

# The Outdoor Industry CEO Diversity Pledge

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## The Pledge

(Adapted from the “The CEO Action for Diversity & Inclusion™”)

In signing the **Outdoor Industry CEO Diversity Pledge**, I will help craft a specific set of actions for my company which will:

**1) Hire and support a diverse workforce and executive leadership.**

- *This may include:*

- broadcasting job opportunities and internships to underrepresented populations in our workforce and executive leadership.
- exploring unconscious bias education for our teams.
- building workplaces that enable complex, and sometimes difficult, conversations about diversity and inclusion.

**2) Present representative marketing and advertising in our media.**

- *This may include:*

- Showcasing stories that break the mold of the “typical” outdoor user. Prospective consumers feel invited into the outdoors when they see themselves in stories, articles, cover photos, and marketing. In helping evolve an outdoor media landscape that is overwhelmingly white, male, and able-bodied, we invite new users into the outdoors, and support those who are already there.

**3) Engage and support broadly representative ambassador and athlete teams.**

- *This may include:*

- Supporting underrepresented voices and stories in the outdoors to provide the next generation a collection of role models who represent all backgrounds, and remind them that they, too, can excel and be welcomed in the outdoors. Our athletes and ambassadors represent the core values of our brand, which is why we support them with gear and funding to achieve their outdoor goals, and showcase them in our media.

**4) Finally, we will share best—and unsuccessful—practices within the industry.** Each of our companies has established programs and initiatives around diversity and inclusion. Yet, we know that many companies are still developing their strategies. We will commit to helping other companies evolve and enhance their current diversity strategies and encourage them, in turn, to share their successes and challenges with others.

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**We commit** to sharing our progress with a representative from the Pledge Steering Committee to evaluate our progress towards weaving diversity and inclusion within our brand. We will track our own progress, share regular updates with the representative, and hold ourselves accountable to the goals we have set via the Pledge.

**We will** also support other outdoor brands in their pursuit of inclusion: by sharing and learning with each other, we can strengthen our existing programs and commitments to better serve our employees and society as a whole.

**We recognize** that the commitments above are not the complete answer, but we believe they are important, concrete steps toward building more diverse and inclusive workplaces. We hope our list of signatories will grow, and we invite other Outdoor CEOs around the world to join us.

**Let’s come together** to make good on the inherent promise that all of our people should be able to bring their best selves to work and unleash their full potential. By working together toward diversity and inclusion within our workplaces, industries, and broader business community, we can cultivate meaningful change for our society.

**Signed,**



**Marmot**  
**Joe Flannery**, General Manager

5/29/18

# The Why

**Persistent inequities** for people of color underscore an urgent need to address and alleviate racial, ethnic and other divides and to promote diversity within our communities.

**As leaders** of some of America's largest outdoor brands, we have great influence over the types of people who choose to recreate outside and how they behave. Day-to-day, we manage thousands of employees who do the same.

**We play a central role** in ensuring that diversity and inclusion are core values to our workplace culture and that our businesses are representative of the communities we serve.

**We know** that advocating for inclusion isn't just for social good, it's also good for the economy: it improves corporate performance, drives growth and enhances employee engagement. Outdoor organizations with diverse groups of employees, athletes/ambassadors, and media representation perform better and leave our outdoor spaces in better hands for the next generation.

**We recognize** that diversity and inclusion are multi-faceted issues and that we need to tackle these subjects holistically to better engage and support all underrepresented groups within our businesses. To do this, we need to address honestly and head-on the concerns and needs of our diverse employees and increase equity for all.

**We know** that racial and ethnic diversity doesn't stand alone: it intersects with diversity of Age, Gender, Sexual Orientation, Religion, Disability, Socioeconomic Status and other categories of identity. We're committed to empowering those whose identities who have been underrepresented in categories such as those above. We support ongoing advocacy efforts for body-positive culture, women, indigenous rights, LGBTQ+ equality, and differently-abled outdoor enthusiasts, including the pledge for female representation from Camber Outdoors.

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## Our Mission

**We're the new outdoor industry.**

We walk, we run, we ski, we bike, we sit, we fish, we hunt, we surf, we swim, we laugh, we camp, we boat, we climb, we hike, we learn, we enjoy, we reflect, we suffer, we grow, we celebrate, we protect, we love, we care about our outdoor spaces and the opportunities they provide and we're here.

We're inspired to use our shared voice for change. It's time for the outdoor industry to make a bold step towards diversity and inclusion, particularly they relate to people of color.

The **Outdoor Industry CEO Diversity Pledge** was formed out of a desire for the outdoor business community to advance diversity and inclusion as part of their brands' ethic--both in their internal behaviors and external connections to the world of outdoor recreation and its consumers.

**We're part of a demographic shift:** the [Census Bureau projects](#) that the country will have a majority nonwhite population by 2044. As Glenn Nelson of *The Trail Posse* writes, "If that new majority has little or no relationship with the outdoors," Nelson writes, "then the future of the nation's parks, and the retail and nonprofit ecosystem that surrounds them, will be in trouble."

**This is our opportunity** to grow the industry and its commitment to diversity and inclusion for people of color in the outdoors.

**The signed companies** realize that diversity and inclusion is important to their brand and to the outdoor industry as a whole because:

- **People deserve to have their identities validated in the outdoor pursuits they love.**
- **Inclusive representation in outdoor media is good business--brands grow their bottom line when they seek diversity and inclusion in their advertising and marketing.**

**The signatories above** have committed to supporting the following pledge within their workplaces. Where companies have already implemented one or several of the commitments, the signed commit to support other companies in doing the same.

# How the Pledge Works

- 1. A CEO signs the pledge on behalf of their company.** Well done! This is the start of a path towards a more inclusive outdoor industry.
- 2. The company will be assigned a partner from the Steering Committee above to act as a liaison between the company and the pledge.**
- 3. The company identifies a single representative for communication between the company and the pledge.**
- 4. Get to know each other!** You might consider an onboarding phone call with the partner to share company culture, hopes and dreams, fears, and a favorite outdoor experience or two.
- 5. The company meets internally to identify opportunities for growth and programs for consideration over the next year.** This is the magic sauce, so to speak. Think measurables. In a year's time, how will you know that your company is measurably different in its culture? What about five years?
- 6. We recommend the company may share their plans with the Steering Committee partner for feedback and/or revision.** The partner is encouraged to reach out to other members of the Steering Committee to bring in more perspectives.
- 7. Over the next year, the company may keep their partner informed of their progress, share ideas, or look for assistance.** We'd recommend communication at least three times a year. Hey, we're doing this on a volunteer basis, so we can't be there all the time, but we'd love to help you in your efforts.
- 8. One year after signing, the company submits a report on their efforts, outcomes, and plans for the future.** The Steering Committee will review the report and evaluate companies on their progress. To reward progress, the committee will award *Industry Inclusion Leader* designation to companies who show significant results from their efforts over the year, and showcase these companies with preferred placement in our media efforts.
- 9. The company submits a plan and goals for the next year to their Steering Committee Partner.**

## GET IN TOUCH

For companies interested in signing the Outdoor Industry CEO Diversity Pledge, please email Teresa Baker ([tmbaker1165@gmail.com](mailto:tmbaker1165@gmail.com)) and Chris Perkins ([perkinw@gmail.com](mailto:perkinw@gmail.com)) to express your interest.