

Mont Gele Gear®

Sustainability & Transparency Report 2020/21

Foreword by our CEO

First of all, we want to thank all of our customers who have bought from us over the past season. Since we launched in October 2020, we've been on an amazing journey, navigating the many obstacles that have been placed in our path by the COVID pandemic. Without your support there would be no Mont Gele Gear®, and we would have failed in our mission to bring you superior products which live up to the sustainability and transparency goals that we've set ourselves.

In this our first season, we've built solid foundations on which to grow our brand sustainably, including seeking out and working with ethical suppliers, measuring our environmental impact, and taking appropriate measures to fully offset our carbon footprint. Our approach focuses on all stages of the supply chain, from raw material supplier to customer, and the huge amount that we've already learned and continue to learn helps us to constantly improve our working processes. This is, however, a journey which has only just begun, and we'll continue to refine our approach as we push on towards our goal of full circularity.

We'd also like to take this opportunity to reinforce our commitment to our promises. Our products will continue to be made 100% in Europe, and we're already making significant efforts to replace any raw materials that are not of European origin. We will also now seek to increase communication about our total transparency promise, and to focus greater attention on educating customers on how to engage with us sustainably.

The entire Mont Gele Gear® team thanks you from the bottom of their hearts for your interest, support and valued engagement. We can't wait to show you what the future holds!

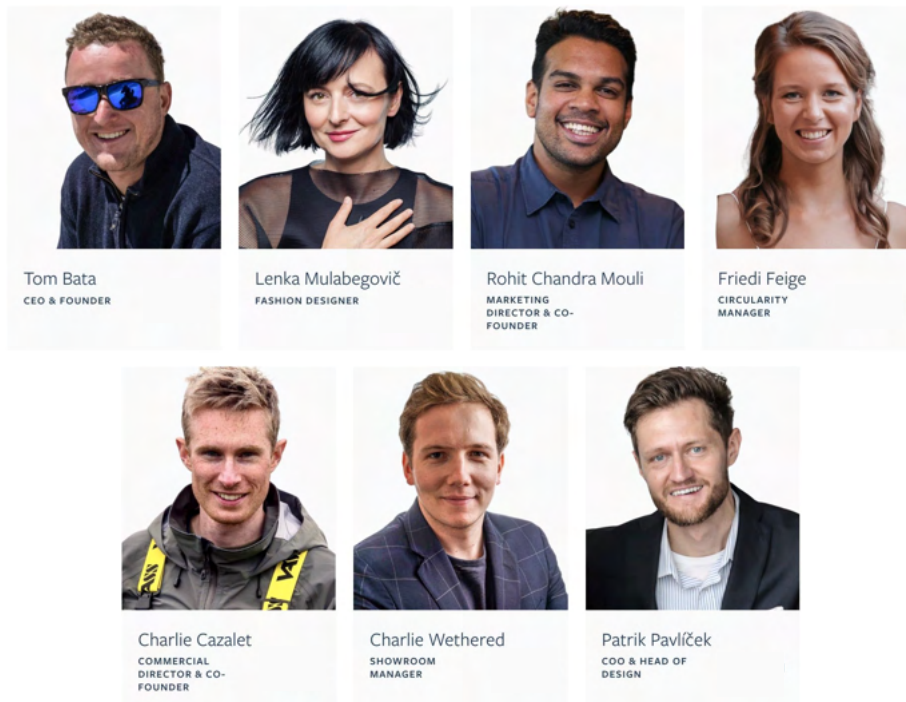
Introduction

- Our multinational team of mountain enthusiasts has grown to 7 individuals, hailing from 5 countries, and speaking between them a total of 9 different languages.
- We're headquartered in Aubonne, Switzerland & Prague, Czech Republic.
- We opened a flagship store in Verbier in December 2020, which also doubles as our main office, but we're primarily (and intend to remain) an e-commerce focused brand.

Our Mission & Strategy

Based in Verbier, Mont Gele Gear® was founded on two principal aims: to produce the finest premium ski gear from the highest quality materials currently available, without cutting any corners, and still offering everything at a fair price; and to do so with total transparency and a long-term commitment to 100% sustainability.

Our Team



Our Commitment to Sustainability

Our long term goal is to manufacture all our products from 100% sustainable sources and, right now, this has already been the case for a significant proportion of our 2020/21 collection. All our products are manufactured in Europe, which ensures that the highest ethical standards are maintained, from optimal working conditions to fair wages. Nevertheless, we take nothing for granted, and we're also in frequent contact with these valued partners and regularly visit their premises.



Our packaging is all FSC certified (or equivalent) sustainable cardboard and paper, and the ink printed on our packaging is produced using environmentally friendly processes. Where possible, we will always avoid the use of plastics.

We've also partnered with [Forestmatic](#) to plant a tree with every online *and* offline order, and we'll ensure that we offset 100% of our carbon footprint every season (see below for more information).

Local Production, Transportation & Raw Materials

We only work with manufacturers who are based in Europe, and who share the same vision and commitment to the sport, the outdoors and sustainability, as our own. We also aim to use materials that are as environmentally friendly as possible.

By working with European manufacturers only, we're able to minimise the distances that our products need to travel to our distribution hub, and this hub is also located centrally in Europe in the Czech Republic, which further minimises onward shipping distances to our customers.

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Source: <https://www.dhl-carboncalculator.com/#/scenarios>

The comparison above shows CO₂ emissions by mode of transport for the journey between Ostrava (Czech Republic) and London (UK), to highlight the significant differences between CO₂ emissions which result from air freight, versus those created by other modes of transport, such as lorries and trains.

The production cycle for our 2020/21 collection was extremely short and, due to this (foreseen) issue, the raw materials for our ski outerwear needed to be *flown* to the Czech Republic for final manufacturing. However, for all future collections, we intend to use more environmentally friendly means of transportation for the same, such as sea, rail or road. Notably, the majority of the raw materials used in our products are already transported by road.

We understand that our customers like to receive their orders as soon as possible. However, due to road transportation resulting in significantly reduced emissions, we always encourage our customers to choose this slightly slower, but more sustainable shipping option.

Lastly, we're fully committed to eliminating and avoiding any raw materials that are sourced from China, to increasing our use of recycled raw materials across our entire product range, and to using means of transport for both raw materials and customer shipping that are more environmentally friendly.

Manufacturing Partners

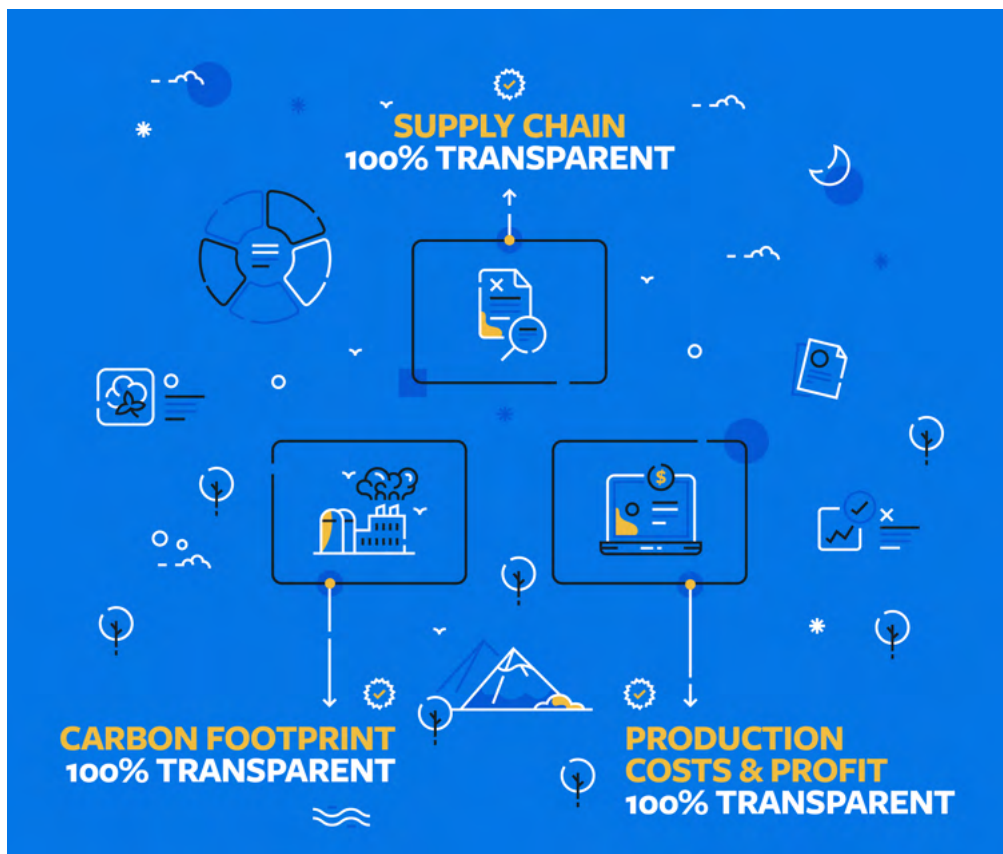
For the production of our ski outerwear, we've partnered with a Czech manufacturer, whose founder is a keen mountaineer himself. This manufacturer also has a strong commitment to sustainability and has pledged to increase the use of recycled materials and to eliminate the use of harmful chemicals and non-environmentally friendly materials, among other initiatives. Furthermore, our jackets are, to a large extent, already made from recycled materials, such as their Climashield® HL Insulation (100% recycled polyester) and their nylon lining (100% recycled nylon). Our knitwear is produced in the Czech Republic using 100% Fine Merino Wool sourced from mulesing-free certified sheep in Argentina, Brazil, Chile, South Africa & Uruguay, and our Czech manufacturer is Oeko-Tex® Standard 100 certified (fabric dyes). The cotton used in our tees, hoodies and sweatshirts is sourced from Greece & Turkey, and for these products, our Turkish manufacturer is also Oeko-Tex® Standard 100 certified (fabric dyes) & Oeko-Tex® Eco Passport certified (printing processes). Finally, our Portuguese ski sock manufacturer uses raw materials sourced from Europe only (Germany & Portugal), and they achieved the Portuguese Certificado Ponto Verde in 2018.

Our Total Transparency Promise

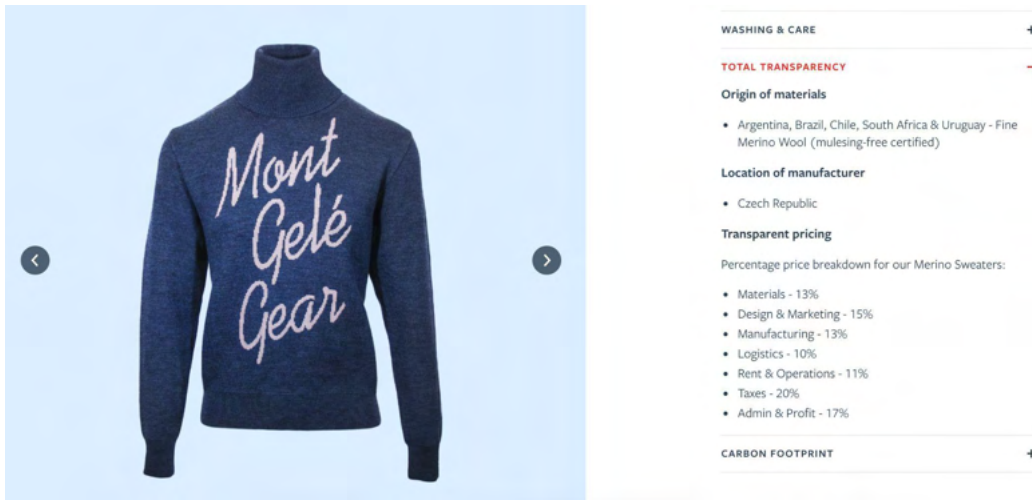
Our promise of total transparency is unmatched in the snowsports industry. We're fully transparent in every aspect of our business activities, and this commitment forms the bedrock of our own checks and balances. We value honesty above all else, and we have nothing to hide.

Transparency includes, among other things:

- the geographic location of all our raw material suppliers, manufacturers and distribution hub;
- the percentage breakdown of our production costs *and* profit for every product that we sell; and
- the CO2 and monetary carbon footprint values for those same products.



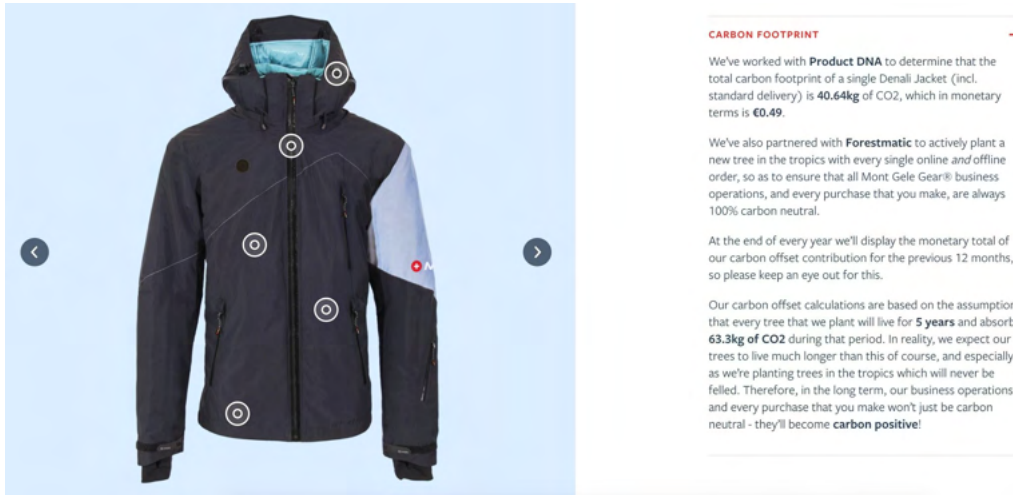
In the drop-down menus next to every product that we sell, we clearly provide all of this information in an easy-to-read format, for example:



We're especially keen to share with our customers the various costs involved in bringing our products to market because, by doing so, we feel that this is the best way of demonstrating not only how the quality of our products is commensurate with their cost price, but also the time and effort that goes into designing and marketing our products.

Our Carbon Neutral Status

We're fully committed to our promise of maintaining our status as a 100% carbon neutral brand. This season we worked with [Product DNA](#) to calculate the precise carbon footprint of all our products, and this information can also be found in the drop-down menus for every product that we sell on our website, for example:



It goes without saying that shorter transport distances and the use of recycled materials both enable us to reduce our carbon footprint. However, to further offset our remaining CO₂ emissions, we've partnered with [Forestmatic](#), a young start-up through which we plant trees in Uganda, and which helps us to keep track of the growth of every tree that we plant.

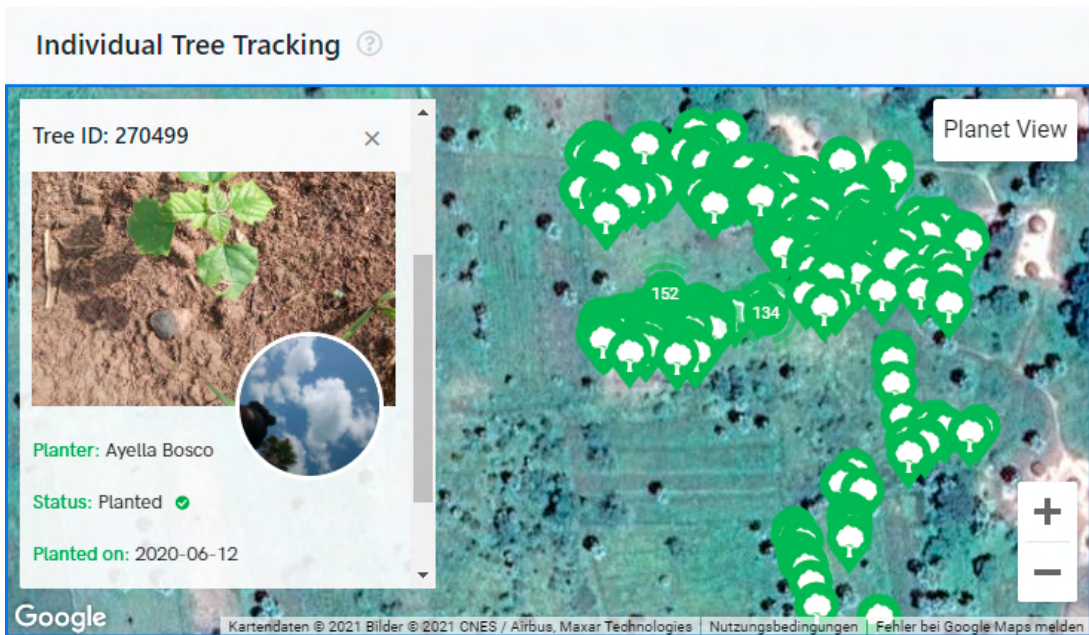
Forestmatic & Kijani Forestry

[Forestmatic](#) works with Kijani Forestry, an organisation in Uganda dedicated to combating deforestation by building nursery hubs and educating local farmers in the production of sustainable wood for fuel. 51% of Uganda's forests have been clear cut over the past couple of decades, the vast majority of Ugandans are subsistence farmers, and most rely on unsustainably sourced firewood. Through Kijani's contribution and their tree planting action, both the severe deforestation and the cycle of poverty are being addressed. To maximise the impact of their reforestation activities, permanent nurseries and training facilities are established in rural communities. Nursery hubs are high-output nurseries that provide diverse seedlings, agroforestry training and employment, to vulnerable communities.

Shareholder farmers are also provided with the tools to reforest their degraded land and to build capacity for long-term income and wealth generation.



We plant a new tree with every online *and* offline order – irrespective of quantities, for the time being. As of 30th April 2021, we’ve planted 1,214 trees, and you can view the real-time progress of our tree planting efforts on our dashboard on the [Forestmatic](#) website, [here](#):



A sapling (<3 years) absorbs 6kg of CO₂ per year, and a mature tree (>3 years) absorbs around 22.65 kg CO₂ amount per year, for the rest of the tree's life. Our carbon offset calculations are based on the assumption that every tree that we plant will live for 5 years and absorb 63.3kg of CO₂. Note that the amount of CO₂ absorbed will vary by the type of tree and where it's planted. In reality, we expect our trees to live much longer than 5 years. Therefore, in the long term, our business operations and every purchase that you make won't just be carbon neutral - they'll become carbon positive!

Our future goals are to:

- 1) calculate an ever more detailed carbon footprint;
- 2) offset sales to new wholesale partners and online platforms;
- 3) offset any emissions from our store, wider business operations, and other sources that we do not yet take into account; and
- 4) achieve BSI PAS 2060 Carbon Neutrality certified status.

We will track and evaluate our carbon emissions and efforts to offset them on a yearly basis, and we promise to keep you updated on our progress.

Our Circular Give Back Initiative

Off Piste . On Course is part of our commitment to sustainability and helping others by:

- reducing waste by giving used clothing a second life; and
- helping those in need of warm clothing in remote and vulnerable, high-altitude regions around the world.



Through our focus on sustainability, ethical business practices and philanthropic action, we'd like to inspire more sustainable processes and behaviours, and foster more respect and responsibility for the mountains, the environment, and the products that our customers purchase.

How It Works

Our give back initiative works like this: When a customer has had enough wear out of their old gear (any gear, not just our own), they can simply fill out a form on our website on this [page](#), package up the relevant item of clothing and send it to us (we'll cover all costs), or they can drop off any unwanted gear at our store in Verbier. We'll then send their old gear on to a charity operating in cold, high-altitude climates, such as the Himalayas or the Andes, where people less fortunate than ourselves are always in need of warm clothing.

We plan to properly launch this initiative in the 2021/22 season, by which time we hope that many of the current COVID restrictions will have been lifted.

Longer Term Aims

In the longer term, we're aiming to expand our network of partner charitable organisations in order to increase our impact across a wider geographic area, and also to eventually oversee the recycling of clothing that can no longer be worn, in order to give these materials a new life, too.

The Mont Gele Gear® team, May 2021

References

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