2023

IMPACT STATEMENT

ATOMIC

CONTENTS

CONSIDER EVERYTHING. COMPROMISE NOTHING.*

Jacoba Kriechmayr & Stefan Ager
Zillertal, Austria

*

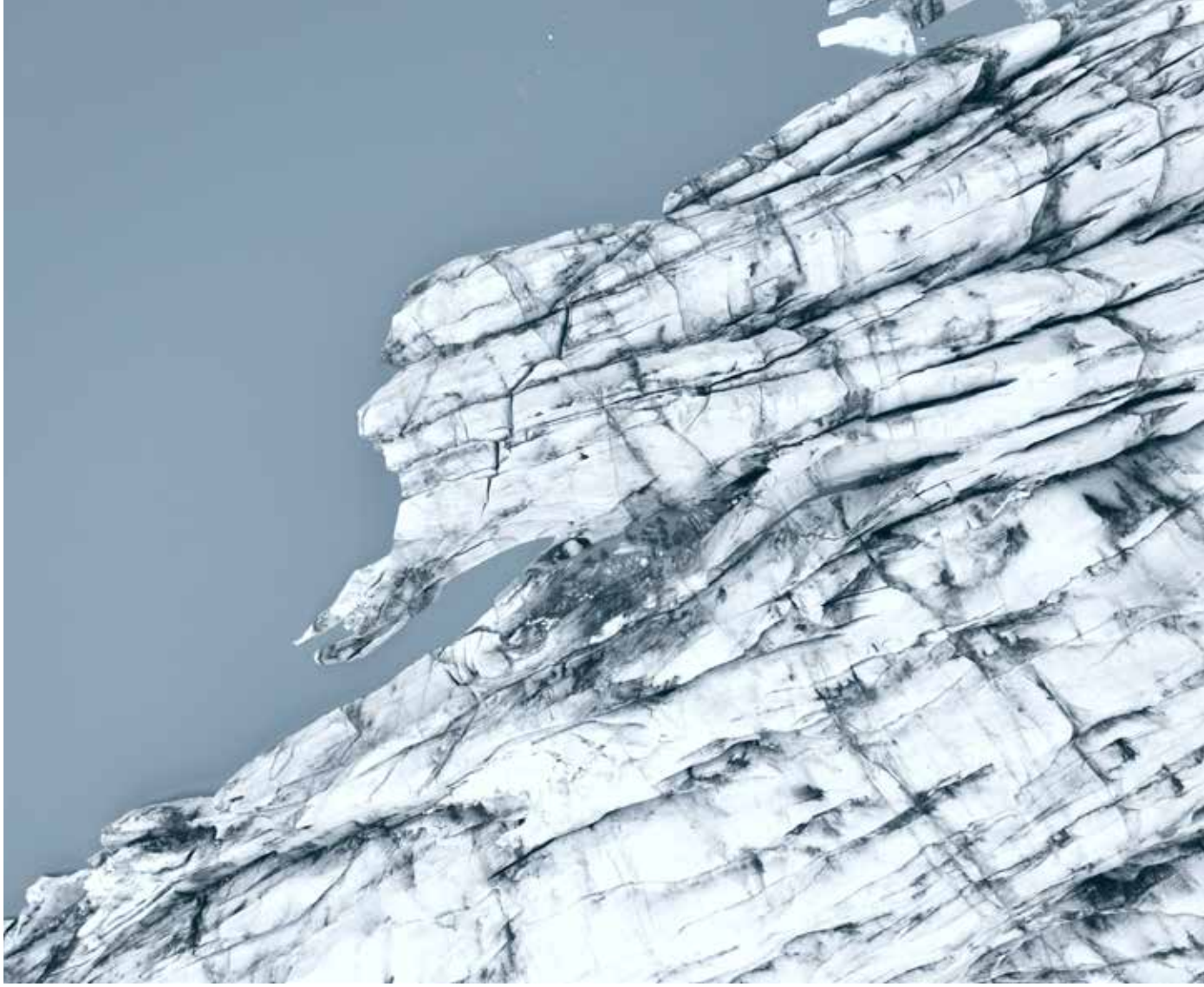
This is how we approach sustainability at Atomic. It is perhaps, the most controversial statement we've ever made. After all, how can you compromise when talking about the climate crisis, the most pressing issue of our age? But, mass production is a paradox, and compromises must be made in order to mitigate the effects of climate change. The climate is a complex and delicate system that forms the world we inhabit. It's our responsibility to learn how to compromise responsibly, making every effort to reduce the impact of our business on the world we love.

ATOMIC

A NEW STANDARD IN PERFORMANCE

Over the last 55 years, Atomic has carved out a reputation as the world's foremost producer of high-performance ski equipment. But if we stop considering the performance of our products today, tomorrow that reputation will be gone. Likewise, if we do not consider the impact of our products on our environment, that environment will soon be altered irreversibly. We compromise everything.

But at Atomic, we take a rigorous technical approach to everything we do. We are driven by data and guided by science. We don't take leaps of faith. We don't make assumptions. And we never claim anything we can't justify. **We consider everything so that we can compromise responsibly.** We believe that sustainable design is a performance driver, not a performance inhibitor – and we have the stats to back it up.



In this report, you'll find out how we've already employed our science-based approach to create new products with improved performance and reduced impact. This work sets the tone for what we'll do in the future. It serves as proof that we can balance the demands of climate and performance. It reassures us that the approach we need is the one we've always taken.

From 2000-2019, glaciers globally lost a mass of approximately 267 gigatonnes per year, this is equivalent to 21 per cent of the observed sea level rise.

SUMMARY

A NOTE FROM WOLFGANG MAYRHOFER, OUR GENERAL MANAGER

As the General Manager of Atomic, I am proud to introduce our first impact report, which details the steps we are taking to address the challenges posed by the climate crisis and to minimize our environmental impact.

This report comes at a time when Europe is experiencing record-breaking warm temperatures. As the world's largest skiing company, we are particularly aware of, and vulnerable to, the impacts of climate change. As a vertically integrated brand, we have control over every step of the production process, from design and development to manufacturing and distribution. This ensures the highest levels of quality and efficiency across our products and operations.

However, we are committed to being part of the solution and are taking a range of steps to reduce our carbon footprint and operate in a more sustainable manner.

A key aspect of our sustainability efforts has been our commitment to science-based targets. These are targets based on the best available scientific evidence and are designed to help us reduce our greenhouse gas emissions in line with the goals of the Paris Agreement and the broader goal of limiting global warming to well below 2 degrees Celsius above pre-industrial levels and pursuing efforts to limit warming to 1.5°C. Science-based targets are externally verified and we will report our progress on an annual basis.

We know that there is more work to be done, and we are committed to continually improving our sustainability efforts. We hope that this impact report will serve as a transparent account of our progress and as a call to action for others in the industry to join us in making a difference.

ATOMIC

Andrea Fritzenwallner,
Production Staff Finisher.

ABOUT US

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 Rohrmosers's original workshop.

Every year, our team of 1,000 in-house employees produces over 400,000 pairs of skis at our Altenmarkt facility. 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 sports 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.

ATOMIC

ABOUT US

ATOMIC OUTPUT 2022

DISTRIBUTION ACROSS 49 COUNTRIES:

400,000 PAIRS OF SKIS

505,000 PAIRS OF (ALPINE) BOOTS

390,000 PAIRS OF (ALPINE & TOURING) SKI BINDINGS

350,000 HELMETS

130,000 GOGGLES

145,000 PAIRS OF NORDIC SKIS

160,000 PAIRS OF NORDIC BINDINGS

70,000 PAIRS OF NORDIC BOOTS

ATOMIC MANUFACTURING SITES

ATOMIC AUSTRIA GMBH:
Atomic Straße 1, A-5541 Altenmarkt, AUSTRIA

785 EMPLOYEES (as of 10/2022)
SKI MANUFACTURING

AMER SPORTS RO EOOD:
Hala Alseca, Strada Nicolae Titulescu 60, Orăștie 335700, ROMANIA

~500 EMPLOYEES
BOOT MANUFACTURING

AMER SPORTS BULGARIA EOOD:
3 Chaya str. 4850 Chepelare, BULGARIA

~700 EMPLOYEES
SKI MANUFACTURING

ATOMIC

OUR PURPOSE

WE DRIVE SKIING FORWARD

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

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

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

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

01
THE STATE OF PLAY

THE FUTURE OF SKIIING 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.

Riezlern, Vorarlberg. Austria. January 2023.

Using local wood chip instead of oil to heat our Altenmarkt factory has resulted in a 95% carbon footprint reduction from heating, with over 2.176 tons of CO_2 kept out of the atmosphere.

2.176 tons

A COMMITMENT BUILT OVER TIME

Atomic's path to environmental action has developed over decades. Starting in the early 1990s, we invested in environmental efficiency projects, lowering the carbon intensity of our manufacturing site in Altenmarkt.

1955

Alois Rohrmoser produces the first pair of hand-carved Atomic skis in his workshop – just 5km from our current headquarters.

1966

Composite construction
Our ski production uses the first fully automated molding press. Metal and compound skis begin to replace traditional wood, making skis perform better but also more durable and longer lasting.

1989

Head-to-toe" Supplier
Atomic also takes over sports-shoe brand, KOFLACH. As a result they become the first Alpine skiing company to supply the complete set – skis, bindings, boots and poles.

1992

Atomic for Nature Initiative.
Atomic starts the 'Atomic For Nature' initiative to invest 100 million Schillings (eq. €17m) in environmentally friendly production processes over the following two years.

2005

Bio-Mass Heating
Switch from light oil heating to local wood chip heating. 6.39 GWh/year, all of which now comes from renewable sources. Using local wood chip instead of oil to heat the ski presses has resulted in a 95% impact reduction, with over 2.176 tons of CO_2 kept out of the atmosphere.

2010

RENU Boot Launch.
Launch of the RENU boots and ski. A boot featuring a bio plastic cuff and shell that marked Atomic's first product featuring lower-impact design and construction. Little did we know at the time but this boot may have a higher impact than boots produced using our current fabrication methods.

A COMMITMENT BUILT OVER TIME

Nina & Max Kern
Zillertal, Austria

2013

Heat Recovery System.
Installation of heat recovery systems. In order to bind the layers of a ski together, our presses are heated to high temperatures. By recovering some of this heat, we have been able to further reduce our facility's impact.

2014

Electricity from renewable energy.
Switching to 100% renewable electricity has helped us to reduce our impact by 97.45% when compared to the standard electricity mix in Austria.

2020

Facility LED lighting.
Installation of LED lighting. Compared with 2019, our Altenmarkt facility now consumes 5% less electricity thanks to more efficient lighting.

2021

Sawdust recycling.
By recycling this by-product from our skis into chipboard, we save 18.9 tonnes of CO_2 each year – a reduction of 84% compared with wood composting.

2022

Life Cycle Assessments.
Life cycle assessments for alpine skis, touring skis, boots and XC-skis. By conducting LCAs compliant with ISO 14040 and 14044 as well as EN 15804 we determined the potential environmental impacts of these products during their entire lifecycle. This enables us to reduce impact in future constructions.

2023

Environmental Management System.
Installation of an Environmental Management System (EMS) Certified against the international standard ISO 14001, the EMS will help improve environmental performance and reduce Atomic's environmental footprint.

Sawdust recycling. By recycling this by-product from our skis into chipboard, we save 18.9 tonnes of CO2 each year – a reduction 84% compared with wood composting.

18.9t

OUR PHILOSOPHY

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.

BACKLAND 85
Sustainable design, as standard.
Through sustainable design innovation, we've already reduced emissions from our Backland ski by 30%.
Find out how on page 31

ATOMIC

Atomic HQ
Altenmarkt, Austria

ALTENMARKT HQ

At Atomic, manufacturing expertise is our superpower.

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 over 400,000 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 facilitiy 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 mean 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 a further audit using the European Commission's Eco-Management and Audit Scheme (EMAS). We expect to complete this audit in summer 2023, 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.

02

WHERE WE ARE GOING

OUR TARGETS

01	1.5°C	**2023** Set a science-based climate target in line with 1.5°c of global warming.
02	50%	**2030** Reduce CO2 eq. emissions by 50% across all products.
03	NET ZERO	**2050** Balance out any emissions we produce by removing an equivalent amount of greenhouse gases from 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. Our work will be underpinned by the same rigorous technical approach we bring to our products. Above all, our approach will be science-based.

Read more about the key principles that inform our approach overleaf.

OUR APPROACH

KEY 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.

03

HOW WE'LL GET THERE

HOW WE'LL GET THERE

OUR PATH TO A LOWER IMPACT FUTURE WILL BE DEFINED BY THREE KEY FOCUS AREAS, AND ACHIEVED THROUGH NINE ACTIONS.

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

02

INNOVATION FOR SUSTAINABLE PERFORMANCE

5. Incorporate sustainability into our design thinking
6. Extend product lifespans through repairs
7. Use more recycled content

03

COLLABORATION FOR MASS MOVEMENT

8. Host a climate summit
9. Engage and educate our athlete network

ATOMIC

01

CONDUCT A GREENHOUSE GAS INVENTORY

GOAL:
CONDUCT A GREENHOUSE GAS INVENTORY BY THE END OF 2023

As we know from our experience in the mountains, it's impossible to work out where you're going if you don't know where you are. The same applies with greenhouse gas emissions.

At Atomic, we've been investing in environmental efficiency projects for decades, and we've had great success. By conducting a greenhouse gas (GHG) inventory, we can work out exactly what effect our impact reduction projects are having and roll them out more widely.

HOW DO WE MEASURE GHGS?

Inventories bring to mind people with clipboards counting physical items. While a greenhouse gas inventory is not carried out in the same way, the objective is the same: to capture data on the amount of a particular item produced in a certain period of time. In this case, the item is units of greenhouse gases. Depending on how these gases are produced – from fuel in a company car or electricity for office lighting – they may be measured differently. In order to complete the inventory, all units of measurement must be converted into one common metric.

ESTABLISHING THE SCOPE

Before any counting can begin, the scope of the inventory must be defined. 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 will include 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).

SETTING A BASELINE

This is where our skis hit the snow. With the scope and conversion determined, data collection can begin. Gathering information about emissions from various sources is a time-consuming process and requires the collaboration of many stakeholders. But all the effort is worthwhile. Once complete, we will use the findings of our greenhouse gas inventory to set specific goals for greenhouse gas reduction. 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.

ATOMIC

CONDUCT A GREENHOUSE GAS INVENTORY

DETAILING THE GREENHOUSE GAS INVENTORY

SCOPE 1	Includes emissions of GHGs that originate from sources owned or controlled by the company. These include emissions from combustion in boilers, furnaces and vehicles that are owned or controlled by the company, as well as emissions from chemical production in process equipment that is owned or controlled.	DIRECT EMISSIONS FROM OWNED OPERATIONS)	• COMPANY CARS • PRODUCTION • FACILITIES
SCOPE 2	Addresses GHG emissions from the production of electricity that is consumed by the Atomic. The emissions physically occur at the facility where the electricity is generated.	INDIRECT EMISSIONS, AND THE MOST IMPACTFUL	• EMISSIONS FROM ELECTRICITY, STEAM, HEATING AND COOLING, PURCHASED BY OUR ORGANISATION
SCOPE 3	Is a category for reporting emissions that result from the activities of the company but do not come from sources owned or controlled by the company. These are known as indirect emissions. These emissions can occur at any point in the supply chain or from the use of the company's products or services	INDIRECT EMISSIONS FROM SOURCES NOT OWNED OR OPERATED BY THE COMPANY	• END OF LIFE TREATMENT OF SOLD PRODUCTS • BUSINESS TRAVEL • ATHLETE TRAVEL • PURCHASED GOODS AND SERVICES

02

SET A SCIENCE-BASED TARGET

If conducting a greenhouse gas inventory is the foundation of our climate strategy, setting science-based targets will provide the framework.

In 2015, the signing of the Paris Agreement at COP21 bound 196 countries around the world to a single, shared goal on climate action: to limit global warming to well below 2, preferably 1.5°C, above pre-industrial levels.

And since we have a goal in place, companies like ours can set a SBTs to determine exactly the amount by which we need to reduce our emissions.

WHY ARE WE DOING THIS?

What climate science tells us is sobering and urgent: after increasing rapidly for over a century, global carbon emissions, dominantly caused by human activity, must stabilize and then begin to drop by the end of this decade. It is obvious why a skiing brand would care deeply about its impact on the environment. Of all the outdoor industries affected by the climate crisis, winter sports are under the most immediate threat. Thriving companies like Atomic must move from doing good, to truly doing enough. Setting an SBT represents a robust approach for us to manage our emissions over the long haul.

WHAT DOES SCIENCE-BASED MEAN?

Targets are considered to be 'science-based' if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to 1.5°C above pre-industrial levels. At Atomic, we take a rigorous, technical approach to everything. And on this most important of issues, we will always be guided by the best and latest climate science available. We will never simply set our own agenda.

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

SET A SCIENCE BASED TARGET

THE PROCESS

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

GENERALLY, SCIENCE-BASED TARGET SETTING METHODS HAVE THREE COMPONENTS:

01 — EMISSIONS SCENARIO
Defining the magnitude and timing of emissions reductions.

02 — ALLOCATION
Defining how the carbon budget is allocated to various parts of the company.

03 — CARBON BUDGET
Defining the overall amount of GHGs that can be emitted.

SETTING A TARGET IS A FIVE-STEP PROCESS THAT REQUIRES CLOSE COLLABORATION WITH THE SCIENCE-BASED TARGETS INITIATIVE (SBTI).

01 — COMMIT
Submit a letter establishing intent to set an SBT

02 — DEVELOP
Work on an emissions reduction target in line with SBTi's criteria.

03 — SUBMIT
Present your target to the SBTi for official validation.

04 — COMMUNICATE
Announce target and inform stakeholders.

05 — DISCLOSE
Report company-wide emissions and track target progress annually.

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

ATOMIC

03

CUT EMISSIONS FROM BUSINESS RELATED TRAVEL

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 tCO2e – 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.

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

WORKING FROM HOME

Like many other companies around the world, the COVID-19 pandemic forced many of us at Atomic to work from home. But rather than see the switch as a challenge, we took it as an opportunity. Remote working has allowed us more freedom to collaborate with colleagues who live further from our headquarters in other parts of Austria and Southern Germany. Those colleagues who do choose to work from home often report that they enjoy a better work-life balance. Most importantly, our progressive hybrid model cuts down on commuting kilometres without any negative business impact. As such, Atomic will continue to offer a hybrid working model as part of our efforts to reduce unnecessary commuting to zero.

CAR-POOLING

A high proportion of commuting journeys to our headquarters in the Pongau Valley are taken by car, making a significant contribution to our Scope 3 emissions. In fact, just one journey from nearby Salzburg to our headquarters emits on average 19kg of CO2 – almost double the emissions from a pair of new Backland skis. On the upside, many colleagues commute in from the same neighbourhoods in surrounding towns and cities. In the next 12 months, we will investigate the potential of a carpooling scheme further.

E-BIKES

Atomic is a brand for skiers, by skiers. Many of our staff members live close to our headquarters and the ski slopes that surround. Here, there is another opportunity to reduce our emissions from commuting. By offering subsidised travel with e-bikes for staff members who live within a short distance of our facility, we could cut down further still on our emissions and reduce the amount of traffic on local roads. A pilot scheme would involve establishing a fleet of e-bikes which could be charged either at home or at the factory – where our energy comes from 100% renewable sources. In a similar vein to carpooling, Atomic will investigate what is needed to establish an e-bike mobility scheme and report back in 12 months.

04

INCREASE RELIANCE ON RENEWABLE ENERGY

GOAL:
100% RENEWABLE ENERGY ACROSS ALL OWNED FACILITIES BY 2025.

Since 2014, Atomic's headquarters in Altenmarkt, Austria have been powered by 100% renewable energy. Sourced predominantly from local hydroelectric schemes, our renewable energy mix has an impact that is 97.45% lower than the standard Austrian power grid mix. In addition to this, the facility's renewable local wood chip heating from Holzwärme Altenmarkt, LED lighting, heat recovery systems and waste material recovery capability make it 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 Orstie, Romania.

WHAT DIFFERENCE DOES IT MAKE?

Which factory an Atomic ski is made is the biggest driver in determining its carbon footprint. For example, the redesigned Backland ski – complete with its lower-impact design – now emits only 11.44kg of CO_2 when produced in our Altenmarkt facility. The same ski, when made in our facility in Bulgaria, emits 21.98kg – nearly twice as much. By switching our facilities in Bulgaria and Romania to renewable energy sources, we will significantly reduce our Scope 1 and Scope 2 emissions.

APPLYING LESSONS WE'VE LEARNED

By investing in environmental efficiency projects at our Altenmarkt headquarters, we have established a roadmap for the creation of more sustainable ski production. All we need to do now is roll out the same changes at our other facilities. This will be easier said than done but the impact could be even greater. Since the proportions of renewable energy in the standard power grid mixes of Romania and Bulgaria are lower than Austria, the margin of improvement offered by a switch to 100% renewable energy is even larger.

97.45%

The renewable energy mix that supplies our electricity has an impact that is 97.45% lower than the standard Austrian power grid mix.
In addition to this, the facility's renewable local wood chip heating from Holzwärme Altenmarkt, LED lighting, heat recovery systems and waste material recovery capability make it the standard-bearer for lower-impact ski production.

ATOMIC

05

INCORPORATE SUSTAINABILITY INTO OUR DESIGN THINKING

So far, we have conducted detailed LCAs across a range of skis and boots. While emissions from production vary according to whether a product is made in our Altenmarkt facility or our facilities in Bulgaria and Romania, it's clear the most significant driver of emissions is from raw materials.

Atomic is uniquely positioned in the ski industry, with complete control over the design of our skis and the raw materials that go into them. Once we have conducted an LCA on a product, we can drive the design, material and production process improvements required to reduce its impact. What's more, we believe that technical performance leadership can be the basis of sustainable design, not a trade-off. It's the very essence of our ski philosophy – we consider everything but compromise nothing to create a product that is high performance, and lower-impact.

Having established the process by which we use LCAs to reduce our impact at a product level, our goal here is simple. From now on, Atomic will conduct an LCA every time a product comes up for renewal in its lifecycle. This means that for every product we design in-house, we will have a baseline emissions figure, and an opportunity to reduce it through innovative design.

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

CASE STUDY

BACKLAND 85

Far away from the confines of pistes and lift lines, the Backland ski is built for beyond. For the wilder places, where the effects of the climate crisis are often most evident. Where better, then, to begin reducing our environmental impact?

CASE STUDY: BACKLAND 85

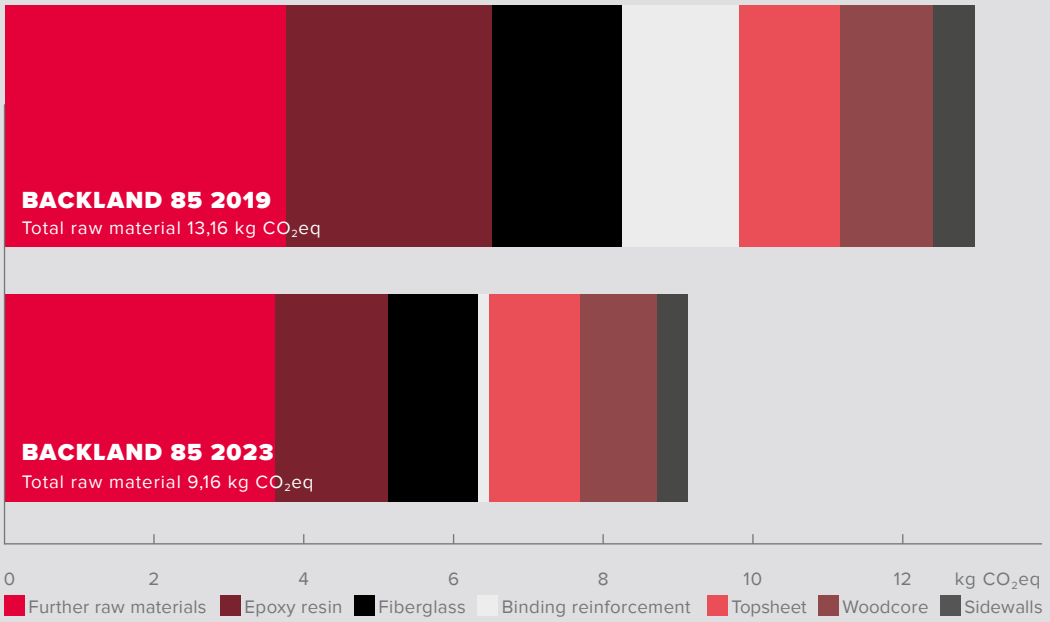
BACKLAND TO THE FOREFRONT

STATS TELL A STORY

Our vision is that by 2030, we will reduce emissions from our products by half, as measured by CO_2eq per unit. To achieve this, we need to know what the emissions of our products are now – which is where life cycle assessments (LCAs) come in. An LCA gives us an accurate picture of a product's emissions, from raw materials to end of life treatment. And to ensure all our data is reliable, the findings are calculated by a third-party partner, in our case Daxner & Merl. So far, we have conducted detailed LCAs across a range of skis and boots While emissions from production vary according to whether a product is made in our Altenmarkt facility or our facilities in Bulgaria and Romania, it's clear the most significant driven of emissions is from raw materials

Two years ago, the Backland 85 became the first ski in our range to undergo a life cycle assessment (LCA). From raw material extraction to end of life treatment, an LCA is a scientific tool that gives us an accurate picture of a product's impact. All information is validated by a third party in line with ISO14040 and ISO14044. And in the case of the Backland 85, the findings were clear. Raw materials were the biggest impact drivers, with fiberglass and resin components contributing most to the ski's overall carbon footprint. Applying this knowledge, our designers worked with a range of new tools to develop prototypes that not only reduced the impact of the ski but also improved its on-snow performance.

GLOBAL WARMING POTENTIAL RAW MATERIALS



30%

REDUCTION IN C02 AFTER REDESIGN

CASE STUDY: BACKLAND 85

REDUCE PRODUCT EMISSIONS USING LCAs

REDUCED IMPACT, BY DESIGN

This year, the new Backland ski is made of a locally sourced poplar woodcore and significantly less fiberglass, resin and metal. The result? An average reduction of 30% in CO2 emissions. The new, lower-impact design is featured in Backland skis between 85–95mm, and this is just the start.

From now on, we are committed to conducting LCAs on every product we redesign so that every new construction provides us an opportunity not only to improve performance but to reduce impact, too.

4KG

REDUCTION IN C02 PER SKI AFTER REDESIGN

06

EXTEND PRODUCT LIFESPANS THROUGH REPAIRS

GOAL:
ESTABLISH A FULLY OPERATIONAL RENEW CENTRE FOR BOOTS IN 2024

The most sustainable product is the one you already own. As skiers ourselves, we understand our customers' desire to use high performance products that are in peak condition every time they ski. Buying and using new products is one way to ensure this level of performance but the environmental costs are not justifiable. And besides, there is another way. By repairing products, we can return them to peak condition while significantly extending their lifespan and reducing the impact of their life cycle significantly.

77%

OF BOOT PARTS ARE REPLACEABLE

RIDE. REPAIR. REPEAT

Did you know that on average across our ski boot range, 77% of all parts are replaceable? From the grip pads and rubber soles to metal bolts and buckles, many of these components degrade naturally with time and use so they're designed to be replaced. Spare parts can be bought from our website and shipped around the world so that – wherever you're skiing – we can keep your equipment on the slopes for longer. Many repairs are simple jobs that can be done at home. And for more complex fixes, you can always contact your local dealer who will make the repair for you. For some components like ski boot cuffs and shells, and certain other products in our range, repairs are more difficult. Nevertheless, Atomic is committed to promoting repairability across our product range so that our customers can continue using the most sustainable product available to them: the one they already own.

THE RENEW PROGRAM CENTRE

When your skis need some fine tuning, you take them to your local dealer. So why not your boots? For decades, many of the world's greatest ski racers have called in at the Atomic Pro Centre in Altenmarkt to hone the perfect ski set-up with our experienced alpine race technicians. In 2024, we'll be opening the Renew Centre to offer a comprehensive repair service for ski boots with exactly the same level of technical expertise. Just like the Pro Centre, our new facility will be open to skiing enthusiasts as well as FIS racers. And with a comprehensive catalog of spare parts on site, we'll be able to return any Atomic ski boot to its original condition.

GETTING THE WORD OUT

It has taken years of careful work to reach this point, where many of the components in our products – in particular our boots – are replaceable. The priority now is making sure people know about it. Whether it be through purchasing spare parts online or visiting the Renew Centre when it opens, all of our customers should be able to repair their Atomic products. In the coming months, we will be making a concerted effort to boost awareness of our repair offering and services with a view to extending the lifespans of as many of our products as possible.

07

MAXIMISE RECYCLED CONTENT IN OUR BOOTS

GOAL:
INCREASE THE PERCENTAGE OF RECYCLED MATERIAL IN OUR BOOTS

Our goal is to create high-quality, performance-driven ski boots that have as small a carbon footprint as possible. We believe that it is possible to create boots that deliver the performance our reputation is built on without sacrificing sustainability. By increasing the use of recycled materials in boot construction and optimizing our manufacturing processes, we are striving to balance improved performance with a scientifically validated reduced impact.

LCAS GUIDE ACTION

As with the Backland 85 ski and all the future products we will develop, we used Life Cycle Assessments (LCAs) to deliver a clear understanding of what's the most impactful part of an individual product, in terms of CO2. This foundation helps provide a clear basis for our decision- making. From the LCAs, it's clear that one of the most impactful contributions to a boot's carbon footprint are the virgin plastics used in the construction of the boot. For example, these plastics contribute 19% of the CO2 generated in our Hawx Prime 130 boot. For well over a decade, we have used recycled material in the construction of our boots. This material, used carefully, can provide the same on-snow performance, durability, flexibility, and resistance to wear and tear as virgin plastics.

INCREASING RECYCLED CONTENT

Currently, a significant amount of the material we use in our boots comes from recycled sources. Our ambition is to increase this amount, and we have started take-back programs with selected retailers to provide a post-consumer source of the plastics needed to manufacture the boot shells. We will provide a detailed report on our progress in 12 months

We are also working with our suppliers to increase the percentage of recycled material across all boot components; from buckles to powerstraps, and the waterproof fabrics that help to seal our boots.

08

HOST A CLIMATE SUMMIT

If there's one thing we can be certain about, it's that we cannot tackle the climate crisis alone. Instead, we are determined to foster a collaborative approach and galvanise a movement within the ski industry. After all, from fellow brands to ski resorts, lift operators to local businesses, we are all in this together. We all need a stable climate and snow on the ground for our operations to remain viable. As a leading voice in the industry, we feel a responsibility to step forward and lead the conversation. In 2023, we will host a climate summit for stakeholders from across the ski industry with a view to achieving two goals.

BUILD A SHARED VOICE OF THE SKI INDUSTRY

The climate is a complex issue. The ski industry is multifarious. Together, these two things could combine to reduce our industry's efficacy in the battle against climate change. Everyone within the industry is steadfast in their determination to reduce impact but only if we all start pulling in the same direction will we have any meaningful impact. Coming together at the summit will give all of us within the ski industry a key opportunity to talk, exchange ideas and build a shared voice.

DEFINE A SKI COMMUNITY CLIMATE COMMITMENT

We've made our commitments, other organisations have made theirs. But what does it all add up to? By agreeing community climate commitments with the rest of the industry, we will vastly increase the scope of our potential reductions. Imagine every ski brand, every ski resort and every other ski industry stakeholder you can think of working in tandem to reduce their emissions? That would have a real impact. What's more, by working together, we can exchange valuable expertise on how to reduce our impact. And besides everything else, we'll be better able to support each other if we're all working together.

09

ENGAGE AND EDUCATE OUR ATHLETE NETWORKS

GOAL:
ENGAGE WITH AND EDUCATE OUR ATHLETE NETWORKS

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.

A GLOBAL PARTNERSHIP WITH PROTECT OUR WINTERS

To help our athletes navigate the inherent paradox of operating at a world-class level whilst also trying to live a more sustainable existence, we have engaged the support of Protect Our Winters (POW) by signing a global partnership, the first skiing brand to do so. This partnership covers many topics including providing our athletes with the resources, expertise, and training to make informed decisions about their own environmental impact.

Through this partnership, we are working with POW to provide comprehensive athlete training on topics such as renewable energy, sustainable travel, carbon offsetting as well as Atomic's approach to sustainability. We will run two training sessions for all our sponsored athletes in 2023.

POW
PROTECT OUR WINTERS

EDUCATE, INFORM AND ENGAGE

We believe that by educating our athletes about the issues that matter to us as a brand and to the planet, we can help to support them when communicating with their fans. In addition to this training, we are also collaborating with our athletes to find creative and innovative ways to reduce our environmental footprint as a company. We are committed to using our influence to make a positive impact on the world and will prioritize marketing investment in creative projects, led by our athletes, that draw attention to this issue.

Ultimately, we believe that by engaging with an educating our global athlete network across all skiing playgrounds, we can inspire and empower our athletes to be leaders in the fight against climate change.

Ski Mountaineering athlete, Davide Magnini.

The environment is where we all meet; where all have a mutual interest; it is the one thing all of us share

CLAUDIA ALTA "LADY BIRD" JOHNSON

ATOMIC

Stefan Ager
Stubaier Alpen, Austria