

Profile of Vaude: a role model for sustainability

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Abstracts

Vaude, based in Germany, is considered to be one of the founders of the outdoor apparel industry, which serves a market estimated at more than US\$25 bn in 2013. Vaude is also Europe's leading supplier of environmentally sustainable apparel, equipment and accessories for cycling and mountain sports. Since its foundation in 1974, Vaude has earned much respect for its corporate ethos - which combines a passion for the outdoors with an unwavering commitment to corporate social responsibility (CSR). The company ensures that it provides products with excellent performance properties which are compliant with strict environmental standards and are made from safe and animal friendly materials. Indeed, it has worked in collaboration with several organisations in the development of CSR initiatives, and has received a number of awards in recognition of its environmentally sustainable products. This report provides an overview of the development of Vaude since its foundation, as well as the materials and technologies used in the design of its product ranges. Also, the report provides a wealth of information on the company's CSR agenda, product certification process, sourcing operations, sales and competition, and provides an outlook for the future.

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