

# **NORTH SAILS**

## **IMPACT REPORT**

# MILAN FLAGSHIP



The goal of our renewed Milan flagship store is to explain to the final customer the philosophy of the brand in terms of sustainability. Here, our customers can experience and understand our steps forward in sustainability and ocean conservation.

Sustainable and recycled garments are displayed and explained and water bottles can be refilled in the store to avoid single-use plastic bottles.



# PLASTIC FREE PACKAGING

1.200 KG

OF PLASTIC SAVED FROM ENDING TO LANDFILL



24.53 TONNES

OF CO2 CAPTURED TO OFFSET OUR CARBON FOOTPRINT

CO<sub>2</sub>

We can proudly say that our e-commerce packaging is already plastic free. All orders are packed with natural cotton bags in different sizes, that you can re-use in your daily life, steel straw included. We're now shipping the orders CO<sub>2</sub>-free, thanks to our newly launched partnership with Trees for All.

# COMPANY GOALS

As a Company deeply involved in environmental conservation, we requested and received the official certificate of **ISO 14001** (environmental management), **SA8000** (corporate social responsibility) and **ISO 45001** (Health and Security).

Furthermore, all our suppliers are involved in the process of compliance to the same standards through periodical monitoring implemented by our company. These 3 certificates are a solid foundation toward our next ambition represented by entering into the **BCORP** exclusive club.





NORTH SAILS SUPPORTS OFF IN ITS ENDEAVOUR  
TO SUPPORT ORGANIZATIONS IN THE CONSERVATION  
AND CLEANUP OF THE WORLD'S OCEANS

THESE GARMENT BAGS ARE MADE OF RECYCLED PLASTIC.  
PLEASE WORK WITH US TO SAVE THE OCEANS  
BY RECYCLING THEM APPROPRIATELY AFTER USE.  
LET'S WORK TOGETHER TO CREATE A BETTER ENVIRONMENT.

# ALTERNATIVES TO PLASTIC

We looked into alternatives to plastic for garments transportation. Unfortunately, we have found that it is the only material that guarantees garment's integrity during shipping to our wholesale clients and to our retail and franchising channels.

As a result, we've decided to make all our polybags out of recycled plastic. We're also making sure that our Retail stores recycle them properly and are suggesting to our clients either to recycle them properly or one of these alternative uses.



# #BATTI5

BATTI5 is a creative and educational project to build awareness among the younger generation about the threats of plastic pollution to our ocean. It's divided into 3 phases:

an interactive, in-class lesson; a trip to collect plastic debris on the beach; and finally an art laboratory in which the kids create beautiful artworks out of the plastic collected.



# BEACHCLEANINGS



North Sails organizes beach cleaning activities and flash mobs in various locations around Europe.

# NO PLASTIC MORE FUN



In Milan, we launched the project “No Plastic More Fun” together with Worldrise Onlus and the Ocean Family Foundation. We supplied aluminum water bottles and biodegradable glasses and straws to all joining clubs.



This project is part of the Milan Target Plastic free campaign supported by Ministero dell’Ambiente and Comune di Milano.

Through the donation to the Ocean Family Foundation, North Sails proudly supports Worldrise and the famous street artist Iena Cruz in the creation of a marine theme mural that captures air pollution, in Milan Lambrate.



**CO-NEUTRAL SHIPPING**

Offset your carbon footprint with Trees for All, owner of CO2.

All thanks to our newly launched partnership with Trees for All, owner of sustainable forestry credits in Uganda.



ARE YOU READY FOR A CHANGE?

SHOP & BEP CO-NEUTRAL

Define the season's with pattern in new fall colors and textures.



With the Autumn/Winter 2021 collection, from top to bottom, we've introduced sustainable fabrics.



Commitment to Inland Waters and their the Sea T-shirts in organic cotton that's already recycled using sustainable, environmentally friendly methods.

SHOP NOW

**TURNING AIR POLLUTION INTO ART**



**ICHA CRUZ**

ICHA and Nike have joined forces to support and promote the innovative painting that captures air pollution, created by the Italian artist Icha Cruz in Milan, London, or New York 12.



The unique design utilizes the revolutionary e-ink technology - a 100% carbon print - which you've collected an urban landscape in nature.

FIND US

**THE NEW PLANET-FRIENDLY PACKAGING**

The North Face packaging is now entirely plastic-free. All products are presented in superior cotton bags, sustainably sourced for multiple uses and extended life.



This way we will save 45 thousand single-use bags - equal to 1200 kg of plastic - out of circulation every year.

LEARN MORE

THANKS TO OUR CERTIFIED SERVICE PARTNER TREES FOR ALL, WE ALSO OFF-SET THE CO<sub>2</sub> EMISSIONS THROUGH THESE TREE PLANTING PROGRAM AND OFFER CARBON-NEUTRAL SHIPPING.

**RECYCLE YOUR JACKET**

We're making recycling easy.

FIND YOUR JACKET

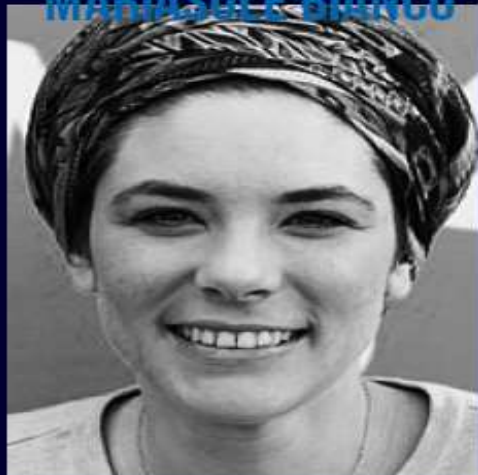
# SUSTAINABLE NEWSLETTER

We are sending the Sustainable Newsletter to inform customers about our steps forward in sustainability and to push the reader itself to actively contribute to the cause of conservation.

**10 TIPS ON HOW TO REDUCE PLASTIC POLLUTION**

1. Refuse single-use plastic. In our daily lives, 90% of the plastic items are used only once.
2. Shop locally. Choose seasonal produce and avoid plastic-wrapped trays.
3. Get a reusable cotton shopper. Sturdy and machine washable - it's perfect for daily use.
4. Beat the microbead. Boycott facial scrubs, body washes and toothpaste that contain polyethylene and other microplastics.
5. Get a reusable water bottle. Ditch single-use plastic bottles for good.
6. No straw, please. The good news is that you don't actually need it.
7. Give the coffee maker a go. Enjoy a cup of freshly brewed coffee without the ubiquitous, disposable cups.
8. Upgrade your food containers. Pack your office lunch without packing the landfill with plastic.
9. Say no to disposable cutlery. Replace plastic plates and utensils with paper, cellulose and bamboo ones.
10. Be creative. Recycle, reuse and repurpose everyday household items to save money and reduce waste.

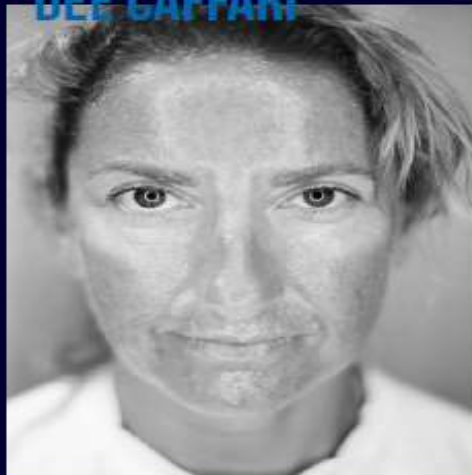
MARIASOLE BIANCO



In 2013 she founded and became the president of Worldrise, a non-profit organization that develops and implements marine conservation projects focused on awareness building, education, creativity, and behavioral change.

Worldrise projects involve young leaders and new generations in order to facilitate the acquirement of professional knowledge and skills and educate the future guardians and custodians of our natural heritage.

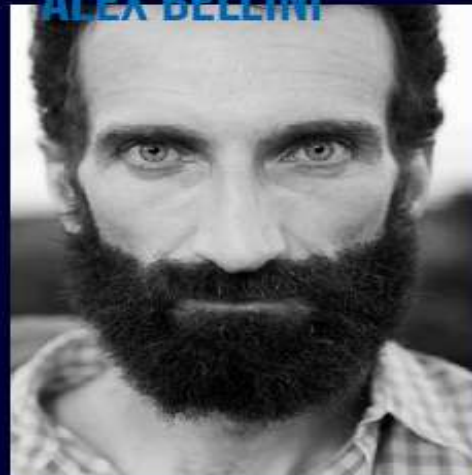
DEE CAFFARI



Dee Caffari is the only woman to have ever sailed solo, non-stop, around the world in both directions and the first woman to have ever sailed non-stop around the world three times.

Her journey started in 2000 when she decided to quit her job as a teacher and to explore the world through the excitement of sailing – the sea being one of her passions.

ALEX BELLINI



North Sails is supporting the “10 RIVERS 1 OCEAN” project of the Italian adventurer Alex Bellini which will navigate the 10 most polluted rivers of the world on a raft completely made from recycled materials in order to experience firsthand the plastic pollution affecting watercourses.

His goal is to inspire a new understanding and respect for the world’s most-threatened, delicate ecosystems: our waterways.

YORK HOVEST



York Hovest is a young, thoughtful, intuitive and open-minded photographer, adventurer and author. His project “Heroes of the sea” involves people who are unconditionally committed to the protection of our seas.

He bravely decided the Atlantic ocean we form a bridge between the continents and thus clarify the globality of the plastic pollution issue.