



Fjällräven applauds the UN Global Climate Change Action Initiative and looks forward to collaborating with the fashion industry

As a leading outdoor company, *Fjällräven* has been acutely aware of the industry's impact on the environment for a long time and has made sustainability and minimum environmental impact a critically prioritized aspect in all parts of its operations. The opportunity to now be able to collaborate with the fashion industry is a big step in the right direction.

“Climate change is such a complex and pressing problem so it's high time that we are able to join forces in the industry, educate consumers and collectively take immediate actions to stop the dramatic development,” says *Christiane Dolva*, Head of Sustainability at *Fjällräven*.

The Fashion for Climate Action initiative is founded on the UN's “*Fashion Industry Charter for Climate Action*”, gathering leading fashion brands, retailers, supplier organizations, and others to collectively address the climate impact of the fashion sector across its entire value chain. Through the charter the fashion industry acknowledges the contribution of the sector to climate change and its responsibility to actively and collectively strive towards climate neutrality. By uniting them behind 16 principles and targets the initiative aims to get them on track for the net-zero emissions economy of 2050, in line with the aim of the Paris Agreement.

“We've been working with similar goals for quite a while now at *Fjällräven*, creating plans, visions and taking actions. In order to take those goals to the next level and reach results faster, more collective pressure is needed. By signing the *UN Climate Change Charter*, we want to contribute to accelerating the fight against climate change, show our commitment and share our knowledge within the industry,” continues *Christiane Dolva*.

Fjällräven's products are made with longevity, durability and sustainability in mind. Materials are selected from as sustainable sources as possible, animal welfare and social sustainability is also always taken into account. The brand is following the evolution of science and industry's response to climate change closely, and adapts its business accordingly. This also means collaborative action to solve the challenges that comes with committing to drastically reductions of greenhouse gas emissions, such as within the partnership in the Swedish Textile Initiative for Climate Action (read more [here](#)) as well as commitments on policy level such as *Fjällräven*'s commitment to the UN Global Compact.

Fjällräven hopes that its actions and the commitment to the *Global Climate Action Initiative* will inspire customers, communities and governments to raise their climate ambition in a united effort to limit global warming to 1.5 °C.

Find more information here:

- <https://www.fjallraven.eu/about-fjallraven/sustainability/>
- <https://www.fenixoutdoor.se/hallbarhet/>



- <https://unfccc.int/climate-action>



In 1960, *Åke Nordin* founded *Fjällräven* in his basement in the town of *Örnsköldsvik* in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. *Fjällräven*'s product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. *Fjällräven* prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

High resolution product images:
www.press.fjallraven.com

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