



PRACTICE

EXPLORER



WE CARE

To create the best performing products while leaving an ever-smaller footprint on the planet
When we are the biggest player in the industry, we have a responsibility.

EXPLORE MORE

WE HAVE SELECTED SOME MATERIALS FROM OUR EXPLORE MORE SECTION
THAT WE FEEL ARE MOST RELEVANT FOR YOU TO KNOW FROM DAY 1...

SUSTAINABILITY MISSION

SUSTAINABILITY TIMELINE

RESPONSIBLE DOWN STANDARD (RDS)

ASK THE FOLLOWING QUESTIONS:



What is our sustainability mission?

*Answer – To create the best performing products while leaving
an ever-smaller footprint on the planet*



What does RDS stand for?

Answer – Responsible Down Standard

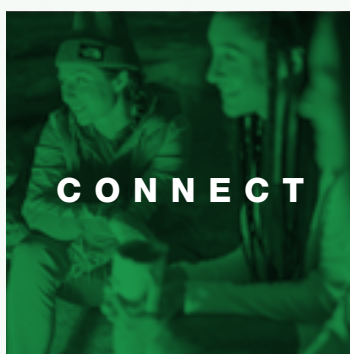


What product would you find RDS certified labels?

Answer – Product with down and feathers

EXPERIENCE

NOW IS THE TIME WHERE YOU WILL START PRACTICING AND EXPERIENCING YOUR JOB ON THE SHOP FLOOR WITH CUSTOMERS AND TEAM MEMBERS BY USING THE BELOW DARES.

**ICON ALTERNATIVES**

Thinking about those who do not want to wear down but love our icons, what jackets can you recommend? Show me and explain 3 options

TAKE BACK

Can you show a customer our 'take back' program, and explain what it is?

DOWN JACKETS

Show and fit an RDS and a Recycled down jacket onto a team member and explain the difference between RDS and Recycled Down

**RDS**

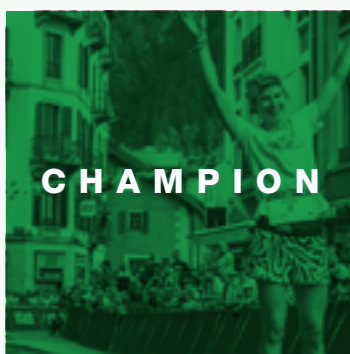
Find & show me 3 products that are RDS and try them on – tell me what you like about each, and one feature and benefit of each one

DFNS

The North Face Care Collection powered by DFNS contains six eco-friendly solutions that are ideal for cleaning, protecting, and refreshing your high-quality outdoor footwear and apparel. Can you find them in store?

SUSTAINABLE FAVOURITE

Try on your favorite sustainable product, and explain why choosing this item can positively impact the environment?

**SUSTAINABILITY STORY**

When a customer is trying a 'recycled' product, introduce a relevant 'sustainability story'

SUSTAINABILITY TO ME

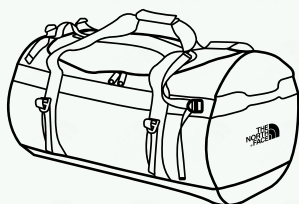
Explain to a team member or customer the one activity from our sustainability timeline that means the most to you.

SUSTAINABILITY TO YOU

Ask a team member what one sustainability activity The North Face has done that they feel is most important to them.



FROM THE DARE TO EXPLORE HANDBOOK, WE CAN EQUIP OURSELVES WITH THE FOLLOWING TOOL:



■ OUR SUSTAINABILITY STORIES

At The North Face we set the standard for sustainability and strive to leave every place better than we found it. Since 1968 we continue the trend of environmental stewardship and sustainability aimed at protecting the wild places where our gear is used.

If you're telling sustainability stories using the 3 S's approach, you may want to use some of this information.

RESPONSIBLE DOWN STANDARD

Officially launched in January 2014, the Responsible Down Standard (RDS) is the most comprehensive global, third-party-certified, animal welfare and traceability standard for down and feathers available to any company. More than 350 farms, raising more than 100 million birds, are working with the RDS.

RDS was gifted to the Textile Exchange. Today, over 90 brands

100% of our new down products (except recycled down) are RDS-certified. use the RDS.

CONSERVATION ALLIANCE

The North Face helped to create the Conservation Alliance in 1989, and donates annually to help protect our wild places.

The Conservation Alliance is funded by the outdoor industry and directs the funds to grassroots conservation agencies.

RECYCLED MATERIALS

Reusing materials reduces our dependence on fossil fuels, and in the case of polyester, gives used plastic bottles a second life. We can say that we are now working towards a goal of 100% of all our polyester and nylon being recycled.

Our Denali jacket uses recycled content in its polyester, making the most of used plastic water and drink bottles.

Our Thermoball Insulation is now 100% post-consumer recycled. The face and backer fabrics of many of our jackets are recycled too – hence the name, ThermoBall Eco.

CLOTHES THE LOOP

Our Clothes the Loop program arises from our commitment to reduce the environmental impact of our products at all stages of their lifecycle, including extending the life of apparel and footwear to keep it out of landfills.

The Clothes the Loop program has kept over 13000kg of clothing and footwear out of landfills.

The program will try to repurpose or reuse the items to extend their life, or recycle them into raw materials, to be reused in other products.