



About La Sportiva:

La Sportiva grew out of a family run business that built rugged work footwear for farmers and mountain guides in the Dolomite Mountains of Italy. With alpinism still at the heart of this global business, La Sportiva continues to develop superior mountain footwear and remains a leader in the outdoor adventure community. By consistently advancing performance and reliability, La Sportiva has gained recognition as a principal innovator in footwear for rock climbing, trail running, hiking, backpacking, and mountaineering.

La Sportiva Corporate Responsibility Overview

La Sportiva's environmental ethos is based on an appreciation and love for the mountains. Their heritage as a family-run, mountain-based company has developed this passion and driven a desire to protect mountain environments for future generations. This mountain-based, environmental ethic translates into more responsible practices and a production process that respects the environment and the workers involved in each aspect of the business. From manufacturing to distribution, the goal at La Sportiva is to reduce the ecological impact of business operations while increasing positive impacts on people and communities.

The company is equally earnest in its efforts towards transparency and communication with customers and other stakeholders. The La Sportiva website serves as a tool for communicating their stance on sustainability and other focus areas important to the company. The website details the role of the company and its employees in sustainable initiatives, and lists goals for corporate responsibility. It also describes the programs they support which reduce environmental impacts and improve workplace quality.

At the close of 2006, La Sportiva launched their Corporate Sustainability platform. These principles formed the basis for the company's corporate social responsibility (CSR) efforts, and set the stage for future developments in sustainability.

La Sportiva is committed to:

1. Providing the best technical footwear for mountain sports
2. Protecting wild spaces and supporting environmental stewardship
3. Reducing the impact of our business on the environment
4. Creating innovative and sustainable products
5. Effect positive change in working conditions within our supply chain.

These foundational principles in CSR led to reduced impact initiatives, such as the greening of La Sportiva's company building in Boulder, Colo. that since August of 2005 has been 100-percent wind-powered. The company added 3,000 kWh of wind-power demand per month to the local grid, which not only reduces emissions but helps other local businesses make the switch to green power.

Focus and Achievements for 2007:

In 2007, La Sportiva helped offset a portion of its emissions with renewable energy credits (RECs). The company's total commitment to clean energy, they estimate, was equivalent to not burning 22,665 pounds of coal, not driving 53,568 miles or also planting 202 trees. These efforts helped the company to reduce its overall ecological footprint and helped promote cleaner, renewable energy.

La Sportiva is also committed to social causes and improving community relations and development. This commitment is achieved mainly through partnerships with awareness, education and [conservation-based organizations](#). In 2007, La Sportiva partnered with *Sierra* Magazine to help promote the brand and their company's commitment to sustainability. *Sierra* is published bimonthly by the [Sierra Club](#) and provides information about wild places and avenues for protecting them, as well as superior editorial and photography. The publication also offers to its 1.2 million subscribers, ways to become involved in their community and tips for living more sustainably.

In 2008, La Sportiva expanded their partnership with Sierra to include support for Sierra Club's [Inner City Outing \(ICO\)](#) program. The ICO program is a community outreach initiative that provides low-income, inner-city youth the opportunity for wilderness experiences that may otherwise be unavailable. Since its inception with the San Francisco Bay chapter in 1971, the program has expanded to include 50 cities in the U.S. and a dedicated staff of volunteers¹.

La Sportiva also became a committed member of Colorado Fourteeners Initiative Adopt-a-Peak program. The [Colorado Fourteeners Initiative \(CFI\)](#) is a nonprofit organization working to protect and preserve the environments within Colorado's mountains greater than 14,000 feet. The [Adopt-A-Peak](#) program enables organized groups the opportunity to help maintain and preserve alpine mountain areas through volunteer trail restoration projects.

In addition to support for its partners, La Sportiva's climbing and running team ambassadors promote improved environmental ethics, as well as certain conservation causes and funds. Further detail on La Sportiva's community involvement is also available under the [community](#) section of the website.

Waste Reduction and Green Living Project

¹ <http://www.sierraclub.org/ico/national/about.asp>

Waste Reduction and Green Living Project

La Sportiva has committed to waste reduction and resource conservation by partnering with Eco-Cycle's Zero Waste Services. The company has gone beyond traditional recycling by maximizing the amount of valuable resources kept in productive use in society through recycling, reuse efforts, composting and collection of hard-to-recycle materials. La Sportiva is continually exploring ways to improve the Zero Waste Services program through training new staff members, monitoring diversion rates and committing to environmentally preferable purchasing choices. In 2007, La Sportiva collectively diverted the following resources from the landfill:

- Mixed Paper- 8,561,635 pounds
- Commingled Containers- 1,629,760 pounds
- Compostables- 4,738,612 pounds
- Scrap Metal- 238,500 pounds
- Wood Waste- 239,460 pounds
- Water Saved: 29,965,723 gallons
- Energy Saved: 20,750,111 kilowatt hours
- Trees Saved: 72,774

And also prevented the following pollutants from being emitted:

- Air Pollutants prevented: 262,809 pounds
- Methane Gas Prevented: 227.453 cubic feet

As a further waste-reduction measure, La Sportiva launched a shoe recycling initiative that improves their product's end-of-life cycle by diverting them from landfills as waste. The [program](#) involves participation from customers by accepting shoes, depending on condition, for either recycling or reuse.

Additionally, this year, La Sportiva partnered with the [Green Living Project](#)[™], an organization currently pursuing a project to capture on film various examples of sustainable activities. Beginning in March of 2008, the project will attempt to document sustainability in multiple pre-selected locations around the world. The key goals of the project are to increase exposure for "green living" projects from partner organizations and use their work to educate, entertain and inspire others with documented successes in sustainability.

Past CSR Efforts and Future Goals

La Sportiva enlisted a set of guiding principles relating to sourcing and fair labor that promotes sustainable production and sourcing practices. These principals help to promote responsible production and have positive implications for stakeholders outside the company's local community. This list says:

- La Sportiva will follow sourcing practices that ensure that products are manufactured in safe and healthy workplaces where human and civil rights are respected
- La Sportiva has adopted the OIA Fair Labor Code of Conduct (FLCC)
- La Sportiva will ensure implementation of the FLCC in their supply chain
- La Sportiva will work with suppliers who do not comply with our FLCC and help them to improve their work practices. If corrective action is not achieved, they reserve the right to cease business with the supplier in question
- Its factories have [ISO 9001 and ISO 14001](#) certification.

Into 2008, La Sportiva plans to expand on these initiatives and further its role in sustainability. For more information on La Sportiva's sustainability programs and practices visit, <http://sportiva.com/sustainability/>.