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Being sustainable for La Sportiva means holding on to our heritage - the mountain environment that surrounds us and the journey that has led us this far, driven by research, passion, people and innovation. Reducing our impact with best practices, always enhancing the sustainability of our choices and improving our community’s quality of life are values that we have upheld since 1928. These values have been passed down through generations within our family by influencing our partners and the outside world who work with us. With more than 90 years of history in the Fiemme Valley in northern Italy, we have inevitably built a strong sense of belonging and responsibility with the local area. This makes it imperative for us to focus attention and awareness which has led us to an approach we call "ECOLUTION": looking to the future to continue to innovate and reinvent ourselves without losing sight of the values that have led us here Continuous research into the impact and longevity of our products begins at the design phase where the R&D teams focus on research into raw materials that are eco-friendly, biodegradable, eco-compatible or recyclable. This then extends across the production process where efficiency, innovation and technology allow us to progressively reduce our CO2 emissions, manufacturing and packaging waste. In addition to this, rethinking is a critical activity, so that hiking boots and climbing shoes can be renewed and given a second life. This also maximises their performance and minimises their impact. Repair, reuse and renewal is our motto. It translates into concrete actions with equal environmental and social value. All the efforts we make to completely accomplish our philosophy can be traced back to a wider framework, namely the United Nations Sustainable Development Goals, which outlines the long-term goals to be pursued and achieved. At La Sportiva, we believe that only by working together towards the same sustainable goal can we be agents of change and make a difference.

Finally, it is worth saying a few words about the COVID-19 pandemic that has dramatically characterised 2020 and that has demanded sacrifice and the ability to adapt. It is important for La Sportiva to assume a clear position with regard to this situation, placing the utmost attention on the safety of its employees and the whole of the Fiemme Valley community. "United even if divided, we will climb this mountain" became the maxim for every company employee. Over the months they learnt from the principles of mountaineering that teaches that no summit is insurmountable if climbed with the support of a rope, together.

Lorenzo Delladio
CEO & President
La Sportiva’s sustainable development goals

For over 90 years, La Sportiva has been operating in the captivating surroundings of the Fiemme Valley, a valley that lies at the foot of the Dolomites and is a World Heritage Site. Such a setting inspires a strongly held social and environmental responsibility within the company. As a consequence, we have adopted low impact working methods and practices, ecological best practices and certifications. These have been at the forefront of our relationship with the environment as we search to find the most eco-compatible approach. Alignment with the United Nations Sustainable Development Goals (SDG) allows La Sportiva to manage and report on the impact created by its local activities and the efforts undertaken to minimise them in a shared language at a global level. The 2030 Agenda represents a guiding light for sustainability in La Sportiva. The internal objectives are in fact aligned with the SDGs and La Sportiva as it pursues them, commits to monitor and limit the environmental impact of its production activity, to reduce CO2 emissions and raw material waste. This is in combination with ensuring the well-being of its employees, as well as the development and growth of the local community from a socio-economic viewpoint.
La sportiva  in numbers 2020

La Sportiva SpA

106 milions €

La Sportiva group

125 milions €

374 employees

417 employees

La Sportiva group

more than
300
Ambassadors

296,000 liters
Water saved in the production process (Ziano di fiemme)

82%
Export

2,2 milions
Articles produced (Worldwide)

6,600 kilos
Recycled rubber in the production process (Ziano di fiemme)

78 served markets
Ecolution means development in harmony with the environment and eco-compatible innovation. Every function is involved - from the design of new products, through research into eco-friendly, biodegradable, eco-compatible or recycled raw materials and all phases of the production and sales processes - with the aim of progressively reducing CO2 emissions, processing waste and packaging.

Lorenzo Delladio, CEO & President
For your mountain

Our leader is passion

For over 90 years, La Sportiva has been innovating with passion to make new, sustainable products.

and our passion is the mountain:

For La Sportiva, being sustainable means gathering together a heritage from the surrounding mountain.

respect for the people

and the environment where we operate

Sustainability is a fundamental driver that underpins all our innovations, leading us to search for low-impact solutions.

is the foundation of our activities.
It is what we aim to convey to consumers through our products.

Our mission is to produce sports apparel and footwear while remaining faithful to our family-run business values that go back over a century. It is a daily challenge.
Welcome to Fiemme valley

“We run a business in the mountains of the Fiemme Valley, at 1,000 metres above sea level, in the heart of the Dolomites.”

Lorenzo Delladio, CEO & President

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The Growth of La Sportiva

- Chapter 1 -

<table>
<thead>
<tr>
<th>Dates</th>
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<td>1928-1930</td>
<td>Tesero, Fiemme, Loc. Piera</td>
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<td>1951-1959</td>
<td>Tesero, Fiemme, Loc. Piera, Val di Fiemme, Tesero</td>
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<tr>
<td>2018-2020</td>
<td>Tesero, Fiemme, Loc. Piera, Val di Fiemme, Tesero, Val di Fassa, Triveneto</td>
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- Chapter 1 -

N° Employees

<table>
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<tr>
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<tr>
<td>2-4</td>
<td>50 mgq</td>
</tr>
<tr>
<td>4-11</td>
<td>150 mgq</td>
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<tr>
<td>11-30</td>
<td>1500 mgq</td>
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<tr>
<td>30-80</td>
<td>2500 mgq</td>
</tr>
<tr>
<td>80-300</td>
<td>8000 mgq</td>
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<td>374</td>
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Fiemme valley, the economic framework

La Sportiva is the Fiemme Valley: the place that hosts the company and nurtures its relationship with the mountains and the people who experience them.

Living and working in the mountains means engaging with the local community and with their strong sense of belonging and home, every day. The businesses in this Valley, like La Sportiva, support employment, initiatives and activities for the development and well-being of the community. They represent an exceptional task force of resources, courage and social responsibility that can make a difference to the economic and social fabric of the Trento region.

The operational and administrative head office in Ziano di Fiemme is the place where production activity begins and is developed along with the sales activities for La Sportiva brand products. The company was originally a small workshop founded in 1928, which has grown over time into an industrial shoemaker. It moved from its site at Località Piera in Tesero to the industrial area known as Ziano di Fiemme, where it then expanded and grew into various sectors and markets to eventually take on the challenge of being a global brand.

Today, mountaineering footwear and apparel represent a complete range and a total look that La Sportiva offers in over 70 countries. Huge determination has driven the company to keep its climbing shoes and boot production in the Trento region, dealing with a challenging yet rewarding journey.

In 2018, the expansion of the production department was completed. With the recruitment of more staff, it has avoided becoming a shift-work organisation and has increased the number of footwear products.

There is nothing simple about running a business, but running one in the mountains of the Fiemme Valley at 1,000 metres above sea level in the heart of the Dolomites requires a different level of engagement from senior management. From a logistics and associated costs perspective, it is quite different when you make the comparison with companies located in the lowlands, near motorways, ports and airports.

It is much more complex to organise supplies and coordinate deliveries and delivery times. At the same time, the ability to live, think, design, produce and have access to ideal testing locations just a few minutes from the company is a huge bonus. It is something that’s essential to our philosophy, but also our way of staying in touch with the local people and their culture. We are constantly affected by the surrounding environment - in a really positive way”.

Lorenzo Delladio, CEO & President.
Since 1928

La Calzoleria Sportiva,
in Tesero.

Narciso Delladio used artisan techniques to make wooden shoes and leather boots for foresters and farmers living in the Fiemme and Fassa Valleys. At the Milan Trade Fair, our founder presented a patent for a special lacing system and so began his entrepreneurial success.

The La Sportiva brand was created.

Francesco, the founder’s son, joins the company and begins production of the first ski boots. La Sportiva takes part in the first trade fairs in Milan and thereafter in Europe.

La Sportiva, more and more mountain.

Lorenzo, Luciano and Marco Delladio join the company. The company specialises in the mountaineering sector, progressively moving away from the manufacture of ski boots.

New company management.

Following the death of Francesco Delladio, his son Lorenzo becomes President and together with Lanfranco Brugnoli as Executive Director and Giulia Delladio, they join the Board of Directors.

New markets.

Giulia, the fourth generation of the Delladio family, joins the company’s marketing department. Following an agreement with Samsung, the Korean multinational, La Sportiva launches a collection of technical mountaineering garments under its own brand. This completes the total look niche in its current markets and based on alpine skiing.

La Sportiva in Asia.

The new entity, “S Juice La Sportiva”, begins operation, made up of a Chinese manufacturer that has been working on collaboration on the mountain running footwear range for 12 years.

From boots to climbing shoes.

La Sportiva launches the production of climbing shoes following an inspired idea from Lorenzo Delladio.

Innovation Center

The Innovation Center opens. A broad structure dedicated to research and development that includes the “carbon” department which works to develop and make prototypes for new products. Also new are the brand store in Cavalese, the company’s website and online store.

New site at Ziano di Fiemme.

Demand linked with increased production led La Sportiva to create a new 7,000-square-metre production site at Ziano di Fiemme.

Certification and integrated quality system.

In 1997 the company achieves the ISO 9002 quality standard certification. In 2003 adopts an integrated quality system, UNI ISO 14001-9001, demonstrating the company’s commitment to quality and respect for the environment.

From the heart of the Trento Dolomites to the whole world - a family tradition established in 1928. A story of mountain-climbing, passion and innovation.
La Sportiva offers a total look: footwear and apparel for those who love to experience the mountains at whatever latitude or altitude, whether enthusiast or professional.

Every product is designed, developed and tested in strict collaboration with athletes and the R&D team.

"Since my grandfather Narciso used to develop new products, we have applied a system that’s still in use today. We listen to experts’ instructions - athletes, the most visionary mountaineers - to find constructive solutions and new materials that are suitable to make products that continually improve, products that meet the most demanding requirements."

Lorenzo Delladio, CEO & President.
Brand stores

La Sportiva’s brand stores are located in strategic areas near climbing and outdoor sports sites. And they have been designed to fully convey the ethos of the “Made in Val di Fiemme.”
La Sportiva’s ecosystem is populated by a multitude of stakeholders who interact with the company, bringing it to life through a close network of commercial and institutional relationships. The essential feature that underpins these two-way relationships is listening. Engagement between employees, athletes, partners and suppliers allows the company to satisfy its own customers, by anticipating their needs and where possible going beyond their expectations with innovations and ideas that are ahead of their time. Knowing how to listen is also critical to maintaining these positive connections with the region. The local community, the Fiemme Valley, the Trento region and trade associations such as Confindustria Trento represent key contact points that La Sportiva actively engages with to continually develop the local supply chain that is focused on innovation. Established relationships with schools and universities are also fundamental to these aims as they allow La Sportiva to make contact with young people who are dynamic and informed and can bring new perspectives into the company. Interactions with the various types of stakeholder are a constant part of our business activity, whereas the more structured involvement with interested parties takes place when writing the two-yearly sustainability report.

**The Materiality matrix**

The materiality matrix is a tool that forms the base of the international GRI standard and is the result of analysis carried out to identify issues that are relevant to stakeholders and the company. With this aim, a number of employee, customer, supplier and testimonial questionnaires have been carried out through the course of 2020 with a total of 572 participants. The findings, cross-referenced with company and stakeholder priorities, have shown the most relevant issues as represented in this graph.
**Issues relevant to la sportiva and its gli stakeholder**

*The management of third-party material issues should be referred to the company headquarters at Ziano di Fiemme.*

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**#InnovationWithPassion**

### Research and development of new products

**PROCESS**

Investment into Research and Development is essential for the identification of new solutions that have better performance and materials that can combine quality, durability and reduce the environmental impact. The Innovation Center at Ziano di Fiemme is where all this happens every day.

**GOALS**

Research into new solutions for the use of production waste and to increase the percentage of recycled and eco-compatible materials in the development of our new products.

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**#ForYourMountain**

### Consumers health and safety

**PROCESS**

Quality certifications to ensure the production process and the product itself and provide quality and performance. The internal definition of an RSL represents La Sportiva’s commitment to not use specific substances that are harmful to people and the environment.

**GOALS**

Increasing available information and guidelines about the safe use and care of products for consumers.

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### Environmental Impact management and emissions reduction

**PROCESS**

It has always been part of La Sportiva’s vision to operate in harmony with the surrounding environment. With this aim, La Sportiva uses the integrated management system, ISO 14001, that allows it to reduce to the absolute minimum the variables that may interfere or cause harm. To reduce and mitigate its atmospheric emissions, La Sportiva invests in energy efficiencies for its own sites.

**GOALS**

Assess the environmental impact of products made throughout their lifecycle by implementing a Life Cycle Assessment (LCA).
Circular economy

**PROCESS**
La Sportiva commits to reducing the waste it generates by seeking out solutions to reuse raw and waste materials. This is happening both internally and through collaboration with external entities. The company promotes its growing use of recycled raw materials in its own production cycles and offers repair and resoling services.

**GOALS**
Research into new solutions for the use of production waste and to increase circularity within the company. The company also wants to improve consumer awareness by telling them about the importance of reuse, recycling and reclamation.

Waste management

**PROCESS**
The production of waste is falling sharply due to its policies around waste reuse implemented by the company. During 2019—2020 the proportion of landfill waste was minimal in comparison to the majority of the waste produced which was sent to a variety of reclamation activities.

**GOALS**
Understanding the type of waste generated based on the product’s design and researching alternative ways to manage waste, both for landfill and incineration.

Efficient energy management

**PROCESS**
La Sportiva is aware of its energy consumption and only uses renewable energy sources. It invests constantly in machine and process efficiencies and in waste reduction as well as its impact on the environment by bringing together the opportunities offered by technological evolutions.

**GOALS**
Furnishing energy efficiencies for buildings through green technology investment.

Supplier environmental assessment

**PROCESS**
Supplier qualification at La Sportiva is carried out against a set of sustainable environmental and social criteria, applied through a mechanism that periodically and randomly assesses suppliers based on specific criteria.

**GOALS**
Increasing knowledge spillover throughout the supply chain makes it easier to spread the circularity and efficiency of this rationale. Making the qualification controls systematic through the implementation of an audit programme.
Health and safety at work

**Process**
Ensuring health and safety in the workplace is considered an essential responsibility for the company. These issues are managed through the alignment with the OHSAS 18001 certification which brings together the company management system for health and safety.

**Goals**
- Attaining the ISO 45001 certification, training programmes and awareness of our employees.

Support for local employment

**Process**
As a company, La Sportiva operates globally but thinks locally. It has strong connections with the Fiemme Valley area that make it critical for the company to support local socio-economic development. As many as 95% of La Sportiva employees live in the Trentino-South Tyrol region with the positive, yet indirect, outcome being that it generates a culture that favours local suppliers.

**Goals**
- Supporting local employment through the strengthening of links with educational entities and universities as well as encouraging professional education.

Work environment conducive to well-being of employees

**Process**
Improving our employees’ quality of life means investing in their time within the company. This is essential for a manufacturing company where the workforce’s technical know-how represents one of the company’s major assets. The creation of a positive working environment happens by itself when key values of inclusion, equality and respect are the focus. In addition to this, we promote our employees’ well-being through the support of our membership of #WelfareTrentino.

**Goals**
- Enrich the welfare plan.

Training of human resources

**Process**
La Sportiva develops its human resources through the organisation of training courses aimed at the development of specific skills. This is a fundamental aspect for a company that has innovation as one of its pillars, but it also makes internal processes more efficient and keeps the company ahead in a constantly evolving world.

**Goals**
- We continue to invest in company training, by extending the timetable and providing training on sustainability issues to spread its values through all levels of the organisation.
A business with the dolomites at heart

The ability to live, think, design, produce and have access to ideal testing locations in the midst of our mountains is a huge bonus - and all just a few minutes from the company.
The perfect definition of La Sportiva. A company that enjoys an international reputation amongst the global market-leaders in the outdoor sector, while preserving strong roots in the Fiemme Valley, its place of origin and its current head office location.

A glocal business

+13,5% SINCE 2012

+8,9% SINCE 2017

Due to COVID-19, 2020 was a particularly challenging year for La Sportiva, but the company decided to respond by organizing a rapid reorganisation of production to manufacture medical masks and scrubs to support the Trentino Civil Protection.

The aim was to safeguard the retail clients and prevent the majority of the 2020 collection from being unsold. The launch of 90% of the 2021 collection was delayed to next year, promoting a slow fashion logic.

La Sportiva is the world leader in climbing shoe and high-altitude mountain boot production, exporting to more than 70 countries across the globe. The company is currently undergoing a significant growth phase, reflected in recent years’ revenue. In 2010, apparel was added to La Sportiva’s footwear product range, including technical garments for use when practising sports such as climbing, trekking, mountain running and ski mountaineering.

La Sportiva products are sold in more than 70 countries through a distributed system based around agents and distributors at a local level. A further demonstration of the company’s increased international presence is the fact that over 80% of its revenue comes from abroad.

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During its 90 years, the company has always been ahead of its time in the production of avant-garde products:
New products are designed by paying attention to the mountain environment and to the needs of the end consumer. Development happens at the Innovation Center in Ziano di Fiemme, sometimes with the involvement of athletes as a co-creation initiative.

Production directly involves the local community and is always looking for the most advanced techniques and technologies, with a view to continuous improvement.

Sales take place in brand stores, via e-commerce and other retailers.

Repairs are made to extend the product's lifecycle, including improving efficiency and reducing its environmental impact.

The group and its governance system

La Sportiva has been a limited company since 1984, rounding off its transition from a family-run, artisan business to an international, global enterprise. The family-run quality remains part of La Sportiva’s character as the Delladio family has been firmly at the company’s helm for more than four generations. Starting with the founder, Narciso Delladio, who had the intuition to specialise in mountaineering shoes, followed by his son, Francesco, who guided the company through the change from artisan to industrial production. And then Lorenzo, Narciso’s grandson who runs the company today, transforming it into a global entity alongside Narciso’s daughter, Giulia, a member of the La Sportiva Board of Directors since 2015. She is responsible for marketing, working to creatively bring tradition and the Trento company brand together through the integration and creation of synergies between apparel and footwear collections. This skilful management across generations was recognised in 2019 when La Sportiva received the Italian “Di padre in figlio” award.

Today, La Sportiva either directly or indirectly controls companies that provide complementary services and functions to the group’s core business.

La Sportiva S.P.A.
Ziano di Fiemme
Italy

100%
LA SPORTIVA SARL
St. Jean de Vedas
France

100%
LA SPORTIVA LTD
Hong Kong

98.71%
LA SPORTIVA N.A. INC.
Boulder, CO
USA

Chapter 2 -
La Sportiva SpA uses a traditional governance model with central weight given to the Board of Directors - made up of the President and two Directors – alongside the Board of Auditors, consisting of three individual auditors. Following the passing of Francesco Delladio in 2015, his son Lorenzo became President. Giulia Delladio also became a member of the Board along with Lanfranco Brugnoli, a highly experienced professional who has worked as management and finance director since 2002.

The company’s governance structure, the core of the Group, is lean and dynamic. It is fit for purpose in ensuring quality and is responsible to the governing body.

**Board of directors**

Delladio Lorenzo  
**President and CEO**  
Delladio Giulia  
**Director**  
Brugnoli Lanfranco  
**Director**

**Board of auditors**

Bortolotti Giovanni Paolo  
**Head Auditor**  
Moncher Edgardo  
**Acting Auditor**  
Barbacovi Giorgio  
**Acting Auditor**

The company’s governance structure, the core of the Group, is lean and dynamic. It is fit for purpose in ensuring quality and is responsible to the governing body.

- Chapter 2 -

**INTEGRITY**

**FAIRNESS**

**HONESTY**

**TRANSPARENCY**

These principles have always inspired La Sportiva, and since 2014 they have formed part of its Code of Ethics.

Four principles or guidelines that form the basis of how business is conducted within La Sportiva and ensure its proper functioning, reputation and reliability.

The company has put in place a Monitoring Board to ensure the correct application of the Code of Ethics within the company to further protect La Sportiva and its image.
In 2020, the direct financial value generated amounted to more than €100 million, while the distributed financial value exceeded €96 million. These growth trends reflect the company’s consolidation and its presence on the international market.

The financial value generated is made up of company revenue, including variations in product inventories, other revenues and financial gains.

Sales trends have seen an uptick in 2020 compared to 2018, reflecting an increase of about 5% in footwear and 17% in garments.

The distributed direct financial value represents the direct and indirect economic impact for La Sportiva shareholders and stakeholders.

The supplier category is the one that absorbs the largest proportion of the distributed direct financial value, 76% in 2020. La Sportiva relies on the partnership of approximately 350 suppliers. About 25% of their value is spread across Triveneto region, underlining the company’s close relationship with its surrounding area.

Employees’ health and safety in the workplace is ensured through the OHSAS 18001 certification, officially achieved in 2019. Alignment with the ISO 45001 standard was started in 2020, which will replace the OHSAS 18001 certification and become part of the other ISO standards already in place in the business.

The integrated management system functions as a single tool for supervision and checks regulatory compliance, continuous improvement, the status of sustainable objectives and respect for the principle of caution. The integrated management system brings together two ISO (International Standard Organization) standards: ISO 9001 for organisational quality and ISO 14001 for environmental management and improvement.

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By respecting the procedures defined within the integrated management system, La Sportiva achieves its cautious approach identified within the “Rio Declaration on Environment and Development”, by avoiding any potentially damaging effects on the environment or individuals. In this way, La Sportiva promotes a constantly seeking out sustainable raw materials and developing new product designs to simplify end-of-life recovery. Investment into new technologies is being made and efficiency measures adopted for production structures with the aim of reducing their environmental footprint. Finally, these approaches are being extended to the supply chain, with companies being selected based on their compliance with environmental and social criteria.

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Overall, the company aims to make all its activities compliant with standards to ensure the highest performance levels, apply parameters to achieve predefined objectives and work towards continuous improvement. Every aspect of the business’ organisation is clearly defined, and all processes are constantly monitored through periodic checks and assessed through performance indicators.

La Sportiva was the first global company in the outdoor footwear sector to have an integrated system for Quality and the Environment. As early as 1997, the company was proud to have a certified quality management system.
Innovation, passion for the mountains and respect for the environment are the key phrases to describe the characteristics of the company philosophy at La Sportiva. These can be brought together in the overall concept of eco-sustainability, the company’s driver that guides its choices for the least possible impact on the environment.

Respect for the environment runs through every company activity and is made official through the certification of processes and products. At the beginning of the design phase of new products, the R&D department researches eco-compatible, recycled or low environmental impact raw materials. Following on, this focus is extended to all the production phases, from suppliers selected on sustainability criteria, to the management of CO2 emissions and waste products.
STRA TOS MASK

ECO-compatible products

From a product perspective, the ECO model of the historic climbing shoe, Mythos, was launched in 2017 and made from 95% reduced environmental impact or recycled materials. Since 2012, the company has undertaken to remove all PFCs (perfluorocarbons) from its garments and immediately began collaborating with bluesign® (the international certification standard for production supply chains in a social and ecological field). The company launched its first certified products onto the market in the 2014/15 season. In 2018, the number of certified products - all part of the Apparel collection - reached over half of the total.

With the Mythos Eco model, La Sportiva won the Sustainability Award at the Outdoor trade fair in Munich for its work in creating products with reduced environmental impact, including metal-free tanning, biodegradable leather and water-based adhesives. Following this was the Cobra ECO: a model added to the 2018 climbing collection and made from 85% eco-friendly materials.

The company has begun to reduce paper labels on its footwear products with the aim of removing them altogether.

Amongst the various challenges thrown up by the COVID-19 pandemic during 2020, it is important to remember the lack of sustainability of the disposable personal protective equipment. Despite the gravity and urgency of the health emergency, it was crucial for La Sportiva to remain faithful to its commitment to environmental issues. Consequently, the R&D department focused on researching a more sustainable, comfortable solution to the surgical mask. It created the Stratos Mask, a generally protective hygienic mask made from fabric with a certified internal filter that is interchangeable and easily replaced.
This is the phase where the flat components to form the footwear are made. Leather and rubber raw materials arrive in rolls and sheets. The operator selects and positions the material under the press or on the automated cutting benches with a vibrating blade. The shape of the component is made using about a hundred steel punches placed under the press by hand one after the other to make each and every piece for all the different sizes. All the elements are then ready for the second phase.

1. Cutting

This is the phase where all the flat components to form the footwear are made. Leather and rubber raw materials arrive in rolls and sheets. The operator selects and controls the material using their eyes and hands to position it under the press or on the automated cutting benches with a vibrating blade. The shape of the component is made using about a hundred steel punches placed under the press by hand one after the other to make each and every piece for all the different sizes. All the elements are then ready for the second phase.

2. Edging

All the components are assembled by stitching them to form the upper. Very high-quality stitching is another way to look at it. Literally leather varies in thickness from 1 to 5 mm and the micro-components are stitched with millimetre precision by skilled hands. The footwear’s performance begins here. With automation reduced to the absolute minimum, a seam is then added to assemble the pieces. The stitched upper has now been assembled with the other components. Behind every brushstroke of glue is the product’s hold, elasticity and flexibility.

3. Skiving

This phase is where we prepare all the rubber components to be assembled. The machines run along each and every rubber edge to achieve the different thickness zones required and to gradually thin it out through mechanical abrasion. Attentive eyes and hands guide the process which is a critical phase that’s highly specialised.

4. Assembly

In this phase, the edges and soles are assembled with the uppers. This is a manual process supported by the latest machines. One after the other, glueing follows the instructions of all the stiffeners in the soft sections of the upper. This is done by the master, buttresses, soles, edges and reinforcements are assembled. The stitched upper has now been assembled with the other components. Behind every millimetre of glue is the product’s hold, elasticity and flexibility.

5. Carding

The final touch. A chisel is used to work and finish each boot and climbing shoe to create the correct sole edge, by carding or removing the excess rubber around the edge of the shoe. This is done by hand to achieve the specific angle that each model needs to perform correctly on the rock. In these few millimetres, we see everything that is La Sportiva.

“The tyres came from the Alfa Romeo 33 Sport that were prototype racing cars in the world championships. So I had the idea to check if the tyre blend could be used as soles for our climbing shoes.”

Lorenzo Delladio

Born of a La Sportiva product

The drive to be eco-sustainable, and more specifically the reduction in environmental impact related to production processes, has been inherent in the company’s DNA since the 1970s. Back then, La Sportiva used recycled racing car tyres to make soles for its footwear.
Research and development: the heart of innovation

Innovation is a key driver for La Sportiva and as a consequence the R&D department is constantly focused on materials research to allow the company to combine quality with sustainability. This is where ECOLUTION fits in. This concept is how La Sportiva encapsulates important company values, such as innovation, performance and respect for the environment.

“I signed my first contract as an athlete more than 30 years ago with Francesco Delladio, I worked with Lorenzo on the most technological products and now I see Giulia leading the company: continuity is a huge value in La Sportiva”

Simone Moro

Techstretch Pro is an eco-friendly material made from recycled fibres with Global Recycle Standard (GRS) certification derived from plastic bottles that are at the end of their lifecycle.

FriXion ECO is part of the FriXion compound range used to make tyres of various levels of grip and durability. FriXion ECO is made from recyclable components and ensures a high level of eco-sustainability as well as offering superb grip.

Kapok is the lightest natural fibre. It is an organic fibre extracted from the Kapok, or Ceiba, plant. Today, it is one of the most ecological choices on the market because the Kapok plant does not require irrigation systems, its foliage has natural protection making the use of pesticides unnecessary, and the fruit that contains the fibre are not edible. This means it’s the perfect resource for industrial textiles.

Introduced onto the market in 2017 and 2018 respectively, the Mythos Eco and Cobra Eco climbing shoes are made almost entirely - 95% and 85% - from recycled materials or from those with a reduced environmental impact.

FriXion ECO
Kapok
Techstretch Pro
Consumer health and safety

Consumer health and safety is ensured by the process and product certifications obtained by La Sportiva. One of these is the ISO 9001 standard for quality, through which the company commits to understanding and meeting the current and future needs of customers, in compliance with its principles of diligence, fairness and transparency.

La Sportiva has been a registered member of Bluesign since 2012. In this way, it ensures that the whole of its textile production supply chain complies with the socio-environmental criteria sponsored by Bluesign. Additionally, La Sportiva has been creating products with Bluesign certified materials since 2014/2015. This offers some of the highest levels of security for the consumer in terms of socio-environmental compliance. A certification like this confirms that the product has been generated with the least possible impact to the planet and to people, with the aim of protecting the end consumer and the planet. The commitment to not use substances like these has been extended to La Sportiva suppliers. Materials used by these suppliers are subject to random testing to ensure that the rules laid out in the company’s RSL are being adhered to.

During the winter 2020 season, 49% of the collection comprised garments produced with certified Bluesign materials.

La Sportiva has defined a Restricted Substance List (RSL) for use inside the company. This is a list of substances that are not used in the production process due to their harmfulness to people and nature, with the aim of protecting the end consumer and the planet. The commitment to not use substances like these has been extended to La Sportiva suppliers. Materials used by these suppliers are subject to random testing to ensure that the rules laid out in the company’s RSL are being adhered to.
Over the years, consumption of raw materials has increased proportionately with the increase in production volume. With the aim of reducing our consumption of leather, laser cutting is used as it calculates precisely how and where to place the shapes to be cut from the raw leather. Rubber is our main waste product and can be partially recovered and sent for recycling to be reused within the company.

Since 2014 La Sportiva has introduced a new technology, Eco-Bond. It is an adhesive PVC film which is already applied by the supplier directly onto the sole. It needs no more glue application in the assembly phase but the adhesive film simply needs to be reactivated. This kind of technology allows us to save a significant amount of glue per shoe made.

Other production waste finds further life via circular thinking initiatives implemented by La Sportiva. They are reused for secondary activities for the transformation and production of organic and organic-mineral fertilisers used in organic agriculture. In 2020, the quantity recovered came to more than 16 tonnes.

From the start of 2019, the Apparel business section produced new garments made entirely or partially from textiles and padding made from polyester that is derived from end-of-life, recycled plastic bottles. These garments, marked with the “RECYCLED FABRIC & INSULATION” label, ensure durability and quality while reducing their environmental impact and generating fewer CO2 emissions during their production process.

Production offcuts are reused as second raw materials to make items for Eco-Design in leather, made possible with the collaboration of the charity, Cooperativa Sociale Samuele. This organisation helps people finding it difficult to integrate into the world of work, by providing specific training and workshops that are specially equipped. Bags, keyrings and other Eco-Design items are available in La Sportiva stores.
La Sportiva extends its circular economy thinking beyond the production process, by promoting the reuse of its own products by customers. Awareness campaigns around end-of-waste issues have been carried out by the company and have shown positive results. Since 2012, there has been a growth in the number of resoling services carried out* and there are now more than 10 markets that have this service. La Sportiva provides its resoling service directly and through its certified network of authorised resolers. In this way, it responds not only to the need to maximise product performance, but to the demand to reduce the environmental impact of companies and extend the product’s lifetime, allowing it to be used for longer by the consumer.

*Drop off in resoling numbers in 2020 compared to 2019 due to COVID-19.

It is possible to find expert advice about product care on the La Sportiva website, www.lasportiva.com. Through the proper care of products it is possible to extend their lifespan, maximise their performance and reduce our impact on the environment. For La Sportiva, broadening the sustainable thinking and responsibility that’s already common within the business, to then include the end consumer can have an immense impact in terms of what consumers choose.
WASTE: a resource

Supported by the reuse policies implemented by La Sportiva, it continues to see a downturn trend in relation to waste generation. During the two-year period of 2019-2020, waste disposed of in landfill (landfill – D15) has been a small percentage, while the greater part of waste generated is sent to various reclamation activities (reuse – R13). In 2020, the amount of harmful waste significantly reduced in comparison to 2018 (down by 50%). The significant factor has been the introduction of a filter for the treatment of fumes which was put in place at the beginning of 2019. It has been possible to entirely eliminate the production of spent activated carbon, which previously represented the most consistent type of harmful waste produced.

Other harmful waste is absorbent or filtering materials, packaging containing harmful residues, adhesives and waste sealants containing adhesives.

The only waste that goes to landfill is the waste water from the industrial washing machines used to wash the rubber sheets. About once a year, the water in the washing machine is replaced with clean water, as it is no longer usable within the washing cycle. The water is then disposed of as non-harmful, special waste at an authorised plant.

With the onset of the COVID-19 pandemic, additional waste was added to that destined for landfill. This was sewage from the chemical toilets installed in the materials loading and unloading bays, for the exclusive use of external staff.

La Sportiva set in motion a project to reduce/eliminate single-use plastic both within the company as well as in its production supply chain. By extending the reduction of plastic use outside the company, this critical issue becomes one of product packaging, which requires a covering to protect it during transit and warehouse storage. An internal study has been conducted aimed at finding out the effects of smaller plastic bags for some of the products in the Apparel section of the company.

**SUSTAINABILITY GOALS**

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A sustainable supply chain

La Sportiva prefers local suppliers as they strengthen links with the surrounding region and stimulate socio-economic growth. Its primary suppliers of raw materials are located in the footwear manufacturing district in the area around Montebelluna, about 50 km northwest of Venice, Italy.

The values of respect for and awareness of the environment, part of La Sportiva’s DNA, must also be a differentiator for the suppliers it entrusts to provide its materials. Consequently, supplier qualification is carried out checking their environmental and social sustainable criteria through a supplier assessment process. This takes place one year after the start of the working relationship and follows on with periodic, random checks to verify specific criteria. These assessments are obligatory for environmental criteria but are optional for social criteria.

The points awarded for the environmental section of the assessment are divided up between:
- the possession of a UNI EN ISO 14001 management system certification for materials and suppliers, and
- an eco-compatibility analysis for materials and suppliers, including a waste management assessment that includes the recovery of offcuts, the impact of manufacturing and the use of ecological packaging.

Clean and renewable energies

La Sportiva adopts the best technologies to reduce the impact of their site on the environment.

When compared to 2018 data, La Sportiva’s continued production growth has led to an increase in electric energy consumption, which is all renewably sourced. Enhancements to the photovoltaic plant, that powers the headquarters building, have proved crucial. The result has been that self-produced energy has increased 7-fold when compared to 2018.

In 2019, the use of thermal energy also increased by 5% compared to 2018, while in 2020 there was less use due to the halt in production between March and May.

The graph shows the percentage contributions from the various areas of Italy and the world, with 78% in Treviso, 18% in Italy, 2% in Europe, and 2% in the world.
Efficiency measures implemented at the Ziano di Fiemme site include a heat pump system provides heating and cooling to the office space used by the sales and marketing department and to the showroom, and an 18.89 kWp photovoltaic plant which allow us to be self-sufficient in terms of electricity. The new production site, built in 2018, was constructed with a 128 kWm² photovoltaic plant that has been integrated with the existing system to extend it to an area of 750 square metres. Lastly, a cogeneration, biomass district heating plant was designed in collaboration with Magnifica Comunità di Fiemme, to provide thermal heating and electricity. Consequently, since 2019 it has responded to the heating demands from both La Sportiva and the Magnifica sawmill through a lower impact source than methane.

In relative terms, energy use for 2020 was slightly raised when compared to 2018. This can be linked to the forced closure of the site during the months of national lockdown, when it was not possible to produce shoes. However, it was still necessary to keep the lighting systems working for warehouse and unplanned maintenance activities, as well as for the production line being entirely dedicated to the production of face masks and protective clothing for Civil Protection agents.

With the aim of ensuring the best preservation of the surrounding environment, La Sportiva uses integrated management systems regulated by the UNI EN ISO standard. The UNI EN ISO 14001 standard covers environmental aspects that La Sportiva has committed to:

- Process review to guard against environmental impact
- Conscious acquisition choices by the systematic research of more ecological alternatives to ensure the quality standards of our finished products
- Periodic verification of our own atmospheric emissions and the quality of the air inside the site
- Recovery of the largest amount possible of waste and research into new ways of recycling specifically for production offcuts
- Constant monitoring of glues used during all phases of the production process

Environmental impact management and emission reduction
To keep our production plant emissions to a minimum, La Sportiva has invested in a new air cleaning system which comprises a rotary concentrator with an afterburner to recover filtration material on site. As a result of this system, there has been a reduced need for disposal and it has been possible to reduce the emissions levels into the atmosphere.

In 2020, the primary sources of CO2 emissions were associated with electrical energy consumption (54%), the methane used to heat boilers (36%) and the fuel used by the company-fleet of vehicles (10%). The biomass cogeneration district heating plant built in collaboration with the Magnifica Comunità di Fiemme organisation has had a marginal impact in terms of emissions, representing only 10% of the CO2 emissions. Electrical energy provision is derived entirely from certified renewable sources. In addition, the upgrade to the photovoltaic plant has led us to record an increase in self-produced energy over the two-year period of 2019-2020.

In the two-year period of 2019-2020, an increase in water consumption was recorded due to significantly expanded watering demand for the green spaces. The area covered went from 154 to 885 square metres.

The use of water in the process was almost discontinued in 2012 with the introduction of a closed-cycle industrial washing system that has led to a considerable saving in water usage.
“The evolution of a product is always a matter of the intuition, sensitivity and perception of the athletes and at the same time it is the result of research work within the company. It’s a team effort”

Giulia Delladio

La Sportiva promotes the “employee entrepreneur” philosophy, where every single employee, regardless of level and responsibility, is encouraged to feel as though the Company is their own. Resulting in their motivation to devote themselves to their duties, passion and work. It asks employees to apply processes, care and attention in the carrying out their tasks. These are key tools in reaching quality standards and excellent performance. In this way, each employee’s sense of responsibility increases, making them feel part of a team focused on reaching results that go well beyond financial targets.

The stakeholder engagement journey that began during 2020 has once again confirmed the importance of our focus on employees who are the company’s lifeblood. They are fundamental to La Sportiva in the encouragement of workplace environment quality, company welfare, training and health and safety at work.

From the outset, business managers have invested in the development of people, as they are aware that business success is based on employee satisfaction, peace of mind and loyalty. With a positive work environment, it is possible to express ingenuity and creativity, cultivating productive ideas through perseverance and commitment to overcome problems and continually innovate.
Our people

A positive trend in employment has been noted over the last few years and has even continued in 2020, which saw the total number of employees increase by 374 (10% more than in 2018).

La Sportiva notes that among its employees there are professional individuals with varied backgrounds. This reflects the development of local employment, particularly in relation to production and to the need to seek out specific skills both nationally and internationally.

From the start, the recruitment process focuses on employees being settled with a fixed-term contract being drawn up to allow both parties to get to know each other. This is always carried out with a view to business growth.

In 2020, there were 330 employees recruited on permanent contracts while 44 were taken on with fixed-term contracts.
Between 2018 and 2020, an increase in part-time work has been observed, particularly among women who wish to have a better work-family balance. This has been in response to employee demand. Of the 28 employees who benefit from a part-time contract, 79% are women, while the breakdown by gender of employees on full-time contracts is even (56% women; 44% men) and reflects staff ratios.

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La Sportiva plays a key employment role in the Fiemme Valley. This connection to the region is evidenced by employee distribution, where 93% are residents of the Trento province. The development of local resources works in close collaboration with schools, colleges and universities in the Trento region and on the employment of young professionals under the age of 24. For the production site, these accounted for 53% of new recruits in 2020.

In 2020, the average age of employees stood at 37 years, with 34% of employees being under 30 and over 70% having worked in the company for less than 10 years.

Gender equality is a recognised value in La Sportiva and the company has a slightly higher proportion of female employees with 57% being women. The company’s culture promotes an equal, inclusive work environment where every employee is able to express their full potential and assert their own professional identity, regardless of gender or other diversity factors. Gender equality within La Sportiva is reflected in equal pay for men and women where there is parity of level, role and job position in the company.

In 2020, La Sportiva saw continued growth despite a 19% slowdown in the recruitment rate. It’s useful to note that the emergency situation has not had an impact on staff, which has remained the same even following the production shutdown period.

Staff turnover in 2020 was at 13%, in the context of 49 employment terminations. In 2020, 55% of those terminations were women and 63% young people under the age of 30 years. In the last three years, the average turnover rate has been less than the average recruitment rate – 10% compared to 22%. This indicates a net growth in the business overall.

In the last three years optional maternity leave has been taken up by an average of 14 employees per year. And in 2020, 8 out of 10 employees returned to work.
Company welfare

In 2020, membership of the corporate welfare plan was approved for its third year, which is endorsed by the Trento region initiative, #WelfareTrentino. La Sportiva is a member and offers its employees an annual budget to spend on its dedicated platform. At the time of renewal, it was decided that the range of choices available be reorganised due to the current emergency. It is to focus on the purchase of essential goods, childcare and personal care products and services, as well as the purchase of cultural, educational and sports goods. The programme also makes it possible to receive reimbursements for medical expenses in addition to the complementary healthcare insurance cover for workers in the fashion industry.

In addition, some retailers in the Fiemme Valley have also been invited to join with the aim of contributing even in a small way to the local area’s economic recovery following the COVID-19 state of emergency.

#WelfareTrentino

Una rete d’imprese per il welfare aziendale a beneficio di lavoratori, imprese e territorio.
Training

Training allows employees to actively contribute to the continuous improvement of the company and to take on new challenges in the market with knowledge and expertise. La Sportiva commits to developing its people through the organization of training aimed at the development of specific skills. Training is considered one of the founding principles of innovation and is one of the company’s unique characteristics. Nonetheless, it is a useful tool to make internal processes more efficient and function more smoothly. The inclusion of new skills inside the company is fundamental to it staying ahead of the rest in a world that’s in continuous change.

**training activities provided**

<table>
<thead>
<tr>
<th>N° participants</th>
<th>Training hours</th>
<th>Training hours per participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>72</td>
<td>706</td>
</tr>
<tr>
<td>2019</td>
<td>40</td>
<td>730</td>
</tr>
<tr>
<td>2020</td>
<td>78</td>
<td>1247</td>
</tr>
</tbody>
</table>

- 1.28% EMS
- 1.92% Operations
- 3.85% IT
- 29.83% Marketing
- 13.15% R&D
- 10.99% Administration
- 13.15% Various
- 0.48% Commercial and Sales
At the end of 2020, La Sportiva successfully completed its transition to ISO 45001 certification, which will officially replace the previous OHSAS 18001 certification from 2021, demonstrating the company’s continued commitment placed on improving the working environment. The standard is internationally recognised and is integrated with other ISO standards within the company. They are all constituent parts of the Integrated Management System.

In compliance with ISO 45001, La Sportiva has implemented standards to identify and continually assess all risks present in the company, giving rise to tailored measures through an investment plan approved by management. Dangers and risks identified through the corresponding procedure are then classified by event probability and potential severity of damage. These assessments are carried out promptly in the context of regular updates.

These processes to identify danger and to assess and control risks are carried out continuously, depending on whether routine or extraordinary operations are carried out in the company.

Once it has been established that staff have the required skills to perform their assigned duties safely, La Sportiva commits to the training and continuous learning of its employees. Staff are then instructed in line with the safety management system requirements, company risks and the business contingency plan.

In 2020, out of all the training hours spent, approximately 34% was dedicated to safety training.

Safety in the workplace is an essential and critical issue for a manufacturing company such as La Sportiva which has recorded an increase of 25% in staff productivity since 2016. It is just for this reason that the company has continued, over the years, to implement a management approach focused on risk reduction. In specific terms, La Sportiva is set on a course for OHSAS 18001 certification, a standard that aims to strengthen the company’s management systems in the area of workplace health and safety. Its goal is to reduce risk and improve the working environment.

<table>
<thead>
<tr>
<th>Training hours provided in 2020</th>
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<tbody>
<tr>
<td><strong>62%</strong> Generale Safety Training + Specific Training</td>
</tr>
<tr>
<td><strong>8%</strong> Update to Medium Risk</td>
</tr>
<tr>
<td><strong>14%</strong> COVID 19 Risk Specific Training</td>
</tr>
<tr>
<td><strong>3%</strong> AELS Update</td>
</tr>
<tr>
<td><strong>2%</strong> FORKLIFTS UPDATE</td>
</tr>
<tr>
<td><strong>8%</strong> Training RSPP / ASPP</td>
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</tbody>
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In specific terms, La Sportiva is set on a course for OHSAS 18001 certification, a standard that aims to strengthen the company’s management systems in the area of workplace health and safety. Its goal is to reduce risk and improve the working environment.
La Sportiva has set up a health surveillance service supervised by a competent doctor within the protection and prevention department. This service actively collaborates with the company and with the protection and prevention department with reference to risk assessments, workers’ health surveillance, healthcare protocols, doctor’s visits and workplace visits.

La Sportiva has established the Health and Safety Committee that meets annually and is made up of a Board representative, the health and safety officer, competent doctor and three safety workers representatives. In recent years, they have represented all workers employed at La Sportiva and contribute to the improvement of the overall safety of the company.

La Sportiva has compiled its own BSL (Restricted Substances List), a list of chemical substances that are not to be used or that should be used in limited quantities in the production of its products. It has been put together with the support of the most authoritative standards in the European and international field to ensure welfare and protection of its employees when inside the company’s buildings and with its customers elsewhere.

During 2020, La Sportiva has managed the COVID-19 emergency by placing the health and safety of its workers and the wider community at the centre. As a result, it decided to halt production activity earlier than the Italian government issued its order and equally, it waited to reopen its production site until after national approval, as well as anticipating the need for training.

Fiemme Piace
A network of companies in the Fiemme Valley which, through various activities, promotes sustainable travel for its employees by monitoring their movements to build a report on the related environmental impact.

Lions Club
A humanitarian association that aims to create and foster understanding between peoples around the world. It does this through the distribution of good governance and good citizenship principles for the civic, cultural, social and moral good of the community and by encouraging people to enhance their own community.

Associazione Sportabili
This association’s goal is to be socially useful in Predazzo through the support of people with disabilities to help them fully recover in terms of employment, intellectual capacity and in their free time, and ultimately in their relationships and connections with other people.

Casa Sebastiano - Val di Non
The first centre in the Trentino region for research into and the struggle against autism was established in 2016 by the charity, Fondazione Trentina per l’Autismo Onlus, that La Sportiva has been a member of since 2014. The foundation, chaired by Giovanni Coletti, the founder of the air filter manufacturer, Tama S.p.A., was created to promote and carry out projects aimed at improving the quality of life of people all ages affected by this condition. One of its residential projects, known as “i bambini delle fate”, or “children of the fairies” in English, is aimed at adults. It provides a service that slowly facilitates their move away from their original household and continues over time to support them with the basics to allow them to live in a calm, comfortable place yet still completely integrated within the local community.

For more than 90 years, La Sportiva has been an integral part of the Fiemme Valley and the Trento region, and it has been proactive in its participation in projects with a social impact. The company is part of a number of associations, including:

Fiemme Piace
Lions Club
Associazione Sportabili
Casa Sebastiano - Val di Non
La Sportiva is the outdoor clothing partner for Aquila Basket Trento, a basketball team that is active in the top basketball championship in Italy. Staff and players wear the La Sportiva collection for their outdoor mountain and lifestyle activities. Lifestyle also translates into their eco-sustainable choices, supported by two Trento entities through their green initiatives aimed at promoting fans to travel to the PalaTrento, the Aquila Basket Trento team’s home arena, by bike or on foot. It also means the focus on welfare policies aimed at making sport more accessible and spreading its values through the Trento schools and smaller sports clubs sportive, including those in the Fiemme Valley, and the many others in the Trento region.

Since 2014, La Sportiva has supported the premises and maintenance of the Palazzo della Magnifica Comunità in Fiemme, through its involvement in the “Palazzo ambassadors” project. It allows companies to use the historic Cavalese facade for events or specific initiatives linked to direct requirements such as workshops, conferences and seminars but also for customer or supplier events.

Faced with the significant negative economic impact of the pandemic, La Sportiva decided to offer a small contribution to families in most difficulty in the Valley, by taking part in the “Fight against food waste” initiative launched by the charity, Avisio Solidale Onlus. It was decided that donations to the charity be made as traditional Christmas gifts from suppliers and external partners so that they could be enjoyed by those in most need.

During the first lockdown, La Sportiva worked to contribute to the fight against COVID-19 by offering support to the intensive care wards in Trento and Rovereto which found themselves on the front line of the emergency. La Sportiva quickly converted part of its production line to create protective clothing and face masks for the Trento region.

This project works to integrate people in employment difficulty. Cooperativa Samuele helps people of all ages become skilled at making specially items from waste materials provided by La Sportiva through personalized training courses in specially equipped workshops. Between 2019 and 2020 the project was given more than 800 kg of waste leather from the internal production and classified as underproduction. This was used to produce accessories and leather goods sold through the network of La Sportiva stores.

La Sportiva is the outdoor clothing partner for Aquila Basket Trento, a basketball team that is active in the top basketball championship in Italy. Staff and players wear the La Sportiva collection for their outdoor mountain and lifestyle activities. Lifestyle also translates into their eco-sustainable choices, supported by two Trento entities through their green initiatives aimed at promoting fans to travel to the PalaTrento, the Aquila Basket Trento team’s home arena, by bike or on foot. It also means the focus on welfare policies aimed at making sport more accessible and spreading its values through the Trento schools and smaller sports clubs sportive, including those in the Fiemme Valley, and the many others in the Trento region.

Since 2014, La Sportiva has supported the premises and maintenance of the Palazzo della Magnifica Comunità in Fiemme, through its involvement in the “Palazzo ambassadors” project. It allows companies to use the historic Cavalese facade for events or specific initiatives linked to direct requirements such as workshops, conferences and seminars but also for customer or supplier events.

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Communication

“Either we explore new territories, or we will become extinct”

Buzz Aldrin, astronaut
La Sportiva has progressively moved from specialist communications aimed at mountaineers in the 2000s to language and media that convey the evolution of the products offered as well as changes in lifestyle specifically related to enjoying the mountain environment.

Today, La Sportiva's brand communication is aimed at all outdoor activity enthusiasts. An audience that is constantly growing and includes people with diverse interests and backgrounds.

With a strong global presence, the website at www.lasportiva.com is available in five languages, namely Italian, English, French, Spanish and German, and represents the cornerstone of the brand's communication ecosystem.
La Sportiva uses social media channels to communicate effectively in response to consumer demand for involvement and experiential content. The brand has renewed its long-term commitment to the conservation association, EOCA, by giving 40% of revenue received over Black Friday weekend to support the Association’s conservation projects that target habitat and endangered species. By doing this, the Community becomes more involved in positive change. Continuing our aim of active participation, we launched the #LaSportivaCares competition in November 2020. Participants were tested on their knowledge of “green” programmes implemented by the company - from using recycled materials, the circular economy, recycling, renewable, eco-friendly energy sources and fundraising.

The partnership between La Sportiva and the Alpine Association of Trentino was again agreed to for the next four years. In its role as technical partner, La Sportiva will provide significant support around the enhancement and regeneration of the land, in line with its official commitment to become part of the 1% for the Planet initiative.

Lastly, during the months of lockdown, La Sportiva used its own communication channels to emphasise the importance of respecting restrictions and staying at home. The “#Sportividacasa” campaign was supported by ambassadors and urged followers to take part in physical exercise at home.

La Sportiva engages in fundraising activities to support environmental associations with the aim of strengthening our ecological mission.

**EOCA**

Since 2013, we have been a member of EOCA (European Outdoor Conservation Association) that funds projects across the world aimed at preserving regions, habitats and endangered species. And since 2018, we have donated a percentage of our Black Friday revenue to this association, reaching 40% in 2020.

**1% for the planet**

The company made its environmental commitment official in 2019 by becoming a member of the 1% For the Planet organisation, which provides at least 1% of its annual apparel revenue to ecological projects and causes.

**Sat**

In 2020, La Sportiva and the Alpine Association of Trentino, the Trento section of the Italian Alpine Club (CAI), began a four-year partnership with the aim of enhancing and regenerating the local region. La Sportiva, in the role of Technical Partner, provides resources to all the Alpine Association’s activities and specifically for projects with a positive environmental impact.
Ambassadors: team Laspo

We believe in our athletes. We support their vision with our products and by following their development and innovations in the outdoor world. Every member of the team can tell a story of experience, passion and dedication as well as values. La Sportiva acts as their spokesperson. Every story is real, every success is created from hard work and application.

Team Laspo is a group of more than 100 athletes - ambassadors in their own communities of Climbing, Skialp and Mountain Running.
La Sportiva on stage
La presente pubblicazione rappresenta la terza edizione del Bilancio di Sostenibilità de La Sportiva, redatta in conformità alle linee guida internazionali GRI STANDARD, pubblicate nel 2018 dall’Organizzazione non profit GRI – Global Reporting Initiative.

Mentre la prima edizione ha rappresentato l’inizio di un percorso di rendicontazione e di trasparenza rispetto ai principali aspetti ambientali, sociali ed economici che caratterizzano l’azienda, per la seconda e terza edizione si è prefissato l’obiettivo di dare continuità sia al processo di coinvolgimento degli stakeholder, nei confronti dei quali sono state organizzate ulteriori occasioni di ascolto, sia al processo di rendicontazione, analizzando il grado di raggiungimento degli obiettivi stabiliti nell’edizione precedente e facendo emergere le attività realizzate da La Sportiva nell’ultimo biennio di analisi. I dati si riferiscono infatti all’anno 2020, ovvero dal 1° gennaio al 31 dicembre 2020, ma, laddove possibile, sono riportati sotto forma di serie storica triennale (2018-2020).

Il campo di applicazione cui fanno riferimento i dati non è variato rispetto alla precedente edizione: include l’insieme delle attività svolte da La Sportiva presso la sede produttiva di Ziano di Fiemme in Trentino; nello specifico, il perimetro all’interno del quale si è svolta l’analisi si riferisce alla produzione di calzature da montagna, trekking, arrampicata, accessori outdoor, scarponi da sci d’alpinismo e abbigliamento tecnico invernale ed estivo. Il grado di applicazione scelto è quello core-fondamentale, con la previsione di un aggiornamento costante a cadenza biennale.

La pubblicazione sarà consultabile dall’apposita sezione del sito internet aziendale dedicato alla Corporate Social Responsibility: https://www.lasportiva.com/it/csr

Methodological notes

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- GRI 401-1: New employees and staff turnover  
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- GRI 403-1: Occupational health and safety management system  
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- GRI 403-5: Training of workers on occupational health and safety  
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- GRI 404-1: Average training hours per employee and year  
  Average training hours per employee: 2 in 2019, 3.5 in 2020  
  By Category in 2020 the average hours were:  
  Executives: 11.00 - Office workers: 20.20 - Middle managers: 7.67  
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- GRI 404-2: Employee skills refresher programs and transition assistance programs  
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- GRI 405-1: Gender diversity in governance bodies and between employees  
  33% of the Board of Directors is made up of women and the remaining 67% of men.  
  67% of the members of the Board of Directors come from the province of Trento, the remaining 33% from outside the province  
  Our People  
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- GRI 406-1: Episodes related to discriminatory practices and actions taken  
  There were no penalties in the reference period  
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- GRI 413-1: Activities involving local community involvement, impact assessments and development programs  
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- GRI 414-1: New suppliers evaluated using social criteria  
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- GRI 419-1: Non-compliance with laws and regulations in social and economic matters  
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