



WORKING TOGETHER SUSTAINABLE OUTDOOR RECREATION





OUR SUSTAINABILITY JOURNEY

Sustainability is not a goal, it's a journey, and at The North Face it is part of our brand heritage. Sustainability and conservation form the core of The North Face pledge to advance the well-being of the planet, its citizens and those who enjoy exploring it.





2009 JOURNEY

Key Accomplishments

- LEED-CI
- Solar Panel Installation
- Waste reduction
- The North Face® Hangtags
- Lighting Retrofit
- Paper Reduction





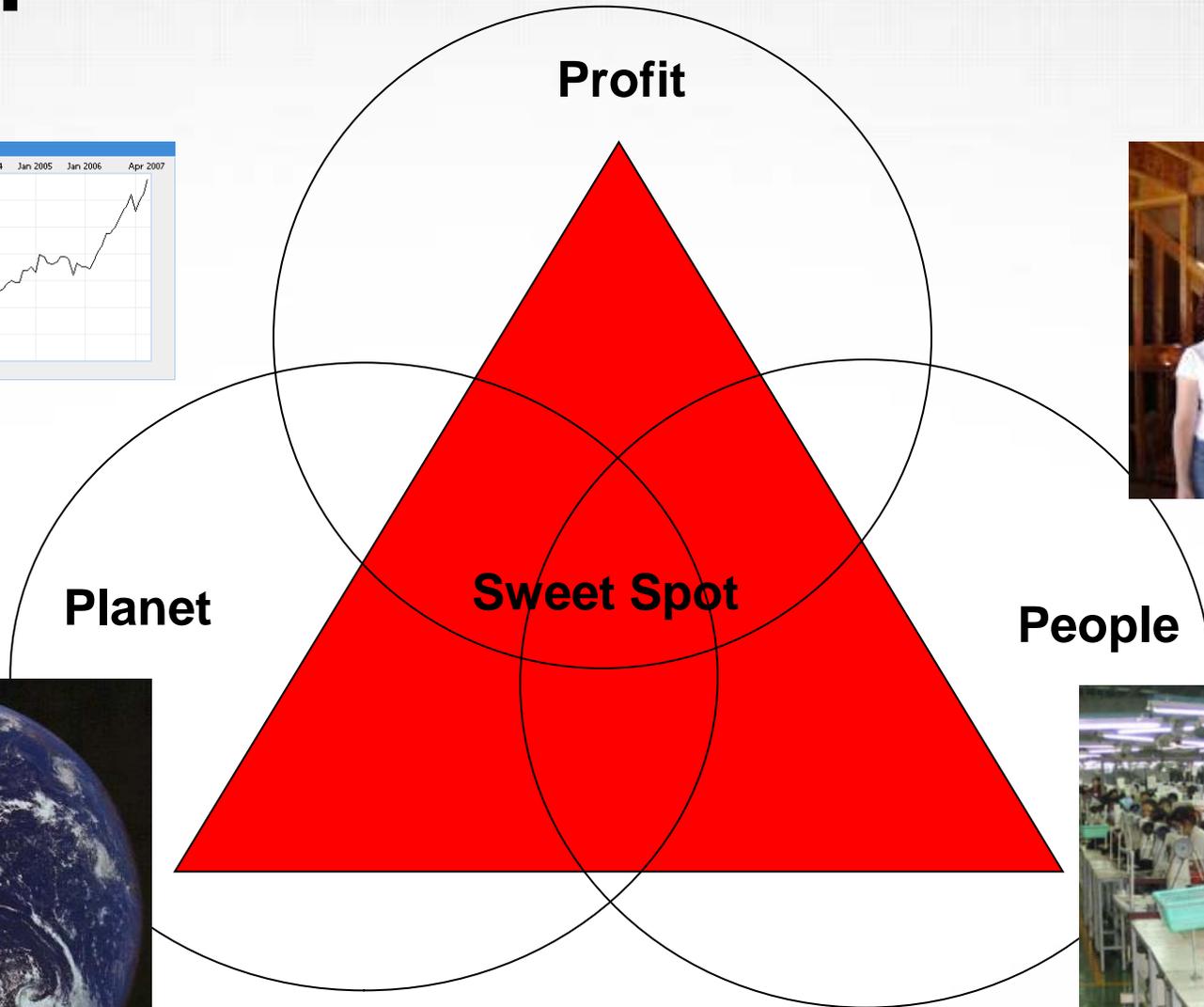
KEY ACCOMPLISHMENTS

- Solar panel installation
- CSR report published
- Carbon footprint offset through tree planting & wind credit offsets
- CSR website completed
- EPA Climate Leaders
- OIA eco-working group
- Climate change strategy completed & communicated
- Office waste system developed & implemented
- LEED-CI building certifications
- Animal Welfare policy completed
- Employee volunteer days – 3 paid per year





The triple bottom line





PEOPLE

Philosophy

The people of The North Face are actively engaged in the journey to sustainability; our associates, athletes and customers are passionate about their outdoor activities and dedicated to preserving the places they explore.



Fair Labor and Our People

We encourage our people to continually explore ways to make their communities stronger and our planet healthier. We work closely with our parent company, VF Corporation, to guarantee strong fair labor standards at our factories and stores around the globe.

Sustainability is a long-term commitment. Each department and each employee's performance is evaluated based on annual sustainability goals. We are continually challenging and improving our sustainability goals and working to engage all of our stakeholders.



PLANET

Our Philosophy

Today's natural world is changing quickly. Our customers, employees and athletes often return from expeditions with stories of receding glaciers, decimated forests and unprecedented drought.

A healthy planet is vital to the success of our business. At The North Face® we are focused on energy and resource conservation and the elimination of waste as the main ways to minimize our environmental footprint.



Extreme Ice and James Balog

James Balog's Extreme Ice Survey is a monumental and stunning look at the impact abrupt climate change is having on the world's glaciers. For nearly 30 years, Balog has broken new ground in the art of photographing nature. His work grows out of a lifelong passion for nature as an artist, scientist, explorer and adventurer.



PRODUCT

Our Philosophy

Our products represent our creativity, passion and vision. They are our opportunity to showcase our dedication to innovation that respects the natural and social systems. It is only natural that our products embody a sustainable ethos.

We know that sustainability does not have to come at the expense of price, performance or quality. Product innovation at The North Face® involves using technologies and fabrics that continue to provide the high performance our customers are accustomed to, but eliminate the use of harsh chemicals and excess materials.

Product Technologies feature

PrimaLoft Eco insulation is a good example of the type of environmentally-preferred ingredients we use to make our products. In our fall 2008 insulated boot collection, we transitioned the entire line to the PrimaLoft Eco insulation that contains 50% recycled content. PrimaLoft Eco fibers are produced from post-consumer products and post-industrial plastic waste.

Partners



BLUESIGN®

Proud partner in our sustainability journey.

Products



GREEN KAZOO

Made from 100% recycled fabrics.



PROFIT



Sustainability as an advantage

A paradigm shift is happening in how to manufacture in a global economy. By taking advantage of these changes, The North Face® will be stronger and more competitive, as we will find new, faster, more innovative and less environmentally impactful ways of doing business, as our customers and employees would expect. We realize we are a long way from our goal, but we are working on it each and every day.



Measure



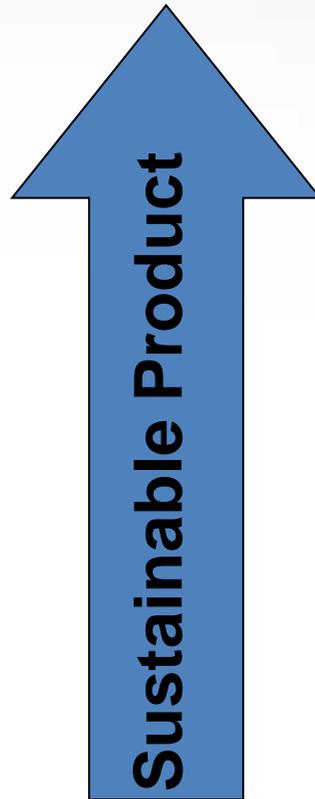
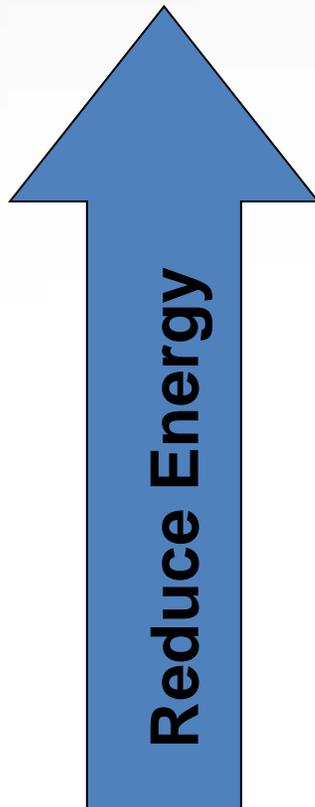
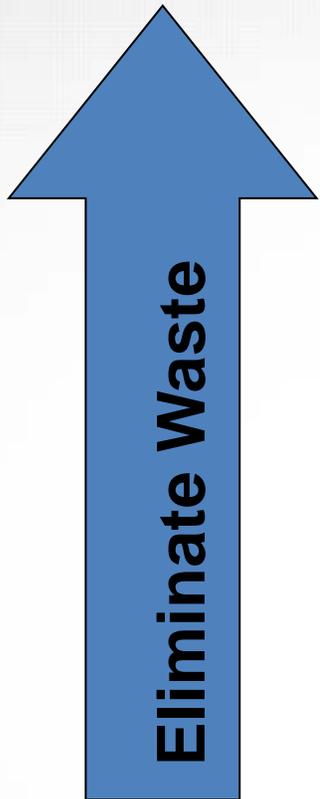
Educate



Benchmark



Innovate



Innovative Opportunities



OUTDOOR PARTICIPATION – THE FUN STUFF!!!

- We at The North Face love the outdoors. It's in our DNA, and it defines us as a company. That passion and our desire to share this is the catalyst behind PlanetExplore. Our collective goal is to inspire the next generation of enthusiasts and increase outdoor participation among people of all ages.



WHERE ARE WE NOW?

- **90% of adults introduced to outdoors between ages of 5 & 18**
- **Introduction to outside activities**
 - Parents, friends, relatives, school
- **Reasons for not getting outside**
 - Time with friends
 - Parents do not include it
 - Lack of time
 - Prefer TV, video games, computer
 - Video game \$10.5B market (45% 6 to 17)
- **Declines most among 6 - 17 year olds (-7.6%)**
 - Girls, (6-12yr) -16%
 - Boys, (6-12yr) -7%



WHERE ARE WE HEADING?





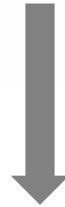
Target Groups

- **Youth**
 - Focused on structured activities
 - Over 40 hours/week TV, computer, video game
 - 12 – 25 year olds
- **Multi-Cultural**
 - Urban & Suburban, African American, Asian, Latino, Indigenous populations
 - Intimidation of gear & sports
 - Access to parks & gear
- **Women**
 - Intimidation of gear & sports
 - Lack of outdoor community
- **Families**
 - Cost, Time, convenience
 - Vacation preference



SUSTAINABLE GROWTH

**For recreation & tourism to grow in a sustainable way,
more people need to get outside.**



We need to reach new communities using new & more inclusive methods



We must lead this charge, and to do so we must work together.



THE
NORTH
FACE

PLANET EXPLORE :: YOUR PORTAL TO THE OUTDOORS

- **PlanetExplore** is an online community designed to help individuals and families learn about and participate in outdoor activities and events in their area.
- Develop partnerships with organizations from both the public & private sector that share our passion for the outdoors,
- PlanetExplore is a portal to the outdoors designed to inspire and enable people of all ages to become regularly active in the outdoors



HOMEPAGE :: EVENT LISTINGS

[Home](#) [Guest](#) [Register](#) [Sign-in](#)

PLANET EXPLORE

YOUR PORTAL TO THE OUTDOORS

Enabled By: **THE NORTH FACE®**



[CREATE ACCOUNT](#) [f Connect](#)

USERNAME

PASSWORD

[SIGN IN](#)

[ABOUT](#) | [PARTNERS](#) | [MEMBERS](#) | [RESOURCES](#) | [EVENTS](#) | [VISIONARIES](#) | [CONTACT US](#)

Google™ Site Search [SEARCH](#)

1 GET CONNECTED

2 GET INVOLVED

3 GET OUTDOORS

I WANT TO

HIKE

BIKE

CLIMB

RUN

CAMP

BOARD

SKI

PLAY

VOLUNTEER

LEARN

UPCOMING EVENTS



Winter Warm Up!

Take the chill out of the season with New York Restoration Project (NYRP) and The North Face by joining us for our Winter Warm-up!



Big City Mountaineers New Volunteer Information Session (Schaumburg)

We are always looking for new qualified volunteers to participate on our week-long canoeing trips during the summer months. All



The North Face Masters



Banff Film Tour

FIND EVENT NEAR YOU (ENTER ZIP CODE)

[FIND](#)

[ADD AN EVENT](#)



BLOG



PODCAST



VIDEOS

FEATURED PARTNER



New York Restoration Project's mission is to restore, revitalize and develop under-resourced parks, vacant lots, and community gardens throughout the city's five boroughs, so that no New Yorker suffers from a lack

[LEARN MORE](#)

[BROWSE ALL PARTNERS](#)



RESOURCES :: BY ACTIVITY

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YOUR PORTAL TO THE OUTDOORS

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EXPLORE URBAN SPACES WITH OUR URBAN NATURE GUIDES



HIKE
BIKE
CLIMB
RUN
CAMP
BOARD
SKI
PLAY
VOLUNTEER

LEARN

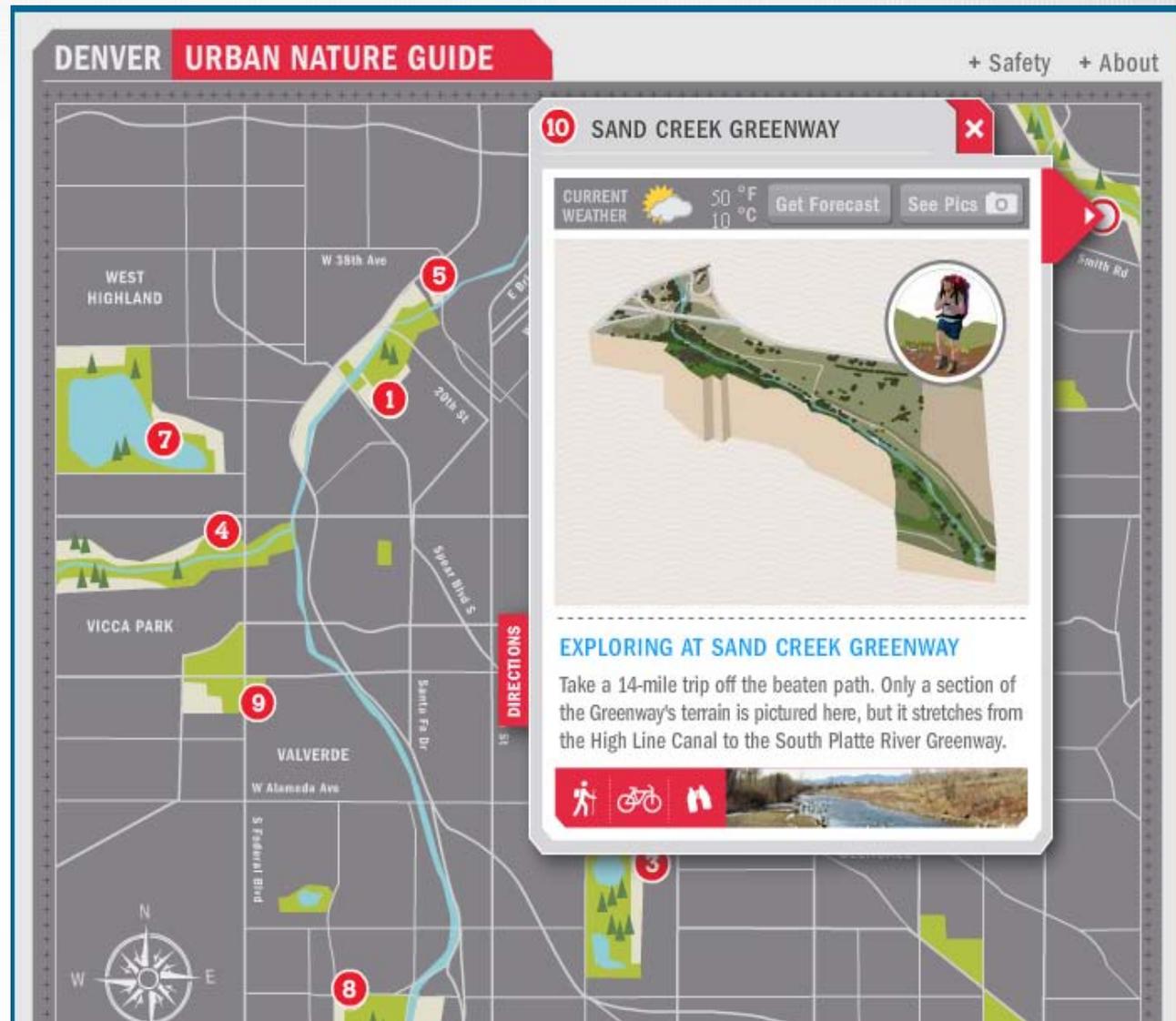
 <p>Parkscore.org The Trust for Public Land</p>	 <p>Ultralight Done Right BackPacker Magazine</p>	 <p>Fall Gear Storage American Hiking Magazine</p>
 <p>Lightweight Techniques: Facts and Fictions American Hiking Society</p>	 <p>Tracking "Leave No Trace" American Hiking Society</p>	 <p>Yoga for Hikers American Hiking Society</p>
 <p>Conditioning Stretches American Hiking Society</p>	 <p>Suggested Trail Foods and Snacks American Hiking Society</p>	 <p>Hiking Check List American Hiking Society</p>
 <p>Personal First Aid Checklist American Hiking Society</p>	 <p>Winter Hiking American Hiking Society</p>	 <p>Backpacker's Checklist Adventure 16</p>
 <p>Tips for Visiting Our National Parks Sierra Club</p>	 <p>Hiking National Parks LocalGetaways</p>	 <p>Hiking San Francisco LocalGetaways</p>
 <p>The 10 Essentials of Hiking American Hiking Society</p>	 <p>Hiking Safety American Hiking Society</p>	 <p>How does one prepare children for their first hike? American Hiking Society</p>



URBAN NATURE GUIDES :: FRONT COUNTRY

Trust for Public Lands

- Activity descriptions
- Real time weather forecasts
- Images of parks
- Directions/link to Google Maps



DENVER **URBAN NATURE GUIDE** + Safety + About

10 SAND CREEK GREENWAY

CURRENT WEATHER  50 °F
10 °C [Get Forecast](#) [See Pics](#)

EXPLORING AT SAND CREEK GREENWAY

Take a 14-mile trip off the beaten path. Only a section of the Greenway's terrain is pictured here, but it stretches from the High Line Canal to the South Platte River Greenway.

DIRECTIONS



PARKS DIAGRAMS, PHOTOS, DIRECTIONS & ACTIVITY GUIDE

ABOUT | PARTNERS | MEMBERS | RESOURCES | EVENTS | VISIONARIES | CONTACT US Google™ Site Search SEARCH

EVENT SEARCH

ACTIVITY: ALL ACTIVITIES
 WITHIN: 200 MILES
 OF ZIP: GO

SUGGEST AN AREA GUIDE

I WANT TO

HIKE	BIKE
CLIMB	RUN
CAMP	BOARD
SKI	PLAY
VOLUNTEER	LEARN

URBAN NATURE GUIDES

SAN FRANCISCO **URBAN NATURE GUIDE** + Safety + About

SF URBAN NATURE GUIDE TPL

WELCOME TO THE NORTH FACE INTERACTIVE URBAN NATURE GUIDE SAN FRANCISCO

There's no limit to the natural wonders within city limits. And this collaboration between the North Face and Trust for Public Land (TPL) is designed to give you the low down on some of our favorite San Francisco parks and outdoor spaces - where they are, what they offer and why you should check them out this weekend.

+ Click the red circled numbers for a brief description of the urban nature spaces

9 STOW LAKE

CURRENT WEATHER 52 °F / 11 °C Get Forecast See Pics

BOATING AT STOW LAKE

Paddle boat and canoeing enthusiasts, prepare for maritime merriment at one of the city's most beloved natural areas.

CURRENT WEATHER 52 °F / 11 °C Get Forecast See Pics





EMAIL UPDATES :: REAL TIME, DAILY OR WEEKLY

**PLANET
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Enabled by THE NORTH FACE



Wilderness Bound! (Go WILD in Denver series)

Date : November 14th 2009
Location : Audubon Nature Center at Chatfield
Activity : Hike
Website : <http://www.denveraudubon.org/classes2.htm#gowild>
Partner : National Audubon Society

10am-12pm You don't need to be an expert explorer to venture out in the wilderness. A basic knowledge of map, compass, and essential items will get you started. Please pre-register by calling 303-973-9530 or by e-mail to info@denveraudubon.org. There is a nominal fee associated with this program. To visit the Audubon Nature Center - drive approximately 4.4 miles south on Wadsworth Blvd. from C-470, turn left onto Waterton Road and then quickly left again into the Center parking area.

View event details:
http://www.planetexplore.com/event_details.php?e=345

Environmental Learning for Kids Nature Hike

Date : November 21st 2009 - November 21st 2009
Location : Montbello Recreation Center
Activity : Hike
Website : <http://elkkids.org>
Partner : Environmental Learning for Kids

Join ELK, Planet Explore, and the Lt. Gov. Barbara O'Brien as we explore nature. We'll discover wildlife near a lake, bird watch, learn about the ecosystem and enjoy the outdoors. Meet at the Montbello Recreation Center

**PLANET
EXPLORE**
www.planetexplore.com





FUNDING PROGRAM

■ Explore Fund

- Launching in 2010
- **Vision:** To be a leader in the movement to re-connect children with nature
- **Mission:** The Explore Fund seeks to reach a new and diverse audience by enabling programs and people who are leading the movement to reconnect children with nature
- **Goal:** To provide funding to non-profit organizations that are working to enable kids to get outdoors across the country.



WHAT CAN THIS COLLABORATION LOOK LIKE?



THE
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DIVERSITY IN THE OUTDOORS



PRESENTED BY



**Sacar el frío de la temporada con
New York Restoration Project (NYRP) Y The North Face
en nuestro Winter Warm-up!**

Fecha: Sábado, 13 de Febrero

Tiempo: 11 am - 3 pm (nieve o haga sol)

Lugar: Parque Swindler Cove
(Dyckman y Avenida 10, Inwood)



Explorar la Vida Al Aire Libre

Tomar un paseo de hábitat de invierno por el parque de Swindler Cove



Nos Pondremos Activos

Competir en un curso de deportes de invierno obstáculo



Probar la Temporada

Participar en concurso de cocinar chile y prueba chocolate caliente

Trenes 1 o A para calle Dyckman

Desde el tren, caminar hacia el este en la calle Dyckman, gire a la izquierda en la avenida 10 y pasa la escuela PS5, gire a la derecha en la carretera Marginal y siga las indicaciones a la entrada de Winter Warm-up.

¡Regalos y premios para todos!



Para más información, por favor contacta Shannon Donohue, la gerente de eventos públicos, por email: sdonohue@nyrp.org o visita www.nyrp.org



PLANET EXPLORE LAUNCH EVENT :: NYC





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NEW YORK RESTORATION PROJECT

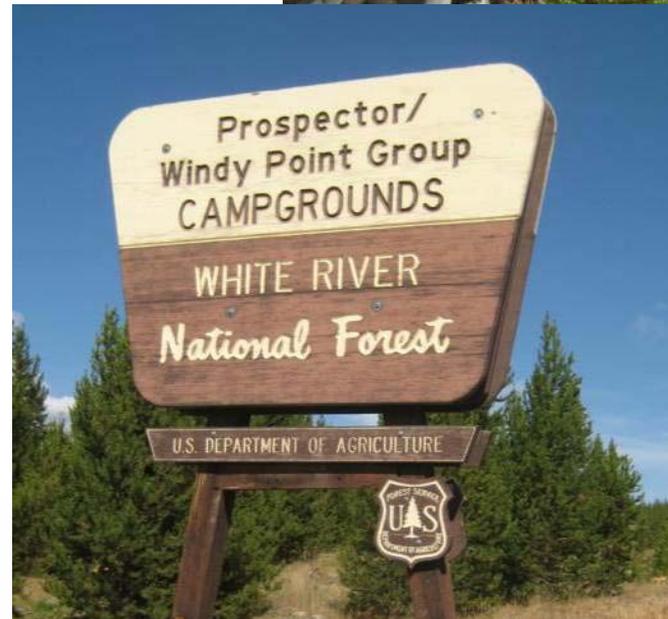
New York City Parks Department





9/11 CHILDREN & NATURE NETWORK

Friends of the Dillon Ranger District





CONSERVATION NEXT :: BACKYARD COLLECTIVE

Colorado State Parks Dept.





WHAT'S NEXT :: OUTDOOR NATION

- **Partnering with the Outdoor Foundation, Backpacker Magazine, & City of New York Parks & Recreation Dept.**
 - Bring youth leaders from around the country to participate in activities and learn how to engage in community organizing around outdoor activation.
 - Youth leaders will return to their communities to organize events & groups.
 - June 19 & 20TH 2010
 - 2011, launch nationally
 - 2012, global program



City of New York
Parks & Recreation





HOW CAN WE WORK TOGETHER?

■ Non Profit Organizations

- Help bridge the gap between the public & private sector
- Key partnerships

■ Create Opportunities

- Corporate volunteer projects
- Develop relationships with schools & education resources

■ Feedback is Key!

- Be clear regarding expectations & specific parameters
- Ask for what you need
- You are the expert! Feedback is welcome.



MANTRA...

“You may never know the results of your action, but if you do not act there will be no result”

--- Mahatma Gandhi

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