

Zanier's climate action – fits like a glove

Industry: Consumer Goods & Retail

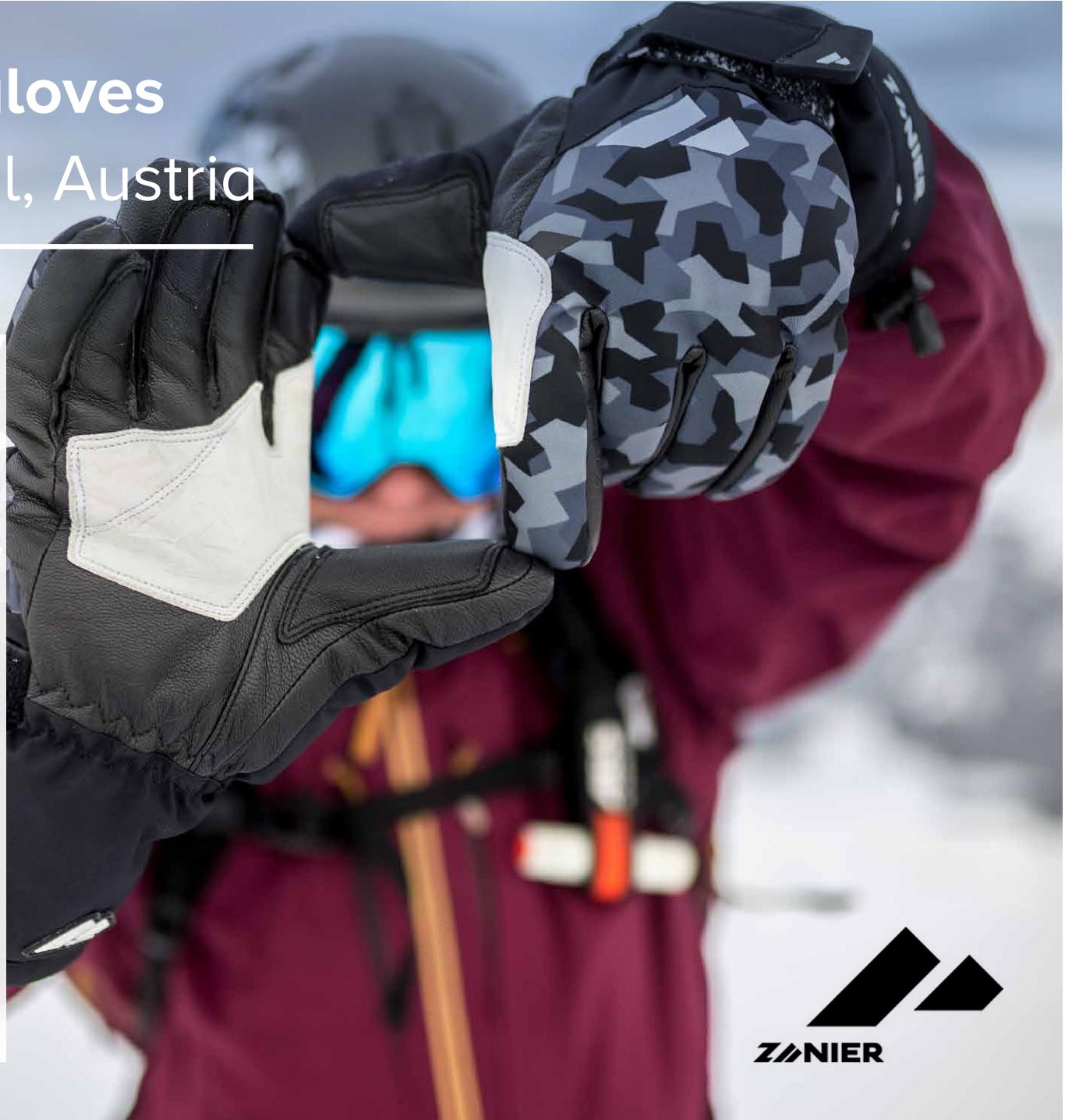


Carbon neutral gloves developed in Tirol, Austria

About Zanier

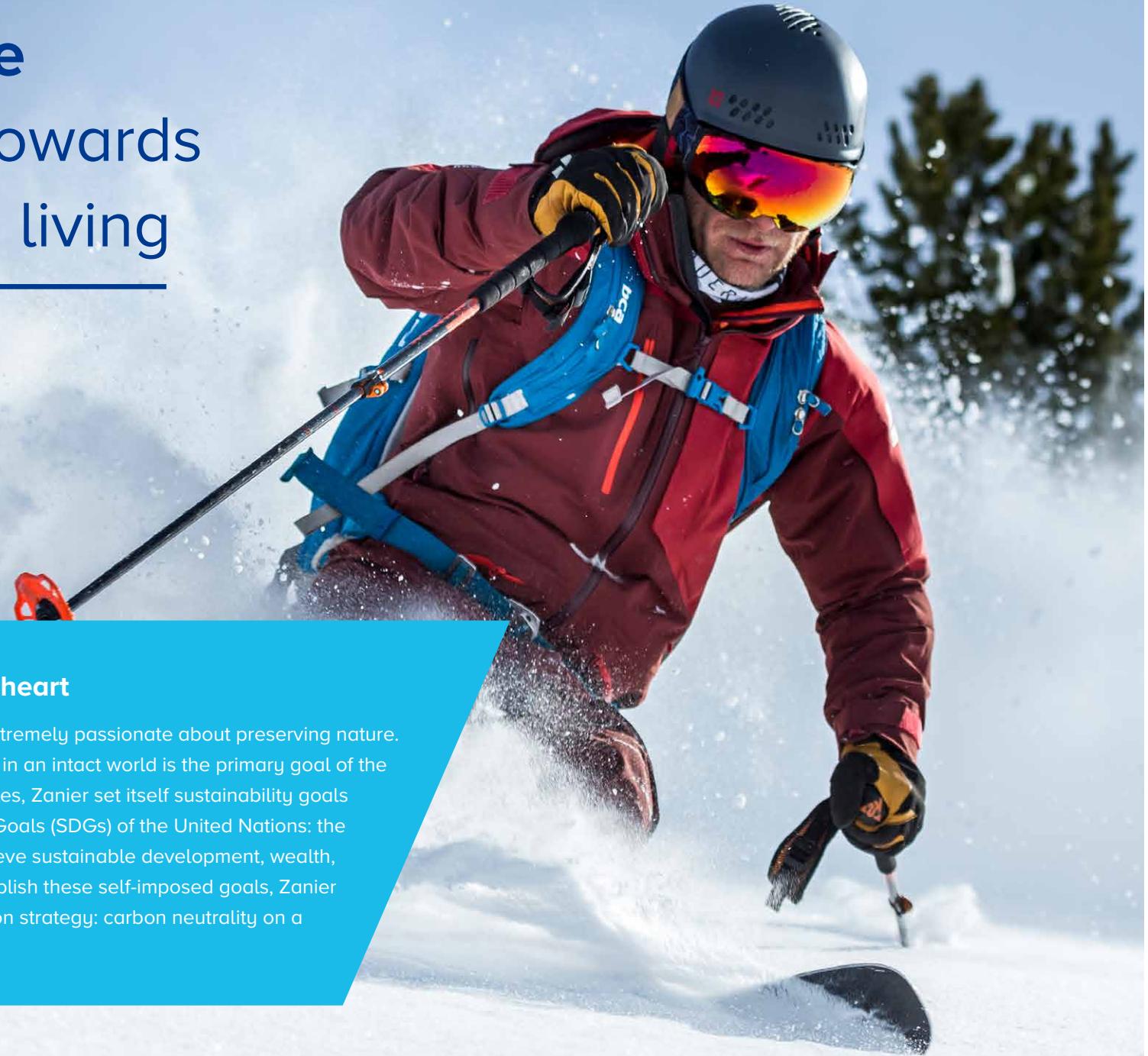
What started as a project between the couple Werner and Gabi Zanier in 1969 is now a global company. Their passion for mountain sports and high-quality standards for related equipment formed the basis of their glove production. Ever since its beginnings 50 years ago, Zanier has been successfully developing gloves for every purpose, need and age.

Zanier works with professionals to develop its products, including athletes from the worlds of skiing, snowboarding, aviation and cycling as well as experienced Alpinists from Tirol Mountain Rescue and similar organisations or Grossglockner mountain guides. In partnership with these passionate athletes Zanier produces reliable products which help make outdoor experiences unforgettable, even under extreme conditions.



The challenge

Contributing towards a future worth living



Nature and people at the very heart

As an outdoor activity company, Zanier is extremely passionate about preserving nature. Making sure that future generations can live in an intact world is the primary goal of the family-run business. Following those principles, Zanier set itself sustainability goals that build on the Sustainable Development Goals (SDGs) of the United Nations: the SDGs are 17 goals whose purpose is to achieve sustainable development, wealth, and protect our planet. To be able to accomplish these self-imposed goals, Zanier decided to implement a holistic climate action strategy: carbon neutrality on a company and product level.

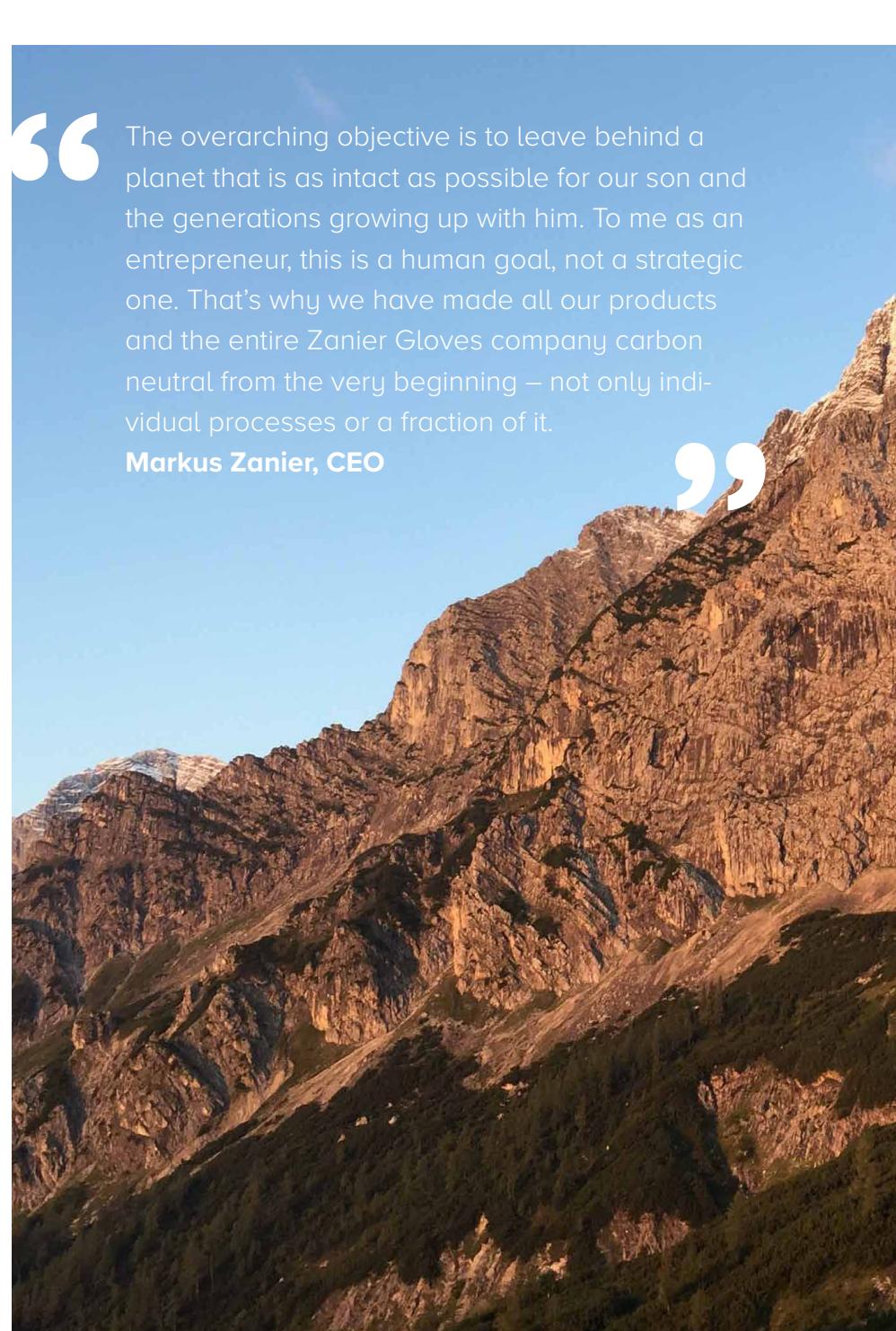


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This is our personal commitment as a family-run company – to nature, to our children and grandchildren – and the only real way to embrace the future.

Markus Zanier, CEO

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The overarching objective is to leave behind a planet that is as intact as possible for our son and the generations growing up with him. To me as an entrepreneur, this is a human goal, not a strategic one. That's why we have made all our products and the entire Zanier Gloves company carbon neutral from the very beginning – not only individual processes or a fraction of it.

Markus Zanier, CEO

The solution

Full commitment to climate action

Zanier worked with ClimatePartner to calculate all emissions caused by the company in Innsbruck and the manufacturing of all its products, including the raw materials and transport to retailers. Now that these emissions have been calculated, Zanier can decide what materials to use in its products to make them as sustainable as possible in the future. Almost no other company is as thorough and systematic about climate action with us as Zanier.



Zanier already reduces emissions where possible:

- Green electricity
- Energy efficiency

Zanier works with sustainable materials:

- local Tirolwool®
- 100% recycled Primaloft® fibres for insulation
- Sympatex® as an ecological, fully recyclable membrane
- loden from Austria
- 100% recycled and PFC-free GORE-TEX® laminate

ClimatePartner

All solutions at a glance



Used by Zanier

Corporate Carbon Footprint (CCF)

Calculating your corporate carbon footprint (CCF) provides you with an overview of your company's greenhouse gas emissions, where carbon hotspots lie within your business and what targets you can set to reduce your climate impact.



Used by Zanier

Product Carbon Footprint (PCF)

The calculation of a Product Carbon Footprint (PCF) for a product or service considers the emissions from the raw materials to delivery and disposal (cradle-to-customer plus end-of-life). In addition, you can also include the use phase.



Used by Zanier

Carbon emission reduction

A reduction strategy based on science based targets sets out the priorities for climate work. It provides an agreed framework for deploying resources, creating an impact and communicating results.



Used by Zanier

Carbon offsetting

No matter how much you reduce your existing emissions, there will always be some you cannot avoid. Unavoidable emissions can be offset by supporting a recognised carbon offset project. Your products, services and company can then be classified as climate-neutral, given the overall effect on the climate has been offset.



Used by Zanier

Communication

Climate action initiatives should be communicated. We help you celebrate the steps you're taking towards measuring and reducing your carbon emissions to your clients and stakeholders. We support the use of correct terminology, avoid greenwashing and help you transparently express your climate commitments.

SINCE 2019:

1,091,366

KG CO₂ OFFSET

36%

AVERAGE REDUCTION OF
PRODUCT CARBON FOOTPRINTS



The result

The company and all its products are carbon neutral

Zanier became one of the first carbon neutral glove brands in the world in 2019. Since then, the company has been working hard to continue cutting CO₂ emissions across its entire value chain. Zanier offsets unabated emissions through a wind energy project in China. In addition, Zanier is involved in a regional project: sustainable development in the Alpine region.

A total of 1,091,366 kg of CO₂ have been offset since 2018 (951,142 kg for the products, 140,224 kg for the company). Through the use of new materials, the carbon footprint of the products has been reduced by 36% on average.



Carbon neutral
Company
ClimatePartner.com/12833-1810-1004



Vegan, carbon neutral, recycled and recyclable

The BLEED X ZANIER glove



The increased use of sustainable materials also resulted in the multifunctional, vegan outdoor glove BLEED X ZANIER Eco Active, a flagship product created in cooperation with the fair fashion label bleed clothing.

- Made predominantly of recycled materials
- Can be recycled when broken down into its individual parts
- Received the Green Product Award 2020
- Received the ISPO Award Plus Special Sustainability Achievement 2021
- Closed-loop recycling process with the SYMPATEX® wear-to-wear system: bleed clothing and Zanier take the gloves back at the end of their lives



Carbon neutral
Product
ClimatePartner.com/12833-1810-1004





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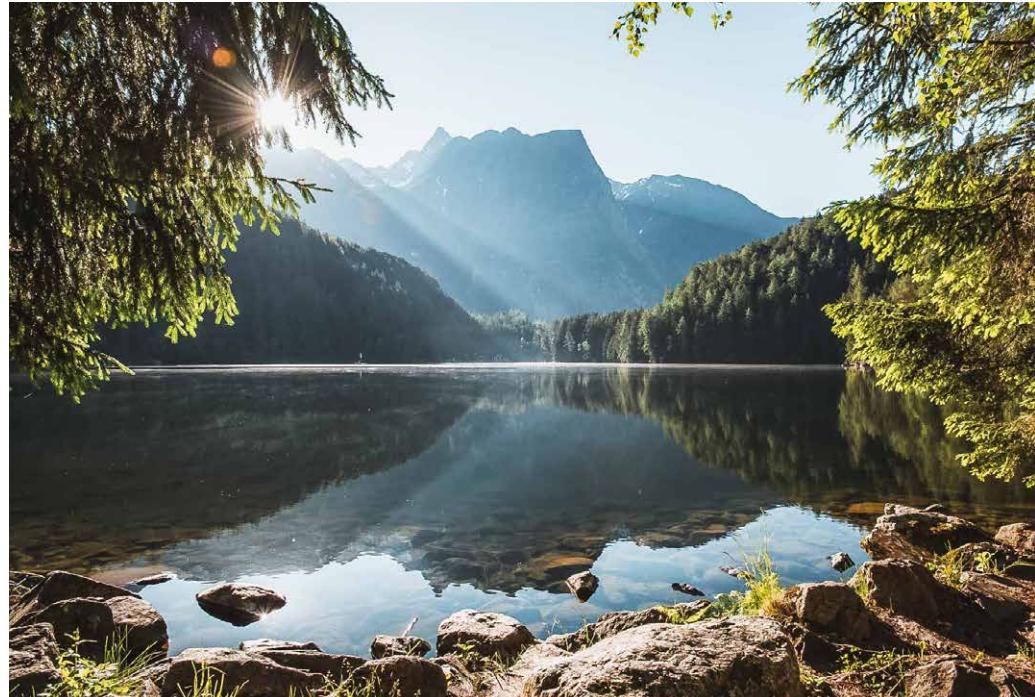
In recent years, we have seen just how much we can do with sustainable materials. As in other areas, ClimatePartner is our “hub” for meeting the right manufacturers and brands. In collaboration with bleed clothing, we were able to develop the first gloves for a closed-loop recycling process. I think that we have only just begun to develop sustainable materials and manufacturing techniques. I’m seeing a strong shift in the awareness of producers and I’m looking forward to more innovative materials which we will surely come across over the next few years.

Markus Zanier, CEO

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Carbon offset projects

Zanier supports a regional project to protect the Alps...



As a family-run company based in Tirol, Zanier is deeply rooted in the local mountains. It is therefore important to them to support a **carbon offset project in the Alps** as part of their work with ClimatePartner. The 'Vitalpin Klimainvestment' initiative provides financial support for projects that mitigate the effects of climate change in the Alpine region, such as through sustainable mobility or renewable energy.

In addition, to guarantee carbon neutrality, CO₂ is offset by a **hydropower plant in Uganda**.

... and a wind farm project in China.

Zanier also supports a **carbon offset project in Guyuan, China**. The company wants to contribute to climate action and sustainable development locally where most Zanier products are made. The project supports a shift away from harmful coal-fired power stations to wind energy as a means of generating electricity. It also creates jobs related to building and operating the wind farms.



Your partner for climate action



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