The Sustainability Compass
Corporate sustainability management

THE FENIX WAY MANAGEMENT COMPASS®

As a guiding framework and orientation tool for our journey, The Fenix Way Management Compass® has been developed: four categories build on the universal tool for way-finding.

We apply the Fenix Management Compass® as a tool for Fenix Outdoor to optimizing performance for all four of these management categories, across all our businesses, over the long term.

N = NATURE
As a family of outdoor brands, our core business is equipping people to spend time in nature. We therefore work actively to preserve and protect our planet’s natural heritage and biological diversity and in the longer term contribute to the restoration of degraded natural systems.

W = WELLBEING
Our employees all over the world deserve a safe and healthy working environment, and our customers must have safe and satisfying products. We aim to respect each individual’s integrity, and we do not discriminate. We encourage a balanced life, and we offer possibilities for personal development.

E = ECONOMIC PERFORMANCE AND CORE BUSINESS PROCESSES
By producing and selling high-quality, durable products, and by continuously innovating, we will provide our customers high value products and services, develop long-term business relationships and ensure strong financial returns for our shareholders, for many decades to come.

S = SOCIETAL RESPONSIBILITY
We practice good corporate citizenship in the countries and communities where we are present, and we uphold the highest standards of ethical integrity. Our aim is to be a net contributor to a well functioning society everywhere we do business.

1 The Fenix Way Management Compass® builds on the Sustainable Compass™, courtesy of AtKisson, Inc., provided through the Sustainable Fashion Academy, Sweden
Community development

Nature

- Environment
- Land
- Infrastructure and Equipment

Wellbeing

- Pride and Spirit
- People
- Culture

Society

- Governance
- Funding and Money

Economy
Social research on SD

NATURALEZA
- Respeto a los animales
- Fomentar la conservación de la vida silvestre
- Colaboración en vínculos comunitarios y comunes
- Vínculos con árboles nativos

ECONÓMICO
1. Aporte a las familias
2. Capacitación en Emprendimiento
3. Aporte con materiales didácticos
4. A través del Voluntariado buscar Becas para estudiantes
5. Utilización de medios de transporte y comunicación
6. Aporte en clases dirigidas a estudiantes

OPORTUNIDADES
- Necesidades Personales en la Área de Ingresos
- Fortalecimiento en el Turismo
- Orientación en Salud
- Aprender su cultura
- Desarrollo en proyectos de Animales Menores

IMPACTO SOCIAL
- Cuidar animales con los Voluntarios que llegan a nuestra comunidad
- Preservar nuestras tradiciones, costumbres y tradiciones
- Capacitaciones para las personas que no han estudiado
- Capacitaciones sobre el uso del álcali
- Alerces capacitaciones sobre la ecológia familiar
Awarding Sustainability Champions
The Sustainability Compass
Green Economy +
Wellbeing for All =
Sustainable World