



IMPACT STATEMENT —

2024



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**THERE IS NO SKIING WITHOUT SNOW.
TOMORROW, THERE CAN BE NO TRUE
PERFORMANCE WITHOUT SUSTAINABILITY.**

**SUSTAINABLE PERFORMANCE CAN AND
MUST INSPIRE RADICAL INNOVATION,
A MISSION-DRIVEN CULTURE, AND OUR
MARKET-SHAPING BRAND.**

OUR BIGGEST RACE YET



We've been committed to lowering our impact since the 1990s, and have always lived our values. But as the climate crisis deepened — and its effects reached further into our sport and the lives of those who depend on it — we knew we had to act. Our inaugural Impact Statement in 2023 was our way of formalising that commitment, and setting a solid foundation from which to build on. Both for the betterment of our own business, and that of our entire industry.

We believe that lower-impact design is a performance driver, not a performance inhibitor — and it's a belief we'll pursue with the same dedication and determination we've always applied to driving the sport of skiing forward.

SETTING THE COURSE

The winter sports industry occupies a unique space in the climate crisis. There is no doubt that the places we play show its impacts most clearly. Glacial retreat, unpredictable weather patterns, and a warming planet all combine to create an undeniable picture of climate change in action. But with this visibility comes a platform from which we can affect real change. From being part of the problem to becoming a main driver of the solution, we'll use our position within the industry to break trail.

In this report, we'll provide updates on the commitments we set out in 2023, alongside new learnings and insights that have emerged from our science-based approach to create new products with improved performance and reduced impact. The future of our sport — and planet — is faced with an existential challenge, and it will take more than big claims and baseless promises to bring about the change required to overcome it.

That's why we're determined to address the climate crisis through action, innovation, and collaboration.



A NOTE FROM WOLFGANG MAYRHOFER, OUR GENERAL MANAGER



As the President of Atomic, I'm pleased to present our second annual impact statement. Reflecting on the past year since the release of our inaugural report, the urgency of this topic has only grown clearer. As stewards of the skiing community, we recognise our obligation to minimise the impact of our business while shaping the future of the sport.

We have made significant progress in the last twelve months. One of the things I'm most proud of is the conception and organisation of the ski industry's first climate summit, which played a pivotal role in the formation of the Ski Industry Climate Pact.

We also continue to use a science-based approach in measuring the CO₂ impact of individual products, so that we can use innovation in design to deliver sustainable performance. There is much more to be done,

and true transformation requires collective effort and collaboration across the winter sports and wider outdoor industry.

From our headquarters nestled in the mountains, we witness firsthand the snowline creeping higher — a constant reminder of the challenges ahead as each passing month brings new climate records. However, we also recognise this as an opportunity for the winter sports community to lead by example in addressing the climate crisis.

Together, we must embrace this challenge and continue to demonstrate how Atomic and the wider industry can evolve responsibly amidst the realities of our changing world.

BY SKIERS, FOR SKIERS SINCE 1955

Atomic was born in the Austrian Alps in 1955 when founder Alois Rohrmoser began hand crafting race skis that would give an edge to the most successful athletes of that era. Today, the brand's headquarters are still located in the Pongau Valley, just five kilometres from Rohrmoser's original workshop.

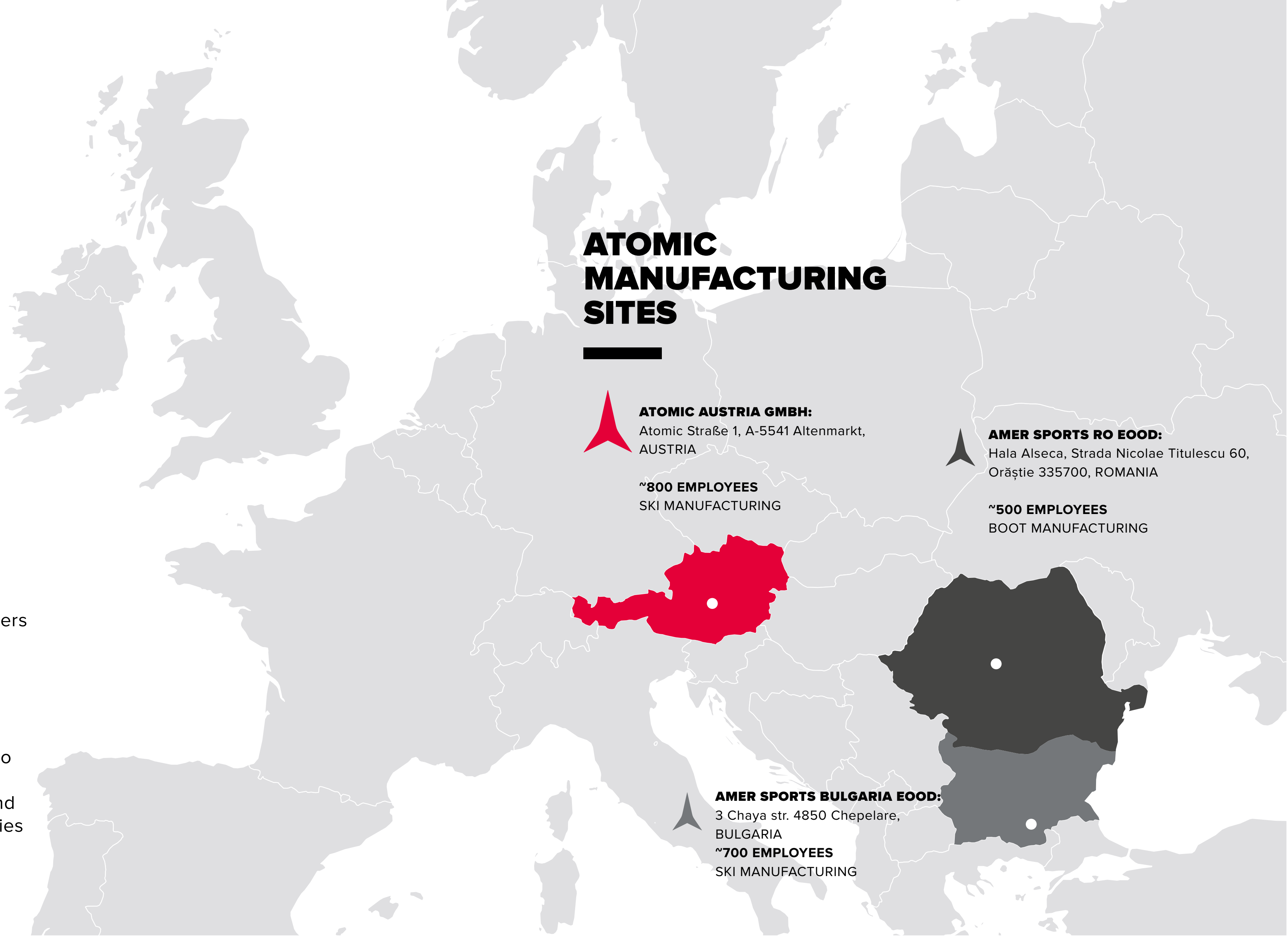
From R&D to marketing professionals, to pro athletes and our expert craftspeople, everyone at Atomic lives and breathes the sport of skiing. We are unified by our shared values of innovation, authenticity and pioneering spirit.

And as skiers ourselves, we understand not only what the sport can bring but also what challenges it faces. For a winter sports brand, climate impact is vitally important and we are all committed to driving the sport of skiing forward, both through design innovation, and through increased sustainability efforts.



AUSTRIAN SKIS, SKIED GLOBALLY

Austria is one of Europe’s biggest exporters of skis and winter sports equipment, and Atomic is proud to play a large part in that role. Our main manufacturing site is situated in our home of Altenmarkt, Austria, where we’ve been based since our founding in 1955. With the help of two further production facilities in Romania and Bulgaria, our skis, boots, helmets, and goggles are distributed across 49 countries around the world.



WE

Atomic is a collective: united by our passion for mountains and for skiing.

DRIVE

We are driven by a conviction that a better way is always possible, and getting better is part of life.

SKIING

We are rooted in the culture, history, and future possibilities of the beautiful sport.

FORWARD

The future of the our sport depends on overcoming an existential challenge through action, innovation, and collaboration.



THE STATE OF PLAY

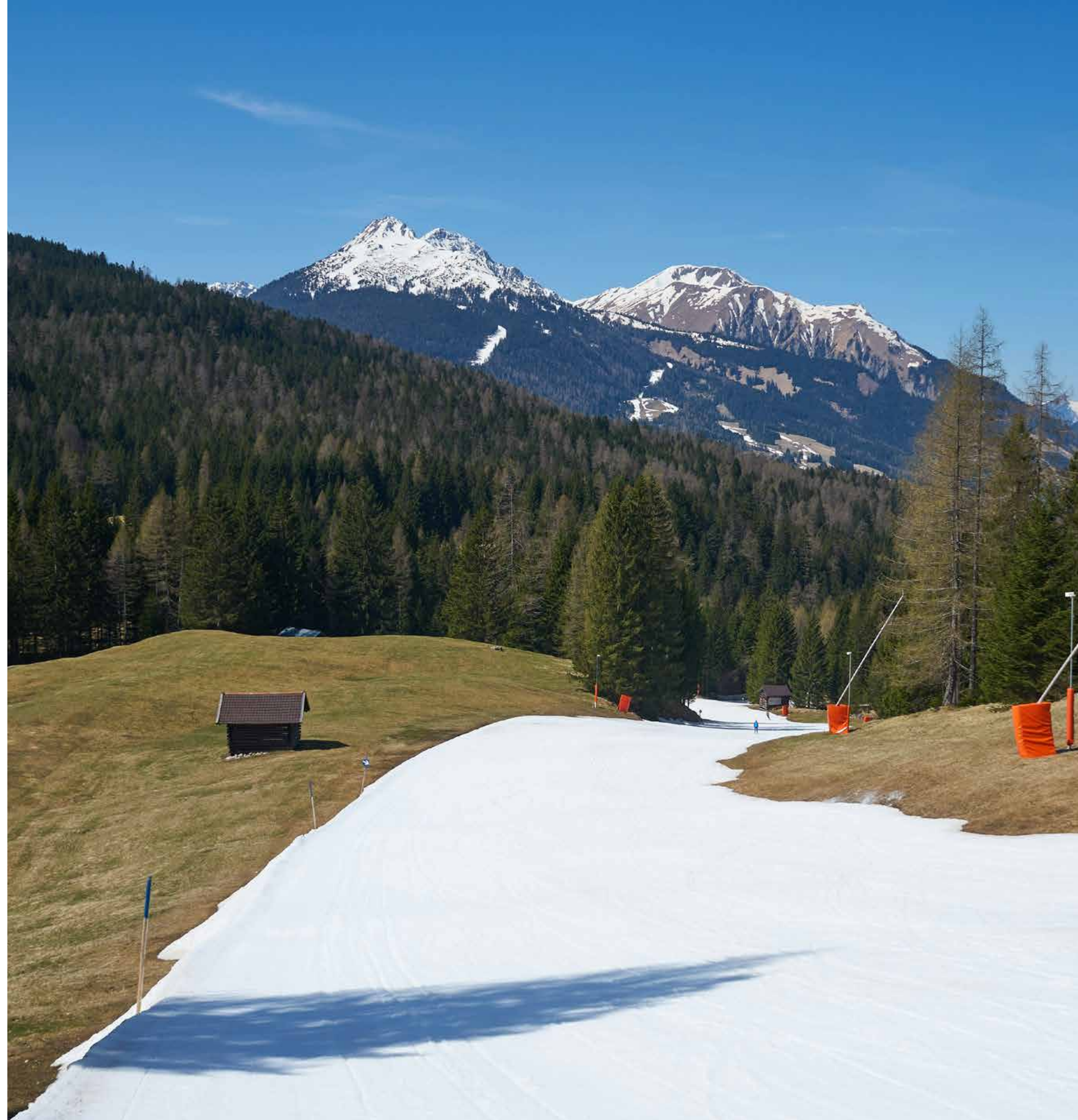
THE FUTURE OF SKIING IS AT STAKE

The mountains are what define us. They push us to find new ways of building better skis and equipment. They bring our communities around the world together. But they are changing. The planetary systems that have, for so long, maintained our environmental equilibrium are being destabilised by human activities and emissions. And in our planet's high places, we are feeling the effects sooner than most.

TEMPERATURES IN ALPINE REGIONS ARE RISING AT TWICE THE GLOBAL AVERAGE* resulting in rapidly receding glaciers, unstable alpine environments, shorter winter seasons and a greater reliance on artificial snow making. The future of skiing is at stake. And since the climate crisis poses such a clear and urgent threat to the winter sports industry, it makes sense that those within it should show clear commitment to reducing our impact.

* Source: The Alpine Convention
* Source: BBC

Ehrwalder Alm, Austria.
February 2023.



A vintage color photograph of three people skiing down a vast, snow-covered mountain slope. The skiers are positioned in the lower center of the frame, moving away from the viewer. They are dressed in dark winter clothing and are using ski poles. The background is dominated by massive, rugged mountain peaks covered in snow and patches of dark rock. The sky is a clear, pale blue. The overall scene conveys a sense of adventure and outdoor recreation in a high-altitude environment.

2023

Environmental Management System.

Certified against the international standard ISO 14001, we began the process towards installing an Environmental Management System to help improve environmental performance and reduce the environmental footprint of our Altenmarkt factory, with the final audit due in 2024.

PROGRESS: AT A GLANCE

ACTIONS	STATUS	PROGRESS
1. CONDUCT A GREENHOUSE GAS INVENTORY	COMPLETE	INVENTORIES OF ALL THREE SITES COMPLETED IN 2023
2. SET A SCIENCE-BASED TARGET TO REDUCE EMISSIONS	IN PROGRESS	TARGETS SUBMITTED BY AMER SPORTS TO BE VALIDATED BY SBTI IN 2024
3. CUT EMISSIONS FROM BUSINESS RELATED TRAVEL	IN PROGRESS	PROJECTS TRIALLED AND PROGRESS MADE TOWARDS LARGE-SCALE REDUCTIONS
4. INCREASE RELIANCE ON RENEWABLE ENERGY	IN PROGRESS	TARGETING CLEAN ELECTRICITY PROCUREMENT IN ALL SITES BEYOND ALTENMARKT
5. INCORPORATE SUSTAINABILITY INTO OUR DESIGN THINKING	IN PROGRESS	15 PRODUCT LCAS COMPLETED, 20 IN PROGRESS, AND 18 PLANNED
6. EXTEND PRODUCT LIFESPANS THROUGH REPAIRS	CONTINUOUS PROCESS	SPARE PART INVENTORY ESTABLISHED, AND REPAIR INFRASTRUCTURE IN PLANNING
7. USE MORE RECYCLED CONTENT	IN PROGRESS	SUITABLE RECYCLED CONTENTS IDENTIFIED, AND PROCUREMENT OF RECYCLED MATERIAL IN PROGRESS
8. HOST A CLIMATE SUMMIT	COMPLETE	INAUGURAL SKI INDUSTRY CLIMATE SUMMIT HELD IN SALZBURG IN 2023
9. ENGAGE AND EDUCATE OUR ATHLETE NETWORK	IN PROGRESS	INITIAL WORKSHOPS WITH ATHLETES COMPLETED, WITH FURTHER TRAINING PLANNED

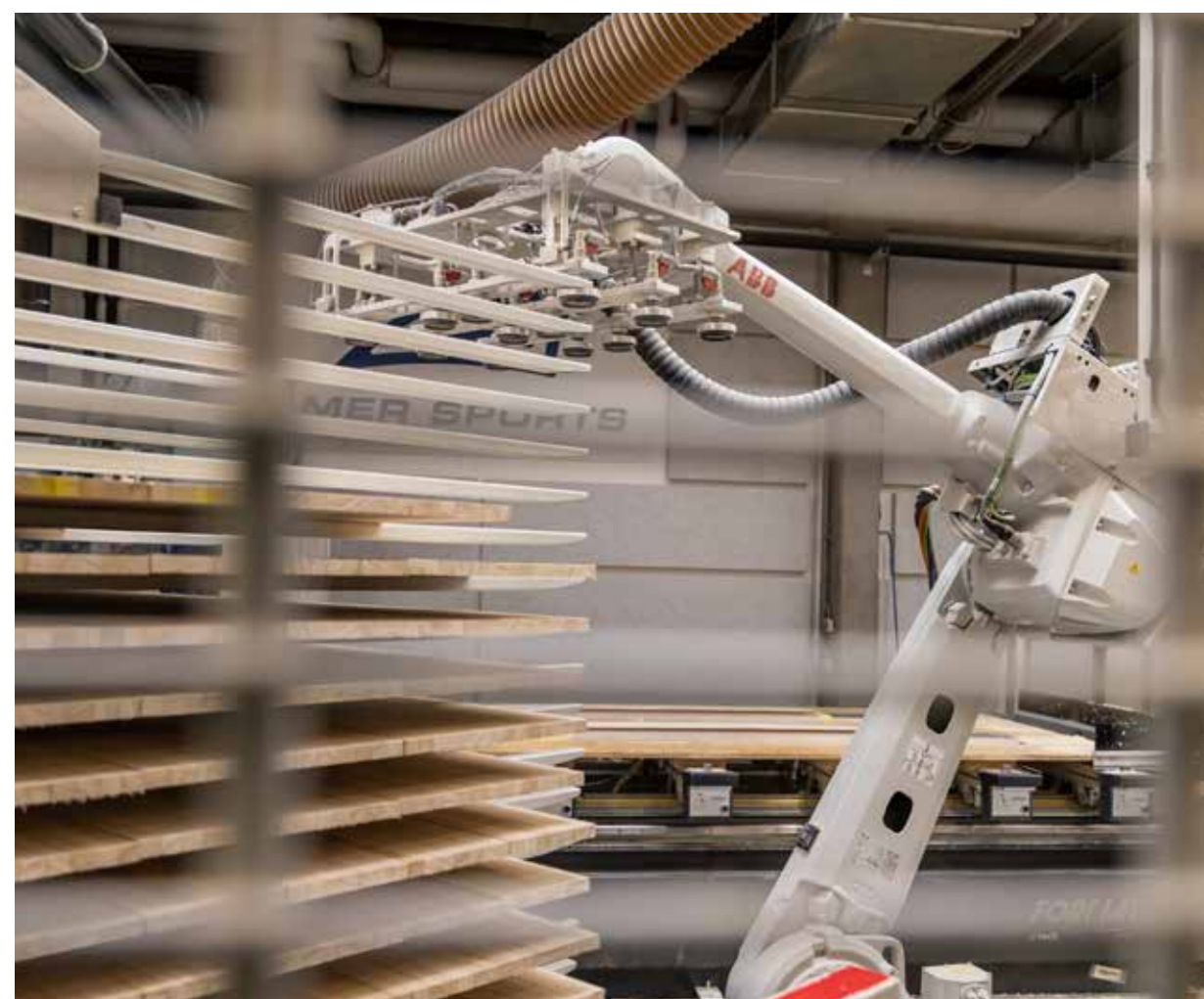
SKIING AND SUSTAINABILITY ARE INTRINSICALLY INTERTWINED

With no snow, there can be no skiing. Planetary restraints must become an intrinsic part of our design thinking, from skis and skins to boots and bindings.

But let's be clear: **impact reduction is not a performance inhibitor, it's a performance driver.** By making sure every component in every product serves a specific, performance-driven purpose, we will innovate, iterate and rapidly improve. We will cut down on waste and become energy efficient. We will develop better products and we will reduce our impact. We'll do all of this, and we'll do it without ever compromising on performance.



Atomic HQ,
Altenmarkt, Austria.



MANUFACTURING EXPERTISE IS OUR SUPER-POWER

For many brands, production is something that happens in someone else's factory, often on the other side of the world. We are proud to own and manage the world's most advanced ski factories at our locations in Austria, Bulgaria and Romania. From hand-crafting our first 40 pairs of skis in a small workshop, we have grown to produce thousands of pairs annually at our Altenmarkt headquarters. Skis are still manufactured just metres from where they are designed.

As well as providing a perfect playground in which to test our prototypes, our Altenmarkt facility gives us a unique advantage — the ability to experiment. From energy efficiency to materials use, we control every step of the manufacturing process. We define and control the production of our skis, boots, bindings. This knowledge means we can reduce emissions across all product categories.

Investment in wide-ranging environmental efficiency projects at Altenmarkt have already made it the production location of choice for many other brands in the ski industry. The facility has been fully audited using the Higg Facility Environmental Module (FEM) and work is underway on an audit to certify the site for the Environmental Management System according to ISO 14001. We expect to complete this audit in 2024, by which time Altenmarkt will be firmly established as the global benchmark in lower-impact ski production.

But there's so much more to be done. Using the information we have gained in the audits, we will continue to identify ways of reducing our impact. Even more importantly, we will apply lessons learned in Altenmarkt at our facilities in Bulgaria and Romania.

[Read about ISO 14001](#)



WHERE WE'RE GOING

2024

1.5°C

Set a science-based climate target in line with 1.5°C of global warming.

2030

50%

Reduce CO₂ eq. emissions by 50% across all products.

2050

NET
ZERO

Cutting carbon emissions to a small amount of residual emissions that can be absorbed and durably stored by nature and other carbon dioxide removal measures, leaving zero in the atmosphere.

OUR APPROACH

Mountains are climbed in small steps, not leaps and bounds. At Atomic, we know the scale of the challenges posed by climate change. We realise that to drive skiing forward into an era of climate neutrality will require ingenuity, a willingness to embrace the unknown and the conviction to act with the long term in mind.

It will not be an easy path. We don't know all the answers. But with clear direction and relentless dedication, we believe that we can make a difference. Aided by our skilled sustainability team, we'll focus on the data and go on improving — led by facts and guided by science. Just as we have with the development of our products, we're pursuing the same path of technical mastery to help lower our impact.

Read more about the key principles that inform our approach on page 22.



HOW WE'RE DOING

ATOMIC SUSTAINABILITY TEAM



With the realisation that more must be done to tackle our — and our industry's — impact on the climate, we established Atomic's first sustainability team in 2022. Dedicated to assessing and improving our footprint, the team work on every aspect of our company's activity.

OUR PATH TO A LOWER IMPACT FUTURE

FOCUS AREAS

ACTIONS

STATUS



ACTION
TO TRANSFORM THE VALUE CHAIN

- 1. CONDUCT A GREENHOUSE GAS INVENTORY
- 2. SET A SCIENCE-BASED TARGET TO REDUCE EMISSIONS
- 3. CUT EMISSIONS FROM BUSINESS RELATED TRAVEL
- 4. INCREASE RELIANCE ON RENEWABLE ENERGY

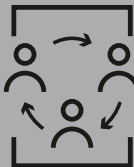
COMPLETE
IN PROGRESS
IN PROGRESS
IN PROGRESS



INNOVATION
FOR SUSTAINABLE PERFORMANCE

- 5. INCORPORATE SUSTAINABILITY INTO OUR DESIGN THINKING
- 6. EXTEND PRODUCT LIFESPANS THROUGH REPAIRS
- 7. USE MORE RECYCLED CONTENT

IN PROGRESS
CONTINUOUS PROCESS
IN PROGRESS



COLLABORATION
FOR MASS MOVEMENT

- 8. HOST A CLIMATE SUMMIT
- 9. ENGAGE AND EDUCATE OUR ATHLETE NETWORK

COMPLETE
IN PROGRESS

OUR GUIDING PRINCIPLES

01 URGENT & IMPORTANT

We’re doing this first of all because it matters deeply to humankind and the planet, and because we have an urgent responsibility to use our platform to make things better. We believe, and acknowledge, that if we get it right, it will also be good for business.

02 SCIENCE BASED

Any response to these challenges can only be effective if it is reality-based: informed by the best available evidence. Where this does not exist, we will try to build it. Where trade-offs are necessary, we will acknowledge them openly. We will make no claims we cannot justify.

03 BUSINESS INTRINSIC

Sustainability is not a surface product feature or marketing tactic, but will become a deep and integrated dimension of our business model and brand, driven by our values and mission, ‘from the inside out’. It must become core to who we are. This will take time and patience.

04 HUMBLE & TRANSPARENT

Building a sustainable ski business and contributing to wider systems changes will be difficult. There will be setbacks, trade-offs and challenges along the way. We commit to be open about these, ensure the issues and stories are the focus, and Atomic doesn’t act as the ‘hero’.

05 CREATING SPACE

This agenda is much bigger than us. We need to act as servants to the wider ski and winter sports community: contributing technical innovation, problem solving, advocacy and convening power to create the foundations and space for shared action at scale

06 PERFORMANCE INNOVATION

We see sustainability as a powerful spur to important and differentiated innovation, not a source of compromise. We approach constraints in the spirit of challenge, resist trade-off thinking, and celebrate instances of sustainable performance.

FOCUS AREA 01

ACTION
TO TRANSFORM
THE VALUE CHAIN

- 1. CONDUCT A GREENHOUSE GAS INVENTORY
- 2. SET A SCIENCE-BASED TARGET TO REDUCE EMISSIONS
- 3. CUT EMISSIONS FROM BUSINESS RELATED TRAVEL
- 4. INCREASE RELIANCE ON RENEWABLE ENERGY





CONDUCT A GREENHOUSE GAS INVENTORY



GOAL
CONDUCT A GREENHOUSE GAS INVENTORY BY THE END OF 2023

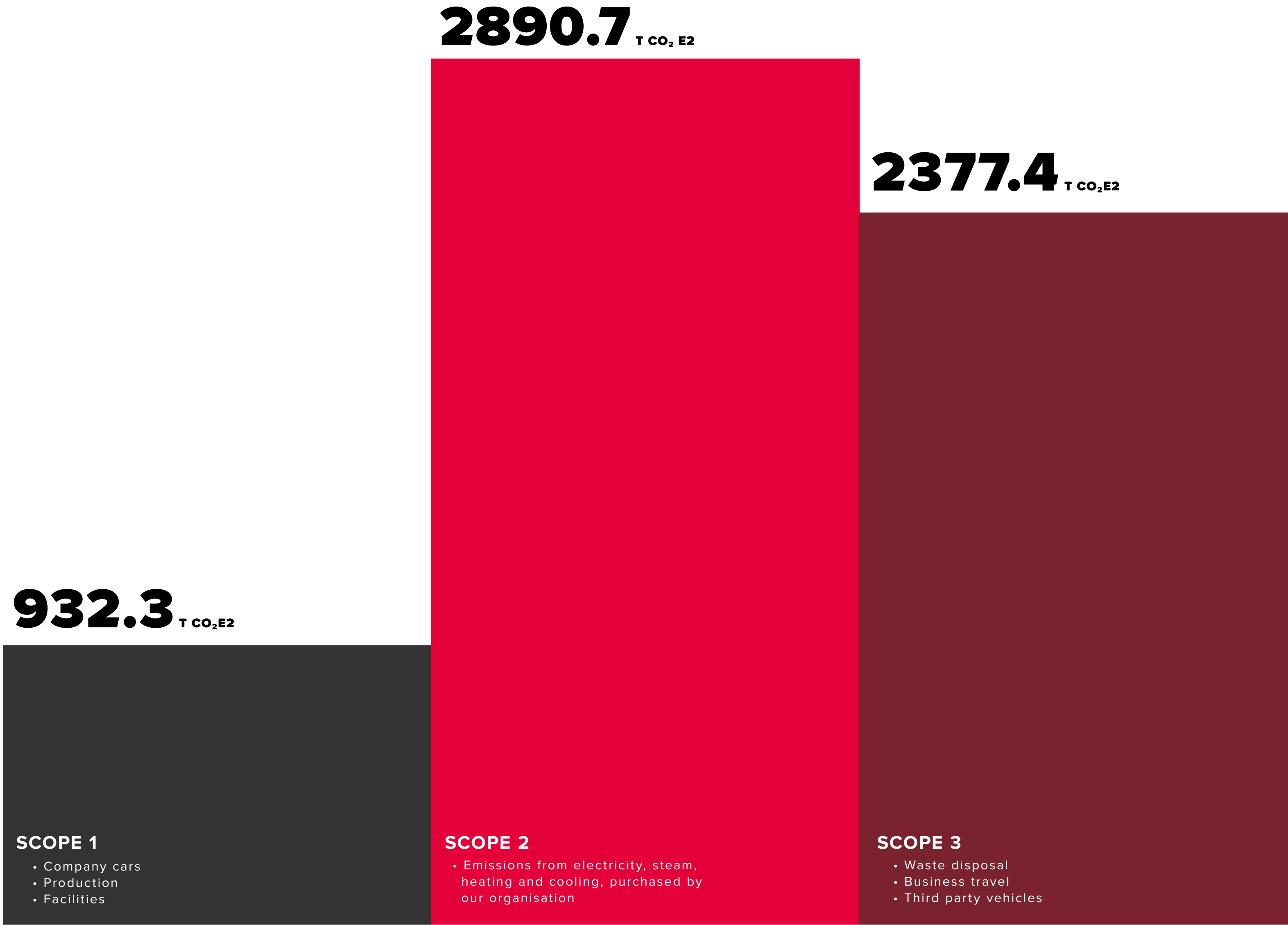
STATUS
COMPLETE

Greenhouse gases come from many different sources — some affected directly by Atomic, others indirectly. To gain a full and proper picture of our emissions, our greenhouse gas inventory includes Scope 1 (Direct emissions from owned operations), Scope 2 (Indirect emissions) and the most impactful, Scope 3 (Indirect emissions from sources not owned or operated by the company).

With this data, we can now set specific goals for greenhouse gas reduction and, more importantly, accurately measure and be accountable for our progress. In addition to goals we set for the entire company, we will be better able to focus in on specific facilities, processes and products to see which contribute most to our emissions and how we can reduce them.

SCOPE 3 EXPLANATION
Scope 3 emissions documentation is limited. Some of these scope 3 emissions are yet to be attributed from our parent company to the Atomic brand. Such emissions include distribution, transportation purchased goods and services.

[Corporate Value Chain \(Scope 3\) Standard](#)



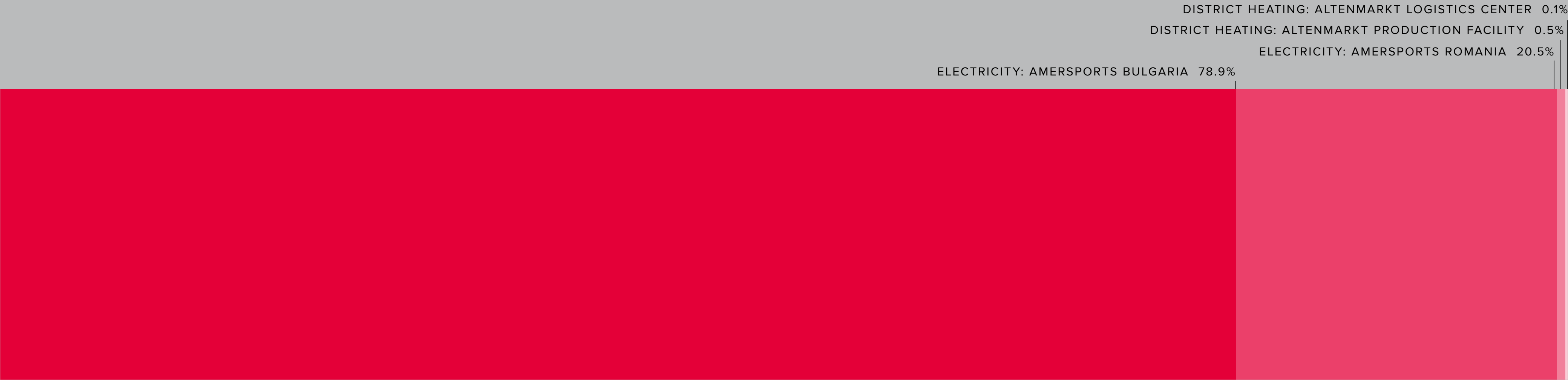
OVERALL EMISSIONS BY SCOPE

EMISSIONS BREAKDOWN

SCOPE 1
932.3 T CO₂ EQUI.



SCOPE 2
2890.7 T CO₂ EQUI.



SCOPE 3
2377.4 T CO₂ EQUI.



SET A SCIENCE-BASED TARGET

GOAL
SET A SCIENCE-BASED TARGET FOR EMISSIONS REDUCTION IN 2024

STATUS
COMPLETE

In 2022, Atomic set out to reduce its overall impact using the Science Based Targets Initiative (SBTi) — a global body enabling businesses to set ambitious emissions reductions targets in line with the latest climate science.

As of 2023, we're proud to announce that this commitment has scaled to our parent company Amer Sports. This means that all the Amer Sports brands, including Atomic, Salomon, Arc'teryx, Wilson, Peak Performance, and more, have joined us in setting targets for the reduction of greenhouse gases. Amer Sports will submit these targets in 2024, upon which they will be validated by the SBTi.

Read the Amer Sports Sustainability summary [here](#).



03

CUTTING EMISSIONS FROM BUSINESS RELATED TRAVEL

GOAL

CONDUCT FEASIBILITY STUDIES INTO E-BIKE AND CARPOOLING PROGRAMS IN 2023

STATUS

COMPLETE

Being based in the heart of the Austrian Alps comes with lots of advantages. Our people live and breathe skiing, our products can be tested just metres from our facility, and we have strong, deep-rooted relationships with local ski industry stakeholders. One of the drawbacks is that some colleagues need to commute into the mountains from further afield.

In 2019, we estimate commuting accounted for 1,250 tCO₂ — the equivalent of 35,000-70,000 pairs of skis, depending on where those skis are produced. By offering alternative means of transport and flexible working, we are aiming to reduce commuting emissions by half in the next three years.

E-BIKES

In the last 12 months, we've successfully implemented a partnership with leading bike leasing provider JobRad. There are currently 46 active bike or e-bike leases at our Altenmarkt HQ, reducing reliance on cars for a growing number of employees. Plus, bikes can be charged either at home or at the factory — where our energy comes from 100% renewable sources.

CARPOOLING

Our carpooling efforts were less successful. While many of our colleagues commute from the same neighbourhoods, differing schedules and out-of-work commitments led to low uptake of the program.

ELECTRIC VEHICLES

Another major contributor to our Scope 3 emissions is Atomic's own car fleet. In 2023, we replaced 13 out of 83 vehicles with electric cars — reducing our reliance on fossil fuels and vastly improving our business related travel footprint. For the year ahead, we plan on introducing even more electric vehicles to our fleet, in Altenmarkt and beyond.

13

VEHICLES REPLACED WITH ELECTRIC CARS



PRODUCTION FACILITY POTENTIAL SAVINGS

~3696T



Potential tCO₂ eq. savings by
diversifying the energy for Bulgaria
and Romania production sites.

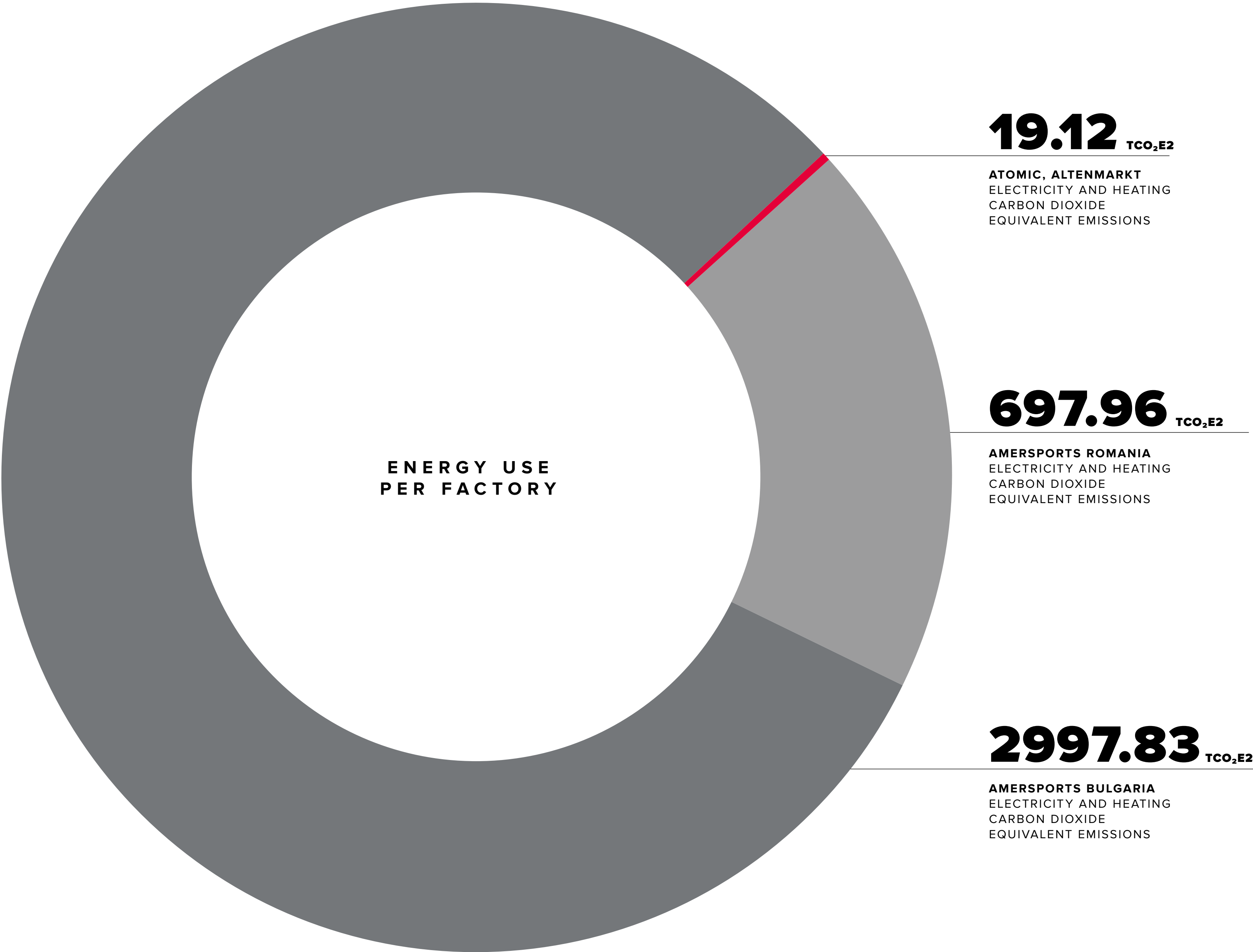
INCREASE RELIANCE ON RENEWABLE ENERGY

GOAL
100% ELECTRICITY FROM RENEWABLE ENERGY
ACROSS ALL OWNED FACILITIES BY 2027

STATUS
IN PROGRESS

Since 2014, Atomic’s headquarters in Altenmarkt, Austria have been powered by 100% renewable energy. Sourced predominantly from local hydro-electric schemes, our renewable energy mix has an impact 97.45% lower than the standard Austrian power grid mix. The site’s renewable local wood chip heating from Holzwärme Altenmarkt, LED lighting, heat recovery systems, and waste material recovery capabilities all contribute to making our facility the standard-bearer for lower-impact ski production.

But not all Atomic products are made in Altenmarkt. To reduce overall emissions from our production operations, we must increase reliance on renewable energy at our owned facilities in Chepelare, Bulgaria and Orăștie, Romania. Over the next year, we’ll increase our efforts to encourage a shift towards a more renewable energy mix from the Bulgarian and Romanian power grids — alongside continuing our ambition to install our own solar power systems at both sites.



FOCUS AREA 02

INNOVATION

FOR SUSTAINABLE PERFORMANCE



- 5. INCORPORATE SUSTAINABILITY INTO OUR DESIGN THINKING
- 6. EXTEND PRODUCT LIFESPANS THROUGH REPAIRS
- 7. USE MORE RECYCLED CONTENT

BOOT TAKE-BACK PROGRAM

10T



Between January and March 2023, 61 retailers across Austria collected more than 2,500 pairs of boots, saving over 10 tons of material from landfill.

SUSTAINABLE DESIGN THINKING

LIFE CYCLE ASSESSMENTS DELIVER RELIABLE DATA

We set about the rigorous and scientific process of examining the environmental impact of our skis through Life Cycle Assessments (LCAs) in compliance with ISO14040 and ISO14044 standards. By tracing the carbon footprint throughout a ski's life cycle — from the extraction of raw materials to the end of the product's life — a clear picture of its environmental impact can be drawn. Empowered by this knowledge, our product designers went to work to develop prototypes that not only reduced a ski's environmental impact, but also improved its performance on the snow.

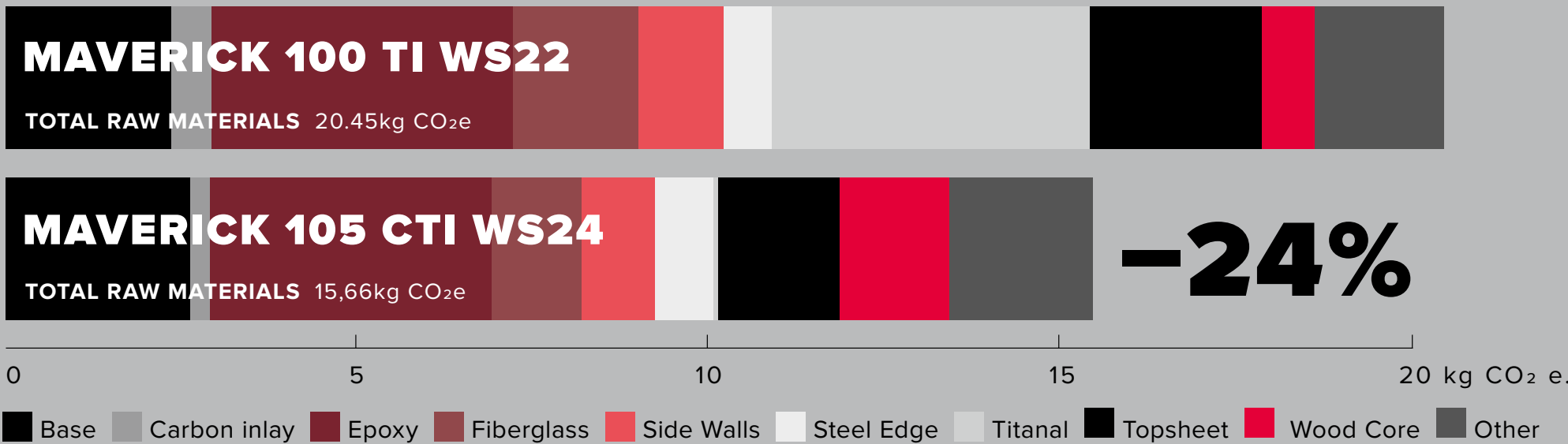
IMPROVING THE WAY FORWARD

These efforts have culminated in a new lower-impact design of our freeride skis, including the Maverick 115 CTI and Maverick 105 CTI, and the Bent Chetler 120. The lower-impact design of these freeride skis uses more wood, less fiberglass, less Titanal, and less resin. As a result, we have eliminated over 24% of CO₂ equivalent emissions from our new Maverick skis (GWP Raw Materials in comparison with the Maverick 100 TI, 2022), and 13% in the Bent Chetler 120 (GWP Raw Materials in comparison with the Bent Chetler 120, 2022).

As a result of these successes, we have committed to conduct LCAs on every product range we redesign. By embracing this approach, we ensure that each product iteration becomes an opportunity not only to enhance performance, but reduce environmental impact, too.

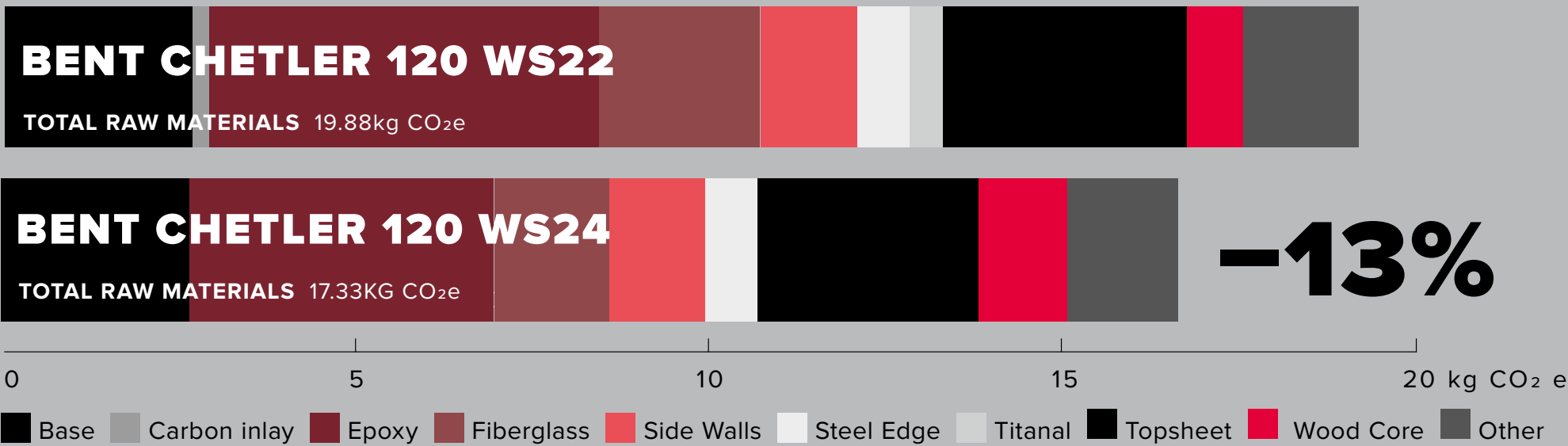
CARBON FOOTPRINT REDUCTIONS

GLOBAL WARMING POTENTIAL RAW MATERIALS



STATUS: AUGUST 2023

GLOBAL WARMING POTENTIAL RAW MATERIALS



STATUS: AUGUST 2023

INCORPORATE SUSTAINABILITY INTO OUR DESIGN THINKING

GOAL
CONDUCT A LIFE CYCLE ASSESSMENT ON ALL NEW PRODUCTS DESIGNED IN-HOUSE AT ATOMIC

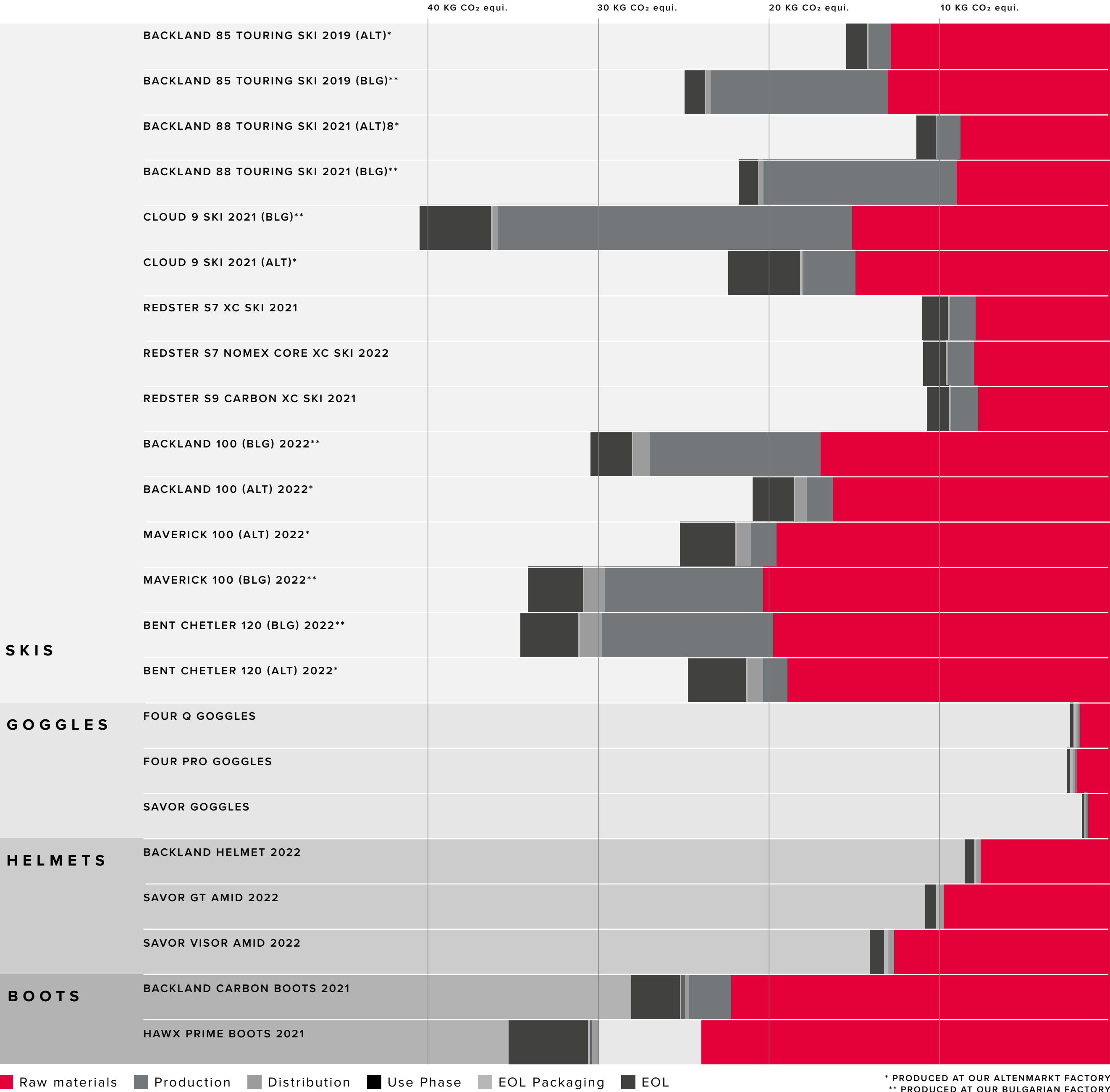
STATUS
IN PROGRESS

In 2023, we successfully introduced an LCA (Life Cycle Assessment) process at Atomic, giving us the power to create an accurate picture of our products’ emissions from raw materials to end of life treatment. The findings are calculated by a third-party partner, Daxner & Merl, to ensure our data is as objective, verifiable, and as accurate as possible.

We have now prepared 17 product LCAs, and are on track to roll out this process across all new products designed in-house.

Summarised in the table to the right and detailed over the following four pages, we’ve outlined our results — offering tangible insights into the production of our boots, goggles, skis and helmets, as well as giving clear indication of where improvements and future emissions savings can be made.

CARBON FOOTPRINT
TOTAL LIFE CYCLE
ALL PRODUCTS



SAVOR AMID

CONTRIBUTION OF COMPONENTS

SIDE BALISTIC PARTS

ABS

LENS

BOTTOM VISOR FRAME

VENTILATION SYSTEM

EPS

360° PC EDGE PROTECTION

AMIDS

RETENTION SYSTEM

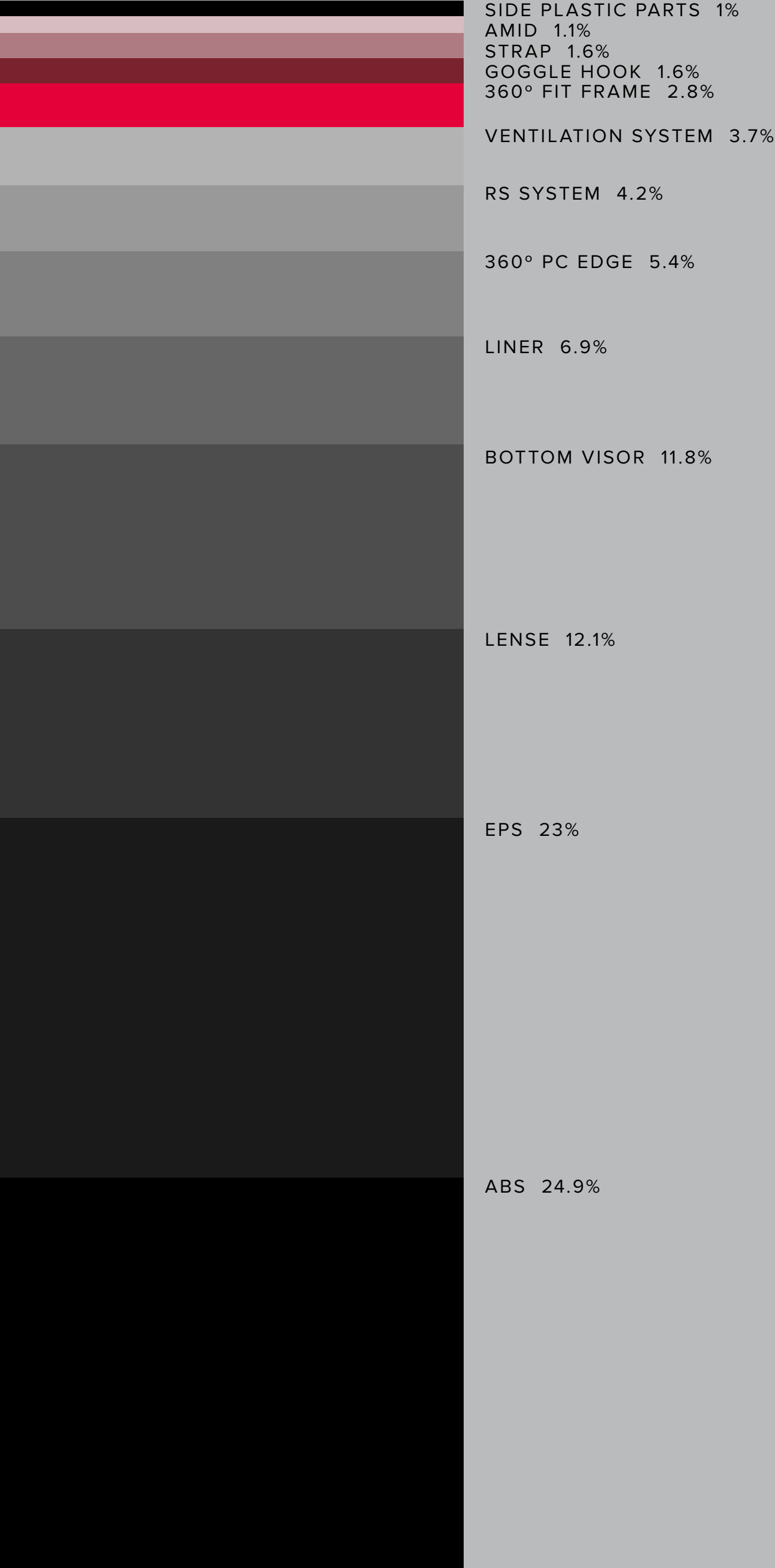
360° FIT FRAME

GOGGLE HOOK & RETAINER CORD

BIKE LINER

STRAP

CARBON FOOTPRINT
SAVOR AMID
TOTAL LIFE CYCLE



14,2

KG CO₂ EQUI.
TOTAL IMPACT (WHOLE LIFE CYCLE)

HAWX PRIME

CONTRIBUTION OF COMPONENTS

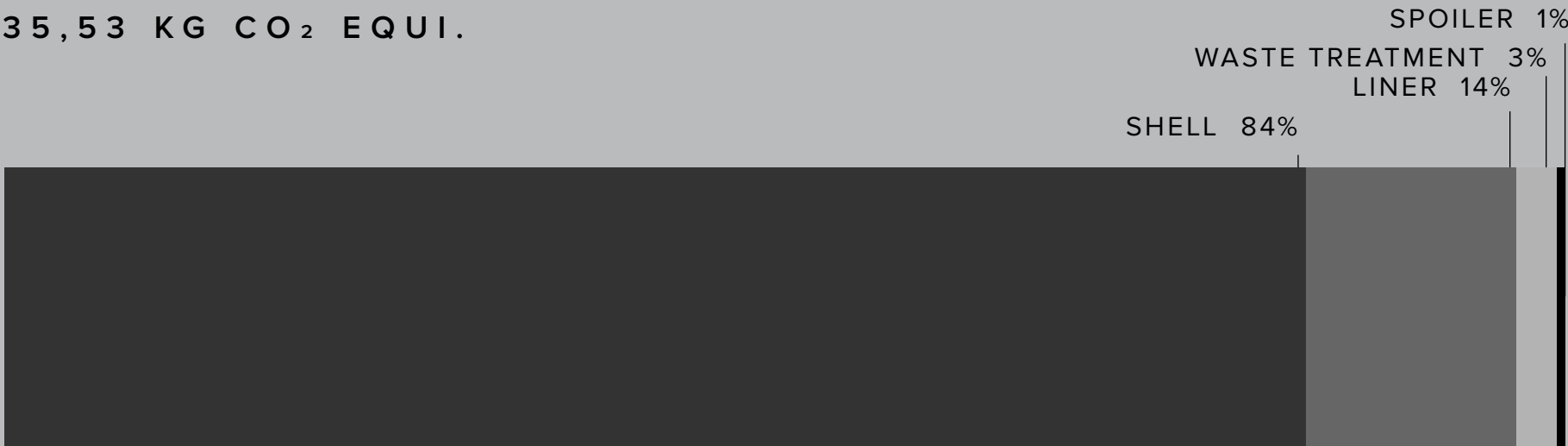


35,5

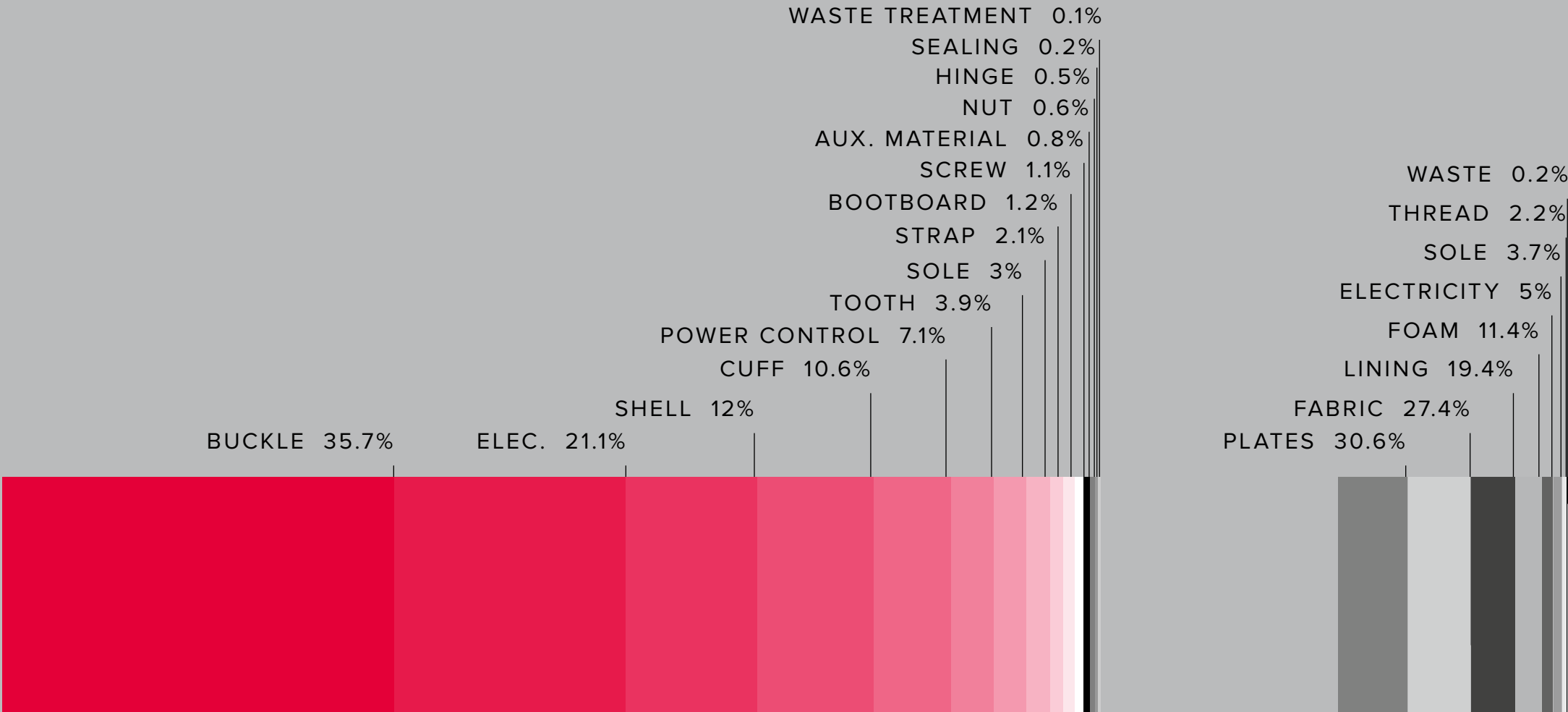
KG CO₂ EQUI.
TOTAL IMPACT (WHOLE LIFE CYCLE)



TOTAL LIFE CYCLE
CARBON FOOTPRINT
35,53 KG CO₂ EQUI.



PRODUCTION
CARBON FOOTPRINT
29.73 KG CO₂ EQUI.



SHELL
CARBON FOOTPRINT
24,73 KG CO₂ EQUI.

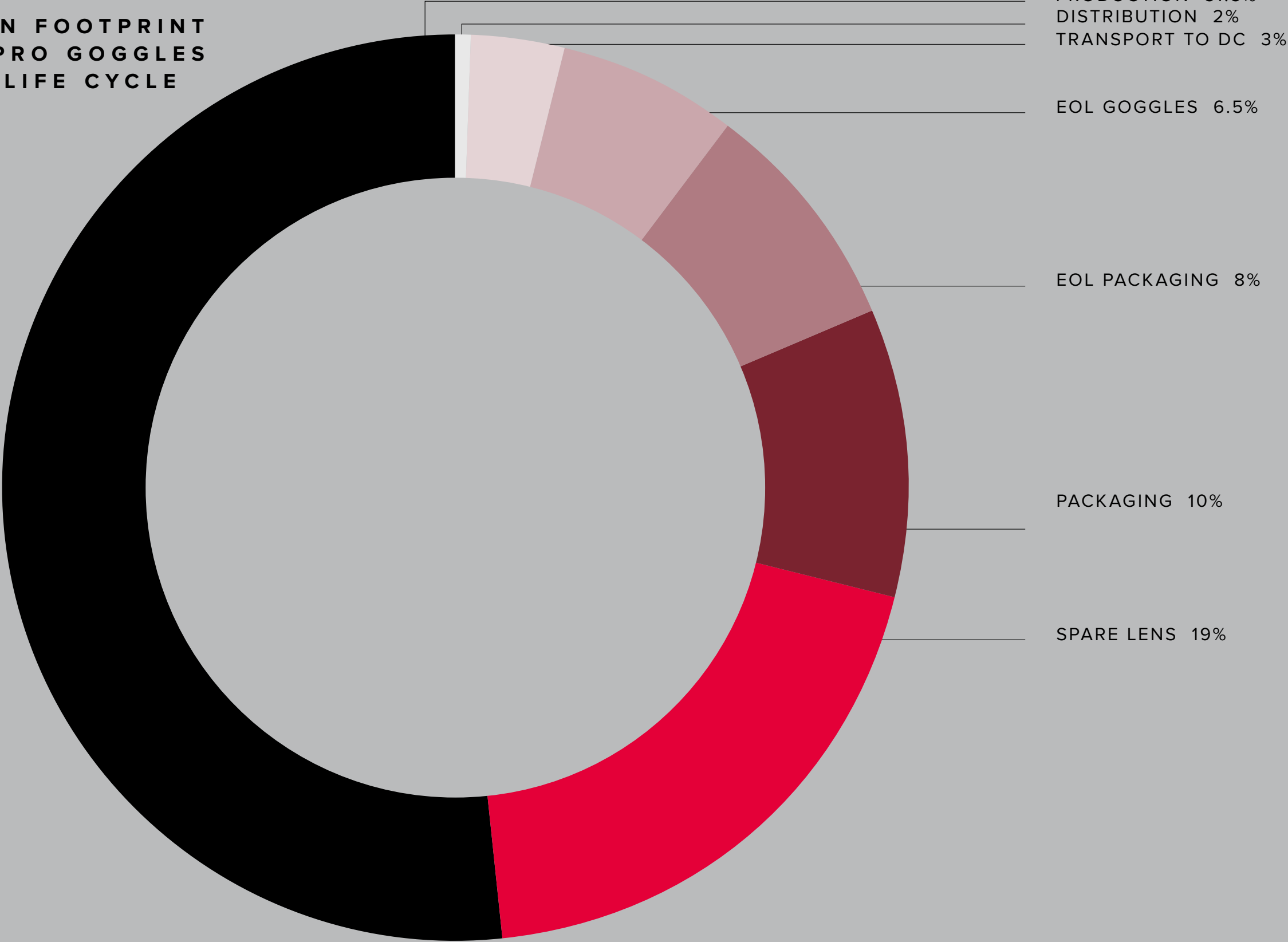
LINER
CARBON FOOTPRINT
4,01 KG CO₂ EQUI.

FOUR PRO

CONTRIBUTION OF COMPONENTS



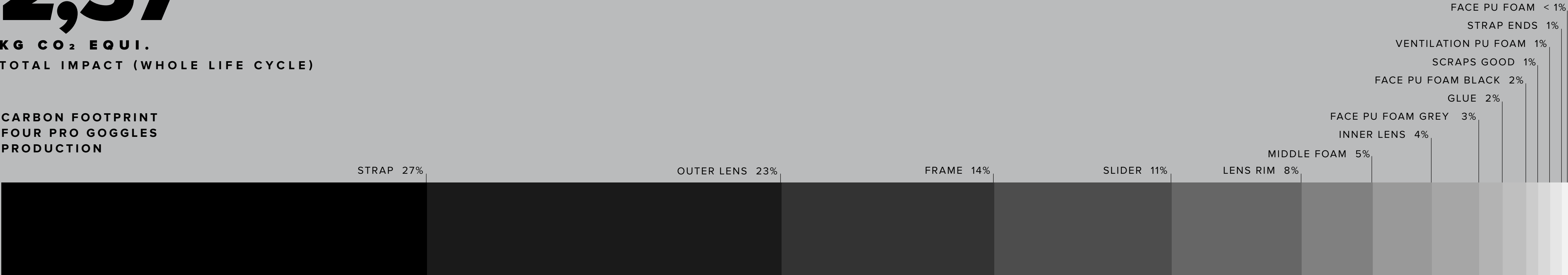
CARBON FOOTPRINT FOUR PRO GOGGLES TOTAL LIFE CYCLE



2,57

KG CO₂ EQUI.
TOTAL IMPACT (WHOLE LIFE CYCLE)

CARBON FOOTPRINT FOUR PRO GOGGLES PRODUCTION



STATUS
IN PROGRESS

ARE REPLACEABLE

The image displays a variety of Atomic ski boots and their modular components. On the left, a black boot with 'ATOMIC' branding is shown. In the center, a white and black 'HAWX PRIME 130S' boot is featured, surrounded by numerous interchangeable parts: two different buckles, two different straps, two different footbeds, and several small black plastic components. To the right, a black boot with red accents is shown, featuring a 'POWER ANKLE LOCK' strap. Below it, a black footbed is visible. The text 'ARE REPLACEABLE' is prominently displayed at the top right, indicating the modularity of the boots.

77%

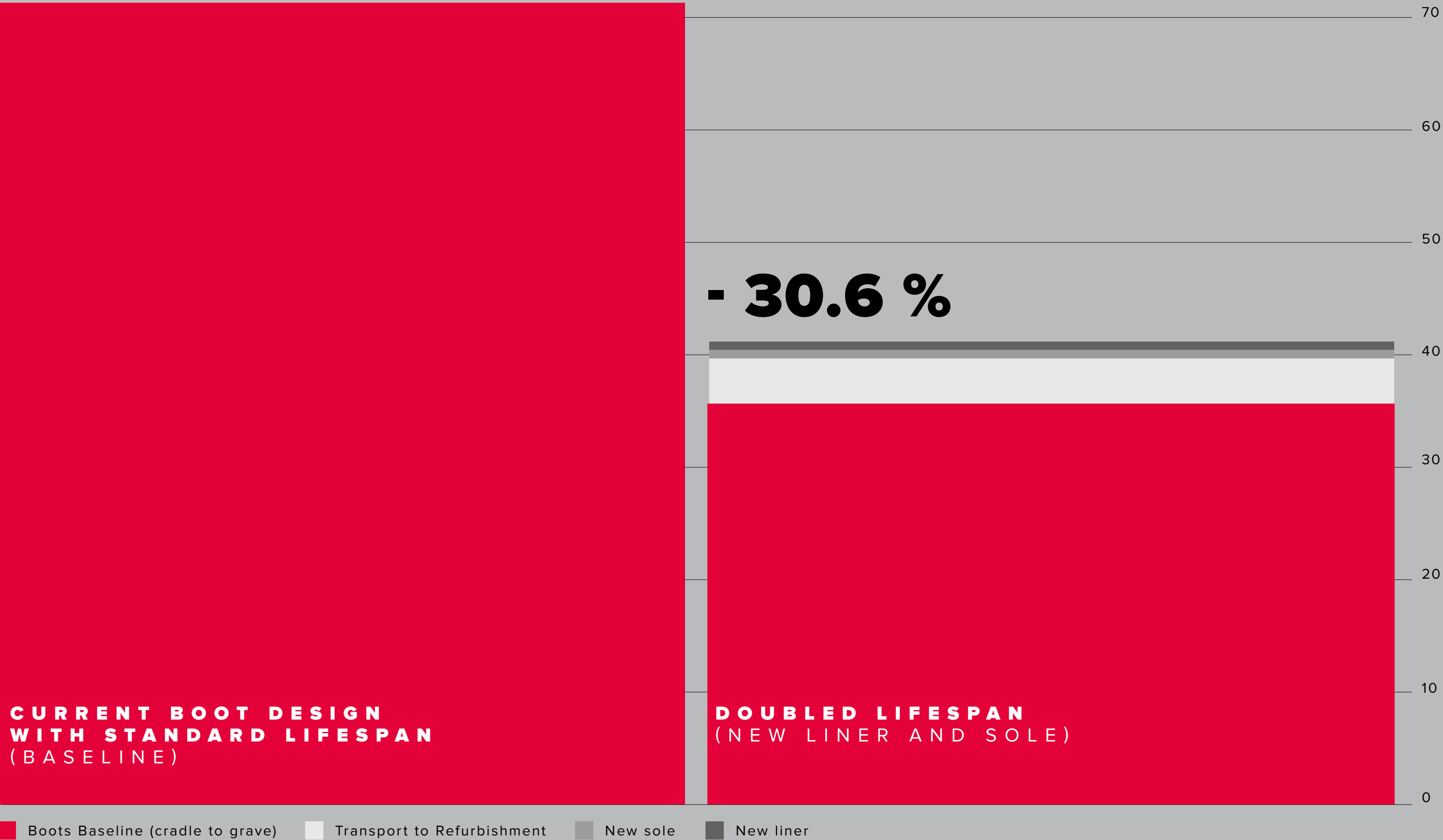
**OF BOOT PARTS
ARE REPLACEABLE**

EXTEND PRODUCT LIFESPANS THROUGH REPAIRS

When we double the lifespan of a product, we essentially half its impact.

By lengthening the serviceable life of a product through good design and replaceable parts, we're able to significantly reduce its impact on the environment — at the same time as decreasing the demand for entirely new products.

2×LIFETIME = ½ ENVIRONMENTAL IMPACT + REPLACED PARTS + TRANSPORT



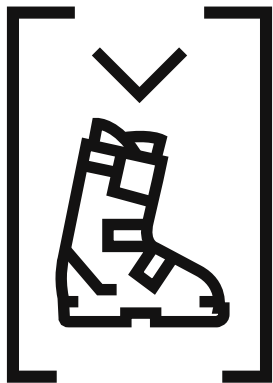
USE MORE RECYCLED CONTENT

GOAL
INCREASE THE PERCENTAGE OF RECYCLED MATERIAL IN OUR BOOTS

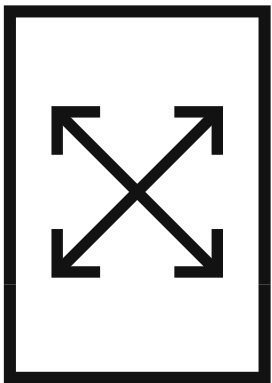
STATUS
IN PROGRESS

In 2023, we embarked on a trial boot take-back program with selected Atomic retailers. This allowed consumers to hand over boots that were beyond repair for recycling, providing us with a post-consumer source of plastic to create new boot shells featuring even more recycled material.

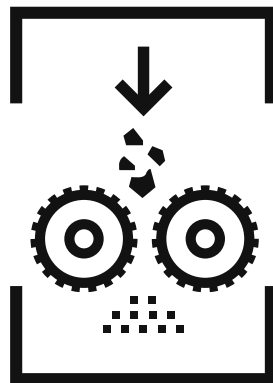
Between January and March 2023, 61 retailers across Austria collected more than 2,500 pairs of boots, saving over 10 tons of material from landfill.



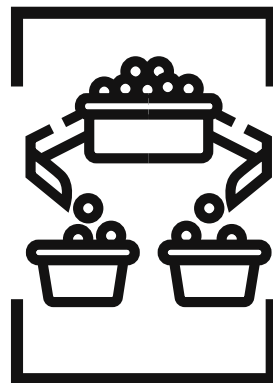
COLLECT
SKI BOOTS



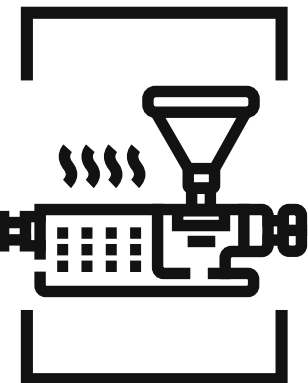
SEPARATE
SHELL/LINER



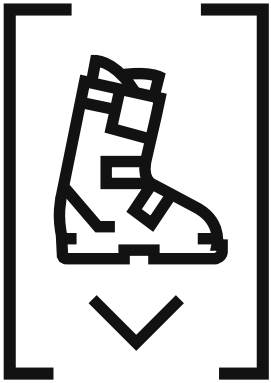
SHRED



SORTING
OF PLASTIC
FLAKES AND
METALS



COMPOUNDING



INJECTION

FOCUS AREA 03

COLLABORATION

FOR MASS MOVEMENT



- 8. HOST A CLIMATE SUMMIT
- 9. ENGAGE AND EDUCATE OUR ATHLETE NETWORK

CLIMATE SUMMIT

28

PARTICIPATING SKI INDUSTRY BRANDS



In September of 2023, we invited representatives from across the winter sports industry to join us in Salzburg for a summit that explored solutions to lowering our collective impact on the climate. For the first time, participants from 28 brands, 20 industry organisations, and 8 supplier companies came together to better understand the challenges we face — and develop ways to tackle them.

HOST A CLIMATE SUMMIT

GOAL
HOST A CLIMATE SUMMIT IN 2023

STATUS
COMPLETE

UNITING OUR INDUSTRY WHILE COLLABORATING ON THE COMMON GOAL OF PROTECTING OUR CLIMATE

In September of 2023, we invited representatives from across the winter sports industry to join us in Salzburg for a two-day summit that explored solutions to lowering our collective impact on the climate. Organised by Atomic and supported by Protect Our Winters (P.O.W.) and the Federation of the European Sporting goods Industry (FESI), 144 participants from 28 brands, 20 industry organisations, and 8 supplier companies came together for presentations, workshops, and panel talks that tackled the various challenges we all face — including material standards and innovation, circular systems, and carbon footprint reporting.

The summit was a great success, not least in establishing the first industry-wide working group with the specific goal of improving the sustainability of winter sports products. We'll be hosting the second edition of the Climate Summit in 2024, where we hope to initiate a winter sports commitment for climate action that will be recognised within and outside of our industry.



ENGAGE AND EDUCATE OUR ATHLETE NETWORKS

GOAL

ENGAGE WITH AND EDUCATE OUR ATHLETE NETWORKS

STATUS

IN PROGRESS

At Atomic, we understand that our sponsored athletes are not only the best in their respective sports, but also role models and influencers for millions of people around the world. That's why we believe it's important to not only support them in their athletic pursuits, but also to engage with them and broaden their understanding of sustainability and environmental responsibility.

Aided by our inaugural climate summit and through regular workshops, events, and communication, we've established a support network to facilitate our athletes in pursuing progress in their area of influence.

In 2023, former Atomic athlete and climate advocate Julian Schütter delivered an open letter to the Fédération Internationale de Ski (FIS), demanding greater action and transparency on climate change. It was signed by more than 200 athletes, and called for a commitment to net-zero from the organisation and its operations. Just one example of athlete's raising their voice, we plan to continue offering support to our network to facilitate more action from our sport's most important spokespeople.



"WE HAVE TO TAKE THE LEAD IN THE FIGHT AGAINST CLIMATE CHANGE AND MAKE OUR SPORT CLIMATE NEUTRAL AS SOON AS POSSIBLE."

— Julian Schütter, former alpine ski racer and climate advocate



"IT'S A LITTLE DIFFICULT TO ADJUST THE ENVIRONMENT FOR THE RACE SCHEDULE WE WANT. AND I REALLY BELIEVE IT'S TIME TO LOOK AT THE RACE SCHEDULE TO MATCH THE ENVIRONMENT WE HAVE THESE DAYS."

— Mikaela Shiffrin, alpine ski racer



— ATOMIC IS AN AMER SPORTS BRAND —

LEARN MORE ABOUT SUSTAINABILITY AT AMER SPORTS:

- AMER SPORTS CORPORATE SUSTAINABILITY REPORT.
- UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS AT AMER SPORTS (SDGS).
- DIVERSITY EQUITY AND INCLUSION (DEI).

“WE SEE THAT THE WORLD IS CHANGING.
WE SEE ALSO THE IMPACT OF OUR SPORT.
I WANT THE FUTURE GENERATIONS TO
EXPERIENCE WINTER AND TO BE ABLE TO
DO WHAT I DO.”

“WIR KÖNNEN DEN TREND NICHT MEHR
UMKEHREN, WIR KÖNNEN IHN ABER
VERLANGSAMEN. WIR MÜSSEN ZUSAMMEN
DIE WELT VERÄNDERN.”

— Aleksander Aamodt Kilde, alpine ski racer

