



**JONES**

**SUSTAINABILITY**  
*REPORT & OBJECTIVES*



2018



# OUR MISSION

**Make the best gear, innovate new performance standards and be a leader in manufacturing sustainability and environmental outreach.**

If only snowboards grew on trees, born from simply seed, soil, water and sunshine, with a rogue root pushing up the sidewalk their only impact. Manufacturing snowboards, and all the gear we make, demands resources with a more complex footprint than an apple tree, but that doesn't stop us from holistically tending to our production like an orchard.

We start with unique ECO-performance designs, the seeds of our products, that utilize innovative sustainable materials whenever possible. Our partner factories are our rich soil, cutting edge facilities where our designs come to life while providing steady employment and social stability to the workforce. The water and energy we use is never taken for granted and we strive to minimize our carbon footprint by analyzing the environmental impact at every stage of our products' life cycle and investing in renewable energy.

We are very proud of the fruits of our labor. We make performance standard setting products that unlock limitless potential for human creativity and well being, while giving back to the global community through jobs and donations to environmental non-profits. No doubt there will be challenges as we work to make our garden ever greener, but we're excited to share our successes and failures publicly. We've got nothing to hide in our orchard. Every business decision we make is firmly rooted in our desire to grow the sweetest, most sustainably produced snowboards and backcountry gear we can.

JEREMY  
JONES



Our current sustainability status and future ambitions are detailed in this comprehensive report. We will update these goals to reflect new materials and technologies as they become commercially viable.

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Have any questions? You can contact us at [sustainability@jonessnowboards.com](mailto:sustainability@jonessnowboards.com)

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# ENVIRONMENTAL NON-PROFIT PARTNERS

Our quest to improve the sustainability of our products is only one facet of our environmental efforts. We strive to take real action against climate change through our partnerships with the non-profit organizations 1% For The Planet, Protect Our Winters (POW) and Community Carbon Trees (CCT) plus public fundraising campaigns that help support them.



*Bibi Pekarek-Toelderer reaps the reward of a long hike 📷 Seth Lightcap*



## 1% FOR THE PLANET

1% For The Planet is a growing association of businesses that have pledged to give 1% of their sales directly to sustainability-oriented non-profits. The mission of 1% For The Planet is to leverage this alliance of financially committed businesses to support a healthy planet.

More information on:  
[www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)

“We understand that supporting environmental efforts is important to our customers,” said Jeremy Jones. “As a member of 1% For The Planet our customers are assured that their support goes beyond just our profits. We are proudly accountable for giving back to the earth.”

1% For The Planet member companies support thousands of non-profit organizations helping to save land, protect forests, rivers and oceans, make agricultural and energy production more sustainable, get toxics out of the environment, plastics out of the oceans and more. 1% for the Planet carefully vets each nonprofit for track record, credibility and impact and annually verifies that members are making their contributions. More than \$100 million dollars has been invested by 1% for the Planet members in the last ten years.





More information on:  
[www.protectourwinters.org](http://www.protectourwinters.org)

## PROTECT OUR WINTERS

Protect Our Winters is a climate change organization founded by Jeremy Jones in 2007. The mission of POW is to engage and mobilize the winter sports community to lead the fight against climate change. POW is the environmental center point of this global community and unites brands, athletes and communities towards a common goal of reducing climate change's effects on our sports and local economies. The collective power of the winter sports community is massive and POW helps organize the effort to step up and take responsibility to save a season that fuels our passions and provides jobs and economic vitality to mountain regions.

Jones' 1% For The Planet donation to POW is used to support their efforts to push climate change legislation in Washington D.C., fight coal exports in the Pacific Northwest, as well as, promote climate change awareness campaigns such as the 'Hot Athlete Cool Planet' program that brings professional athletes into schools to talk about climate change.

Check out Jeremy Jones' "My Priority" blog about his work with Protect Our Winters [here](#).

*Protect Our Winters takes their message to the US Capitol in Washington D.C. 📸 Forrest Woodward*







More information on:  
[www.communitycarbontrees.org](http://www.communitycarbontrees.org)

## COMMUNITY CARBON TREES

Community Carbon Trees (CCT) fights against climate change by reforesting clear cut swaths of Costa Rican rainforest with a wide diversity of native tropical trees. The reforestation and protection of trees is truly an important step toward the mitigation of climate change as forests pull carbon dioxide from the atmosphere and recycle it into oxygen. The benefits of reforestation in Costa Rica are greater than most other places on Earth because tropical trees are able to grow 365 days-a-year thanks to Costa Rica's unique location within 10 degrees of the Equator. As the trees grow bigger and their trunks harden, they begin trapping more and more CO<sup>2</sup>.

CCT managed reforestation projects are on a 25-year cycle. CCT work crews maintain the trees for the first three years and the participating landowner takes over the continued maintenance and receives instruction for an additional 22 years. The estimated cost per tree for the 25-year cycle is \$25. The majority of the cost goes toward fair trade pay for dozens of Costa Ricans employed by CCT's reforestation efforts. Providing good paying jobs helps build community and instills confidence in the landowners that reforestation, not deforestation is the best future for their land. With our total donations to CCT, Jones Snowboards has supported the planting of 2100 trees on a previously deforested cattle ranch surrounding a stunning waterfall. The trees are now 2-3 years old and the forest is already flourishing with secondary growth and wildlife.

*CCT's Jenny Smith and the Jones family explore the CCT tree nursery. 📷 Community Carbon Trees*



## PUBLIC ENVIRONMENTAL OUTREACH CAMPAIGNS

Harnessing a 200K combined social media following, we use our social reach to help support environmental causes by promoting sales donation events, benefit product raffles and outdoor industry campaigns.



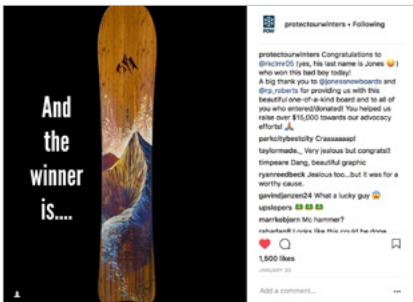
### EARTH DAY 2018

On Earth Day 2018, we stepped up our 1% For The Planet pledge and donated 100% of sales from our North American web store to Protect Our Winters. This initiative raised nearly \$4K for POW in one day.



### BLACK FRIDAY 2017

On Black Friday 2017, we joined USA retailer REI's #OPToutside campaign and shut down our North American web store for the day. The campaign asked customers to get out and enjoy the outdoors that day instead of supporting the hyper-materialistic buying frenzy that Black Friday has become in the USA.



### NON-PROFIT FUNDRAISING RAFFLES

By offering up one-of-a-kind snowboards and raffling them off to a global audience we donated over \$10K in raffle ticket sales to Protect Our Winters and \$25K to the Caribbean Hurricane Relief organization Waves For Water.





# FACTORY PARTNER SOCIAL & SUSTAINABILITY OBLIGATIONS

The support of our factory partners is critical to maintain and advance our social and sustainability standards. We obligate all our major factory partners and suppliers to adhere to our Code Of Conduct and submit to a Social & Environmental Responsibility Audit.

*Forrest Shearer detonates a deep winter bomb. 📷 Andrew Miller*

# CODE OF CONDUCT

Working with the Swiss company EA Shaping Environmental Action, we designed and implemented a strong Code Of Conduct document that all our major suppliers are obligated to adhere to. The Code Of Conduct has five core social responsibility subjects.

## SOCIAL RESPONSIBILITY: 5 CORE SUBJECTS



### FAIR OPERATING PRACTICES

- Anti-corruption
- Fair competition
- Respect for property rights



### THE ENVIRONMENT

- Pollution prevention
- Resource management (energy, water, material reduction)
- Waste treatment (reduce, reuse, recycle)
- Animal welfare



### CONSUMER ISSUES

- Product quality control
- Consumer health and safety protection
- Consumer education and awareness
- Data protection and privacy



### HUMAN RIGHTS

- Due diligence
- Risk human rights situations
- Discrimination and group vulnerability
- Civil and political rights
- Economic, social and cultural rights
- Child labor
- Forced labor
- Fundamental principles and rights at work



### LABOR PRACTICES

- Employment and employer relationship
- Conditions of work and social protection
- Social dialogue
- Health and safety at work
- Human development and training at work
- Minimum Wage
- Freedom of association
- Maximum work hours

# SOCIAL & ENVIRONMENTAL RESPONSIBILITY AUDIT

Working with EA Shaping Environmental Action we designed and implemented a social and environmental responsibility audit program. All our major suppliers were subject to this audit. Using the results of the audit, we determined each suppliers necessary corrective actions/deadlines/penalties and worked with them to progress with clear objectives.

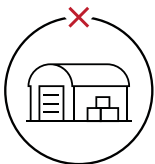
**OUR MANUFACTURING STRATEGY IS TO WORK WITH ONLY SELECT, HIGH QUALITY FACTORIES AND FORM LONG TERM PARTNERSHIPS.**



All factories need to comply with our Code of Conduct (CoC) and all major factories will be audited



Social and Environmental audit ratings



**RED**

**DOES NOT MEET OBLIGATIONS**

Remediation plan in place to meet the CoC or under review for partnership termination.



**BRONZE**

**MEETS OBLIGATIONS**

Compliant with CoC. Plan in place to resolve any minor issues.



**SILVER**

**EXCEEDS OBLIGATIONS**

Compliant with CoC and shows commitment to social & environmental excellence.



**GOLD**

**INDUSTRY LEADER**

Compliant with CoC and displays industry-leading social & environmental standards.



# LIFE CYCLE, SUPPLY CHAIN MAP, CERTIFICATIONS & SHIPPING

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We've put serious effort into analyzing the footprint of our production and making our supply chain transparent. All new developments undergo a Life Cycle Assessment to review potential product sustainability and our publicly available supply chain map displays comprehensive information about all our major factory partners and suppliers.

*Jeremy Jones slashes into the wind. 📷 Andrew Miller*

## LIFE CYCLE ASSESSMENT

To fully understand the true environmental footprint of a specific material or process that we use in our production we worked with EA Shaping Environmental Action to complete a Life Cycle Assessment (LCA) of our snowboard production. The LCA process examines the environment impact of every detail of a products' life cycle, from the materials and energy used in production, how the board gets shipped, how often the board will get used, to how the board will be disposed of. The LCA presents a clear picture of the footprint of a Jones snowboard from birth to death. The LCA also breaks down the individual impact of every material and process used and highlights where improvements to board sustainability should be focused.



## SUPPLY CHAIN MAP MEET THE SUPPLIERS

We have transparently displayed the location of all our Tier 1 and 2 suppliers on a publicly available supply chain map since 2014. In an effort to provide our customers with even more thorough supplier information we updated our supply chain map:

- Company Name
- Date company founded
- Working with Jones since
- Principal language spoken at the factory
- Product type
- Full address
- # of workers at the factory who make Jones products
- % of female workers and % of migrant workers
- Average age and minimum age to work at the company
- Average length of employment

Check out the interactive map [here](#).





## FACTORY CERTIFICATIONS

We continually work with factory partners to help them earn new certifications. Here are our factory partner and suppliers current and pending certifications:

FACTORY	PRODUCTS	CERTIFICATIONS	COMMENTS
Soul Gear	Backpacks	ISO 9001:2015	
Soul Gear	Backpacks	SA8000:2014	
Soul Gear	Backpacks	ISO 14001:2004	
Pro Feet	Neck Warmers	Oeko-Tex Standard 100	
Pomoca	Skins	Bluesign	On technology Ever Dry 3.0
Pomoca	Skins	Handicapped Workshops	
Pomoca	Skins	100% Hydro-electric Energy	
SWS / Solico	Boards	ISO 9001:2008	
SWS / Solico	Boards	100% Solar Energy	In progress, by 2020
SWS / Solico	Boards	OHSAS1800: Health & Safety (ISO45001)	
SWS / Solico	Boards	ISO1400: Environmental Mgmt Systems	
Komperdell	Poles	Handicapped Workshops	
	Hats / Caps	Wrap	Worldwide Responsible Accredited Production
	Hats / Caps	Oeko-Tex Standard 100	
	Apparel	OCS	Organic Content Standard

## PRODUCTS CERTIFICATIONS (EXCEPT SNOWBOARDS & SPLITBOARDS)



All Jones apparel



All Jones neck warmers



All Jones backpacks



DSCNT 32L R.A.S. backpack

## SHIPPING METHODS

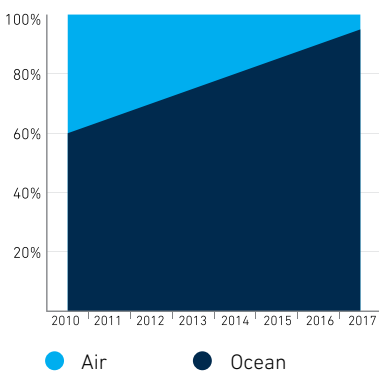
We strive to minimize the footprint of our shipping whenever possible. Our primary objectives are to make our packaging smaller and lighter so less fuel is consumed transporting our products and to eliminate air shipments.

In 2010, we shipped 60% of our final product by air shipment. In 2017, 95% of our final product shipped by ocean freight. This amounted to a huge reduction in our shipping footprint.

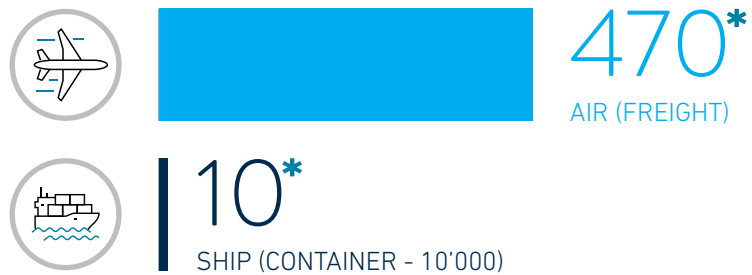
# 35%

Less air shipment since 2010.

PRODUCT TRANSPORTATION 2010 TO 2017



SHIPPING VIA OCEAN FREIGHT IS THE WORLD'S MOST CARBON EFFICIENT FORM OF TRANSPORTING GOODS



\*Grammes of Carbon Dioxide to carry 1 ton of cargo 1 kilometer

**sources** Graph provided by Network for Transport and the Environment

## FACTORY TO RETAILER DIRECT SHIP PROGRAM

Starting in 2017, we began direct shipping final products from the factory to REI, our biggest worldwide retailer. This program has already saved massive amounts of energy. In one year, we reduced our supply chain emissions with REI by 66% with a total reduction of 1.5 tons of CO<sup>2</sup>.

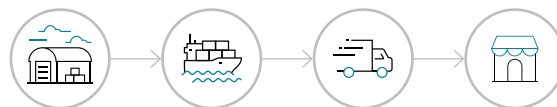
We are currently working with other large accounts (like EVO) to begin a direct shipping program as soon as possible.



**STANDARD SHIPPING**



**DIRECT SHIPPING**



# ECO PERFORMANCE

PERFORMANCE + DURABILITY + SUSTAINABILITY

Balancing the qualities of performance, durability and sustainability is one of the most difficult aspects of snowboard design. We strive to use as many sustainable materials as possible, but we trust our lives to these boards so we must value performance foremost. Durability is a critical aspect of snowboard sustainability as the longer a board lasts, the less waste that goes to the dump. This ECO-Performance design philosophy is the foundation upon which everything we make is made. We test new materials and production processes against these criteria and strive to make the most sustainable products possible without sacrificing performance or durability.



*Sunset stroll to camp, Allison Lightcap and Iris Lazzareschi head out for a night out. © Seth Lightcap*

# ODE TO PROGRESSION

**All things can be improved through materials or design. Stagnation is not an option.**

Once an idea is born it is imperative to nurture the concept with the engineers because they are the ones who will evolve the idea and turn it into reality.

Then it is on to the fun part. Blue ice, white ice, slush, zipper crust, rain crust, wind board, old pow, cold pow, hot

pow, blower pow - we test, tweak and refine our ideas in all-conditions because we ride in all conditions. So should your board.

At the end of this cycle, new products are born and new ground is gained. Is the time and money spent on development worth it? This question is never asked.

The price of not shooting for the stars is too high.





# PRODUCT SUSTAINABILITY OBJECTIVES

We are proud to be a snowboard industry leader in sustainable manufacturing. The innovation of new sustainable materials and production processes is the primary focus of our R&D efforts.

*Jeremy Jones on a wild winter walk. © Andrew Miller*

## SNOWBOARDS & SPLITBOARDS NEW SUSTAINABLE MATERIALS PROJECTS



**BY 19/20**

**INTRODUCE FLAX/BASALT STRINGERS ON ALL JONES MODELS**



**BY 19/20**

**INTRODUCE FSC WOODCORES TO ALL JONES BOARDS**



**BY 19/20**

**INTRODUCE BIO RESINS TO ALL JONES BOARDS**



**BY 19/20**

**NEW FSC CERTIFIED WOOD VENEER TOPSHEETS**



**BY 20/21**

**ELIMINATE INK ON MODELS FEATURING WOOD VENEER TOPSHEETS  
BY USING LASER PROCESS**



**BY 21/22**

**INTRODUCE 100% RECYCLED BASE MATERIALS**



**BY 21/22**

**INTRODUCE BIO RESINS THAT ALLOW SNOWBOARD RECYCLING**

## SNOWBOARDS & SPLITBOARDS

### SUSTAINABLE MATERIALS & PROCESSES IN USE



#### **SINCE 2009 – RECYCLED ABS SIDEWALLS**

Featured on all Jones board models.



#### **SINCE 2009 – RECYCLED STEEL EDGES**

Featured on all Jones board models.



#### **SINCE 2009 – WOOD VENEER TOP**

Featured on Flagship, Hovercraft and Ultra Mountain Twin.



#### **SINCE 2009 – FLIP-FLOP BASE GRAPHIC COLORS**

Reduces material waste by offering two die-cut base graphic colorways.



#### **SINCE 2009 – FINGER JOINED WOOD CORES**

Reduces wood material waste. Featured on all Jones models.



#### **SINCE 2016 – TOPSHEETS MADE WITH CASTOR BEANS**

Featured on all Jones board models except models with Fusion Tech.



#### **SINCE 2016 – FUSION TECH**

Reduces material use by eliminating need for a traditional topsheet.



#### **SINCE 2016 – FLAX NATURAL FIBER**

Replaces some fiberglass on 18/19 Flagship models.



#### **SINCE 2016 – WEND NATURAL BIO WAX**

Wax made with bio-degradable ingredients. Featured on all Jones models.



#### **SINCE 2016 – VARNISH**

Solvent Varnish is no longer used in production.



#### **SINCE 2017 – BASALT FIBER STRINGERS**

Replaces carbon stringers. Featured on the 18/19 Flagship models.



#### **SINCE 2018 – OPTIMIZED SPLITBOARD PACKAGING**

Splitboard packaging re-designed to reduce cardboard use and better protect boards in transit.



#### **SINCE 2018 – NON-TOXIC SIDEWALL FINISHING SOLUTION REPLACES ACETONE**

Used on all Jones board models.



#### **SINCE 2018 – NEW GRAPHIC PRINTERS**

Jones models with full topcoat graphics printed on new Epson printers which comply with AZO certification and meet the Oeko-Tex Safety Standard.

## SKINS

### NEW PROJECTS



**BY 19/20**  
PFC-Free skins.



**BY 19/20**  
Bluesign approved Ever Dry 3.0 (new glide treatment in advanced testing).

### SUSTAINABLE PROCESSES IN USE



**SINCE 2015 – FLOURO-FREE / PFOA-FREE SKIN PLUSH MATERIAL**



**SINCE 2015 – PRE-CUT SKIN SIZES**  
Reduce waste in production and at the consumer level.



**SINCE 2015 – OPTIMIZED PACKAGING**  
Made with re-usable bag.

## BACKPACKS

### NEW PROJECTS



**BY 20/21**  
Introduce 100% recycled fabrics to all Jones pack models.

### SUSTAINABLE PROCESSES IN USE



**SINCE 2014 – RECYCLED FABRICS**  
In use on Jones Deeper, Further, Higher and Higher RAS packs.



**SINCE 2014 – PVC-FREE FABRIC**  
In use on all Jones pack models.



## APPAREL

### SUSTAINABLE PROCESSES IN USE



#### SINCE 2014 – ORGANIC BLENDED STANDARD (OBS) ORGANIC COTTON

All Jones tees and hoodies are made in India from 35% recycled polyester and 65% Organic Cotton and certified Organic Blended Standard (OBS) organic cotton.

Jeremy Jones gears up to get down. Andrew Miller





# PAPER & PACKAGING OBJECTIVES

Minimizing our use of forest products including office paper and paper product packaging is a major aspect of our conservation efforts. Both Jones and the Nidecker Group are committed to preserving our forests by enforcing our Paper & Packaging policy that regulates paper usage in both product packaging and everyday business at our headquarters.

*Bibi Pekarek-Toelderer catches the perfect winter wave. 📷 Seth Lightcap*

## OUR VISION

- Lower the environmental footprint of our product packaging by optimizing the design, materials and end-of-life strategies.
- Reduce the paper consumption of our offices by prioritizing digital communication, sourcing only recycled office paper products and encouraging paper recycling.

## WHERE WE ARE TODAY

- **Headquarter:** In 2017, 97% of the paper used in our offices was forestry certified. All employees had direct access to a specific paper-only recycled bin.
- **Packaging:** In 2017, 80% of all product packaging was made with recycled materials / forestry certified materials.

## OUR FUTURE GOALS

- By 2020, 90% of all product packaging and 100% of all office paper will be made with recycled materials.

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See our complete Paper & Packaging policies [here](#).



PROUD MEMBER OF



*Jeremy Jones, Forrest Shearer and Nick Russell earn their turns one step at a time.*  
Andrew Miller

