

# **HAPPY** **WORLD** **INTELLECTUAL** **PROPERTY DAY**

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# Part of the Solution Brands Innovate for a Green Future

World IP Day – April 27, 2020



**Aiko Bode**



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CSO & CCO

**Fabrice Mattei**



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**Tiffany Valeriano**



**INTA Brands for a Better  
Society Committee**

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# Agenda

- Setting the Stage
- INTA Actions, Brands for a Better Society
- Part of the Solution: Brands Innovate for a Green Future
  - Fenix Outdoor Group
  - Rouse - Carbon Footprint Calculator
- Q&A

# Setting the Stage



# World IP Day 2020

## Innovate for a Green Future

- Celebrating World IP Day 2020 – dedicated to “Innovate for a Green Future”
- Growing awareness on the role of IP in helping fight the climate crisis, all over the world
- Goal: brands are part of the solution, not only patents and transfer of technologies

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# IP means more than patents –

- Brands have much to contribute
- How?
  - Setting an environmentally-responsible CSR
  - Embedding environmental awareness in their core values they convey and defend
- Brands deserve more recognition

# The Future is NOW - Europe's Green Deal

- Presented in December 2019 by the European Commission
- EC's roadmap to make Europe climate-neutral by 2050
- Prioritizes actions to fight climate change, including “mobilizing research and fostering innovation”
- EC IP Strategy is due May 2020

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# INTA Initiatives



# Brands for a Better Society

- Presidential Task Force 2019
- Brands & CSR Report (survey)
- New INTA committee: Brands for a Better Society
  - Mission: determine the impact of CSR on brands, businesses and brand value
  - Develop a strategy for INTA moving forward

# Brands & CSR Report 2019

## Key Takeaways

1. CSR policies &/or activities are prevalent
2. CSR policies &/or activities impact business and branding strategy decisions
3. CSR viewed as a social obligation that benefits brands, but not all brands fully understand &/or have taken advantage of these benefits

# INTA's Role: Actions & Initiatives

- INTA Brands Manifesto (Sep 2019)
  - Raise awareness with European law makers about brands, and how they benefit EU society
  - Links brands and the environment
  - Brand reputation is key
    - 40% of European online consumers would pay more for brands that are eco-friendly and socially responsible
    - 55% of young consumers choose to buy brands with those same values



# INTA's Role: Actions & Initiatives

## WIPO Green

- Marketplace for sustainable technology – connecting providers and seekers of environmentally friendly technologies
- MoU – INTA & WIPO – signed Oct 4 in Geneva
- Partnership to accelerate, adapt, adopt, and deploy green technology solutions
- Raise awareness and organize joint workshops and programs



# INTA's Role: Actions & Initiatives

- Challenge: Lack of facts & figures re impact of all IPRs on fighting the climate crisis and supporting a green future
- INTA, together with other IP Associations in Europe, is insisting for the *European Observatory for the Infringements of IPRs* to issue a study on the environmental impact of all IPRs, trademarks, designs and geographical indications included.





# Who we are

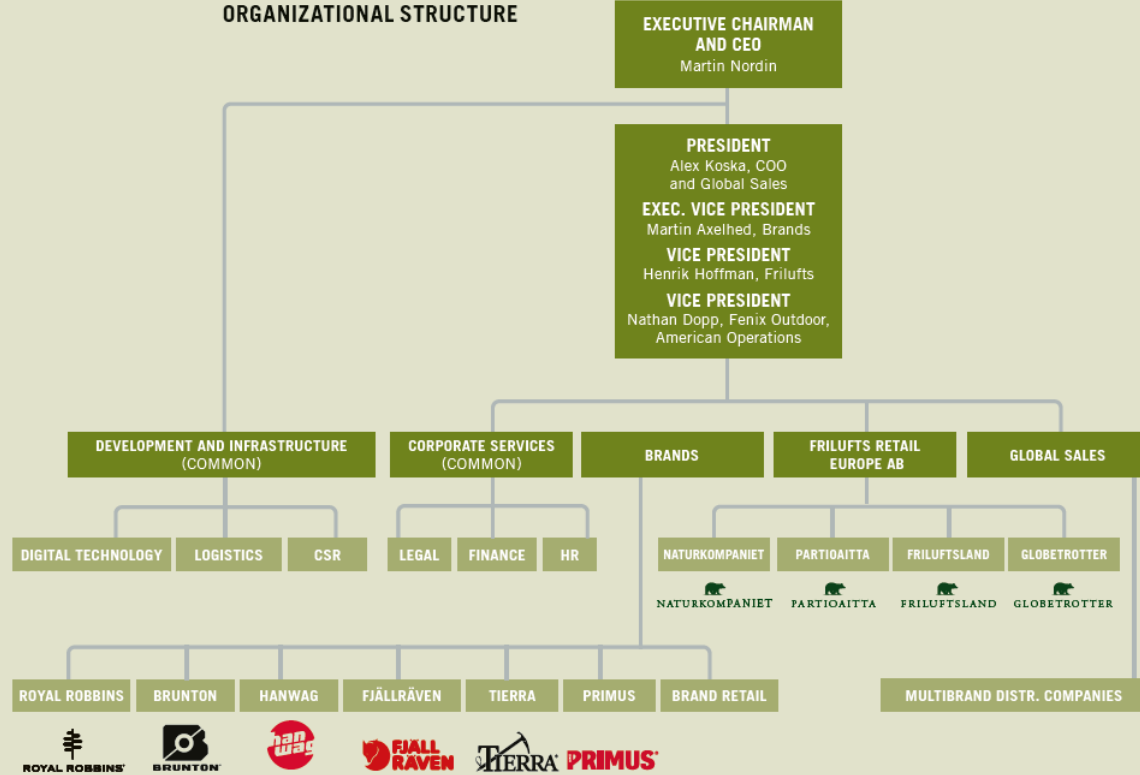


# Fenix Outdoor International AG

Fenix Outdoor International AG is a group of outdoor brands and retailers that produce and market high quality outdoor equipment. The company is registered in Switzerland and stock-listed at the Stockholm Stock Exchange; the majority owner is still the founder family of „Fjällräven“, with the son of the founder acting as Chairman and CEO of the group.



## ORGANIZATIONAL STRUCTURE



# Our Sustainability Journey



- 2012 adopted Fenix Way
- 2019 updated
- Common corporate culture
- Includes Code of Conduct and Sustainability Agenda 2025



# Management with an Ethical Compass

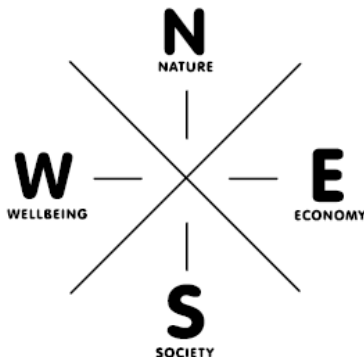
## The Fenix Way Management compass®

### N = Nature

As a family of outdoor brands and retailers, 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 human rights, and we do treat people fairly. We encourage a balanced life, and we offer possibilities for personal development.



### E = Economic performance and core business processes

By developing, producing and selling high-quality, durable products, and by continuously innovating, we will provide our customers with 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 uphold the highest standards of ethical integrity and practice good corporate citizenship in the countries and communities where we are present. Our aim is to be a net contributor to a well functioning society everywhere we do business.



### The Global Goals For Sustainable Development





# CSR Reporting since 2012

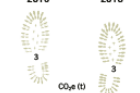
## Annual CSR Report



FACTSHEET ENVIRONMENT 2019			
ENERGY CONSUMPTION			
INDICATOR	2019	CO <sub>2</sub> e (t)	2018
Primary Energy (kWh)	5 054 898	1 289	3 472 518
Primary Energy (MJ)	20 357 632		12 501 064
Electricity (kWh)	19 105 770	1 667	18 804 687
Electricity (MJ)	68 780 771		67 696 872
District Heating (kWh)	2 381 869	240	2 094 697
District Heating (MJ)	8 574 729		7 540 911
CO <sub>2</sub> e FROM BUSINESS TRAVEL BY MODE OF TRANSPORT (t)			
MODE	2019	2018	
Car	552	368	
Bus	1	0.04	
Train	0	35	
Boat	0	0.23	
Air	1 345	1 117	
CO <sub>2</sub> e FROM SHIPMENTS BY MODE OF TRANSPORT (t)			
MODE	2019	2018	
Trucks	722	1 906	
Sea	308	241	
Air	2 234	914	
Other (train)	0.5	10	
OTHER EMISSIONS (INCLUDED IN CO <sub>2</sub> e CALCULATIONS) IN KG			
EMISSION	2019	2018	
NOx	13 906	174180	
SOx	n/a	n/a	
CO	2 276	2285	
HC	n/a	755	
PM	218	198	

### OUR FOOTPRINTS PER CAPITA

2019 2018



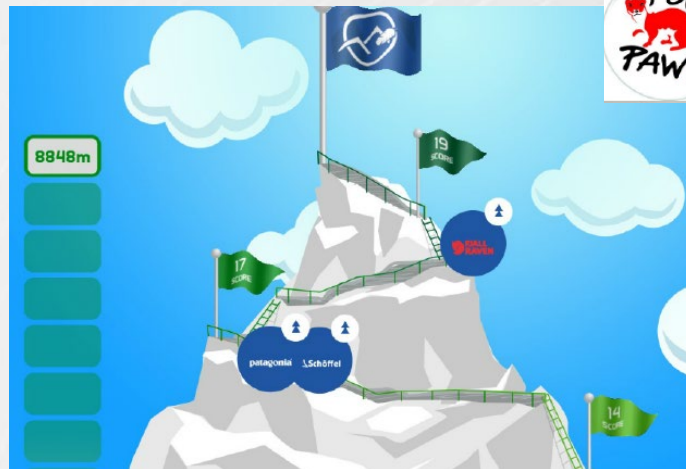
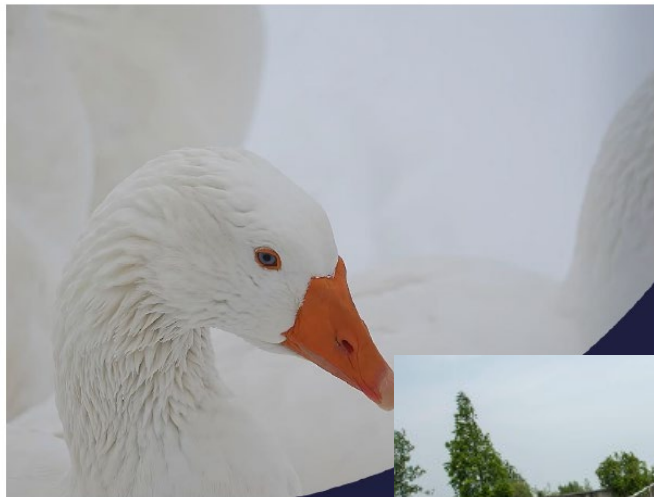


# Innovations for a Green Future



# Animal Welfare

Fjällräven Code of Conduct for Down and Feather Source & Impermissibility of Mistreatment on Animals v. 2.0



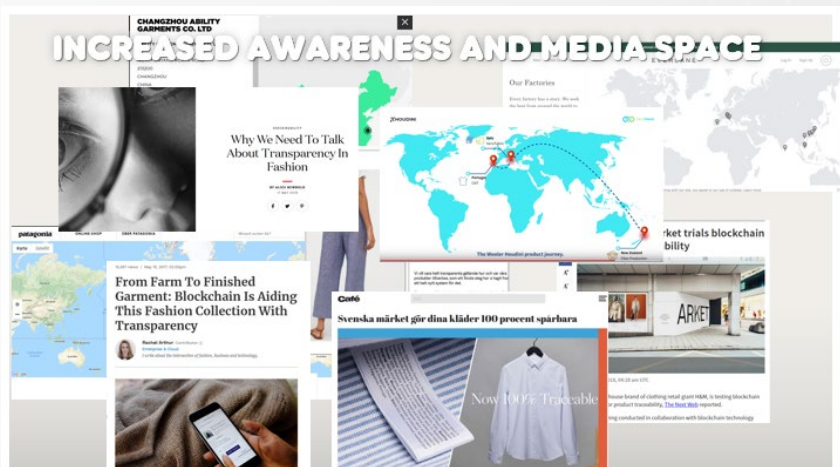
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# Increase Tracability and Transparency in the Supply Chain

Transform our supply chain and product portfolio to align with our sustainability goals

It is a way to trace materials as far back as possible, fabrics, chemicals etc. all the way to raw material in a systematized way and gain more transparency and engagement possibilities within all our supply chains.

By that, allowing us to make LCAs, CO2 foot printing, general sustainability analysis of product and suppliers.



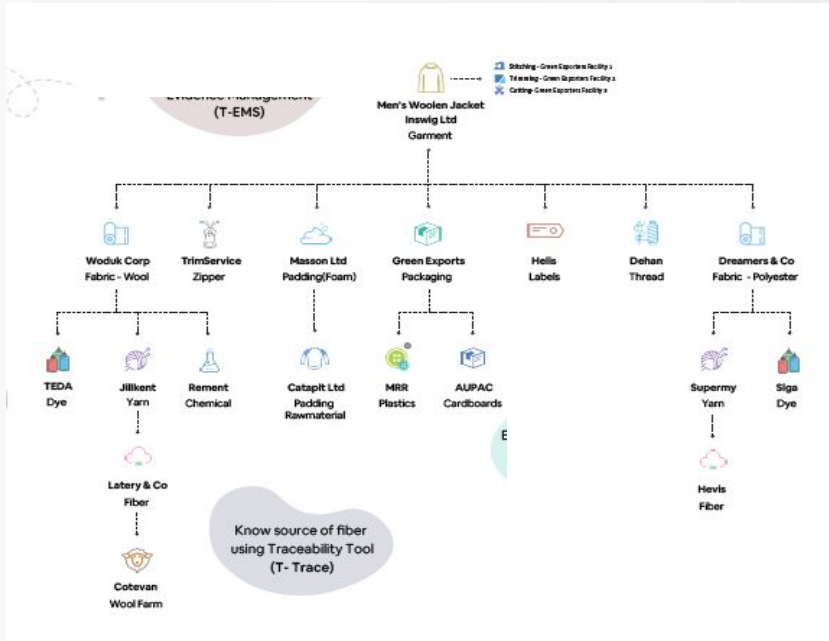
# REQUEST FOR DATA IS INCREASING

Season/Brand	Target content	A Greener Choice Product Evaluation			Data used Content		Key Data Targets		
Season/Brand	Target content	Target content	Target content	Target content	Target content	Target content	Target content	Target content	
Global Product Article name	Key Data	Key Data			Key Data		Key Data		
Article name	Key Data	Key Data			Key Data		Key Data		
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Product name	Key Data	Key Data			Key Data		Key Data		
Product name	Key Data	Key Data							

# Platform Preview

## Example: Traceability Tool

### Brand's Traceability Visualization



## Supplier's Traceability Request Form

Tier 1

Enter data for Garment: Harry Outdoor shirt-34211-2019-Spring

Fabric	Poly-123-fabric-P123456	Dreamers & Co Fabric	P-F7347	Collect from Supplier	Add it by yourself
Thread	Poly-Thread	Ethicus Threads	PO-TH734	Collect from Supplier	Add it by yourself
Label	Label	Star Labels	PO-LB47	Collect from Supplier	Add it by yourself
Hang Tag	Tag	Star Labels	PO-HT348	Collect from Supplier	Add it by yourself
Packaging	Poly-bag	Star Labels	PO-P2352	Collect from Supplier	Add it by yourself
Lining	Poly-Lining	Dreamers & Co Fabric	PO-LB87	Collect from Supplier	Add it by yourself

Save Launch & Proceed

Tier 2

Enter data for Fabric: Poly-123-fabric-P123456

Yarn	YARN 123	Catex	Eq PO-HL4876	Collect from Supplier	Add it by yourself
Dye	DP345	ABC reports	Eq PO-HL4876	Collect from Supplier	Add it by yourself
Chemicals	ESTET562	ABC reports	Eq PO-HL4876	Collect from Supplier	Add it by yourself

Save Launch & Proceed

Tier 3

Enter data for Yarn: YARN 123

Fiber	COT FIB234	ECO FIBERS	Eq PO-HL4876	Collect from Supplier	Add it by yourself
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Save Launch & Proceed





# All time favorite since 1978

The Fjällräven Kånken...



...and Re-Kånken



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# Innovation and Continuity

- Re-Kanken made from recycled PET (PET bottles) – 100 %
- Spindye® technology applied
- Recyclability

Environmental benefits:

No virgin material use

75 % less water consumption

90 % less dyeing chemicals





# Risks and Opportunities

Counterfeits and copies are sold online and can be ordered globally without customs in the receiving countries nor authorities in the production countries to act due to the sheer volume and low value per item when discovered.

High content of toxic chemicals – forbidden in the EU and posing a serious health risk for fetuses and small children!



Only the Original is a safe product!



# Call for Joint Action

- Political willingness: protect people or „seeming“ free trade?
- Tax all CO<sub>2</sub>e heavy products from climate-ignorant states – no exeptions
- Hold trade platforms and importers responsible and liable for illegal and hazardous products > e.g. provide clarity on regulation of exemption of liability; request active measures to be taken by platform providers;
- Support customs officers and reduce burden on authorities -> strong and clear legal frameworks needed



# Thank you

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# IP Carbon Footprint Calculator

CLipMATE

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# CLIPMATE™

<https://www.youtube.com/watch?v=Dyk7J7URXwA&t=45s>



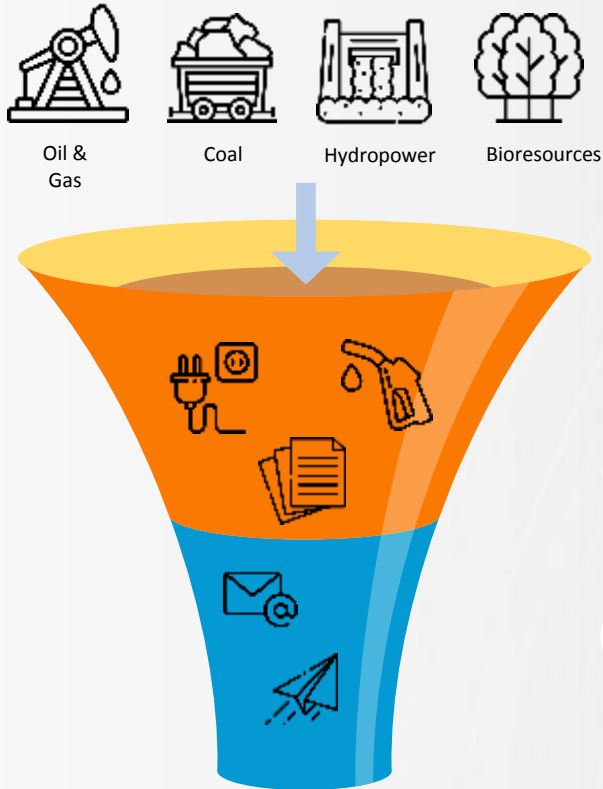
# Glossary of some climate Change acronyms

- Conference of the Parties (COP)
- Paris Agreement on Climate Change (PA)
- United Nations Framework Convention on Climate Change (UNFCCC)
- Carbon emissions: Greenhouse Gas (GHG) emissions
- Carbon Border Adjustment Mechanism (CBAM)





## Primary emission sources



## Greenhouse Gas (GHG) emission / Carbon emissions

$\text{CH}_4$ ,  $\text{N}_2\text{O}$ ,  $\text{CO}_2$ ,  $\text{O}_3$ , CFC, CO,  $\text{SO}_2$

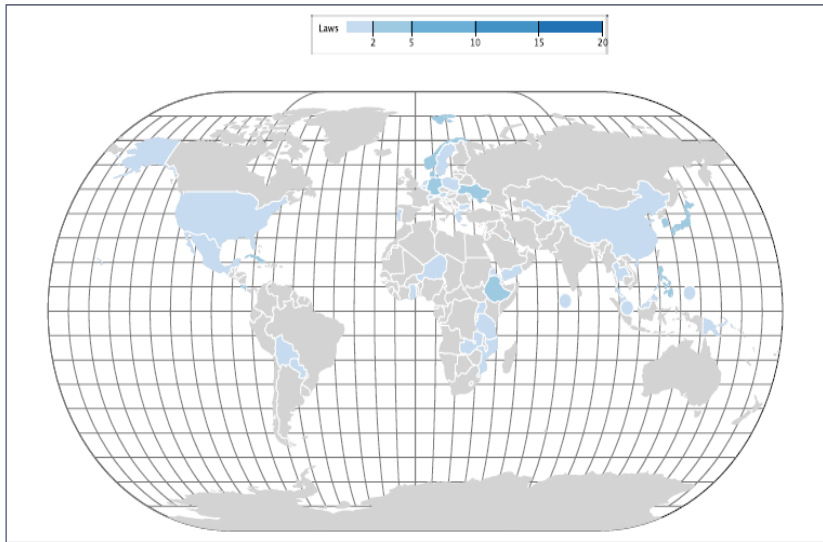
### Intermediate emission sources

1 GHG emission from processing primary emission resources into intermediate emission sources (electricity, fuel and paper)

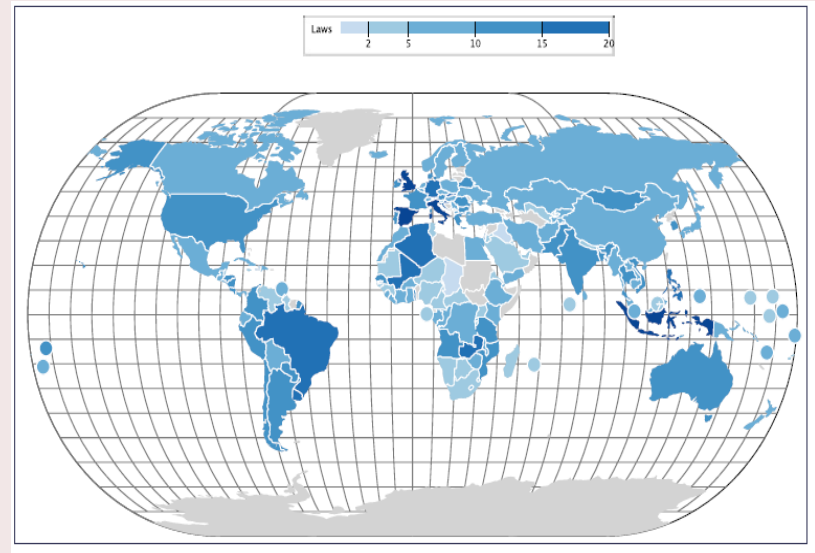
2 GHG emissions from IP activities (emails, mails, hours of work, transportation, computer and electricity usage, seized goods etc.)

## Climate change legislations : twentyfold increase over 20 years

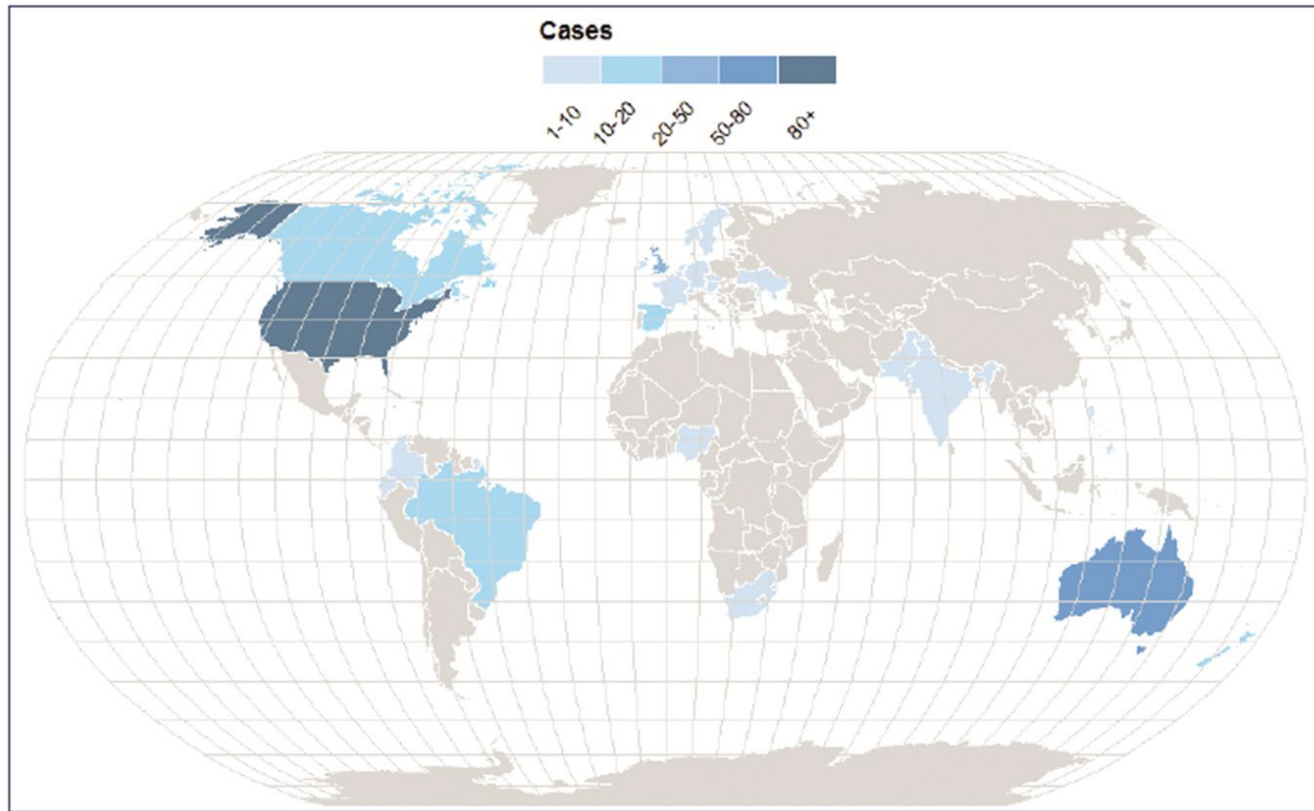
1997



2017



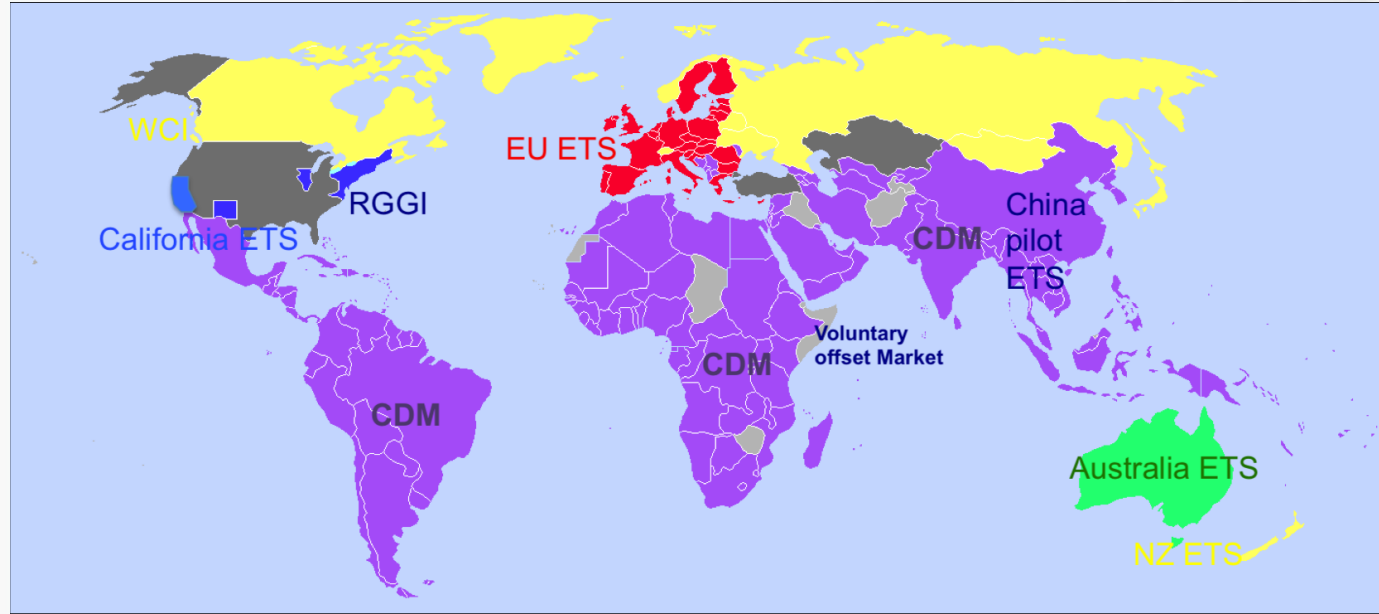
# Climate change litigation



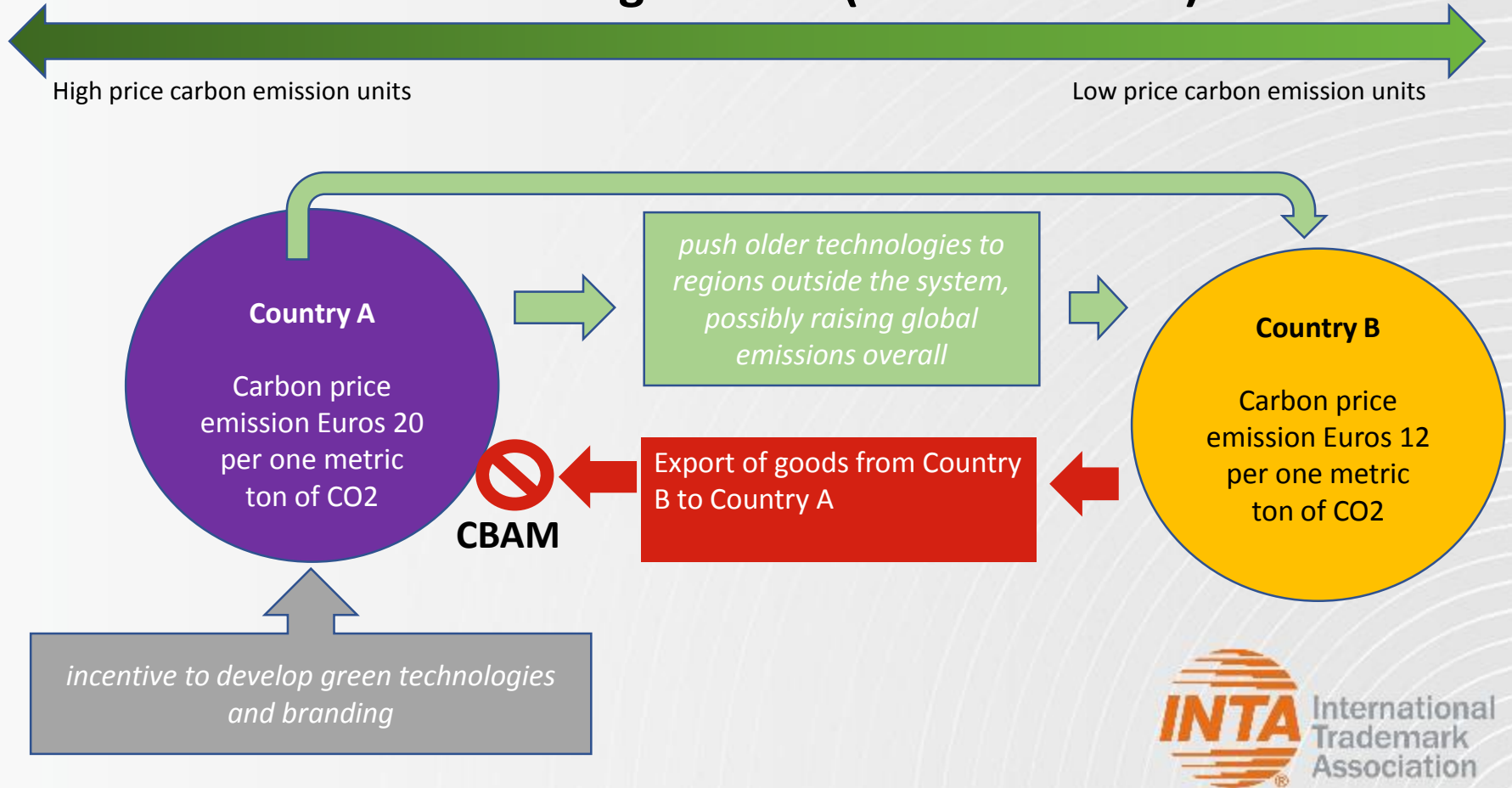
Countries	Cases
Netherlands	State of the Netherlands v. Urgenda Foundation, 2019
Germany	Saúl Luciano Lliuya vs. RWE (2015 – pending)
USA	Gbemre v. Shell Petroleum Development Company Nigeria Ltd and Others, 2005
Nigeria	Gbemre v. Shell Petroleum Development Company Nigeria Ltd and Others, 2005
Philippines	Greenpeace Asia and others vs. 47 Carbon majors (Shell, BP etc), 2019



# Carbon markets – Credit Emission Units



# Carbon leakage & IPRs (EU Green Deal)



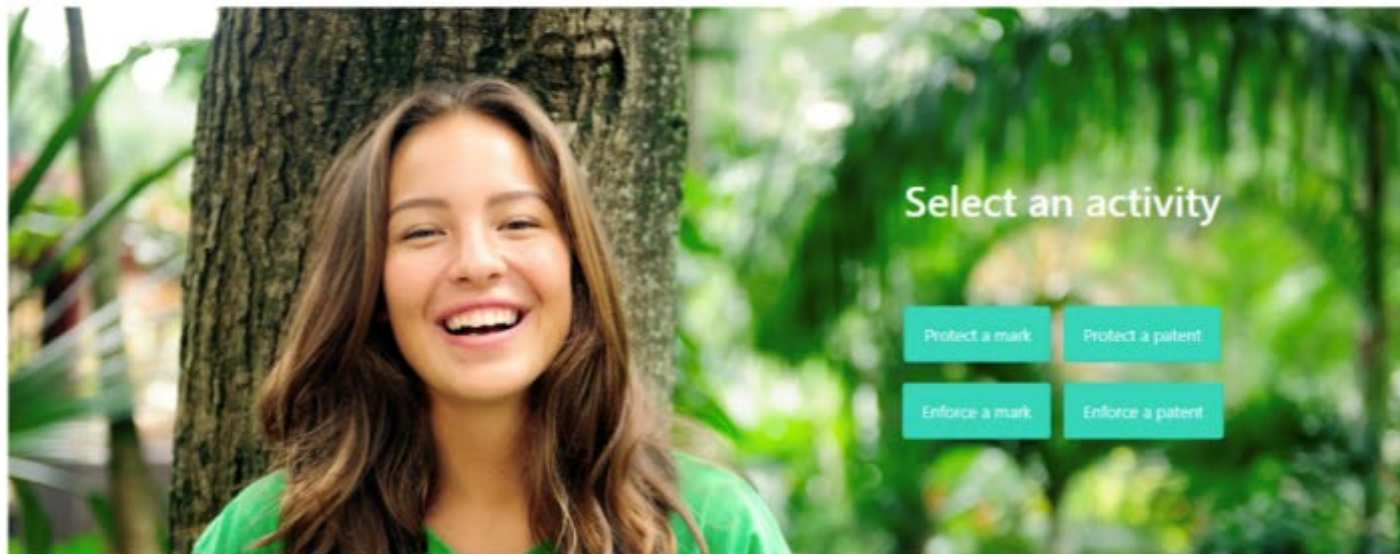
# ROUSE



[Why Clipmate ?](#) [How it works ?](#) [What are the benefits ?](#) [Questions](#) [Contact Us](#)

World's first Calculator of Greenhouse Gas (GHG) emissions of Intellectual Property Rights.

CLIPMATE allows you to calculate, reduce and offset carbon emissions incurred in protecting and enforcing Intellectual Property Rights worldwide.



# Thank you

Fabrice Mattei

*Climate Change &*

*IP Group Head, Country Manager*

Rouse

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# Resources

## **INTA & Brands**

- INTA Brands & CSR Report 2019: <https://bit.ly/3bAfEvO>
- “Brands in Times of Crisis: CSR in Action” (INTA Bulletin, March 2020): <https://bit.ly/34TDYGk>
- “INTA report highlights brand commitment to CSR” (WTR article, 2019): <https://bit.ly/2S0QyyI>
- “Covid-19 emergency means the work of trademark counsel is more important than ever” (WTR article, 2020): <https://bit.ly/2VHWmxu>
- “Brands Helping Out in Times of Corona”: <https://bit.ly/2RZ499h>



# Resources

## Fenix Outdoors

- Fenix Way (document): [https://www.fenixoutdoor.se/wp-content/uploads/2019/11/the\\_fenix\\_way\\_2019.pdf](https://www.fenixoutdoor.se/wp-content/uploads/2019/11/the_fenix_way_2019.pdf)
- Fenix Way (movie): <https://youtu.be/8TJqzBHzXJs>
- Fenix CSR Report 2019: [https://www.fenixoutdoor.se/wp-content/uploads/2020/04/fenix\\_outdoor\\_csr\\_2019.pdf](https://www.fenixoutdoor.se/wp-content/uploads/2020/04/fenix_outdoor_csr_2019.pdf)
- Fenix CSR-related information: <https://www.fenixoutdoor.se/hallbarhet/>
- The Down Flow (video): <https://youtu.be/5v-323FrTQo>
- The Re-Kanken (video): <https://youtu.be/s7nRBa4rkTc>

## Rouse

- CLIPMATE by Rouse <https://www.youtube.com/watch?v=Dyk7J7URXwA>





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International  
Trademark  
Association