



**AS STEWARDS OF THE
OUTDOOR INDUSTRY,**

it is our responsibility to help educate consumers on making environmentally conscious choices. It's time we live up to our responsibility of providing consumers with products and the information they need to shrink their environmental footprint.

MAKE YOUR VOICE HEARD.

For Planet Earth.

FOR YOUR CUSTOMERS. BE A LEADER.



The OIA Eco Working Group (EWG) will take a leadership role to develop environmental impact evaluation tools, programs, education and communication for the industry that will direct product life cycle and informed purchasing decisions.

Formed in 2007 by Outdoor Industry Association (OIA), EWG explores issues of environmental stability as related to the outdoor industry. More than 220 individuals from more than 170 outdoor businesses are collaborating to develop the industry's first environmental assessment tool, or "Eco Index," which will provide environmental guidelines, performance metrics and a comparative scoring system against which our membership can benchmark their own performance.

Our accomplishments to date are valuable and, yet, our forthcoming goals are ambitious.

To learn more about the EWG's accomplishments to date, please visit: outdoorindustry.org/eco.

The problem exists. Its resolution is urgent.

Social and environmental responsibility is a bottom-line business issue. The industry lacks a common, comprehensive cross-industry method by which products can be compared with an environment-considered perspective. This method is vital because:

- ▶ Consumers are increasingly savvy. They are demanding more sustainable practices from the companies they support and the products they deliver.

- ▶ Green Fatigue: Product environmental claims are surfacing as incomplete and invalidated, resulting in a lack of transparency and education in consumer messaging.
- ▶ Mandatory government standards for eco-indexing are on the horizon.
- ▶ We need to get out in front as an industry to influence this legislation.
- ▶ The industry lacks standardized tools with which to effectively measure the global impact of our products and business practices.

Outdoor industry companies will use the Eco Index to:

- ▶ Effectively incorporate environmental considerations at the beginning of product design.
- ▶ Manage supply chains by processes that support environmental goals.
- ▶ Enhance transparency within supply chain and facilitate communication among suppliers.



ECO WORKING GROUP™

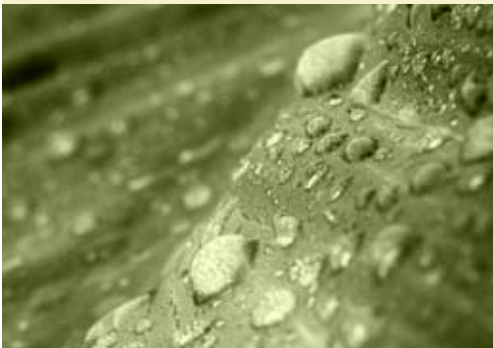


Increasingly, the outdoor consumer is paying attention to issues of social and environmental sustainability.

Of particular note is our consumers' determination to research green claims.

- 79% of Americans purchased a product made of environmentally friendly materials in the past year.*
- 62% of Americans believe their individual attempts to be environmentally sensitive will make a difference.*
- 71% of Americans purchased a product in the past year that is environmentally conscious.*

*The Leisure Trends Group



The EWG maintains an open membership, encouraging all companies throughout the outdoor industry supply chain to participate. To gain EWG voting rights, companies contribute a nominal annual participation fee determined by annual corporate revenue and OIA membership.

BENEFITS TO EWG VOTING MEMBERS

- ▶ Right to vote in all EWG decisions and help develop an Eco Index.
- ▶ Reduced or eliminated attendance fees for EWG meetings and functions.
- ▶ Reduced participation fees if company is an OIA member.
- ▶ Recognition on website as a Founding Member company.
- ▶ Qualification to serve as decision-maker on EWG Executive Committee.
- ▶ The responsibility of shaping the direction of the EWG.
- ▶ Direct access to essential PR tools to facilitate the proper positioning of your brand relative to issues of environmental and social responsibility.

ANNUAL EWG VOTING MEMBER PARTICIPATION FEES

\$M SALES	OIA MEMBER	NON-MEMBER
0-4	\$250	\$500
5-9	\$500	\$1,000
10-24	\$750	\$1,500
25-49	\$1,000	\$2,000
50-99	\$1,500	\$3,000
100-249	\$2,000	\$4,000
250-499	\$3,000	\$6,000
500+	\$5,000	\$10,000

GET INVOLVED. BECOME A EWG MEMBER TODAY.

No time or staff resources to be actively engaged? Financial donations are welcome. Already an EWG member but not yet a voting member? Take the next step. The Eco Index is being created for you but not without your financial support.

To join the EWG or learn more about becoming a voting member, complete and return the included application form.



OUTDOOR INDUSTRY ASSOCIATION

4909 PEARL EAST CIRCLE #200 | BOULDER CO 80301 | 303-444-3353

outdoorindustry.org

The OIA Eco Working Group is made possible by the generous support of Nielsen Business Media.

WORKING GROUP VOTING MEMBER APPLICATION



VOTING MEMBER PARTICIPATION FEE

We ask that you choose to support as an OIA Eco Working Group Voting Member to secure your organization's recognition, influence and access to the tools that will shape the ecological future of our industry.

The benefits of a voting member also include:

- **Voting Rights** – OIA Eco Working Group Voting members are integral in helping determine the outcome and direction of the group's work.
- **Reduced or Free Meeting Fees** – To keep expenses focused on the development of the Index, there will be a meeting fee assessed to all non-member attendees to help offset the cost of our meetings. Whenever possible, meeting attendance is free to all voting members.
- **Recognition as an Industry Leader** – As an original founding Voting Member of the Eco Working Group, your business will receive special recognition on websites, collateral and other industry communications. Voting Members are also encouraged to promote themselves as leaders in this important project.
- **Reduced Fees for OIA Members** – OIA members receive 50% off Eco Working Group Voting Member participation fees (up to a \$5000 value).

>\$M	<\$M	OIA MEMBER	OIA NON-MEMBER
0	4	\$250	\$500
5	9	\$500	\$1,000
10	24	\$750	\$1,500
25	49	\$1,000	\$2,000
50	99	\$1,500	\$3,000
100	249	\$2,000	\$4,000
250	499	\$3,000	\$6,000
500		\$5,000	\$10,000

Federal tax ID# 84-1143854.

PRIMARY CONTACT INFORMATION

This person will serve as the main contact for all OIA news and information.

Company Name _____

Contact Name _____

Contact Title _____

Contact Phone _____

Contact Email _____

Company Street Address _____

City _____

State _____ Zip _____

Company Mailing Address (if different) _____

City _____

Company Phone _____

Company Fax _____

Company Email _____

Website URL _____

Number of Employees _____ Annual Sales _____

TYPE OF COMPANY

- Climbing gym
- Manufacturer/Supplier
- PR/Marketing
- Specialty Retailer/Sales Rep
- Nonprofit
- Associate:
- Outdoor Education
- Media
- Other _____
- Travel/Guide Service

PAYMENT:

- MASTERCARD VISA AMERICAN EXPRESS CHECK

Card Number _____ Annual Voting Member Participation Fee \$ _____

Name on Card _____ Additional Eco Working Group Contribution \$ _____

Expiration Date _____

Cardholder's Signature _____ **Total in U.S. Funds** \$ _____

Credit Card Billing Address: _____