



SUSTAINABILITY AND CSR 2024

A summary of what we accomplished
...and what's left to do.

A LIFETIME COMMITMENT

A note from our not-so-new CEO

When Fjällräven founder Åke Nordin asked if I was willing to take over as CEO of the company he'd built up over more than 40 years, I said yes without hesitation. I promised I'd do my utmost to uphold the high standards and strong values Fjällräven had come to stand for.

I knew it was a lifetime commitment, and 20 years in I'm proud to be part of a company where the long-term perspective is the main perspective. We continue working hard to produce our outdoor gear with as little environmental and social impact as possible, and design it with the intention to last for many adventures to come, to be passed on or resold on the second-hand market. This way, fewer products need to be produced, less energy needs to be consumed, and fewer products end up as waste.

It's a unique approach in a fast-paced, consumption-focused world, but it makes sense to us. We also think it makes sense for the environment. And you! That's why we've pulled together this summary: to show you how we managed to live up to our own standards in 2024, and share what's left to do.



MEET YOUR GUIDES

Guiding you through this summary are a few of Martin's trusted colleagues who ensure sustainability and CSR are embedded into all levels of our strategy and operations. Using a scientific approach, these experts keep us up to date with the latest developments and knowledge and drive us to new and better solutions.



ABOUT THIS SUMMARY

With sustainability and CSR, we’re on a special kind of ‘trek’

In short, this ‘trek’ is ongoing and has no finish line. There are plenty of checkpoints along the trail though. Their locations often change and new ones are always being added, but when nature is your reason for being, environmental, social, and economic concerns guide your business operations and decision-making.

So, we added a new checkpoint to our trek last year: an approachable Sustainability and CSR 2023 summary. Bringing together facts, figures, milestones, and challenges, we shared what we had done (and how far we had to go) in a straightforward format.

In this 2024 summary, expect fewer characters, but more character, and guidance from our sustainability and CSR team.

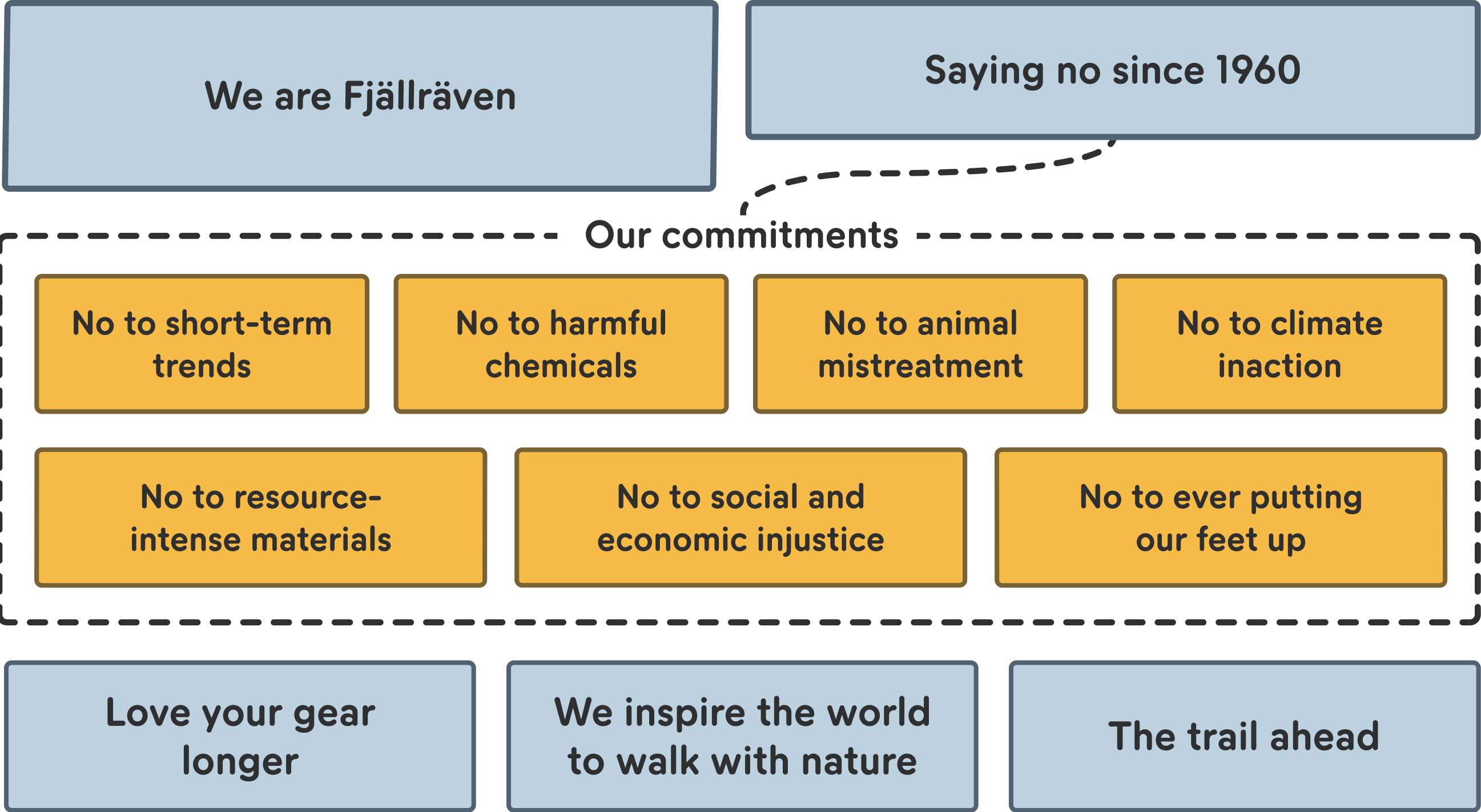
THE ‘BIG’ REPORT

Our parent company, Fenix Outdoor, drops an annual CSR report* encompassing us, Tierra, Hanwag, Royal Robbins, Naturkompaniet, Friluftsland, Partioaitta, Trekitt, and Globetrotter.

*In alignment with European Sustainability Reporting Standards (ESRS) as required by the European Corporate Sustainability Reporting Directive (CSRD).

FENIX OUTDOOR CSR REPORT 2024

WHAT THIS SUMMARY COVERS



WE ARE FJÄLLRÄVEN

Fjällräven, though tricky to pronounce [ˈfjɛ̌lːrɛːvɛn], translates to ‘Arctic Fox’. In Sweden, one who traverses the outdoors is known as a ‘true Arctic Fox’. Inspired by the animal, founder Åke Nordin named his company after it. Nowadays, the name promises functional and timeless outdoor gear that lasts.



Sustainability is our guiding principle. When nature is your reason for being, you don’t want to jeopardise its existence.

MARTIN AXELHED

Fjällräven CEO and VP Fenix Outdoor



OUR CORE VALUES

Develop durable, functional, and timeless outdoor equipment.

Act responsibly towards nature, humans and animals.

Inspire and encourage people to discover outdoor life.

Top stops on our sustainability-and-CSR trek (so far):

1960

Åke Nordin founds Fjällräven



1972-73

Repair centre launched in Örnsköldsvik (continues today)

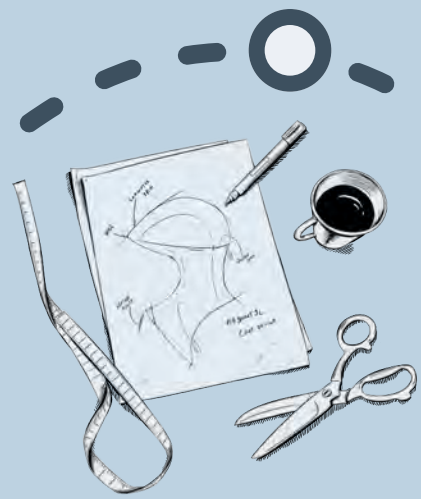


1994

Save The Arctic Fox project starts

2009

Start saying ‘No!’ to PFAS



2011

PFAS-free Eco-Shell launched

2013

Kajka Backpack updated with wooden frame

2016

Re-Kånken launched

2015

PFAS phased out of all fabrics (even tents!)

2014

Down Promise established



2013-14

G-1000 Eco roll-out

2019

Arctic Fox Initiative set up



2020

2025 CSR goals set with Fenix Outdoor

2023-24

All G-1000 is Eco ('Eco' dropped from name)

2024

Fjällräven Pre-loved pilot in the USA

2025

2030 CSR goals set with Fenix Outdoor



SAYING NO SINCE 1960

We say no, a lot

Our reluctance to listen to business experts and marketing know-it-alls and disinterest in trends and shortcuts has been questioned plenty of times, but we prefer looking to science and nature for guidance instead. Doing so has resulted in our key sustainability and CSR commitments, which keep us on the right trail.

“



We’re transparent about striving for better solutions. By sharing successes and setbacks, we can show our growth and educate others.

”

AIKO BODE

Chief Sustainability Officer,
CSR & Compliance

HIGHLIGHTS FROM 2024

78%

recycled polyamide
(vs. 58% in 2023)
2025 goal exceeded!

95%

reduction of inbound ocean transport
emissions via Flexport biofuel partnership
(That’s 332 t of CO₂e)

100%

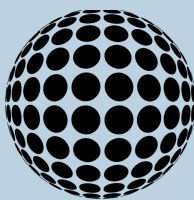
renewably sourced electricity
in our operations
2025 target achieved for 2nd year

53%

North American stores with
Green Business Benchmark
Platinum (highest!) status
(vs. 42% in 2023)

2.72

tonnes of soft plastics diverted
from landfills in North American
stores and warehouses
(36% more than 2023)



SUSTAINABLE
BRAND INDEX

Perceived as ‘Most Sustainable
Brand’ by Swedish consumers
in Sustainable Brand Index
2024 (5th year in a row!)

Click on a commitment to read up on news for each

OUR KEY COMMITMENTS

In 2024, we kept saying no to a lot of things:

No to short-term trends	06	No to resource-intense materials	10
No to harmful chemicals	07	No to social and economic injustices	11
No to animal mistreatment	08	No to ever putting our feet up	12
No to climate inaction	09		

NO TO SHORT-TERM TRENDS

Our design is rooted in timelessness. Each product must serve a clear purpose, prioritise functionality, and feel relevant for many years.



“

Fashion doesn’t interest me.
I’ve always done things because I need them myself. I’m not an exceptional type. I’m an ordinary person. And that means that when I make things for myself, they meet many other people’s needs.

ÅKE NORDIN
Founder, Fjällräven

”



Timeless by design: Most sales come from long-lived products

Carryover products make up 85% of our total sales (wholesale and direct-to-consumer). Part of our collection for seasons, even decades, these products maintain their relevance and are often used longer.

THESE ICONS ARE STILL GOING STRONG

Created decades ago, adjustments have been minimal, but were done to improve functionality and utilise less impactful materials.



GREENLAND JACKET

Developed in 1968 with members of the Scandinavian Greenland expedition, we discovered the durability of G-1000 with this jacket.

[Learn more](#)



KÅNKEN

Launched in 1978 to help schoolchildren with back pain, nowadays Kånken is worn by people of all ages.

[Learn more](#)



EXPEDITION DOWN JACKET

Celebrating its 50th anniversary in 2024, this jacket looks almost the same today as it did when founder Åke Nordin designed it.

[Learn more](#)

The longer a product lasts, and the longer it’s used, the better

A product’s emissions are measured over its lifetime. If it has 1 kg of emissions and is used 1,000 times, that’s 1 g of emissions per use (less than what you breathe in and out while putting on a jacket).

NO TO HARMFUL CHEMICALS

Driven by values, not legislation

When it comes to hazardous and banned chemicals, our standard is to go beyond legal compliance, because to be legally compliant is to do the bare minimum.

Our **Chemical Guideline** keeps us updated, outlining legal requirements and our own regulations and restrictions. It's backed up by our (Manufacturing) Restricted Substances List, which includes all harmful and hazardous substances that are banned or limited from manufacturing processes. All suppliers must adhere to it, and we lab-test products to ensure they do.



“When we identify a chemical that shouldn’t be used, there are no ‘acceptable levels’. It’s banned and we strive to avoid it.”

FELIX AEJMELEUS-LINDSTRÖM
Sustainable Material & Chemical Specialist

SAYING NO TO PFAS SINCE 2009

2009

Battle against PFAS begins with examination of products.

2022

Zippers supposedly without PFAS launched.

2024-25

Products updated with new zippers without PFAS.

2012

Eco-Shell, a proprietary fabric without PFAS, launched.

Greenpeace finds PFAS on Eco-Trail Jacket, revealing the problem of cross-contamination.

2023

Zipper supplier discovers PFAS in paint on sliders.

2025-26

Legislation banning PFAS begins in places like California, New York, and Europe.

2015

PFAS phased out of tent textiles and all other fabrics (not just the waterproof ones!).

THE FUTURE

Researchers think they’ve found only 80% of fluorochemicals’ applications. Where's the remaining 20%? Science doesn't have all the answers yet. Until then, this journey is **to be continued...**

*PFAS is the acronym for ‘per- and polyfluoroalkyl substances’ (aka ‘per- and polyfluorinated chemicals’, or PFCs). Man-made chemical compounds, they’re used by many industries mainly to create water and dirt repellence.

NO TO ANIMAL MISTREATMENT

In 2014, we established our **Down Promise**, an industry-leading standard recognised by animal welfare organisations. Inspired by this success, in 2015, we launched our Wool Promise with the ambition to drive similar progress in the wool industry.

At the end of 2024 however, we were distressed to learn our supplier, the New Zealand Merino Company (NZM), had fallen short of expectations and agreements regarding animal welfare. Despite its ZQ (RX) ethical wool certificate being regarded as one of the highest standards in the industry, two farms associated with it were amongst those in footage released by PETA showing mistreatment of sheep during shearing.

BIODIVERSITY PARTNERSHIP

We've partnered with historic New Zealand farm, Stonyhurst, to enhance its biodiversity and reintroduce endemic species.

Having launched our Wool Promise with clear commitments and high standards regarding animal welfare, it was a major setback. And, a painful one.

We are grateful to PETA for holding us and the industry accountable, and remain committed to driving meaningful change in shearing practices and animal welfare. Until required changes in the industry and our own wool supply allow us to fully reinstate our Wool Promise, we will not claim or promote it.

We deeply regret not living up to our promise, and sincerely apologise.



We're committed to positive change because we believe in wool as a renewable and non-fossil-based material.

JOHANNA MOLLBERG

Sustainability Manager, Materials

OLD NEWS BUT GOOD NEWS

100%

Traceable down

Introduced in 2014, our **Down Promise** ensures our down is traceable, of the highest quality, and lives up to our strict animal welfare standards (e.g. no live plucking).

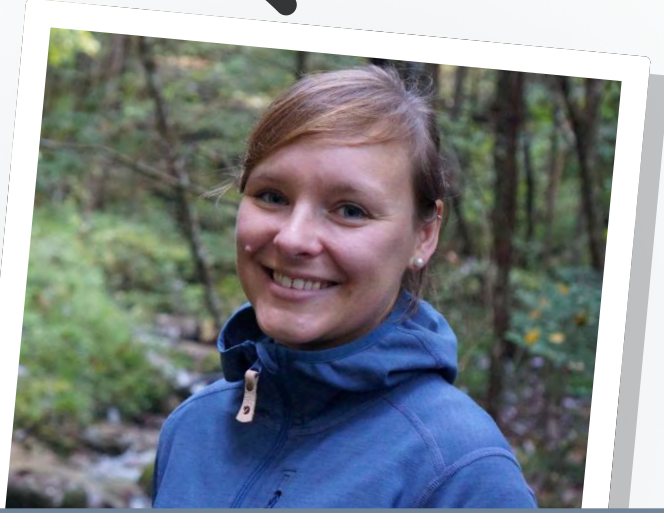
100%

Mulesing-free wool

Mulesing is a process that involves removing strips of skin. Though we fell short of our **Animal Welfare Policy** with regards to shearing, our wool remains mulesing free and traceable.

NO TO CLIMATE INACTION

Climate neutral since 2015 in our own operations, our strategy aligns with targets set out by the Paris Agreement and Science Based Targets initiative. But climate change doesn't stop at our doorstep. We engage our supply chain on climate action, from decarbonising transportation to supporting efforts in renewable energy, energy efficiency, and climate-action capacity building.

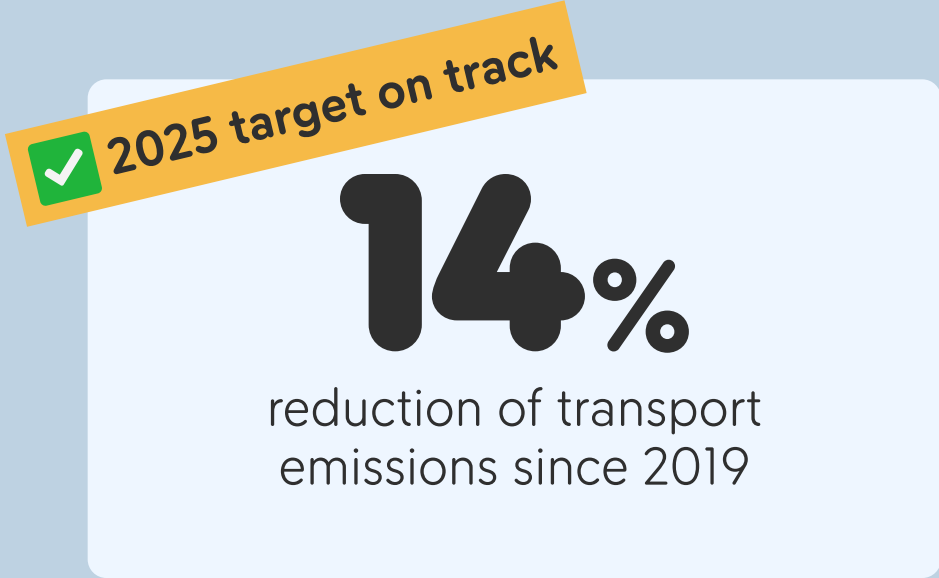


“Every intended and unintended action has an impact on climate change. We strive for as little impact as possible.”

MARIA VENUS

Sustainability Environmental Manager

HOW'D WE DO IN 2024?

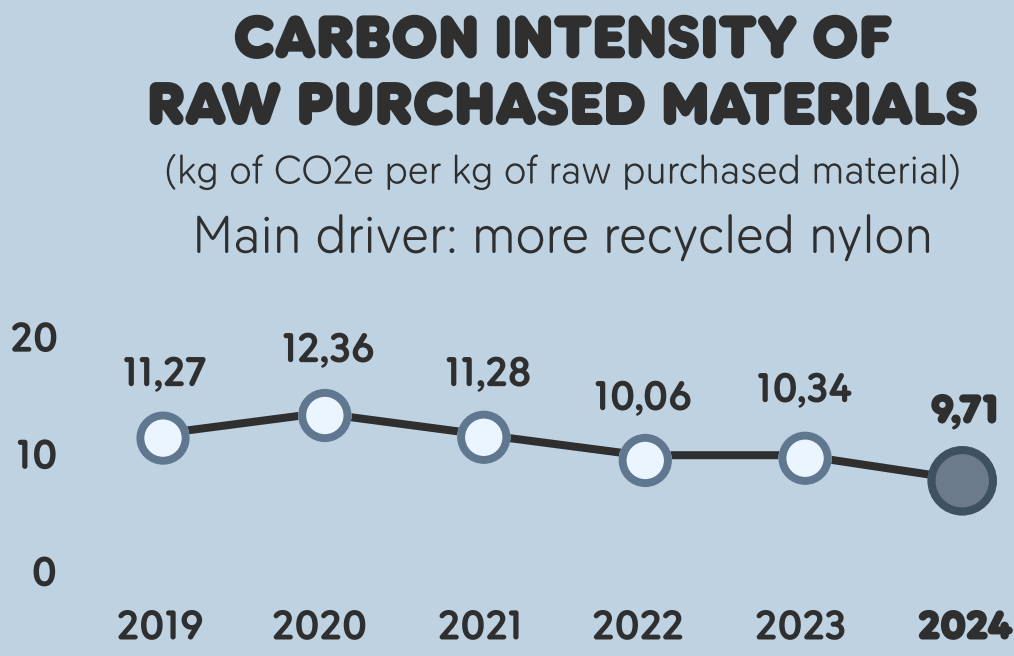
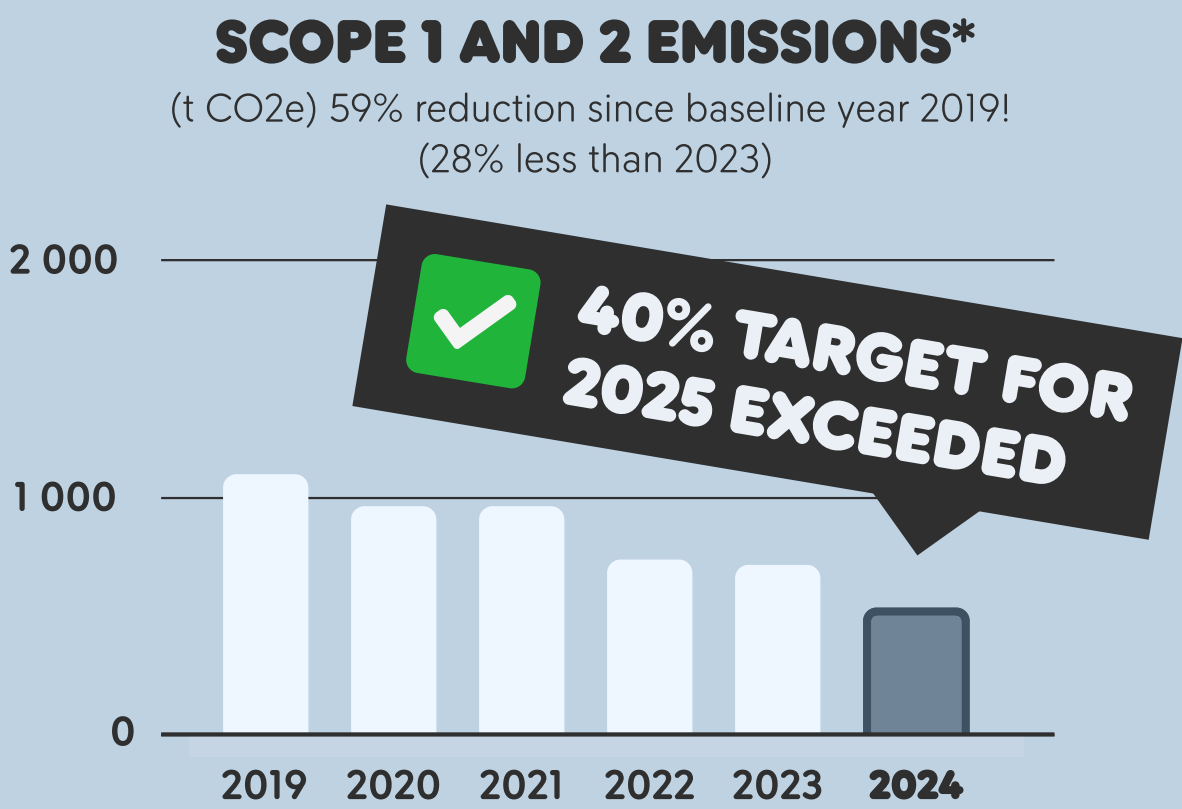
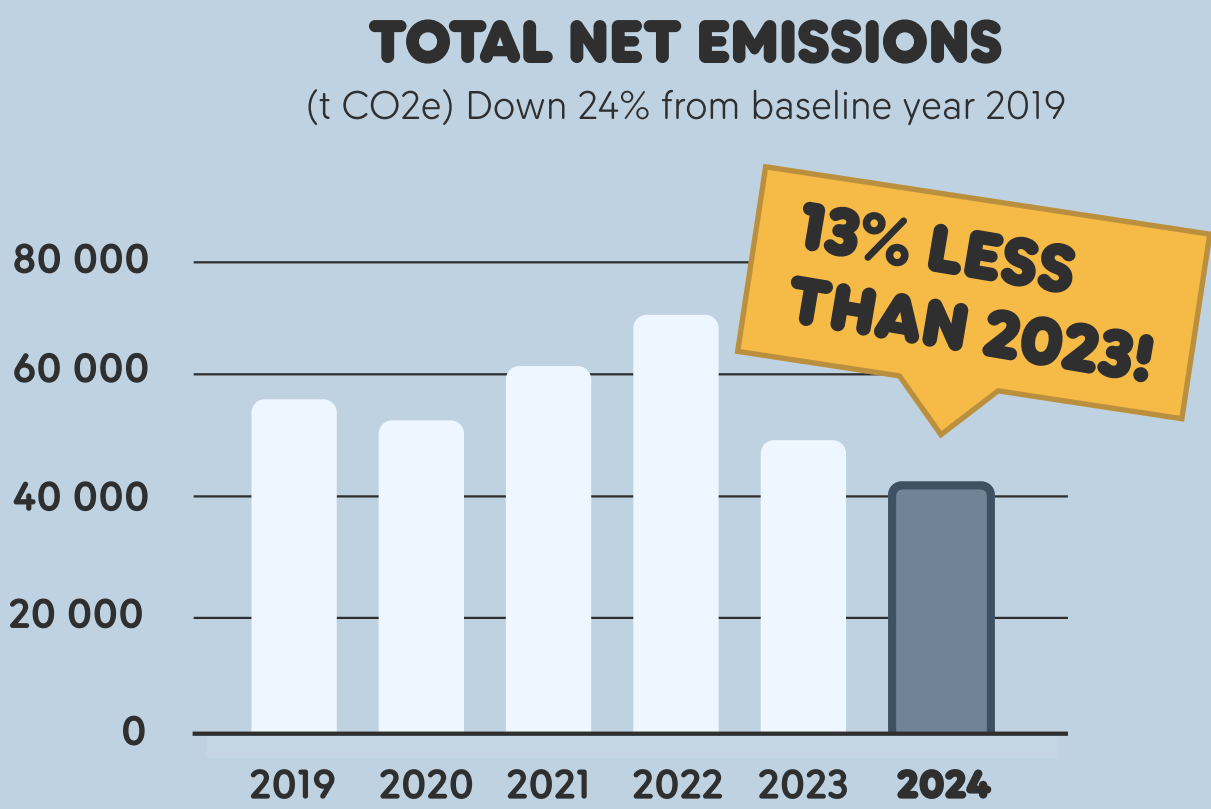


Inbound ocean freight:

95% FEWER EMISSIONS

That's 332 t CO₂e!

Working with Flexport, we purchased marine biofuels for inbound ocean freight. Unlike carbon offsetting, which compensates for released emissions, this carbon insetting pilot prevented the emissions from being released at all.



Jargon alert!

Scope 1 emissions come from sources owned or controlled by Fjällräven. Scope 2 emissions come from the generation of purchased energy.

CO₂e is short for 'carbon dioxide equivalent'.

NO TO RESOURCE INTENSE MATERIALS

We evaluate materials based on their efficiency, functionality, durability, chemical composition, and quantity needed. We're committed to improving the materials we already use and developing ones that stand up to the rigours of the trail, and strive to do that with as minimal impact as possible.



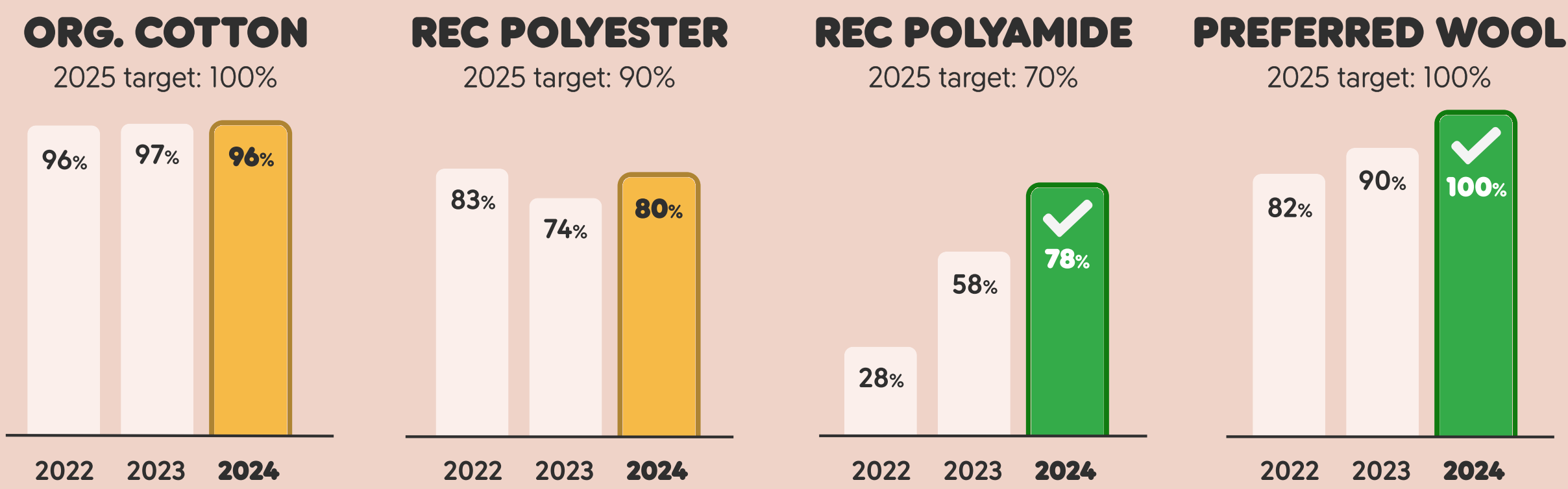
“One reason our gear lasts is hardwearing materials, but we must stay future-minded, exploring new solutions as they emerge.”

JOHANNA MOLLBERG
Sustainability Manager, Materials

HOW WE PERFORMED IN 2024

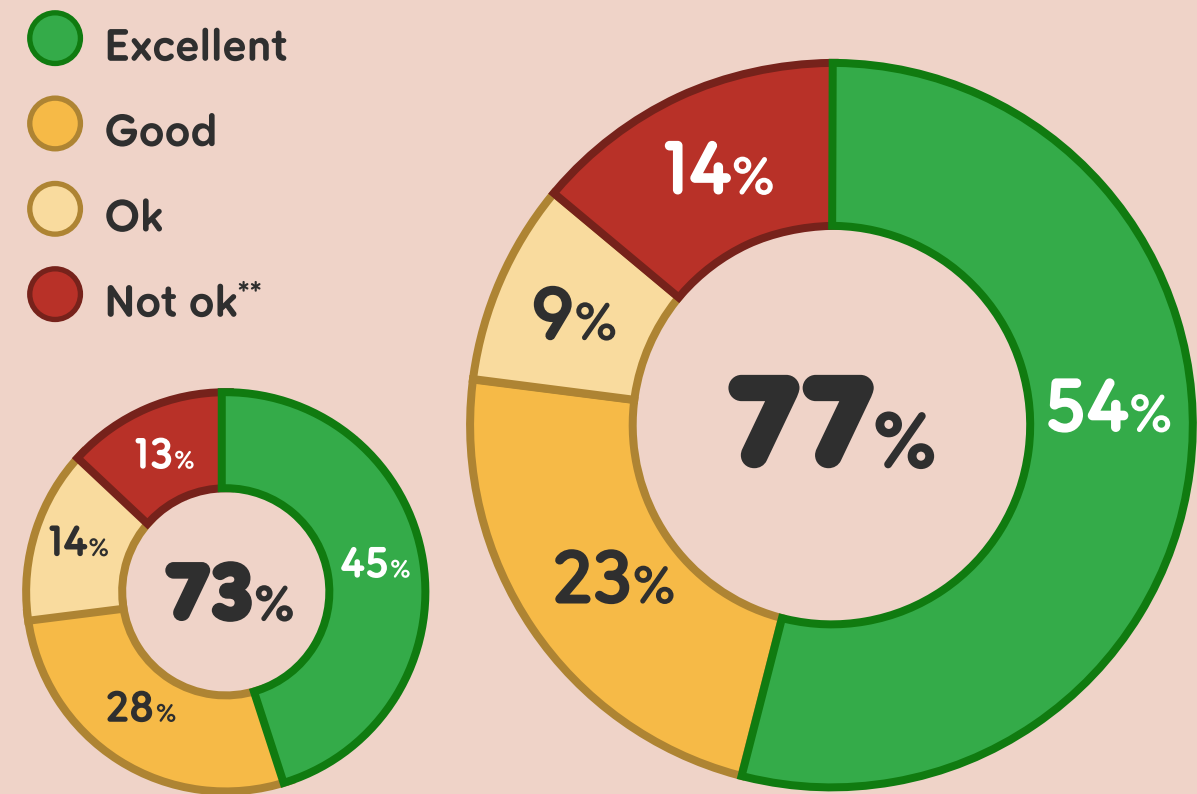
Preferred fibre use by type

We exceeded our 2025 recycled polyamide target of 70% by 8%. Organic cotton use was down 1% since 2023, because one lining is left to convert and sales of products with it went up. We're on track for our 2025 recycled-polyester target of 90%.



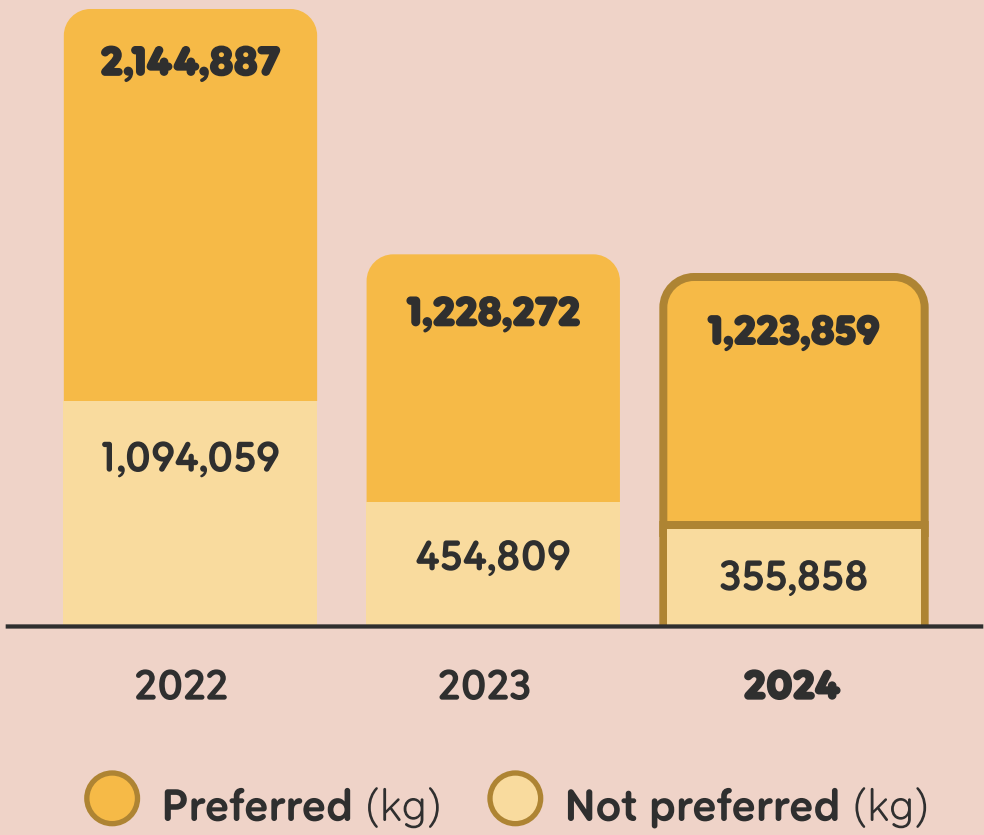
OVERALL PREFERRED FIBRE USE STATUS*

77% in 2024 (4% more than 2023)



TEXTILE FIBRE USE OVERALL

6% less textiles used than in 2023



*Based on the Textile Exchange Preferred Fibre and Material Matrix.
**Does not include materials we have not categorised.

Jargon alert! A preferred fibre has an accountably improved environmental footprint compared to the conventional version. It's from a renewable organic, or recycled raw, material that's responsibly managed and produced. Its supply chain should be transparent and accountable.

NO TO SOCIAL AND ECONOMIC INJUSTICE

We’re committed to sourcing and purchasing responsibly, respecting human rights and the environment we operate in, promoting the dignity of everyone who contributes to our business, and most importantly, limiting any negative impact our business may generate.



Identifying risks, and implementing the right feedback and programs, ensures that safe and fair working conditions are the standard, not the exception.

SASKIA BLOCH

Global Sustainability Director

WHAT’S NEW IN FAIR LABOUR?

Human rights and environmental due diligence (HREDD) assessments

61 assessments at Tier 1 and 2 suppliers in 11 countries, encompassing 45,000 workers.

81

Number of Tier 1 scorecards in 2024 (vs. 74 in 2023)

59.5%

Tier 1 audit coverage (vs. 56% in 2023)

44.1%

Average Tier 1 HREDD score (vs. 36.9% in 2023)

70%

increase in Tier 2 HREDD audits (vs. 2023)

Jargon Alert! HREDD is a process allowing companies to identify, prevent, mitigate, and account for negative impacts of their activities, and those of their suppliers.

CREATING SOLUTIONS TOGETHER

‘WE’ PROGRAM KICKS OFF

WE is a global program that uses dialogue to protect human rights. In 2024, we kicked it off with two strategic Tier 1 suppliers in Vietnam. Both of them are regularly assessed. One, though, showed unfair working practices. WE was deployed to both. Doing so stabilised working conditions, and gave us important insights about fair labour practices in Southeast Asia.

FAIR LABOUR ASSOCIATION ANNUAL EVALUATION

As an accredited FLA member, we’re evaluated on three of 10 ‘Principles of Fair Labor & Responsible Sourcing’.

2024 SCORES:

Top Management Commitment

98%

Responsible Purchasing Practices

87%

Head Office Training

95%

SIGNED!

COMMITMENT TO RESPONSIBLE RECRUITMENT

‘Commitment to Responsible Recruitment’, is an industry effort to address potential forced labour risks for migrant workers. We signed it.

UPDATED!

SUPPLIER CODE OF CONDUCT

Fenix Outdoor’s CoC outlines ethical principles for our suppliers. Updated regarding migrant labour conditions, it was signed by almost all direct and nominated indirect suppliers.

NO TO EVER PUTTING OUR FEET UP

We can always do better

While we’ve spent the last pages sharing what we’ve accomplished, it’s equally important to tell you about things we’re not satisfied with yet. Here are the goals we fell short of, the bottlenecks we encountered, and things we believe the industry as a whole could improve.



Sharing our setbacks and challenges is as important as communicating our successes.

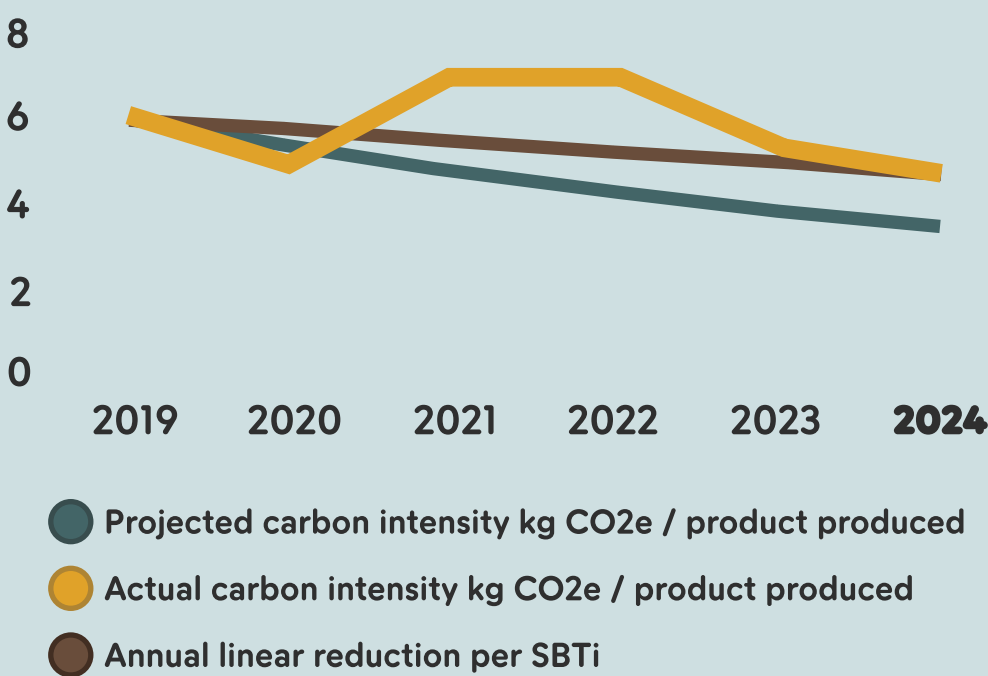
AIKO BODE

Chief Sustainability Officer,
CSR & Compliance

WHERE WE CAN IMPROVE

CARBON INTENSITY PER PRODUCT PRODUCED

(kg of CO₂e) Not in line with 50% target. In 2025, key solutions include renewable electricity at Tier 1 suppliers and decarbonisation of the supply chain beyond air emissions.

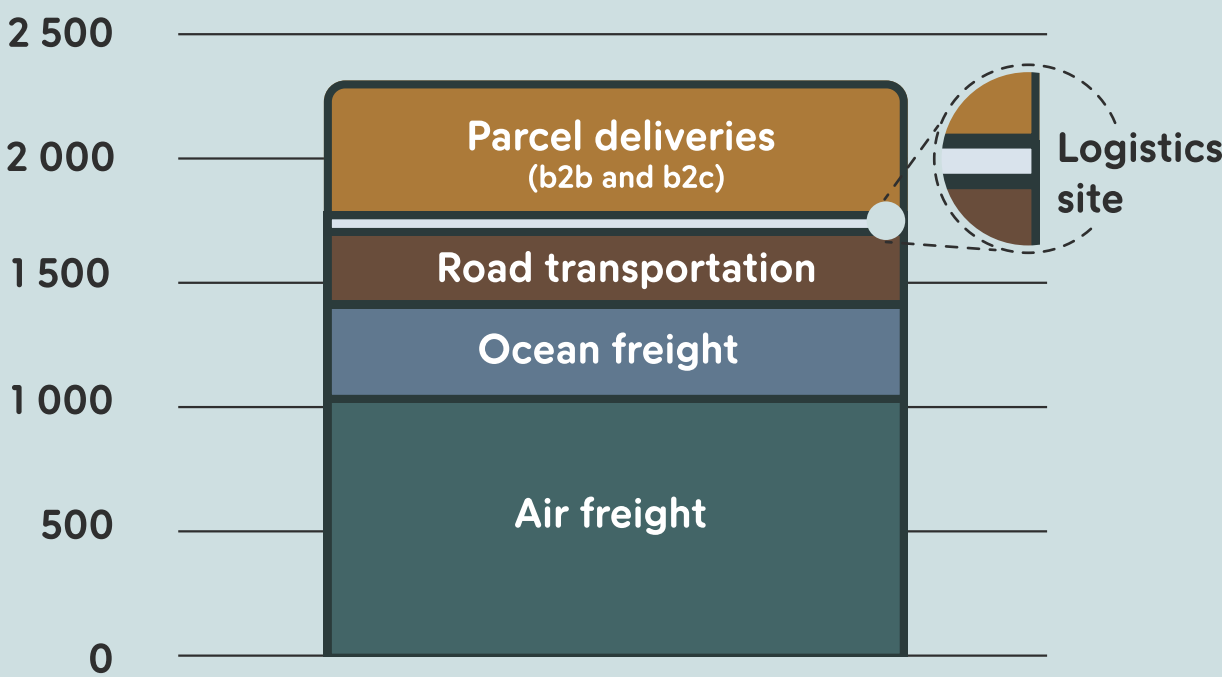


ANIMAL WELFARE

With footage of sheep mistreated during shearing at a number of farms, PETA criticised practices in the wool supply chain. Certifications and high animal welfare standards should have prevented our inclusion, but two farms that supply us were in the footage.

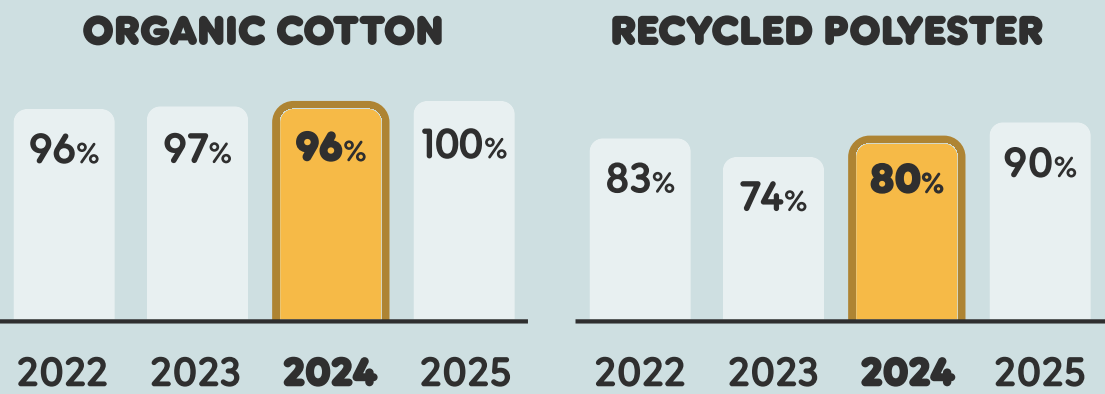
AIR FREIGHT EMISSIONS

(t CO₂e) Supply chain instability increased air transport, but we're confident we'll reduce transport emissions by 25% in 2025. We've started a project targeting air freight. Stay tuned!



COTTON AND POLYESTER TARGETS

Our 2025 organic cotton target is 100%, but usage was down 1%. We're 10% away from our recycled polyester goal, but are converting lots of fabric, so stay tuned!



2025 TARGETS THAT NEED ATTENTION

30%

Reduction in event emissions

Status: In progress. Data collected in 2024 used as basis for future reduction initiatives.

80%

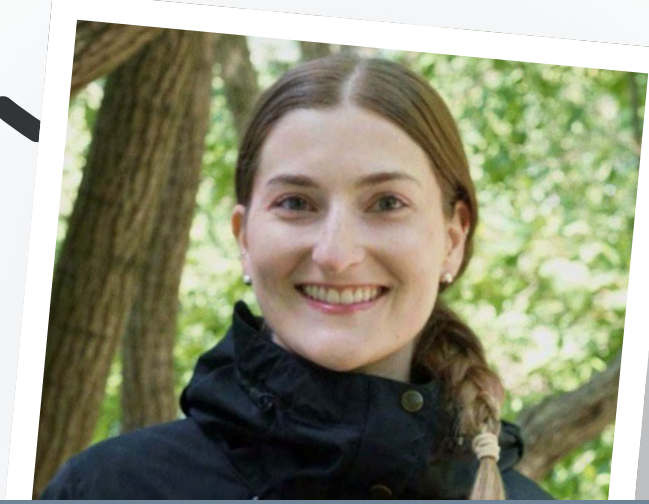
Tier 1 suppliers with energy efficiency training and Higg FEM evaluation*

Status: Only 32% of Tier 1 suppliers received energy-efficiency training by FEM To The Finish Line 2024, Climate Action Training, etc.

*Higg Facility Environmental Module evaluation standardises how facilities can measure and evaluate yearly environmental performance.

LOVE YOUR GEAR LONGER

We work hard to make gear that's durable and long lasting, while always aiming to reduce our impact. In return, we trust you to keep using it year after year, by caring for it, repairing it, or passing it on. That way, less gear needs to be made, saving energy and reducing waste.



“

Timeless and functional, our gear is designed to last. With Fjällräven Pre-Loved, our aim is keeping gear in use by giving it new life, helping people enjoy nature while minimising their impact.

GEORGINA DEL VECHO

Sustainability Analyst

”

THE SECOND-HAND MARKET LOVES FJÄLLRÄVEN



Sweden's biggest circular market

#1

in overall clothing and outdoor clothing categories for 3rd year in a row

Fjällräven Pre-loved

In the Swedish second-hand market especially, Fjällräven is known for maintaining its value, but what about in other parts of the world?

Launched in September as a pilot in the USA only, our branded marketplace gives people a platform to buy and sell our gear. **By year end, 925 items were sold.**

Check out preloved.fjallraven.com

443

**second-hand
Fjällräven items sold
via Globetrotter**
online, June to
December, 2024

(27% of Globetrotter's total 2024 second-hand turnover online)

WE INSPIRE THE WORLD TO WALK WITH NATURE



The more time you spend in nature, the more you respect it

Providing logistical support and a global outdoor community, Fjällräven Classic, Fjällräven Polar, and local Fjällräven Campfire events enable more people to discover nature. They're also how we share our commitment to leaving basecamp in better shape than we found it.

You protect what you love. Our events make people fall in love with nature by getting them outdoors and educating them about how to respect it.

MARTIN AXELHED

Fjällräven CEO and VP Fenix Outdoor



SUSTAINABILITY AT FJÄLLRÄVEN CLASSIC SWEDEN

Fjällräven Classic doesn't work without nature, so we integrate sustainable solutions into the event's structure.

Climate-smart transportation

Overall, 67% of Swedish participants travelled to the trek by train, and 28% of Swedish participants used the Trekker's Train to go to and from Stockholm and Kiruna.

Strategic resource use

To reduce overconsumption and helicopter transfer of supplies, we encouraged trekkers to carry more freeze-dried food from the start and share fuel. While freighted freeze-dried food consumption did decrease 3.6%, our aim is 10%.

Waste reduction efforts

A Poop Patrol of over 80 trekkers tested human waste bags. What did we learn? More awareness and education are needed to make carrying out your business as common on the King's Trail as it is during Fjällräven Classic USA and Chile.



CERTIFIED
SUSTAINABLE
EVENT
.....
2024

GREENTIME CERTIFIED

2024 score:

81.6%

(Certification requires minimum score of 68%)

THE TRAIL AHEAD



“

While we explore new trails on our sustainability ‘trek’, one checkpoint remains: durability, and our promise to keep working hard to make gear that lasts.

SASKIA BLOCH

Global Sustainability Director

”

In 2025, all eyes are on 2030

Summing up the previous year is tricky, because it’s tempting to share all the accomplishments we’ve made so far in 2025. That’ll have to wait, so in the meantime, I’ll share some of the things we’re doing right now that I’m most excited about.

In short, we want you to know even more about the source of your gear. So, when it comes to supply chain transparency, we’re signing a three-year agreement with a partner that helped us track the fibre-to-retail journey of three of our products. With them, we’re aiming to gain 100% traceability by 2027 of textile products that are more sustainable, like recycled polyester and organic cotton. We’ll also be broadening our human rights and environmental assessments to the companies who subcontract for our Tier 1 suppliers, and are doubling down on environmental, social, and governance analysis of high-risk suppliers. Committed to fair labour, we’ll continue rolling out the WE Program and other value-chain improvements, because enhancing worker engagement ensures good working conditions and living wages are normalised.

We’ve also set our 2030 sustainability and CSR strategy. Rooted in doing more than just ‘checking boxes’, our goals go beyond legal compliance and reflect what we believe is right for people and the planet. While we explore new trails on our sustainability ‘trek’, one checkpoint remains: durability, and our promise to keep working hard to make gear that lasts.

Saskia Bloch