Sustainability & Transportation: A Customer’s Perspective

AAPA Harbors, Navigation & Environment Seminar
June 6-8
SUSTAINABILITY

- MEC Facts/About Us
- SUSTAINABILITY + TRANSPORTATION:
  - Why this is important to us
  - What we’ve measured
  - What we’ve found
  - What we are (trying) to do about it
SUSTAINABILITY

- Outdoor retail cooperative
- 200+ million in revenue
- 2.3 million members
- 11 stores across Canada
- 1 in 10 adult Canadians is a member of our cooperative
- Members in over 140 countries
Where Our Products Come From

- **MEC Brand** - Come from 19 Countries:
  - 51% Canada
  - 23% Vietnam
  - 22% China

- **Non-MEC Brand** - Come from 52 Countries:
  - 27% US
  - 23% China
  - 14% Canada

- DISTRIBUTION CENTRE IN RICHMOND, BC
- In-Bound = Truck + Rail + Sea + Air
- Out-Bound = Truck
Why is this important to us?

- Business imperative: Changing climate = changing alpine.
- Brand Differentiator: Our Values = more than a gear company.
- Cost Effectiveness: Fuel efficiency = lower costs
What are we doing about it?

Research and Measurement:

- **STEP 1**: Studied Best Practice in Transportation/Shipping and Environmental Practices (2004/05).
- **STEP 2**: Created Baseline GhG Emissions Footprint for all logistics impacts (2005/06).
What did we find?

2005 TOTAL GHG EMISSIONS OF INBOUND + OUTBOUND LOGISTICS:

- WRI GHG PROTOCOL CALCULATOR = 5517.4 METRIC TONNES
- MEC GHG EMISSIONS CALCULATOR = 4375.6 METRIC TONNES
Now What?

- Looking to supply chain for solutions.
- Looking at 3rd Party Initiatives (e.g. Green Fleet Accreditation).
- Looking to our own processes (e.g. identifying redundant ordering/PO’s from product managers).

➢ GOAL: To reduce transportation GhG emissions by 5% in 2006.