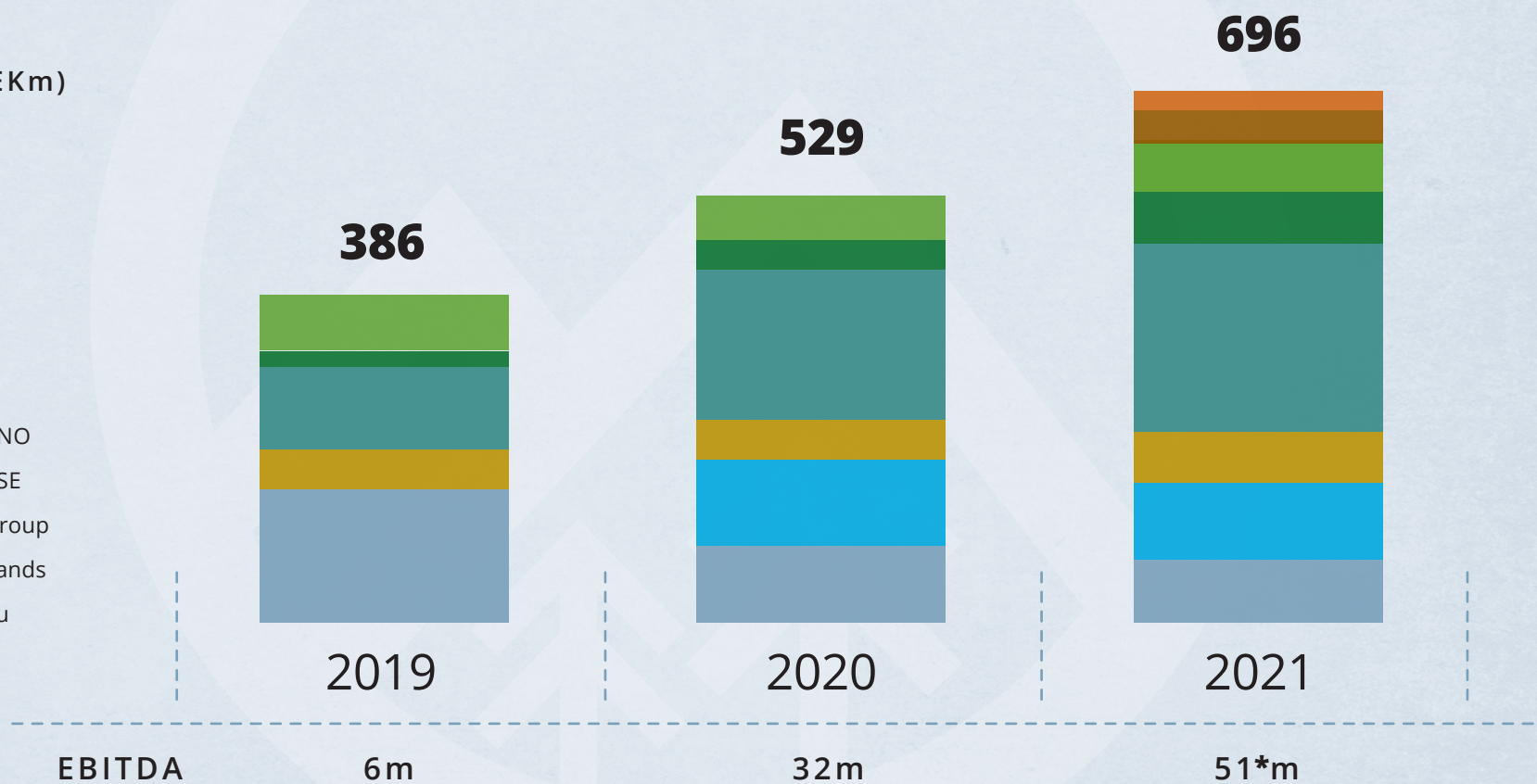
How do we work with it

Sustainability is a part of everybody's daily work. It is every employees responsibility to act responsible for the environment, health and well-being, human rights and social responsibility, both internal and external. The work is led by the CEO of Open Air Group. It is operated by each company with support from the group's Sustainability Coordinator.

# Sales and profit development

SALES (SEKm)

- WeHunt
- Ultracom
- Chevalier
- Widforss NO
- Widforss SE
- Tracker Group
- Alaska Brands
- Retkitukku



**Note:**

\* WeHunt included full year -21, Aclima not included.

# Technology division

## TRACKER

Tracker and its subsidiary b-bark are Finnish companies that specialize in developing, manufacturing and marketing of GPS receivers mainly for hunting dogs, and applications for mobile phones. Founded in 1977 and headquartered in Finland. Tracker products are sold by a vast network of partners and distributors, primarily in Europe.

Tracker is a communication system for hunters and outdoor enthusiasts, consisting of a dog tracking collar, a tracking app providing reliable real-time positioning of the dogs and your hunting friends in the area displayed on high-quality topographic maps. The spirit of innovation and product development has made Tracker one of the pioneers in the industry, something which is proven by the many patents submitted and granted.



**36 employees**

## TRACKER

## WEHUNT

WeHunt is the Nordic region's largest hunting app with over 400,000 users and is headquartered in Katrineholm, Sweden.

The people behind WeHunt come from different backgrounds, but one thing they have in common is a shared passion for hunting. Thanks to innovative development and by always focusing on the user's needs, they have quickly taken a market-leading position. Together, they deliver the Nordic region's best and most used digital platform for easier and safer hunting.

WeHunt is a tool for both before, during and after hunting and can be used by both new and inexperienced hunters, as well as by hunting teams and the individual hunter. You get a complete overview of the hunting ground, where the hunting team can collect statistics, plan and start hunts and administer the hunting ground together. Thanks to the function of being able to see both hunters and dogs live on the map during hunts, WeHunt contributes to a much safer and more fun hunt.



**10 employees**


## WeHunt

## Brands division



### ACLIMA AS


Aclima AS was founded by Eivind Johansen in 1939 as a local textile manufacturer in Drammen, Norway. For three generations, Aclima has developed into a specialist in functional underwear where wool is the main component. The products include underwear, base and mid-layers, training products, hats and mittens in wool. Aclima AS had a turnover of about 200 million NOK in 2021 and about 100 employees in Norway, Sweden and Estonia.

 100 employees



### ALASKA BRANDS

Alaska Brands was established in 2011 by the Koskelo family in Finland with the ambition to develop a cutting-edge set of hunting outerwear, unrivalled in the marketplace. Since then, innovation and development of proprietary brands has been at the very center of operations. The Alaska Brands portfolio of brands consists of: **Alaska 1795** (hunting clothing), **Burrel** (hunting electronics) and **Valio** (canine nutrition). These brands are sold through Open Air Group's retail channels but also via external resellers around Europe.


 9 employees

### CHEVALIER



Chevalier develops, designs and markets clothing and accessories for hunting and leisure under its own brand. The company was founded in 1950 and today conducts sales in 30 markets, with Sweden, and northern and eastern Europe as its principal markets.

Chevalier is characterized by the ambition to create opportunities for a life closer to nature with style and innovative functions.

 12 employees





## Retail division



### RETKITUKKU.FI & KOIRAVARUSTE.FI

Retkitukku is an online retailer within hunting, dog food and accessories and other general outdoor products under the domains Retkitukku.fi and Koiravaruste.fi.

Retkitukku was established in 2011 by the Koskelo family in Finland with the ambition to provide the leading online shopping experience within it's field and with a high share of products sourced directly from the producer. Today Retkitukku is a well established online retailer in Finland.



18 employees

### WIDFORSS.SE

Widforss is one of the most well-known brands within hunting and outdoor in Sweden. Since 1729 Widforss AB has been a supplier to generations of knowledgeable and demanding customers. Few brands can demonstrate the longevity of Widforss. A success fully contributed to high quality products, customer service and the capability to develop over time fuelled by the ambition to always be one step ahead of the competition.

Today, Widforss has evolved into an online shopping experience with the vision to offer the best possible assortment at attractive prices with free delivery.



90 employees



### WIDFORSS.NO

Widforss Norway is Open Air Group's e-commerce operations in Norway, sharing resources with Widfors Sweden and with focus on hunting, outdoor and dog products



4 employees



## Highlights during 2021 ...

- ◆ Carried out full CO<sub>2</sub>e screening of scope 1-3 according to Greenhouse Gas Protocol
- ◆ Developed criterias and targets for more sustainable textile products
- ◆ Chevalier reaching 29% of assortment defined as more sustainable
- ◆ Product quality and claims data gathered and structured in order to make better purchasing decisions and track own brands product quality
- ◆ Implemented whistleblowing system
- ◆ Tested sales of products with small defects in retail; A second chance



## Stakeholder analysis & dialogue

**OAGs** most important stakeholders are customers, employees, suppliers/business partners, owners and board and the government.

This year we have not made a full stakeholder dialog. We have only been in contact with selected people that represent some of the stakeholders.

During 2022 we will perform a deeper stakeholder dialogue and analyse the result to be able to collect their viewpoints as a part of our materiality assessment.



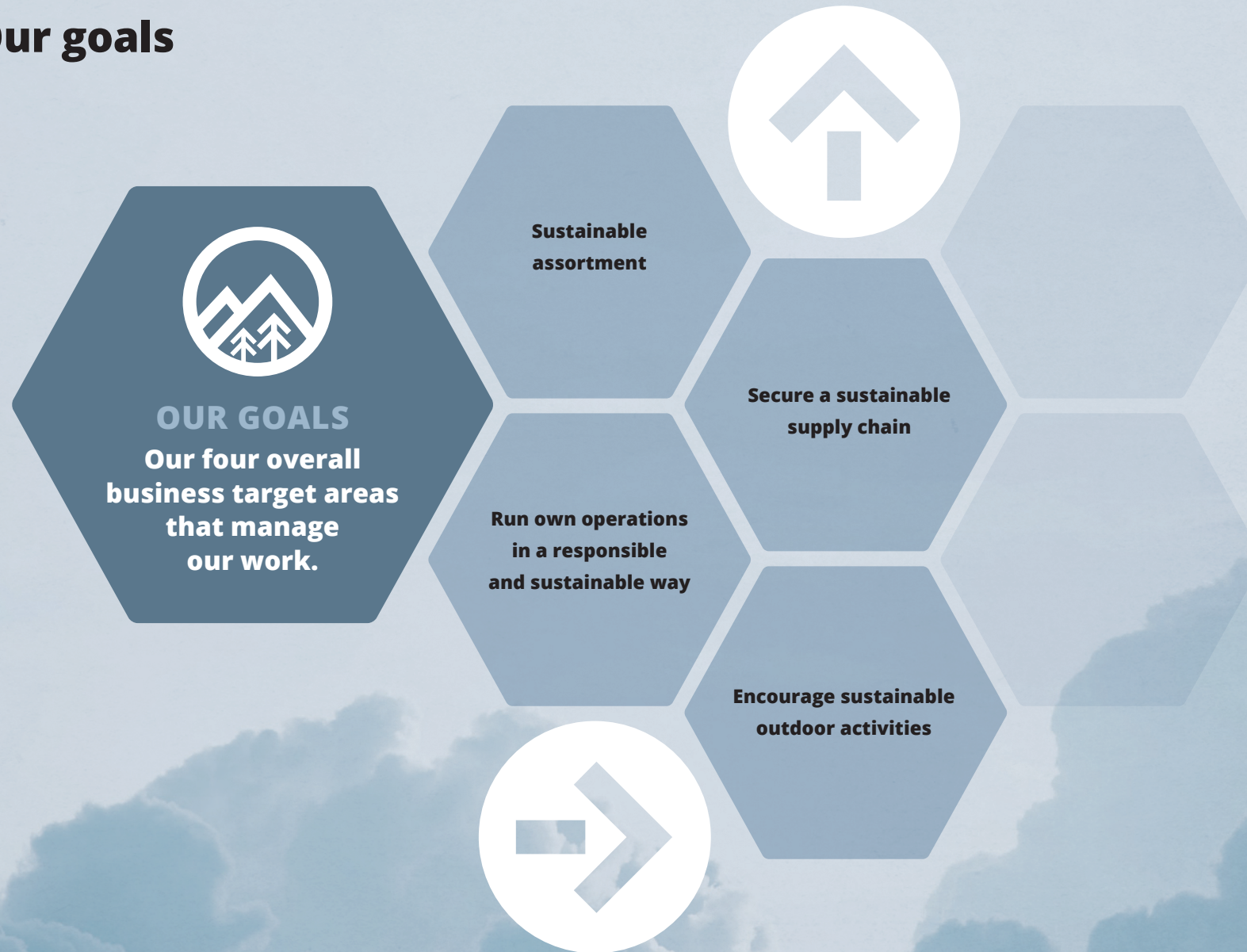
# UN Global Goals and materiality assessment

**The Global Goals** also known as the UN Sustainable Development Goals or SDGs are agreed by the world leaders to create a better world by 2030. This is done by ending poverty, fighting inequality, and addressing the urgency of climate change. As a start on our materiality assessment, we have looked at the 17 goals. Looking at the big picture we are of course influenced by all of them, we all live on the same planet. The purpose of this analysis is to priorities our sustainability work according to the interest of our stakeholders. The analysis that is done so far have resulted in that our businesses can make more significant contributions to three of them. And we use them to create action.

**“And we use them to create action.”**




# Our goals



# Materiality assessment - Material topics and risks

	SDG	Material topics	Risks	Policy/ Management	KPI
Sustainable assortment	12	• Choice of product materials	Raw material resource, Raw material price.	• Textile- criteria for a "more" sustainable product.	• CO2e emissions, Scope 3 • Number of more sustainable products
		• Chemicals	Health risk in production, Product withdrawal.	• Today we have a part in our Code of Conduct. Phasing out PFAS. Will work with a suppliers guide for brands and retail.	• Number of reviews in the supply chain.
		• Packaging	Raw material resources, Raw material price, Follow legislations.		• Share of packaging made from renewable and / or recycled material.
		• Product quality	Claims	• Retail work with mapping and follow-up.	• Amount of claims
Sustainable supply chain	8 & 12	• Working conditions and human rights.	Health and safety in production	• Code of conduct Business partners	• Share of suppliers signing Code of conduct. • Share of brands suppliers signing Code of conduct
		• Reduced climate impact	Emissions, Increased energy cost	• Code of conduct Business partners	• CO2e emissions, Scope 3 • % share of renewable energy
		• Transports	Emissions, Increased shipping cost		• % share of renewable shipments
		• Anti-corruption	Incorrect cost	• Code of Conduct, Whistleblower	• Share of employers receiving Code of Conduct training

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# Materiality assessment - Material topics and risks

	SDG	Material topics	Risks	Policy/ Management	KPI
Run own operations in a responsible and sustainable way	8 & 13	<ul style="list-style-type: none"> <li>Attractive employer (health, inclusion: non-discrimination, gender equality &amp; diversity)</li> </ul>	High sick leave, Voluntary employee turnover, Low efficiency	<ul style="list-style-type: none"> <li>Code of Conduct</li> </ul>	<ul style="list-style-type: none"> <li>Number of reported incidents/accidents.</li> <li>% Total sick-leave rate</li> <li>eNPS Score</li> <li>% Share of female employees</li> <li>% Share of female employees mgmt team</li> <li>% Share of voluntary employee turnover</li> </ul>
		<ul style="list-style-type: none"> <li>Competence</li> </ul>	Voluntary employee turnover, Low efficiency		<ul style="list-style-type: none"> <li>Number of training days per employee</li> </ul>
		<ul style="list-style-type: none"> <li>Climate impact from own operations</li> </ul>	Emissions, Increased energy cost		<ul style="list-style-type: none"> <li>CO2e emissions, Scope 1 &amp; 2</li> <li>% share of renewable energy</li> </ul>
		<ul style="list-style-type: none"> <li>Anti-corruption</li> </ul>	Incorrect cost	<ul style="list-style-type: none"> <li>Code of Conduct, Whistleblower</li> </ul>	<ul style="list-style-type: none"> <li>Number of Whistleblowing reports</li> </ul>
Encourage sustainable outdoor activities	12	<ul style="list-style-type: none"> <li>Circularity</li> </ul>	Raw material resource, Raw material price	<ul style="list-style-type: none"> <li>Encourage and inform about reuse, repair and recycle.</li> </ul>	<ul style="list-style-type: none"> <li>Products sold by a second chance</li> <li>Number of repaired products</li> </ul>
		<ul style="list-style-type: none"> <li>Promote outdoor activities</li> </ul>	Peoples wellbeing		<ul style="list-style-type: none"> <li>Website visitors</li> <li>Followers on social media</li> <li>Number of customers</li> </ul>

# Sustainable assortment

**To find new** innovations and product development is a part of our work with a sustainable assortment. To create and sell products in good quality that last long.

We want to provide products made of less resources like recycled material and also find processes with our business partners to increase our resource efficiency when we develop our products.

This goal also includes what substances are used in production of our products, what substances the products contain and what can be done in order to expand the product lifecycle. To reduce the number of claims is a part of this job. In order to make better purchasing decisions and track our own brands product quality we have worked on gathering and structuring claim data.

**Textile is a big part** of the products we develop with in Open Air Group. To be able to push us and make goals we have created our criteria for Textile, a more sustainable product. 29% of Chevaliers assortment are defined as a more sustainable product. Both Alaska and Chevalier have set an ambitious goal for future collections development.

During 2021 we have worked with analysing what products we sell. We have looked at units and weight of the products. With the goal to find what product category stands for our biggest CO2e emissions. We have collected data from business partners. U&W have helped us to find missing data and calculate our emissions. See separate part that reports our CO2e emissions from purchased goods.

## More sustainable textile fabric

**A more sustainable fabric needs to contain at least 50% more sustainable fibres.**

Recycled fibres	Plant-Based fibres	Animal-based fibres	Semi-synthetic	Synthetic
Recycled Polyester	Organic Cotton	Responsible Wool	Tencel	PLA
Recycled Polyamide	Linen (Natural Retting)	Responsible Leather	Cupro	Water based PU
Recycled Cotton	Hemp	Responsible Down	Orange Fiber	
Recycled Wool	Ramie	Responsible Alpaca	Pineapple fiber	
Recycled Textile		Responsible Cashmere		
		Responsible Mohair		
		Silk		

## More sustainable textile product

A more sustainable textile product needs to contain at least 50% of a more sustainable fabric. No PFAS based treatments for water repellency, wrinkle resistant etc. can be used. Or if products are made out of left over fabrics.



# Sustainable supply chain

**In order to ensure** decent working conditions in the manufacture of our products, it is important to develop long-term business relations with responsible business partners.

Almost 100% of our brands tier 1 suppliers has signed our Code of Conduct. Retail have so far communicated it to their 20 biggest suppliers.

It is important that the manufacture of our products takes place in a way that minimizes the negative impact on people and the environment.

**We believe in** investing in knowledge and have therefore looked for a suitable social network. Both to raise our level of knowledge and have the opportunity to network in a changing area.

The work with a sustainable supply chain also includes improved resource efficiency in production and transportation.

Climate action is about measuring, managing, and implementing improvements along the entire value chain in order to achieve the lowest possible climate footprint in the long term.

This year we have made our first measure of CO<sub>2</sub>e mainly with estimated emissions from production of the products we sell. This result has given us a base line to start to work from. It includes the transportations of our products. See separate part that reports our CO<sub>2</sub>e emissions from production and transport.

KPI	2021
Share of suppliers signing Code of conduct (% out of total purchase value)	40
Share of brands suppliers signing Code of conduct (% out of brands total purchase value)	98
Share of employers receiving Code of Conduct training	75

## Run own operations in a responsible and sustainable way

**Our most valuable** resource are our employees. Our companies have a responsibility to ensure that all employees have a good working environment that does not contribute negatively to physical or mental illness.

We are using Employee Net Promoter Score (eNPS). It is a quick and easy way to find out what employee loyalty and commitment looks like. It is a part of a employee survey that has been sent out two times during 2021. It will be increased to four times during 2022.

It is our first time to measure our companies CO<sub>2</sub>e emissions. It is our emissions from our rented offices, own facilities and cars, so called scope 1 and 2. During 2022 we will look in to...

- ◆ Investigate the possibility of getting the landlord to switch to renewable electricity, and change for those premises for which our companies have their own electricity contracts.
- ◆ Update policy for company cars to bonus cars (Sweden)

KPI	2021
Number of reported incidents/accidents	0
% total sick-leave rate	4,3
eNPS Score	10
% share of female employees	37,5
% share of female employees mgmt team	0
% share of voluntary employee turnover	12
CO <sub>2</sub> e emissions, Scope 1 (tCO <sub>2</sub> e )	179
CO <sub>2</sub> e emissions, Scope 2 (tCO <sub>2</sub> e )	434
% share of renewable energy	28
Number of 'Whistleblowing reports'	0

## Encourage sustainable outdoor activities

**Our goal is** to enable outdoor activities to as many people as possible. To spend time outside increases people's well-being and perceived by many as stress-reducing.

Our companies are using their website and social platform to encouraging people to make sustainable outdoor activities. Some posts together with encouraging ambassadors.

We have created guides with a focus on both facilitating and inspiring our customers to go out in nature.

Newsletters has been sent during the year with the aim of inspiring our customers to spend more time outside. We have also marketed our fine guides in the newsletters as often as we can.

Apart of our goal to encourage sustainable outdoor activities are about how to take care of products to enable them to last longer. Provide and encourage costumers with replacement parts and information about care and repair. We have just started to look at different types of business models. A small step in that directions is that our retail now sell products with small defects as a Second Chance.

**KPI**

**2021**

Number of customers

**538 000**



## Open Air Group total climate impact

**49 000 tCO<sub>2</sub>e**

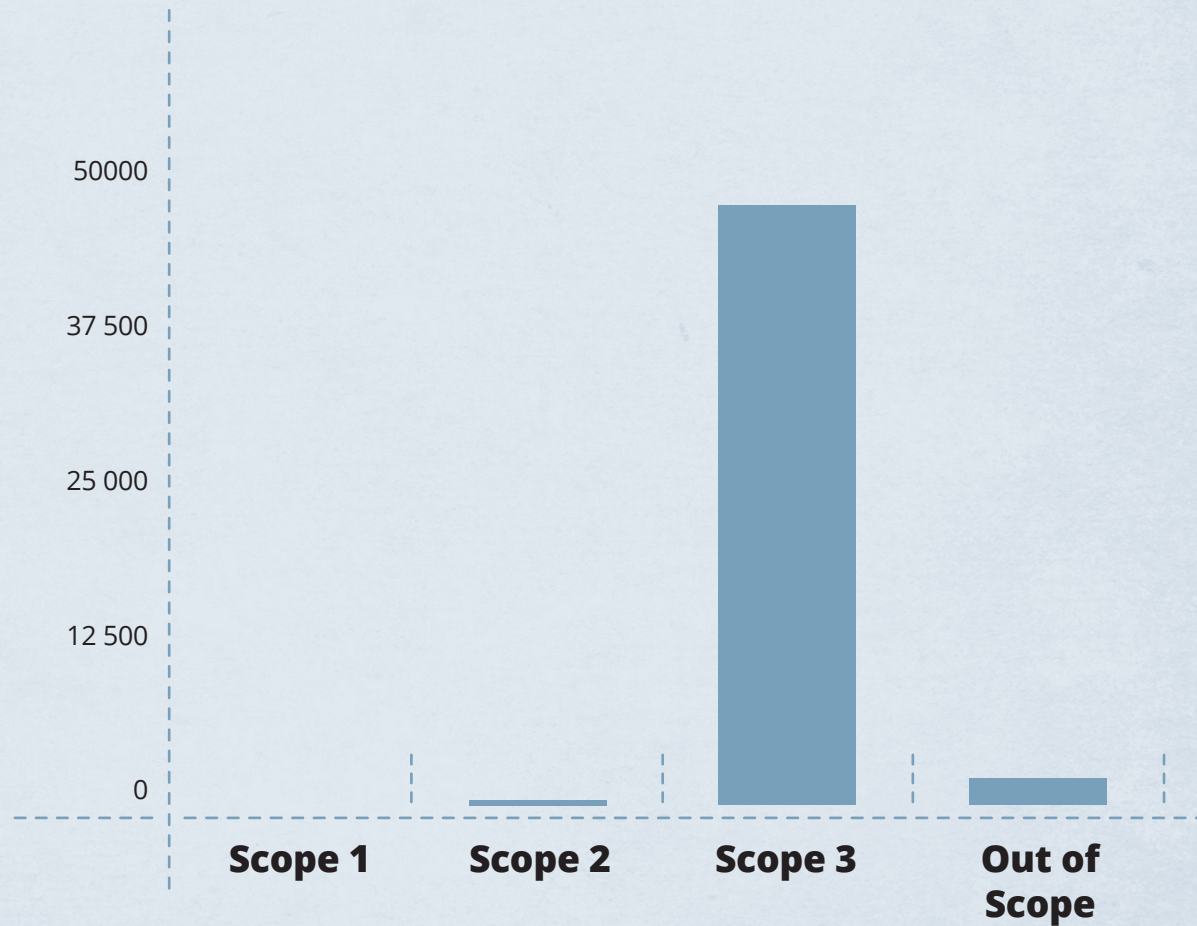
According to Greenhouse Gas Protocol

**Scope 1 and 2** **1,3%**

(Direct emissions and indirect emissions from purchased energy)

**Scope 3** **94%**

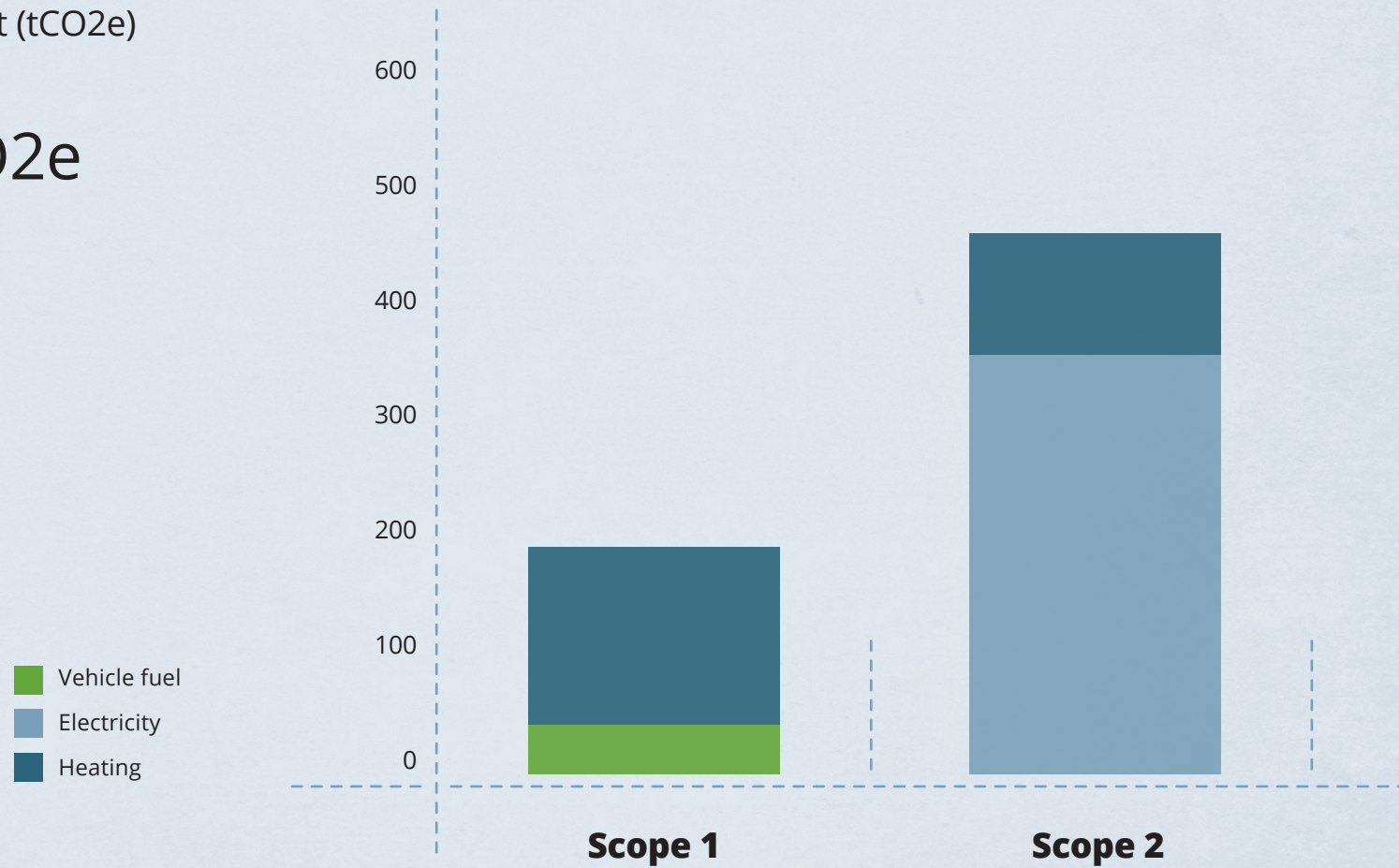
(Other indirect emissions)



## Climate reporting / Scope 1 & 2

Climate impact (tCO<sub>2</sub>e)

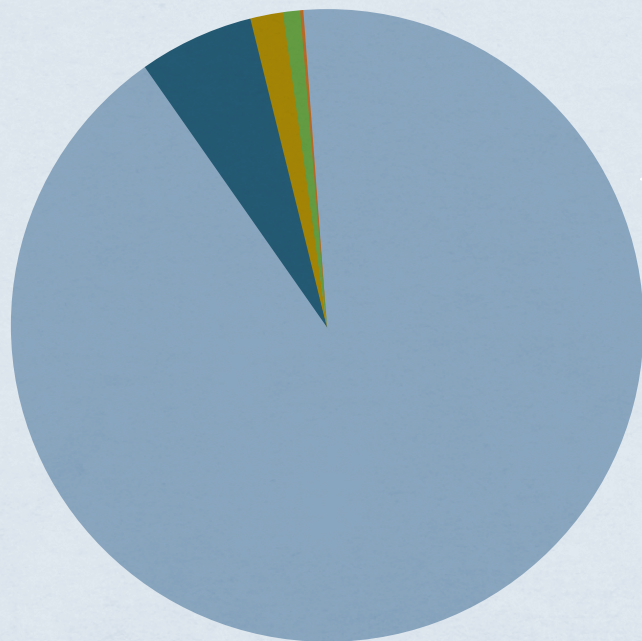
**613** tCO<sub>2</sub>e



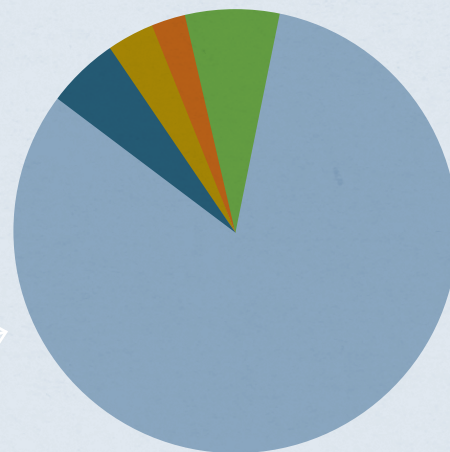
# Climate reporting / Scope 3

**46 189 tCO<sub>2</sub>e**

**Category with climate impact**



Category with highest climate impact in Scope 3  
Purchased goods and services – **42 000 tCO<sub>2</sub>e**



- Material Animal food **77%**
- Manufacturing Clothes **8%**
- Material Clothes **6%**
- Material other **5%**
- Material Steel **4%**
- Manufacturing Other **0%**

- Purchased goods and services **92%**
- Upstream transportation and distribution **6%**
- Employee commuting **1,3%**
- Downstream transportation and distribution **0,8%**
- Fuel- and energy-related activities (not included in scope 1 or scope 2) **0,3%**
- Use of sold products **0,02%**


## In 2022 we will ...

### **... focus on three areas to take our sustainability work to the next level.**

In 2022, we will analyse the CO<sub>2</sub>e calculations made by our companies' value chains. We will create a priority order for the work we have ahead of us.

We will conduct a stakeholder dialogue to take part in our stakeholders' views on our materiality analysis. What is considered our priority areas.

And we will work on our road map and set future goals, for the next three, five and ten year period to push us in the right direction. Based on our main goal to enable and facilitate outdoor activities by offering products and services with as low environmental impact as possible.

A close-up photograph of a butterfly with orange and black wings perched on a purple thistle flower. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The butterfly is the central focus, with its wings spread slightly. The thistle has several heads, some in bloom and some as seed heads.

**“We will create  
a priority order for  
the work we  
have ahead of us.”**



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