Issues and Events 2017

External Issues

Socio-cultural factors

- Rising living costs (especially housing) in the region -> It is becoming more difficult for employees to find affordable housing.
- Employee mobility: How can we encourage a change in thinking about environmental friendliness and provide even more incentives?
- Challenge in Germany: Integration of refugees.

Environmental Incidents

- The outdoor industry is strongly weather-dependent, winters had been bad for years, last winter 2017/2018 was good -> positive for us and the specialized trade.

Technological factors

- Technical and economic infrastructure for recycling plastic/synthetic fiber products is developing extremely slowly in Europe, but is a prerequisite for a circular economy, which is why we focus on recycled materials, extending product life...
- Business management software for the holistic representation of social and ecological factors in addition to economic factors is not yet available on the market.

Internal Issues

- High expenditures for sustainable management -> Focus on increasing efficiency and reducing costs
- Selection of a new business management software
- Threat of deportation of refugees-> immense economic damage and high psychological stress for employees
- High organizational effort due to many parental leave returnees

External Issues

Political and Legal Factors

- Parliamentary elections in 2017: difficult and protracted formation of a government -> What will happen next with the textile alliance and the subject of the right of residence for refugees in work?
- New regulation for personal protective equipment -> generates high internal expenditure.
- EU requirement for uniform product labeling is a long time coming, uncertainties regarding Higg Index as binding standard
- Not enough political will and incentives to promote environmentally friendly mobility.

Economic Factors

- Increasing concentration in the market and fluctuating dollar exchange rate -> Focus on increasing efficiency and reducing costs
- Growing marketing of competitors on CSR topics: Development basically good, but diluted the standards and our serious approach, as no 3rd party review of marketing claims.

Environmental Conditions

- The use of recycled and biobased raw materials is not yet possible in some cases -> Independence from fossil resources as a challenge
- Hazardous materials management - despite our management system and high level of commitment, we have not yet completely phased out the use of harmful substances.
- Transparency in local supply chains
- The environmental challenge of plastics