



PEAK DESIGN SUSTAINABILITY REPORT 2020

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WE'RE PEAK DESIGN

We make tools for doing. Our carry solutions help creatives, commuters, and adventurers keep their gear accessible, organized, and protected.

Our mission:

- 1 Make the best things.
- 2 Succeed at the expense of nobody.
- 3 Treat our customers as peers.
- 4 Offset our environmental impact.
- 5 Use our voice to inspire positive change.
- 6 Prioritize happiness over growth.

Our environmental and social responsibility strategy is available at pkdsn.com/sustainable. You are encouraged to steal any and all of it.

Contact:
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Peak Design Director of Sustainability
Annie@peakdesign.com

Donations
2020 \$ **798,098**
Lifetime \$ **2,414,820**

Products Made
2020 **1,304,171**
Lifetime **5,859,102**

Offsets
2020 **34,000** tCO₂e
Lifetime **96,000** tCO₂e

B Corp Score
2020 **81.2**

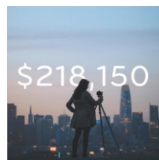
2020 IN REVIEW



B CORP CERTIFIED



THIS LAND PUBLIC PREMIERE



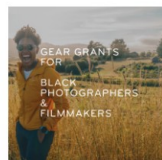
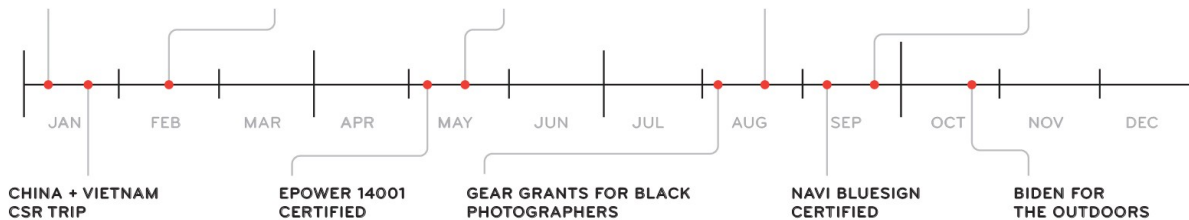
COVID + CLIMATE DONATION



SCIENCE BASED TARGETS INITIATIVE



REI JOINS CLIMATE NEUTRAL!



B CORP CERTIFIED



In January, we became a Certified B Corporation - one of the highest achievements in responsible business. We are legally required to consider the impact of our decisions on our workers, customers, suppliers, community, and the environment. To certify as a B Corp, a company must achieve a minimum verified score of 80 points on the B Impact Assessment.

The B Impact Assessment asks questions about how the day-to-day operations of a company create a positive impact for the company's workers, community, and environment. The questions in the B Impact Assessment are organized into five Impact Areas: Governance, Workers, Community, Environment, and Customers. We will continue improving our Impact Assessment Score of 81.2.

81.2

Governance	15.5
Mission & Engagement	1.8
Ethics & Transparency	3.6
+ Mission Locked	10.0
Workers	24.4
Financial Security	11.1
Health, Wellness, & Safety	4.6
Career Development	2.7
Engagement & Satisfaction	5.9
Community	18.7
Diversity, Equity, & Inclusion	3.4
Economic Impact	2.9
Civic Engagement & Giving	5.0
Supply Chain Management	3.8
+ Supply Chain Poverty Alleviation	0.7
N/A Points	2.7
Environment	19.4
Environmental Management	2.9
Air & Climate	7.3
Water	1.0
Land & Life	5.4
+ Resource Conservation	2.6
Customers	3.1
Customer Stewardship	3.1

Screenshots from B Impact Assessment.

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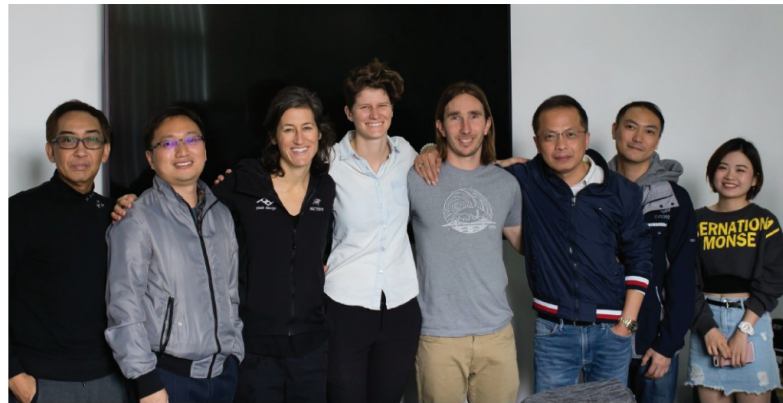
FACTORIES

Also in January, we visited our Chinese and Vietnamese manufacturing partners to review our newly established Environmental Benchmarks and determine implementation timelines for our primary Tier 1 factories.

In May, EPower received its ISO 14001 Certification. An environmental and social audit is scheduled for early 2021.

Our Vietnam factory, Vung Tau (AJ Solutions), is currently pursuing Fair Trade Certification. Certification is expected Spring 2021. Vung Tau scored 87% on their environmental audit conducted in December 2020. The average environmental audit score for Vietnam factories is 3%. We've set 90% or higher as our goal for 2021.

Navi, our primary textile supplier, became a Bluesign Certified Converter in September thereby ensuring the majority of our textiles are Bluesign approved.



Peak Design team with our partners at EPower (top) and AJ Solutions (bottom).

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1% FOR THE PLANET

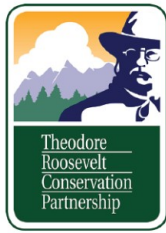
In 2020, our 1% For The Planet giving focused primarily on climate change, conservation efforts, and environmental advocacy.



CALIFORNIA WILDERNESS COALITION



WILD & SCENIC FILM FESTIVAL
where activism gets inspired



Theodore Roosevelt Conservation Partnership



The Conservation Alliance
Outdoor Business Giving Back to the Outdoors



1% FOR THE PLANET



\$650,000 DONATED



CLIMATE NEUTRAL CERTIFIED



Audubon ALASKA



ADVENTURE SCIENTISTS
EXPLORE. COLLECT. PROTECT.



BONNEVILLE ENVIRONMENTAL FOUNDATION



Southeast Alaska Conservation Council

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CHARITABLE GIVING

In addition to our 1% contributions, we also donated \$109,075 to the CDC Foundation for COVID-19 relief and other non-1% organizations including the ACLU and the NAACP.

In the past five years, Peak Design has donated over \$2 million dollars to organizations working on environmental, health, and social justice issues.



CDC Foundation
Together our impact is greater



AMERICAN CIVIL LIBERTIES UNION FOUNDATION



Screenshot from social media announcement. Half of the funds raised went to the CDC foundation, the other half to Climate Neutral.



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MATERIALS

The majority of our environmental impact stems from the materials that we use. Therefore, one of the greatest opportunities for decreasing our impact is in searching for and sourcing more sustainable materials for our products.



RECYCLED: Approximately 60% of textiles used across our bag lines are recycled.



SOLUTION DYED: Approximately 33% of textiles across our bag lines are solution dyed.



BLUESIGN APPROVED: Approximately 65-70% of textiles across our bag lines are Bluesign approved.

Screenshot from materials spreadsheet.

Product Line	Fabric Name	Use	Color	Recycled	Solution Dye	Bluesign	Notes
Travel	RE N/P 500D	Primary Shell Fabric	Sage	Yes	No	Yes	
Travel	RE N/600D KODRA CPH	Primary Shell Fabric	Black	Yes	No	Yes	
EDLv2	330d CPH Nylon	Primary Shell Fabric	Black	Yes	Yes	Yes	
EDLv2	330d CPH Nylon	Primary Shell Fabric	Midnight, Bone	Yes	No	Yes	
EDLv2	400d Melange	Primary Shell Fabric	Charcoal	Yes	Yes	Yes	
EDLv2	400d Melange	Primary Shell Fabric	Ash	Yes	No	Yes	
EDLv2	7762 Mesh / SOF-0135	Secondary Liner & Exterior Fabric	Limestone, Black, Tonal Ash, Midnight, Mushroom	No	No	TBD/No	Working on 2021 Q2 solution dye transition
EDLv2	Interlock	Loop for Dividers	Limestone	No	No	TBD/No	Working on 2021 Q2 solution dye transition
EDLv2	Recycled Chemise	Dividers	Limestone	Yes	No	Yes	Working on 2021 Q2 solution dye transition
EDLv2, Travel	900d Poly	Secondary Shell Fabric	Black	No	Yes	TBD/No	
EDLv2, Travel	900d Poly	Secondary Shell Fabric	Midnight, Mushroom, Tonal Ash, Sage	No	No	TBD/No	Working on 2021 Q2 solution dye transition
EDLv2, Travel	150D Nylon Ripstop	Primary Liner Fabric	Limestone	No	Yes	Yes	

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MATERIALS

CNTD.



LEATHER: We now use leather that receives a gold certified rating from the Leather Working Group.



PACKAGING: All of the packaging for our new Mobile line is 100% recyclable and FSC certified. We plan to roll out updated packaging design for our other products in 2021.

RECYCLED ALUMINUM: We contracted with consultant, Paul Chang, who has been evaluating potential recycled aluminum suppliers in South China for both diecast and extrusion. Next year, we plan to validate vendors, launch a portion of our production with 30-50% recycled content, and monitor product quality as we assess increasing SKU count using recycled aluminum.

END OF LIFE: We are contracting with a UK refurbish warehouse, EU-RedSky, to mirror the operations and recycling that are currently happening in our USA (RMI) refurbish warehouse. This will extend the life of products internationally, give international customers the opportunity to purchase refurbished products at a lower price point, and help accommodate warranty requests.

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CLIMATE CHANGE

This year we continued taking responsibility for the entirety of our own carbon emissions while advocating for other businesses to do that same.

We participated in Climate Neutral's freshman class of businesses committed to measuring and offsetting their entire footprints. Using Climate Neutral's Brand Emissions Estimator, we calculated and offset our 2019 footprint of 34,009 tCO₂e. Climate Neutral has proven to be a leader in promoting and facilitating the transition to sustainable business (evidenced by REI, an industry sustainability leader, joining Climate Neutral this year).

Peak Design also committed to the Science Based Targets Initiative and is a member of OIA's Climate Action Corps.



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peak design

Peak Design

Industry Gear + Lifestyle	First Certified 2018
2019 Carbon Footprint 34,009	Lifetime Carbon Footprint 96,009

Measure
To become Climate Neutral Certified, Peak Design has measured the greenhouse gases it emitted when making and delivering products to its customers.

Offset
Its carbon footprint of 34,009 metric tonnes of CO₂e has been fully offset.

Reduce
The company is implementing plans to reduce its footprint in 2020.

Screenshot from Climate Neutral.

ELECTION 2020

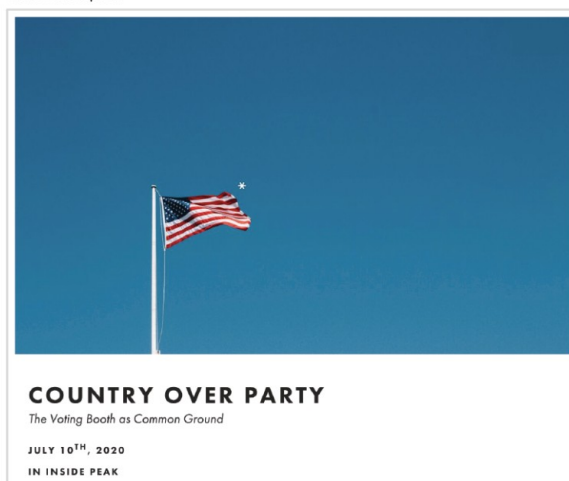
Somewhat surprisingly, one of our most contentious Field Note posts to date was a piece advocating for increased voter participation. We argue that a strong democracy starts with a voting system that is accessible, easy, and secure. While Peak Design did not make a public endorsement of any one candidate, members of the Peak team (along with pro skier Caroline Gleich) organized an outdoor industry endorsement campaign - Vote Biden Harris for the Outdoors - which galvanized industry leaders in making public endorsements for the ticket. The campaign assets were used by top athlete and activist influencers as well as organizations like the Sierra Club.

Endorsement graphic.



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Field Notes post.



Example of social media post.

DIVERSITY, EQUITY, INCLUSION

Although Peak Design has been working to better incorporate DEI into our operations over the last several years, in the wake of George Floyd's death and subsequent protests, 2020 demonstrated a renewed urgency in prioritizing racial justice as it pertains to our business practices and more broadly. In addition to our existing DEI initiatives, we:

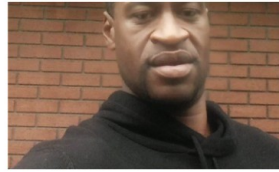
Launched a series of Field Notes featuring the stories and perspectives of Black authors

Formed an employee racial justice book club - books included How to be an Anti-Racist, White Fragility, and Between the World and Me

Made donations (outside our 1% contributions) to the ACLU, the NAACP, the Southern Poverty Law Center, the In Solidarity Project, and Soul River

Updated our giving model to make environmental justice a primary consideration (alongside climate change and conservation) and committed to redistributing our annual 1% for the Planet contribution to include organizations focused on environmental justice and diversity in the outdoors.

Field Notes posts.



SAY SOMETHING. ANYTHING.
Black people continue to be killed and we won't ignore it anymore.



FISHING WHILE BLACK
Chad Brown's thoughts on the killing of George Floyd.



ENGINEERING WHILE BLACK
Alex Animashaun shares stories of discrimination and reinventing the wheel.



BLACK JOY IN THE OUTDOORS: PICTURE IT
L. Renee Blount discusses the role of photography and brands in promoting outdoor inclusivity.



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GEAR GRANTS



David Lee, one of the gear grant recipients.

We awarded gear grants to seven Black filmmakers and photographers selected from 1,887 applicants. The grants stemmed from a Field Note by climber and outdoor photographer, L. Renee Blount.

Each grant was valued at over \$3,500 with products from Peak Design, Sony, Borrowlenses, SmugMug, and Flickr. Additional grant packages were made available through sponsorships from Arc'teryx and OneWheel.

Along with the gear, grant recipients were also interviewed by This Week in Photo's Frederick Van Johnson.



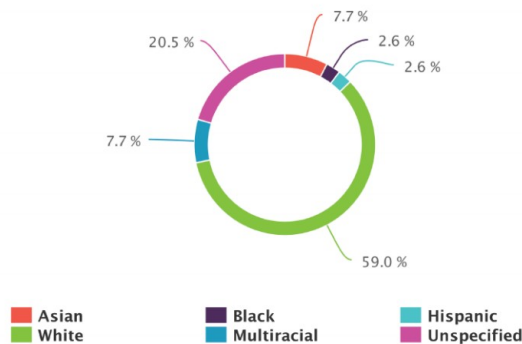
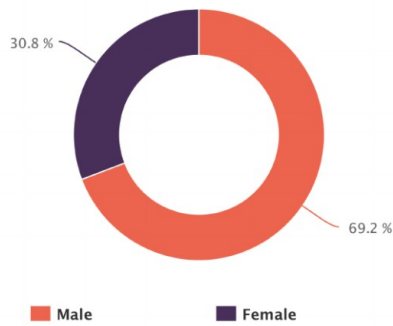
Social announcement.

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RECRUITMENT + HIRING

In addition to our other DEI initiatives, we again re-evaluated our recruitment and hiring practices. While we have adopted some leading best practices over the last two years, we fell short of making a formal commitment to diversity in our recruitment and hiring. This year we adopted our own version of the "Rooney Rule" requiring us to have at least one person of color and one woman in our final round of interviews. If we do not meet this requirement, we will continue the candidate search process until we do.

We will also begin annually tracking the racial and gender makeup of the company. As of the end of 2020, below are the self-reported data as a percentage of total headcount.



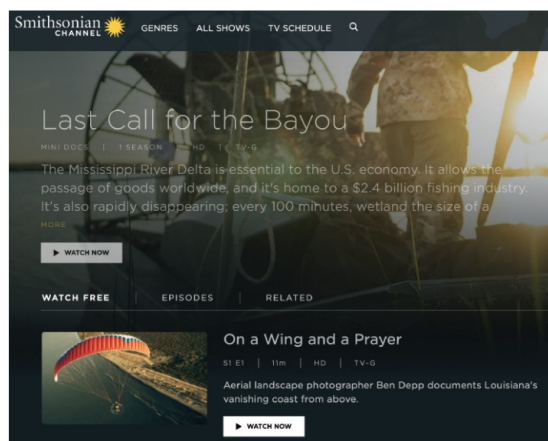
INSPIRING POSITIVE CHANGE

True to our mission, we continued to use our voice to inspire positive change by sponsoring films, publishing field notes, posting on our social channels, and participating in local and federal lobbying efforts.

Two films that we sponsored were publicly released this year. 'This Land' follows Black runner Faith Briggs and her relationship to our public lands. 'On a Wing and a Prayer', which was picked up and distributed by the Smithsonian Channel, looks at Louisiana's disappearing coastline as a result of climate change.



Social posts.



Film sponsorship.

2021 PRIORITY AREAS

2020 has been a challenging year for many reasons. A pandemic, national protests, climate-fueled wildfires, and one of the most polarizing U.S. elections in history.

Despite these circumstances, Peak Design has adhered to our mission of offsetting our environmental impact, succeeding at the expense of no one, using our voice to inspire positive change, and prioritizing happiness over growth. Below are some of the high level priority areas for 2021. Interested employees and partners are also always welcome to view our detailed annual sustainability roadmap.



We will research and select 2-3 new 1% for the Planet organizations focused on environmental justice to support. We will reallocate a portion of our 1% giving as well as support these organizations and their work through other partnership opportunities.



We will assess and implement a redesign of non-mobile product packaging to reduce waste and transition to FSC certified paper.



We will continue researching and transitioning to more sustainable materials with specific attention to coatings, solution dyeing, foam production, and recycled aluminum.



Climate change will continue being a primary focus. We will continue our efforts in amplifying Climate Neutral's work and advocating for swift and impactful climate action.

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