



OUTERKNOWN

2030 SUSTAINABILITY STRATEGY AND
COMMITMENT TO CIRCULARITY

PUBLISHED APRIL 2020



**RELENTLESS SUSTAINABILITY.
CONSTANT EVOLUTION.**

Vision

Our aspiration. The future we want.

A future where clothing contributes to a world where people and planet prosper.

Mission

What we do. Why we exist.

To transform the way we outfit the world by inspiring an industry to reimagine design and embrace circularity.

Brand Tagline

#FindYourOuterknown

The furthest reaches of our understanding. The furthest reaches of possibility. Simply put, to #FindYourOuterknown is to find your happy place and live in harmony with the planet.



FIND YOUR OUTERKNOWN

The name Outerknown references the furthest reaches of our knowledge today. As designers, it challenges us to build better, more sustainable products. As producers, it asks us to lift the lid on our supply network and bring the consumer along on our journey to transparency. As storytellers, it enables the perpetual evolution of our brand. As athletes and performers, it pushes us to formerly impossible levels. And as global citizens, it offers the opportunity to observe this multicultural world we live in and bring together seemingly unconnected people and ideas for the purpose of discovering the next Outerknown. These words still ring true today: The Furthest Reaches of our understanding. The Furthest Reaches of possibility. Simply put, to #FindYourOuterknown is to find your happy place and live in harmony with the planet. For me, it's the ocean. For us as a brand, it could be anywhere from the city to the sea.

- John Moore, Co-Founder

COMMUNITY IS AT OUR CORE: OK TRIBE

OUR FOUNDERS: Our company was founded to “smash the formula.” This spirit still drives what we do.

OUR LEADERS: We are fearless leaders raising the bar in the apparel industry. We are small but intend to make an impact. We aim to be leaders in our sector and challenge business as usual.

OUR DESIGNERS: We believe in smart design that connects people to the clothes they wear and the world around them. We don’t believe you have to sacrifice good design for more sustainable decisions — we prioritize both.

OUR CUSTOMERS: We outfit people who push boundaries to inspire them to change the world. Our consumers aren’t satisfied with the status quo.

OUR COMMUNITIES: We aim to be active participants in the communities where we do business. We are good neighbors and good stewards of natural resources.

OUR INDUSTRY: We recognize that the sustainability challenges we face can’t be solved alone. We invite other organizations to join us as we pioneer a future where apparel contributes to a world that thrives, not just survives.

A hand is shown holding a piece of green and brown mesh material. The background is a textured fabric, possibly a sweater or blanket, with a pattern of small, repeating geometric shapes. The overall lighting is dim, creating a moody atmosphere.

OUR 2030 PLAN FOR THE PLANET

WHAT GUIDES DECISION-MAKING

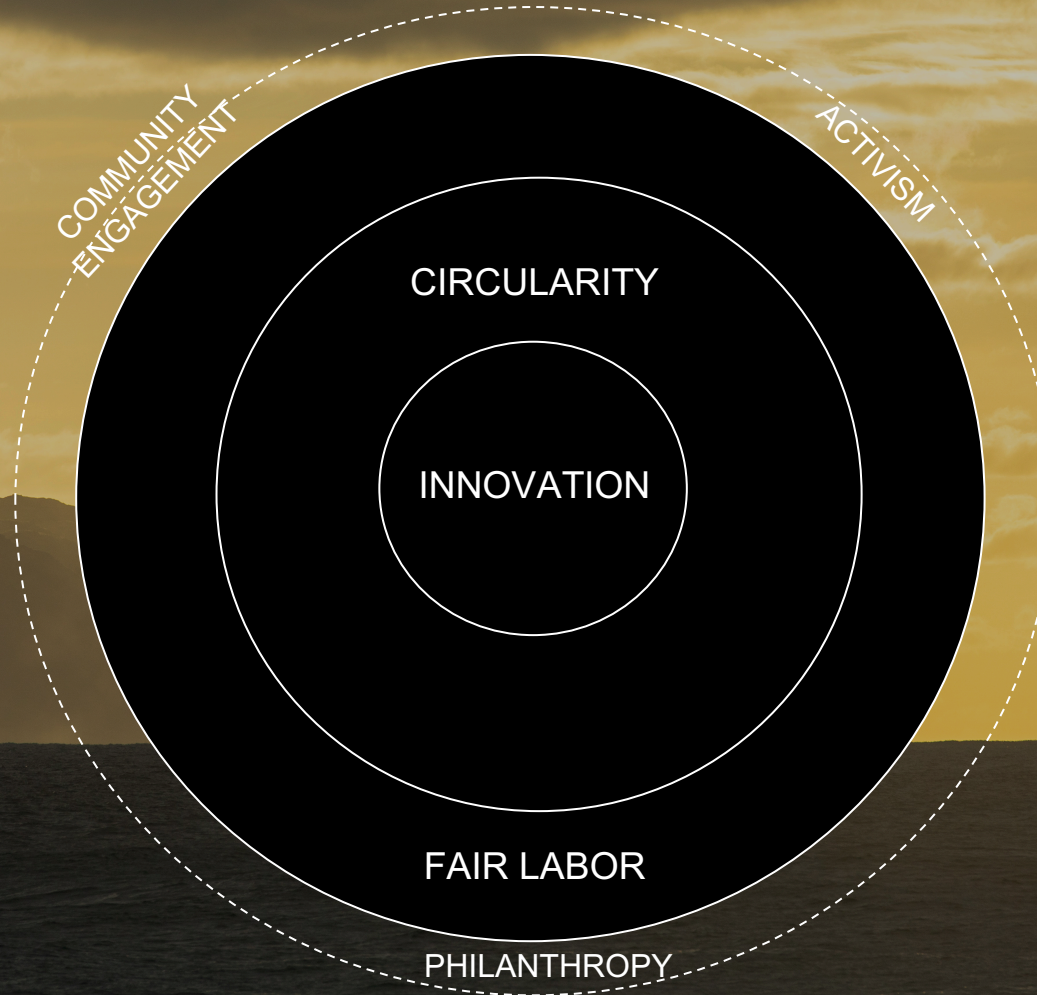
WE MAKE SMART, TOUGH CHOICES: We are an emerging brand with big ambitions, which means that we will keep our aim high while recognizing that we must make tough choices and calculated risks about where to focus. We are committed to thriving as a company while contributing to a thriving planet.

WE WILL ACCOMPLISH MORE TOGETHER: We recognize that the challenges facing our industry, and our world, are broad-reaching and systemic — and cannot be tackled in isolation. In order to achieve the change we view critical, we will pursue new partnerships to pilot innovative business models that challenge the traditional and unsustainable linear models of the apparel industry.

WE KNOW WHERE WE COME FROM: Surf is deeply rooted in our brand history, and the surfer lifestyle is core to our design and aesthetic. We embrace surf culture, coastal lifestyles, and recognize everyone's inherent connection to water. Fresh water is the lifeblood of humanity, and it is a critical issue for Outerknown. Ocean health is vital for all things living. Both are central to our legacy and will remain a focus in our community engagement and philanthropic efforts.

TODAY. TOMORROW: BUILDING UPON OUR FOUNDATION

Outerknown was created to protect both people and planet. Our Fair Labor program is the foundation of our sustainability framework, as people are at the heart of all matters. We will continue to reach a global community of change-makers to advocate for a better tomorrow, today.



As we design for a better tomorrow, we must shift from a broken linear model to a circular model. At the core of circularity and systemic change is innovation. We recognize that water and our oceans are deeply connected to our brand origin. We will continue to support water stewardship and climate action as part of our philanthropic efforts.

SUSTAINABILITY STRATEGIC FRAMEWORK AND PILLARS

2030 STRATEGIC AIM/ASPIRATION: To play a pivotal role in innovation that enables our brand — and the industry at large — to realize circular business models that work for both business and the planet while protecting workers, improving livelihoods, and igniting a community of change-makers.



Lead Innovation: Become the industry innovation catalyst. The industry needs new, bold innovations and circular models to move to a more sustainable future. Our size and ambition make us the ideal partner to incubate these innovations. We will cultivate innovations for the benefit of our brand and the industry as a whole.

2025 Objective: Incubate circular innovations.



Embrace Circular Models: Shift to a circular model and design a new set of standards. The linear economic model is broken; to future-proof our brand, we must embrace new approaches that enable the world to function within planetary boundaries.

2025 Objective: Demonstrate circular solutions.



Champion Fair Labor: Protect and empower workers throughout Outerknown's supply network. We will maintain our FLA accreditation, collaborate with the industry to improve livelihoods, and advance our Fair Labor program to include fair wage solutions.

2025 Objective: Advocate to protect worker rights, safety, and livelihoods.

2025 SUSTAINABILITY KEY STRATEGIES AND COMMITMENTS





**TRANSPARENCY EVERY STEP OF THE
WAY: KEY MILESTONES FOR 2025**

SUSTAINABILITY GOALS AND 5-YEAR MILESTONES

Objectives	Key Strategies	2025 Goals
Lead Innovation	Drive industry alignment for greater collective impact around new circular innovations.	Serve as a key catalyst for the top 3 industry working groups at the forefront of circular innovation and advancement. Become the first circular industry case study through advancing circular innovation.
	Advance commercialization for emerging circular technologies and innovations.	Invest in and support the development of 5 new circular technologies and innovations to share industry-wide. Pilot and/or scale 10 existing circular technologies and innovations to share industry-wide.
Embrace Circular Models	Develop and commercialize safe and circular materials and products.	Make 75% of fabrics and 50% of products circular. By 2030, 100% of products will be circular.
	Design timeless garments for product life extension.	All new products will be designed for increased utility, recyclability, and disassembly.
	Deploy end of life solutions with the most potential to mitigate impact.	Launch a renewed category and platform, which will include resale, repair, and recycling that's brand-specific and/or industry-serving.
Champion Fair Labor	Advance worker rights.	Maintain FLA accreditation. Expand Fair Labor program to include Tier 3 and Tier 4 strategic partners. Disclose Tier 1 to Tier 4 suppliers.
	Improve livelihoods.	Implement a fair compensation strategy. All Tier 1 suppliers will have programs that include direct worker involvement and that demonstrate their commitment to improving the livelihoods of workers.

OUR APPROACH TO CIRCULARITY

We want to keep products out of landfill and in circulation — forever. Going beyond responsible production, everything we make will live on through repair, resale, and recycling. Through regenerative design, manufacturing, and recommerce, we will contribute to a world that thrives while inspiring the industry to join us on this journey.

SHED THE BAD

Phase out harmful chemistry and materials that shed synthetic microfibers.

SMART DESIGN

Reimagine our supply chain and make products that are easy to disassemble and recycle.

MAKE IT LAST

Design timeless, durable styles that can be repaired, reused, and resold.

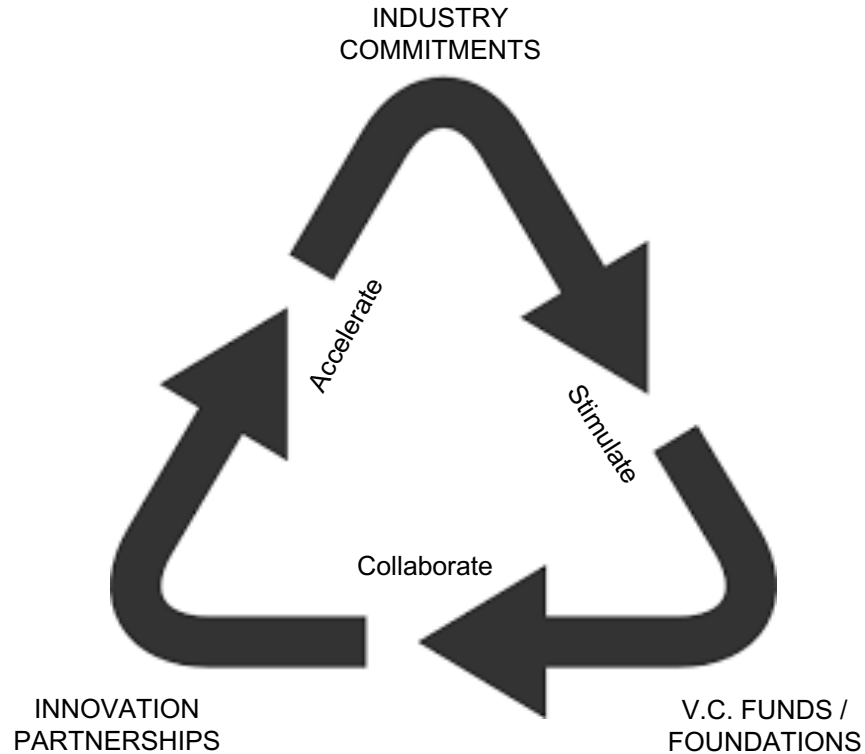
TAKE RESPONSIBILITY

Create collection and take-back programs to extend a product's journey or offer it a new life.

GO RENEWABLE

Encourage partners to transition to renewable energy and source regenerative feedstock.

CONVENING INDUSTRY TO FAST-TRACK INNOVATION AND ACCELERATE CIRCULAR SOLUTIONS



A wide-angle photograph of a tropical seascape. Two prominent, dark, rocky islands with sparse vegetation are visible on the horizon. The water is a vibrant turquoise color with gentle ripples. The sky is a clear, bright blue, filled with soft, white cumulus clouds. The overall atmosphere is serene and natural.

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT: ACTIVISM AND PHILANTHROPY

Strategic Aim: Ignite a global community of climate activists and water stewards through education, advocacy, and philanthropy.

Outerknown will drive collective action across its global community to advocate for climate action by linking climate change to declining ocean health, water scarcity, and natural disasters. It's in our DNA to protect basic human rights, and we will use our voice to advocate, educate, donate, and unite an active community.



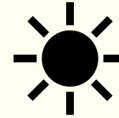
Protect Ocean Health:

Educate, engage, and activate customers on issues related to ocean pollution, rising sea levels, and acidification.



Champion Water Stewardship:

Collaborate with strategic partners to protect what's core to our existence. Water, the lifeblood of people and our brand, is a major impact area for the apparel sector and a basic human right.



Advocate for (Climate) Action:

Support relevant causes and events (e.g., natural disasters) and political and social movements (e.g., Preferential Tariffs Project) linked to climate change — and the negligence of basic human rights.



OUTERKNOWN

Sustainable Style 