

# CEO OUTDOOR EQUITY PLEDGE



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## PREAMBLE

**We, the undersigned and creators of The CEO Outdoor Equity Pledge,<sup>™</sup> believe that the outdoors is for all and that the full range of people who have a passion for the outdoors feel welcome by our companies. To do this, we commit to attracting, developing, and investing in employees and leaders of diverse identities, backgrounds, experiences, and perspectives. The time is now. There is a cultural imperative to expedite equity, inclusivity, and diversity within our companies and beyond.**

**In short, we are leaders who practice equity and value differences and belonging, and we acknowledge our responsibility to lead our companies and industries by example.**

In January 2015 we launched the Camber CEO Pledge, a initiative to accelerate inclusive and equitable workplaces in order to attract, retain and advance women in our companies. Beyond building a community of businesses committed to equity and inclusion, the Camber CEO Pledge sought to spur innovation, build community, and elevate the active-outdoor industries as great places to work.

In creating the CEO Outdoor Equity Pledge, we seek to leverage our past successes and lessons gained under the Camber CEO Pledge and adapt to new information that accelerates our collective progress.

We have learned that:

- while it takes time and persistent effort to achieve tangible, sustainable results, our commitment is holistic and urgent
- that equity, diversity, and inclusion are multifaceted and every person in our organization has a responsibility to cultivate and sustain a culture that is adept at welcoming, accepting, and valuing the diverse identities, backgrounds, and experiences of our employees
- collaboration is essential to each company's success; together our collective effort will forever alter the paradigm of workplace culture in the active-outdoor industries where equity and inclusion for all is the valued norm
- as our companies become more equitable and inclusive, we are better able to attract top talent and improve customer orientation, employee satisfaction, and business decision making

Collectively, as leaders, we are responsible for the professional development of hundreds of thousands of employees, and we play a critical role in ensuring that equity and a sense of belonging are core to our workplace cultures. Our continued success requires that our organizations, employees, and leadership teams are representative of current and future outdoor enthusiasts.

## DECLARATION

We love being active and being outside, and we treasure the places we play– this is what connects us.

We respect, celebrate, and value our collective and individual differences; they are essential to the vibrancy of an expanding outdoor community.

We are purpose-led, dynamic, and innovative industries that welcome all.

To enhance this dynamism, we proactively seek to attract and develop employees who reflect the diversity of people who share a love and passion for the outdoors.

In making this happen, we:

- Increase employee satisfaction while creating greater value for participants and customers
- Inspire creativity and innovation
- Improve the quality of decision-making
- Create competitive advantages

## CEO COMMITMENT

I, \_\_\_\_\_, CEO/President/GM of \_\_\_\_\_  
\_\_\_\_\_, commit to an equitable and inclusive workplace that  
advances the leadership opportunities for people of diverse identities and backgrounds.

As part of my commitment, I will ensure that diversity is a visible priority for my  
company by:

- articulating a holistic vision for equity, inclusion, and diversity
- developing annual diversity initiatives and goals tied to business priorities
- investing in an inclusive culture where individual differences are welcomed, respected, supported, and valued
- sharing best practices and lessons learned with fellow CEO Outdoor Equity Pledge companies to accelerate our collective wisdom and success

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## COMMITMENT OF CAMBER OUTDOORS

Camber Outdoors commits to work with CEO Outdoor Equity Pledge signatories to:

- convene pledge-signing companies to harness our collective knowledge and energy
- measure our collective progress
- elevate the active-outdoor industries to candidates who reflect the full range of current and future outdoor enthusiasts as a welcoming and dynamic place to build careers
- provide access to education, mentoring, and sponsorship programs to advance equity at an industry-level
- serve as a trusted partner with CEO Outdoor Equity Pledge signing companies to promote learning and provide best practices that accelerate progress of pledge commitments

## WHY PLEDGE?

### **Business Success**

Companies in the active-outdoor industries currently face competitive pressures in multiple dimensions of their business – market share, profitability, sustainability, and sourcing, to name a few. Companies employing a workforce that reflects the demographics of its current and future customers can supply a greater variety of solutions to these pressures because employees from diverse identities, backgrounds, and experiences bring different ideas, methodologies, and solutions.

### **Innovation & Design for a Changing Marketplace**

Research shows that diversity of perspective and experience in decision-making positions drives inspired design and faster, more proactive innovation. The future of the active-outdoor industries depends on meeting the needs of participants as their demographics and attributes change over time. Companies that actively increase gender, racial, and other diverse representation in leadership positions will have a distinct advantage over companies that don't.

### **Employee Recruitment & Retention**

One of the biggest challenges facing active-outdoor companies is competition for talent with specialized skills and an understanding of consumer trends. Because of a reliance on technology and engineering for innovation, the active-outdoor industries compete for talent directly with Fortune 500 companies in the energy, automobile, and hi-tech sectors. A commitment to workplace equity sets our industries' companies apart from competitors and from other industries.