

Do Co-ops have something unique to offer?

*Esther Speck, Director Sustainability
and Community*



Began as a
few climbers
wanting
access to
gear



3.5 mil members

14 stores,
website

Many outdoor
activities

\$265 mil sales

1% of Sales to
Planet



Our business depends on endless resources and energy.

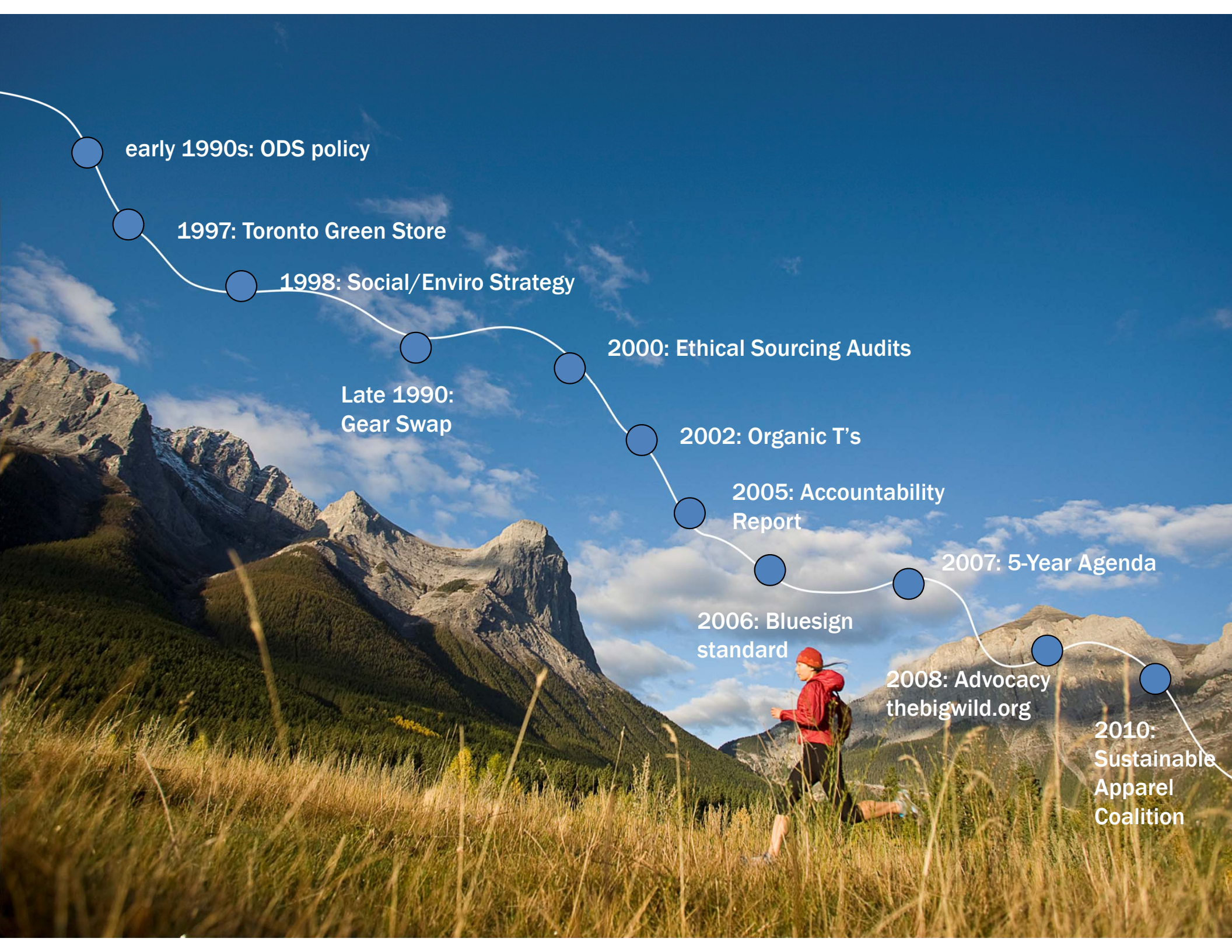
And on places to play and be inspired.





The Co-operative Difference

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Co-operation among co-operatives
7. Concern for community



early 1990s: ODS policy



1997: Toronto Green Store



1998: Social/Enviro Strategy



Late 1990:
Gear Swap



2000: Ethical Sourcing Audits



2002: Organic T's



2005: Accountability
Report



2006: Bluesign
standard



2007: 5-Year Agenda



2008: Advocacy
thebigwild.org



2010:
Sustainable
Apparel
Coalition

POLICY & GOVERNANCE



MEC Charter + Goals



**Sustainability
Policy**



MEC 5-Year Strategy and Sustainability Agenda



**Operational Programs &
Integration**

MEC CHARTER:

We help people enjoy the benefits of self-propelled active outdoor recreation by providing equipment, services, and expertise. We're guided by our values – adventure, creativity, quality, integrity, leadership, co-operation, humanity, stewardship, and sustainability.

LONG-TERM GOALS

- Active Canadians
- Conservation
- Marketplace Change

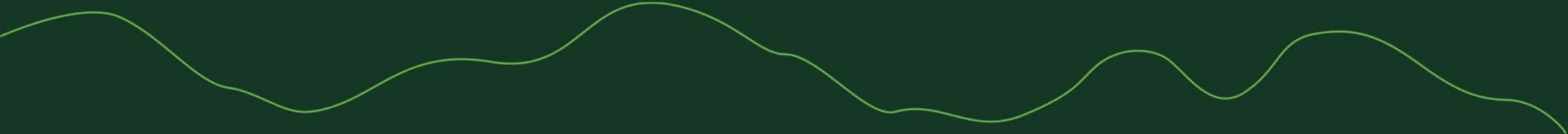
GOVERNANCE & MANAGEMENT

AGENDA & PROGRAMS



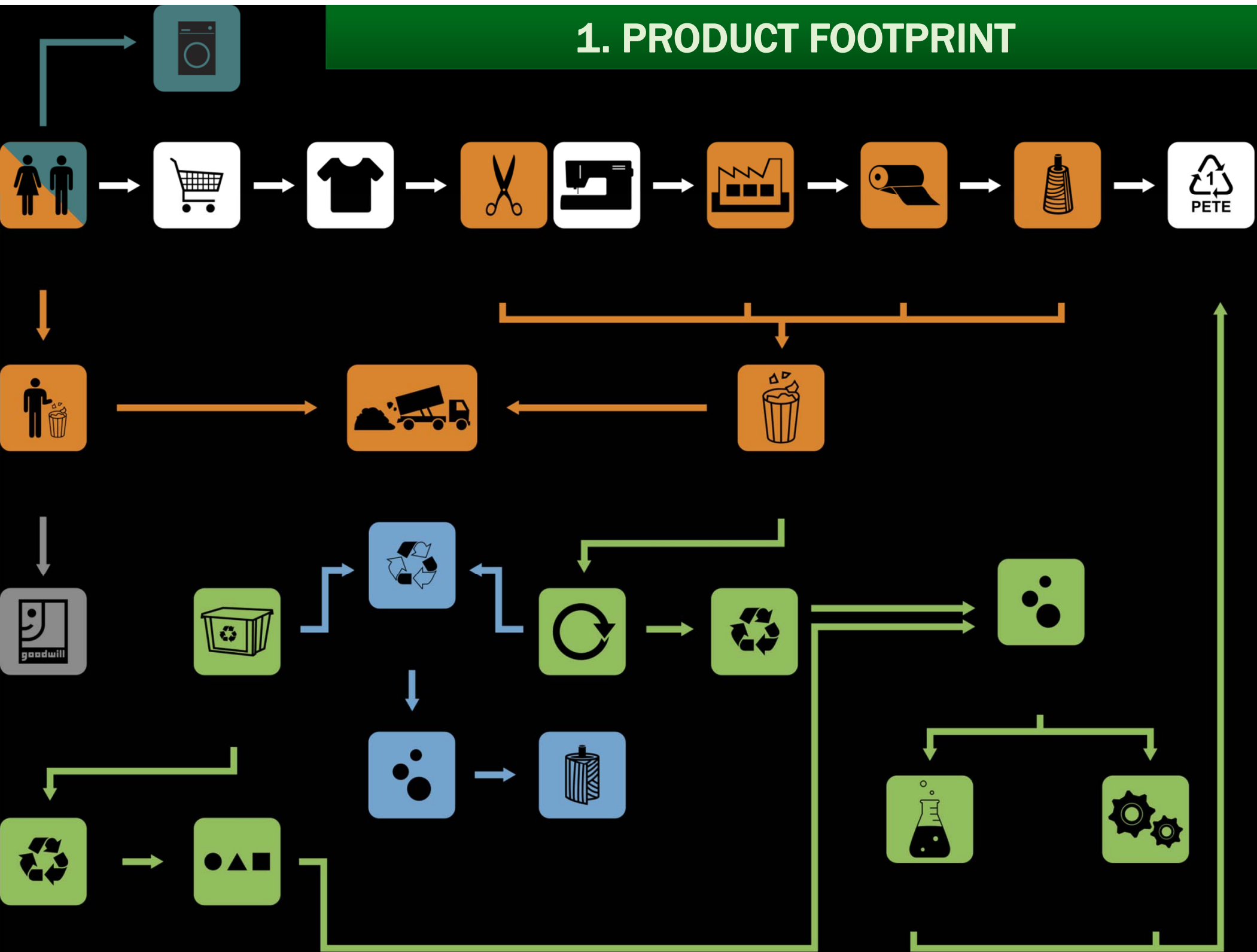
SUSTAINABILITY AGENDA:

- 1. Improving our product and operational environmental footprint**
- 2. Improving workers' lives in factory communities**
- 3. Inspiring Canadians to be active outdoors**
- 4. Protecting ecologically and recreationally important places**
- 5. Accelerating sustainability change in the marketplace**



Programs	Footprint <ul style="list-style-type: none"> - Water - Carbon / Energy - Toxins - Materials 	Worker wellbeing	Active lifestyles	Protect places	Marketplace change
Product Footprint	Red	Red	Light Blue	Light Blue	Red
Ethical Sourcing	Light Blue	Red	Red	Light Blue	Red
Operations Sustainability	Red	Red	Red	Light Blue	Red
Community Involvement	Light Blue	Light Blue	Red	Red	Red
Accountability	Red	Red	Red	Red	Red

1. PRODUCT FOOTPRINT



2. OPERATIONS SUSTAINABILITY



3. ETHICAL SOURCING

**HOW IT'S MADE
MATTERS. ASK FOR
ETHICALLY SOURCED
PRODUCTS.**

mec.ca/belief



4. COMMUNITY INVOLVEMENT



EXIT



WHY WE'RE HERE
We help people enjoy the benefits of well-earned wilderness adventures by providing equipment, services, and expertise.
mec.ca/following

YOUR CO-OP

CLUBS + EVENTS + ACTIVITIES

GEAR FOR SALE

BROWSE MEC.CA HERE

MEC FYI
WHY WE'RE HERE
We help people enjoy the benefits of well-earned wilderness adventures by providing equipment, services, and expertise.
WHAT GUIDES US AS WE GO
We are committed to the preservation of wilderness areas and the promotion of responsible recreation and outdoor activities.
NEWS FROM YOUR BOARD
YOUR CURRENT DIRECTORS

CO-OPS RULE
FACTORS YOU MAY

Various informational posters and notices pinned to the wall, including one titled 'Winter Activity Day'.

Various informational posters and notices pinned to the wall, including one titled 'Winter Activity Day'.

1%

FOR THE PLANET

MEMBER

5. ACCOUNTABILITY

2010 MEC Accountability Report

[Contact Us](#)

[Dashboard](#)

[Download PDFs](#)



Determination

Approach

Design

Manufacturing

Operations

Employees

Members

Community

Economics

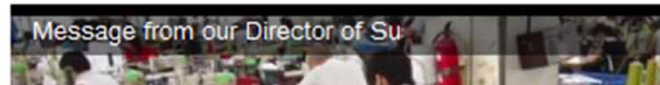
Governance

Change doesn't come easily. It takes determination, passion and creativity. It means forging new paths. And leaning on our colleagues. This is true whether we're climbing a challenging route or learning to ride a bike. And it's especially true when we're creating sustainability change, such as aiding workers' rights, protecting a recreation area, creating lower impact gear, and offering more value for our members.

 [Message from CEO: MEC's Future](#)



 [Message from Director of Sustainability](#)



www.mec.ca/accountability

Indicators	3 Year Trend	2010 Target	2010 Actual	2012 Target
Design: Improve our environmental footprint				
<u>Materials from Facilities with Environmental Management Systems (%)</u>		25%	✘ 19%	30%
<u>Products with Eco-Attributes (#)</u>		Increase	✔ 606	Increase
Manufacturing: Improve workers' lives				
<u>Audited Factories (%)</u>		100%	✘ 93%	100%
<u>Factories with Zero-Tolerance Violations (#)</u>		Decrease	✔ 3	Toward Zero
Operations: Improve our environmental footprint				
<u>MEC Carbon Footprint (tCO2e)</u>		New	⊖ 4,480	20% below 2007
<u>Facilities Energy Use (GJ)</u>		—	41,044	—
<u>Waste Diversion Rate %</u>		92%	✘ 91%	At least 92%
Employees: Be a destination employer				
<u>Engagement Score (%)</u>		66%	✔ 72%	72%
Members: Ensure high member satisfaction				
<u>Member Satisfaction (%)</u>		90%	✘ 84%	86%
<u>In Stock Rating (Service Level) (%)</u>		92%	✔ 94.5%	92%

Co-op Reflections





The Co-operative Difference

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Co-operation among co-operatives
7. Concern for community * (Enviro?)



1. Unique co-op potential exists

- structure for long-term

- stakeholder, collaborative, capacity building orientation

- community investment strength

2. Yet Canadian sector performance as a whole is likely about average (operations, supply chain)

3. All businesses require internal leadership; goals, strategy and implementation structures; outcome orientation; the necessary partnerships and networks to succeed

THANK YOU

