

SUSTAINABILITY REPORT 2020

HUMANATURE

KEEPING THE PLANET COLD AND
THE PEOPLE ON IT WARM

CANADA GOOSE

HUMANATURE

“The role of business has evolved. In today’s world, driving meaningful change is fundamental to today’s consumer. We are steadfast in our commitment to strengthening our communities, protecting our planet, and working toward a future for generations to come. Since 1957, we have been trusted to protect people from the elements and to keep them warm; now, through HUMANATURE, we are taking warmth to an even deeper societal level.”

Dani Reiss, President & CEO

As a brand born in the Arctic, sustainability is part of our DNA. We’ve learned from the people who have lived there for thousands of years what it means to use resources responsibly, what it means to support our communities and how we should support each other.

Our world is at a critical crossroads. We knew it was time to step up our commitment, so in 2019, we set ambitious goals to reduce our negative impact on the environment while increasing our positive impact in human communities. During the dramatic changes of 2020, we forged boldly ahead toward those goals. Our innate sense of integrity, plus our newly developed Sustainable Impact Strategy, serve as our compass.

This, our second annual sustainability report, is the story of progress – ours, our suppliers’, our community partners’. It’s a record of how we’re looking beyond today toward the horizon, to help shape how people and nature will interact over time.

At Canada Goose, we endure any condition, observe every detail, and take the long view in order to keep this planet cold and the people on it warm. That’s how we all remain a part of nature, and nature remains a part of us.

HUMANATURE	3
ABOUT THIS REPORT	6
CEO LETTER	8
CORPORATE CITIZENSHIP LETTER	10
VISION AND TRANSPARENCY	12
CASE STUDY: UNPRECEDENTED YEAR, UNWAVERING PURPOSE	20



MATERIALS



MANUFACTURING



PEOPLE & COMMUNITIES



WE ARE A PART OF NATURE AND NATURE
IS A PART OF US.



About this report

This document includes forward-looking statements. These forward-looking statements generally can be identified by the use of words such as “anticipate,” “expect,” “plan,” “could,” “may,” “will,” “believe,” “estimate,” “forecast,” “goal,” “objective,” “target,” “project,” and other words of similar meaning. These forward-looking statements address various matters and are necessarily based on a number of opinions, estimates, and assumptions that we considered appropriate and reasonable as of the date such statements are made. Each forward-looking statement contained in this document is subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement.

Applicable risks and uncertainties include, among others, the risks identified under the heading “Risk Factors” in our Annual Report on Form 20-F for the fiscal year ended March 31, 2020, as well as in the other information we file with the Securities and Exchange Commission and the securities commissions or similar securities regulatory authorities in each of the provinces and territories of Canada. The forward-looking statements in this document speak only as of the date of this document, and we undertake no obligation to update or revise any of these statements.

A letter from our President & CEO



Throughout history, humanity has born witness to moments like this, moments of acute change. If today’s reality has shown us anything, it’s how quickly that change can come. From the pandemic, to social justice, to the environment – the world is collectively experiencing change that will be historically important.

There's an inevitability to change and, as it shakes up the status quo, change demands action.

But it also opens the door to transformation.

To us, the defining attribute of transformation is intention. Transformation embraces possibility and experimentation. It’s about purposefully breaking old processes and outdated ways of thinking and committing to learning with an eye on the future.

Our planet is becoming too warm, our sea levels have become too high and our tight grips on old ways of operating have prevented us from healthy growth. We are making the solution our business and transforming our way of thinking.

At Canada Goose, our transformation began in 2019 when we officially codified our commitment to sustainability. We believe that sustainability is not just a tactic, but an essence that must permeate every department and be embraced by every employee. We view it as a responsibility that we need to lean into, especially as the world faces serious challenges.

We made a commitment to undertaking and addressing specific and pressing social, economic, and environmental challenges and attached goals and timelines to each. We knew we wanted to do more than just react to change. We wanted to drive it by embedding doing good within our business model. By embracing it, living it and embodying it.

We’ve already achieved several of those initial goals from our sustainable impact strategy, which were published in our inaugural sustainability report. We have successfully measured and published our carbon footprint for direct and indirect greenhouse gas (Scope 1 and 2) emissions, and have already achieved carbon neutrality through offsetting for company operations by investing in projects that reduce, avoid, or sequester the equivalent of each year’s greenhouse gas emissions. We have also joined the bluesign® raw materials standard as a SYSTEM Partner.

While the pandemic delayed the timing for some initiatives, we are well on track to completing the rest of our goals, including achieving 100 per cent RDS Certification in 2021, having 90 per cent bluesign® approved fabrics by 2025, and eliminating single-use plastics that we cannot recycle in all facilities we own or control.

This past year has accelerated some of our timelines and brought into focus other areas that required swift attention. It also demonstrated just how the role of business in today’s world has evolved.

For example, at the onset of COVID-19, we purposefully pivoted from manufacturing parkas to medical gowns and scrubs and donated RMB1 million to the Wuhan Charity Federation, doing our part to protect the people who protect us. We donated 14,000 units across Canada and 20,000 units to

the Mount Sinai Hospital Network in New York. By the fall of 2020, we delivered more than 2.5 million additional units, all produced at cost, to address both provincial and federal needs.

In late 2020 we launched HUMANATURE, our purpose platform that unites our sustainability and values-based initiatives, spanning every piece of our operations. It places sustainability at the forefront of everything we do, while staying true to our dedication to function-first design in our products. It aligns with our heritage as a Canadian company and the ideals we’ve championed from the very beginning, which includes social and cultural initiatives.

It’s a platform that we are passionate about and one that provides a strong foundation to do more and do better as we move forward.

I know that change is challenging and that it can be unsettling and even frightening. But by approaching change with the intention of transformation, we can harness it and let it lead us to a better place and a better future.

I invite you to read this year’s sustainability report and learn more about how we’re on the right path, ready to change for good.

Dani Reiss, C.M., OOnt
President & CEO

A letter from our Vice President of Corporate Citizenship

1

YEAR SINCE WE RELEASED OUR LAST
SUSTAINABILITY REPORT, WE'VE SEEN THE
DRAMATIC IMPACT OF POWER IN OUR WORLD.

The power of a disease. Of a vaccine.
The power of families giving up normalcy
to keep people in their community safe.
The power of a single action triggering
a global movement to right the wrongs
of racial inequality.

From my own perspective, as Vice
President of Corporate Citizenship,
I've been inspired by the power of
perseverance that I've witnessed within
Canada Goose to adapt overnight – not
only to protect employees, but to produce
desperately needed items, including
medical gowns and scrubs, for healthcare
workers on North America's front-lines.

Similarly, I've been inspired by the power
of commitment that our employees have
to continue our journey to sustainability.

Even in an unusual year, we've made
significant progress toward our aggressive
sustainability goals, and it's largely due to
the unwavering focus that our collective
team shares around the world of
Canada Goose.

And I'm continually inspired by the drive of
the team here at Canada Goose to innovate
in a way that benefits both our consumers
and our planet. We're constantly looking
for ways to reduce our footprint without
impacting the quality of our work, and
we're hitting those goals and adding
new ones in our journey.

This year's sustainability report builds upon
the hard work we started last year and
takes it even further. We've upped our
commitments and have stayed true
to meeting our objectives.

We see the power in the possibility of
positive change and are working hard to
make it happen, for our company and our
planet. We are excited to see it come to life.

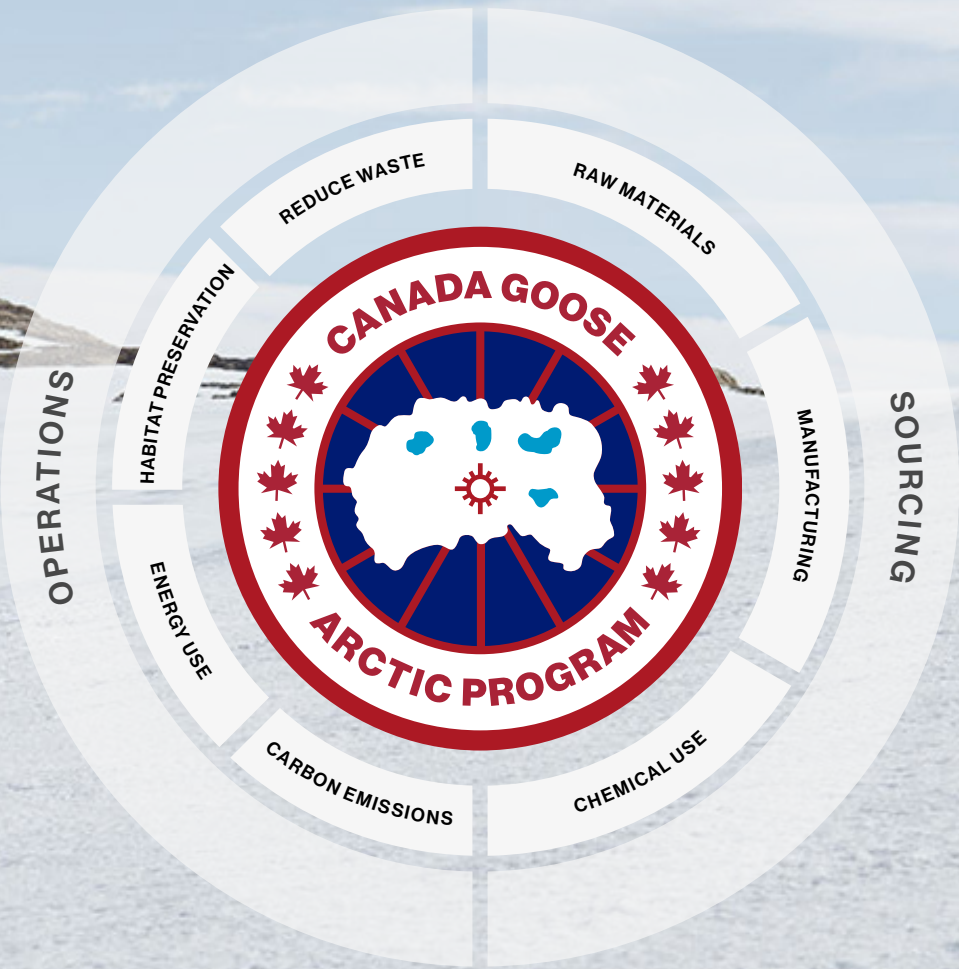
Gavin Thompson
Vice President, Corporate Citizenship

Vision and transparency

“Collectively, each and every one of us has the power to create change...there is beauty in the curiosity, and in the belief that together, we can make something better. We can choose a road forward that allows us to protect our environment and see how important it is for us to feel we are part of the land.”

Sarain Fox,
Anishinaabe artist, activist,
docu-series host, and Goose Person

Keeping the planet cold and the people on it warm isn't going to happen by accident or through one-off efforts. To make a difference at a meaningful scale requires a thoughtful, unifying strategy. Consistent points of accountability throughout our organization allow us to achieve greater transparency throughout our supply chain and provide assurance to our partners and consumers.



OPERATIONS

AREAS	GOAL	PROGRESS
 CARBON EMISSIONS	Achieve net zero Scope 1 and 2 emissions by the end of 2025 or sooner	A continuing effort, which began in 2019 and will be achieved by 2025
	Annually measure and publish our carbon footprint for direct and indirect (Scope 1 and 2) greenhouse gas emissions from our corporate headquarters, factories, retail stores, and transportation by 2019	Completed for 2020
	By the end of 2021, we will conduct Life Cycle Assessments identifying carbon and water footprints of our top-selling products	10%
	Maintain carbon neutrality annually for company operations (Scope 1 and 2 emissions) by investing in projects that reduce, avoid, or sequester the equivalent of 200% of each year's greenhouse gas emissions until achieving net zero emissions by 2025	Completed for 2020
 ENERGY USE	Adopt renewable energy commitments by 2022	Due to the COVID-19 pandemic, and the closures and pivot of most of our CG owned and operated facilities, this commitment has been updated from 2021 to 2022
	Invest in energy efficiency and renewable energy purchases and/or installations by 2023	A continuing effort, which began in 2019
	Invest in renewable energy credits, as needed, by 2025	A continuing effort, which began in 2019
 HABITAT PRESERVATION	Promote Arctic preservation through support of Polar Bears International's research and conservation work	A continuing effort, which began in 2007
 REDUCE WASTE	Eliminate single-use plastics that we cannot recycle — such as shrink wrap — in all facilities we own or control, by the end of 2020	Actions have been completed in support of this goal. Due to the disruptions in the last year, we have not yet been able to validate this goal. Validation will take place 2021-2022
	Incorporate recycled materials and reduce our use of virgin materials across our supply chain	A continuing effort, which began in 2019
	Develop strategies for recycling, reusing, and upcycling unused and post-warranty materials and products (including recycling, donation, and upcycling)	A continuing effort, which began in 2019
	By the end of 2025, we will divert 100% of our post-consumer global warranty waste products	78%
	Move all packaging to more sustainable solutions by the end of 2025	A continuing effort, which began in 2020
	By the end of 2021, we will define sustainable solutions, conduct baseline measurements, and finalize plans for meeting this goal in support of improving the sustainable content and the recyclability of our packaging	

SOURCING

AREAS	GOAL	PROGRESS
 RAW MATERIALS	Transition from Canada Goose's world-class Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS) by the end of 2021	20%
	Explore opportunities for other relevant sustainable global and industry standards	A continuing effort, which began in 2019
	Continue developing more sustainable products By the end of 2025, 90% of our materials will be Preferred Fibres and Materials (PFMs), as specified by the Textile Exchange	A continuing effort, which began in 2020
 MANUFACTURING	Seek out opportunities to continually reduce the environmental impact of our manufacturing practices	A continuing effort, which began in 2019
	Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system	Completed in 2019
	- By the end of 2021, complete finished goods manufacturing assessments - By the end of 2022, we will introduce the CG Social Performance program in raw materials and processing manufacturers	46%
 CHEMICAL USE	Increase percentage of Canada Goose fabrics that are bluesign® approved for responsible and sustainable practices, with a goal to achieve 90% by 2025	45%

OUR SUSTAINABILITY PARTNERS



ALIGNED WITH THE UN SUSTAINABLE DEVELOPMENT GOALS

Our Sustainable Impact Strategy aligns with the purpose of the UN Sustainable Development Goals (SDGs). We identified the areas in which our business can make the most tangible impact as we set our strategy. Specifically, our efforts help advance these four goals:



PROMOTE INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, EMPLOYMENT AND DECENT WORK FOR ALL.



BUILD RESILIENT INFRASTRUCTURE, PROMOTE SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION.



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS.



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS.

CORPORATE CITIZENSHIP GOVERNANCE



We are committed to being good corporate citizens, which means looking to the future when making decisions and considering what’s best for all the people we impact: our consumers, our employees, business partners, investors, suppliers, and the communities we call home.

To embed this culture of citizenship throughout our entire organization, we’ve built a structure that outlines roles and responsibilities that stretch across the Canada Goose enterprise. We’ve established processes and have begun to put in place the tools and technologies that will help bring our sustainability vision to life. At the core of this is our Global Sustainability Working Group, which reports to our Executive Steering Committee and, together, all share the

responsibility for mitigating environmental exposure, unethical standards, and other risks.

PROMOTING A CULTURE OF INTEGRITY
We’ve articulated our expectations for all employees in the Canada Goose Code of Conduct. To keep integrity top of mind, every employee must review the Code of Conduct on an annual basis and acknowledge that they understand our expectations and ethical standards.

We uphold integrity throughout our supply chain as well. Our updated Supplier Code of Conduct applies to every facility we manufacture with directly.



Learn more about the updates we’ve made

OUR NEW SUSTAINABLE PACKAGING WORKING GROUP

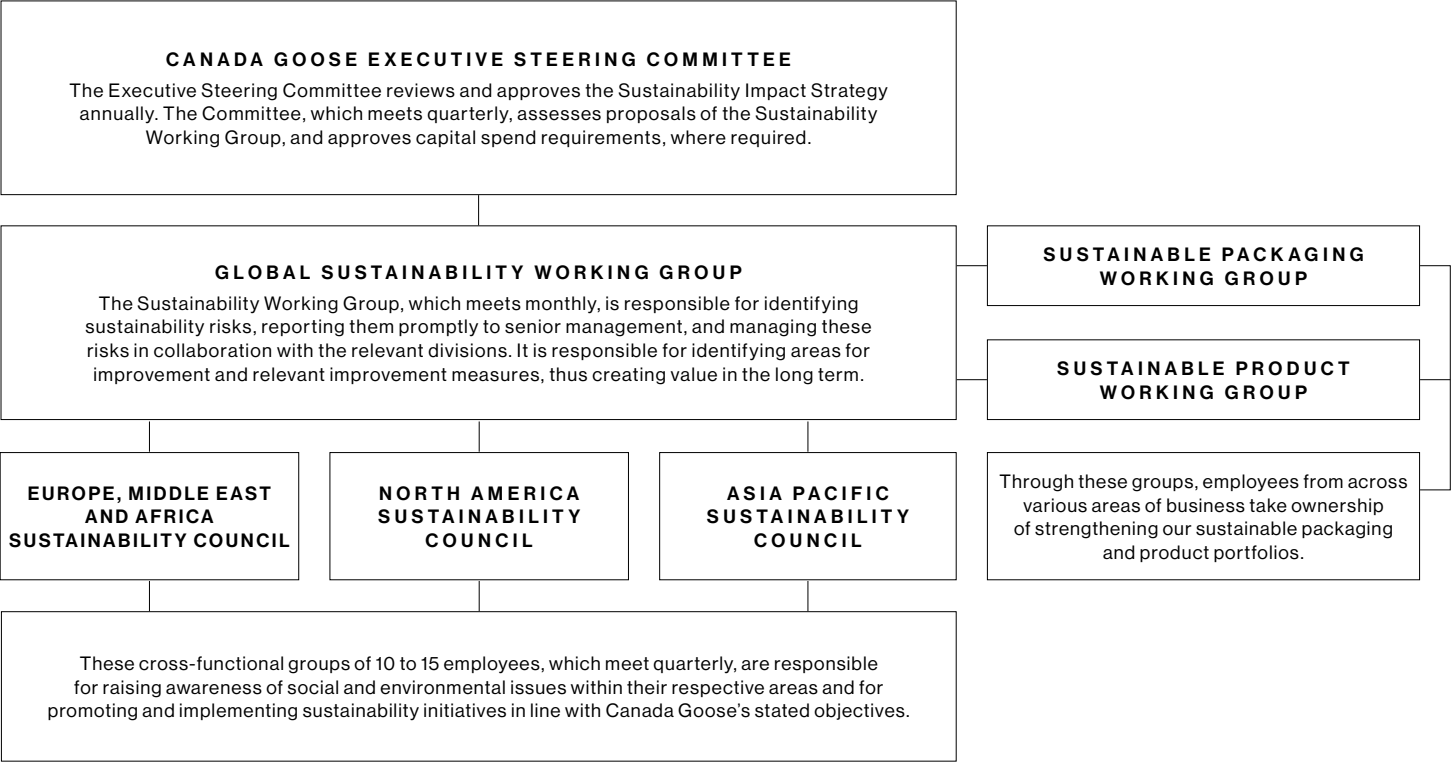
In 2020, we added a new layer of accountability and focus into our structure. We formed a Sustainable Packaging Working Group and began building the foundation for a Sustainable Product Working Group as well. These groups will bring expertise from across the business to focus on specific initiatives for strengthening our sustainable packaging and product portfolios. The Sustainable Packaging Working Group has been challenged to look across the

Canada Goose enterprise and move all packaging to sustainable solutions by the end of 2025. The goal – to be an industry leader in sustainable packaging – is not an easy one. The working group has already initiated projects related to hangers, polyethylene bags, e-commerce gift boxes, and more. The members of this group will contribute to our Sustainable Impact Strategy by helping us eliminate single-use plastics and reduce our use of virgin materials. They’re staying on top of emerging concerns and expectations to make sure we’re providing consumers with the best packaging options. We expect that these

efforts will also help us improve traceability and potentially even realize cost savings in the long term.

By the end of 2021, we will define sustainable solutions, conduct baseline measurements, and finalize plans for meeting our packaging goal in support of improving our sustainable content.

CORPORATE CITIZENSHIP GOVERNANCE STRUCTURE AND RESPONSIBILITIES



EMEA SUSTAINABILITY COUNCIL:
All Canada Goose locations in Europe are now using eco-friendly cleaning products and will be switching to print on recycled paper thanks to the council. They’ve also introduced recycling systems in all stores – and those systems are actively used. The council is helping Canada Goose in the goal to eliminate single-use plastics by monitoring and reducing these materials across locations. For example, it is sourcing and providing glass water bottles rather than plastic ones, both internally and externally where applicable.

APAC SUSTAINABILITY COUNCIL:
The council introduced daily morning mindfulness sessions in select stores and encourages employees to take regular breaks and moments to reset. The members have also implemented energy conservation efforts, initiatives to reduce, reuse, and recycle, and paperless training materials and resources at offices and stores. They’re particularly tackling the problem of single-use plastics at mealtimes.

NORTH AMERICA SUSTAINABILITY COUNCIL:
To support our 2020 commitment, our North American stores found creative ways to eliminate single-use plastics in our supply chains. In Boston, our team repurposed all poly bags, using them to ship back warranty items to be serviced and thus turning historically single-use packaging into multi-use. In Toronto, our manufacturing/office location launched a Waste Diversion Task Force to help all employees take part in this goal. As an extension of the council, we also identified Green Champions in each of our stores to act as a central point of contact for sustainability initiatives in their location.

HIGHLIGHTS FROM OUR SUSTAINABILITY COUNCILS

More than 50 employees around the world act as our boots on the ground across our global operations through the North America, Asia Pacific (APAC), and Europe Middle East and Africa (EMEA) Sustainability Councils. These employees walk the walk in sustainability every single day, concentrating their knowledge and personal passion on helping Canada Goose create solutions for the issues they see around them. They’re tackling waste, energy use and safer cleaning products, just to name a few of their focus areas. These action-oriented groups help us achieve impact as they...

- Raise awareness of environmental issues in their geographic areas

- Promote region-specific sustainability initiatives that align with our global Sustainable Impact Strategy
 - Assist in compiling data and information for annual reporting and benchmarking
 - Identify issues, opportunities, and solutions with implementation plans to help drive our Sustainable Impact Strategy
 - Meet quarterly and report their findings to the Global Sustainability Working Group
- Even during the first few weeks of the shutdown due to the global pandemic, our councils still met virtually and discussed how employees could make sustainable changes at home. They encouraged all employees to take steps to reduce waste and energy, and to take time out in nature throughout the day to care for their personal well-being.

Unprecedented year, unwavering purpose

AN INSIDE LOOK AT OUR PIVOT TO PERSONAL PROTECTIVE EQUIPMENT

On March 16, 2020, all manufacturing at Canada Goose halted. Before provincial governments mandated the closure of non-essential businesses, we made the call to shut down all of our facilities to help slow the spread of COVID-19. But we didn't stop there.

By the next day, President and CEO Dani Reiss had tasked our company with a mission: solve how to adapt our factories from making parkas to making personal protective equipment (PPE). We answered that call and created the Canada Goose Response Program to donate the scrubs and gowns we made to healthcare facilities across the country.

“With one of the largest Canadian apparel manufacturing infrastructures, we were uniquely positioned to re-tool our facilities and refocus our teams to produce a variety of personal protective equipment. It was the Canadian thing to do.”

Dani Reiss,
President and CEO

PRODUCT DEVELOPMENT

We were one of the first Canadian companies to shift to PPE production during the pandemic. There was no precedent for how to go about it, but thanks to our unique combination of entrepreneurial spirit and Canadian manufacturing facilities, we were able to adapt our production rapidly to support this new product.

In consultation with healthcare experts, our Product Development team quickly researched fabrics, sizing, and other specifications for scrubs and gowns. They reverse-engineered PPE from a local healthcare office, and patternmakers started on designs. Processes that typically happen consecutively were done simultaneously.

By the following Friday – one week after getting started – materials were on the way to our Canadian facilities, patterns and prototypes were complete, and we were ready to go into production. But first, we had to bring back our employees.

EMPLOYEE SAFETY

After one week of being shut down, we began asking manufacturing employees if they would feel safe returning to work. We were humbled by the number of employees who stepped up during so much uncertainty to serve our communities by making PPE.

We reopened the factories in stages, reorganizing production areas, cafeterias, and washrooms before employees returned in order to make social distancing and other safety precautions possible. We brought in specialists to help us enact COVID-19 mitigation best practices. We left nothing to chance and no stone unturned when it came to the safety of our employees.

PRODUCTION

We started manufacturing scrubs first, and a week later, we started producing medical gowns. The materials, designs, and testing processes evolved rapidly as we collaborated with Health Canada, provincial governments, and healthcare institutions. Materials were in short supply, which initially limited our ability to make PPE at scale. Thinking outside the box, we tested a fabric we had on-hand, typically used for the lining of jackets. Since we had halted parka production, we had about 1 million metres of this fabric in our warehouses.

We worked with Health Canada to test and prove the fabric's ability to meet Level 1 medical grade requirements. Once approved, we were able to work with our existing supply chain to get more material quickly and easily. Not only did this solve the challenge of material supply – it provided our suppliers with much-needed business.



“Our work in PPE was a reflection of our entrepreneurial spirit that we apply to what we do every day. It helped our communities and it kept our people employed.”

John Moran, EVP,
Manufacturing and Supply Chain



DONATIONS

As soon as we announced our plans, requests for PPE flooded in. To handle them all, our Corporate Citizenship team created a dedicated Canada Goose Response Program email address. No message went unread.

The need was so great that we had to make tough decisions about where to donate our PPE. We set out a mandate to choose diverse types of facilities, including high-traffic hospitals, long-term care facilities, under-resourced communities and both large and small institutions.

In 2020, **we supplied scrubs and medical gowns at no cost to 18 healthcare facilities in seven provinces plus a network of hospitals in the New York City area. In total, we donated 34,000 units**, and by the fall of 2020, we had fulfilled government contracts for more than 2.5 million additional units produced at cost.

[+ Learn more about the rapid pivot we made to PPE, including how our employees responded and how we worked with the Canadian government to build the nation's supply of PPE.](#)

34K

WE DONATED 34,000 UNITS

Materials

As a function-first performance luxury outerwear brand, we strive to create products that live up to our purpose to keep the planet cold and the people on it warm. Every one of those products starts with raw materials.

As part of our Sustainable Impact Strategy, we reimagined how our company evaluates the environmental performance of materials, and the level of transparency in our supply chain. Our teams have spent countless hours researching, planning, implementing, and training others in new standards and processes.

These transitions require months – if not years – of effort, but we’re well on our way to providing consumers with a new level of confidence in the sustainability attributes of our finished products. 2020 was the year we gave consumers the first glimpse of our most sustainable parka to date, and there will be more to come.

 Read about four of the highest-impact changes [\[below\]](#).

TAKING THE HOLISTIC VIEW
The entire journey matters. We kept this in mind with the product development of our recently unveiled Standard Expedition Parka. This parka is the first step in the commitment we’ve made to keep our planet cold and the people on it warm, and it reflects our Sustainable Impact Strategy.

The hard work our teams are putting into our transition to reclaimed fur became tangible in the Standard Expedition Parka. So does the training our teams completed in sourcing preferred fibres and materials (PFMs), such as recycled content.

We performed life cycle assessments of our iconic Expedition Parka and the new Standard Expedition Parka to quantify our baseline and make sure we improved upon it. Based on footprint, the Standard’s design generates 31% less carbon and requires 68% less water during production compared to the in-line Expedition Parka.





OUR JOURNEY IN RESPONSIBLY SOURCED DOWN

As one of our most important raw materials, down was a great place to begin our transition to greater transparency. In 2019, we began the transition from our Down Transparency Standard (DTS) to the globally recognized Responsible Down Standard (RDS).

Under this standard, Canada Goose joins other brands and supply chain partners in ensuring that the down and feathers used in our garments come from animals that are protected under the RDS holistic criteria. The RDS respects the Five Freedoms of animal welfare, prohibits live-plucking or force-feeding in the supply chain, and stipulates that all down is a by-product of the poultry industry.

While our previous standard and RDS are guided by the same mission and share

many similarities, RDS provides a strong chain-of-custody certification program that follows down throughout the supply chain.

Transitioning to RDS involves every department at Canada Goose. Every supplier and every Canada Goose employee who handles down at any point in the process received training in RDS compliance. All of our down-filling facilities were audited by an independent third party against the RDS standard by

January 2020, and all down suppliers achieved RDS certifications by February.

Altogether, Canada Goose managed and financed trainings, audits, and remediation plans for 35 facilities in 2019-2020. We continue to work very closely with our down-filling facilities to ensure management systems and best practices are effectively maintained.

The global pandemic situation slowed us down temporarily, but we remain on track to become RDS certified as a brand by the end of 2021.

At that time, 100% of our domestic manufacturing facilities will be certified to RDS – meaning you will see RDS certification on our parkas. We also require the purchasing and use of RDS down in the rest of our supply chain outside of Canada.

MATERIALS

WHY WE CHOOSE NATURAL DOWN

- Down is one of the best natural sources to provide the most warmth for the least weight.
- Natural down is both durable and reusable. By using it, we ensure longevity of product warmth and the down can be reused and recycled when the product reaches the end of its useful life.
- Natural down is biodegradable.
- All Canada Goose down is a by-product of the poultry industry.

- On a per ton basis, natural down has 85% to 97% lower negative impacts when compared to synthetic insulation. Lower impacts are seen in the areas of human health, ecosystems, resources, cumulative energy demand, and climate change. In 2019, this data was captured by a [life cycle assessment \(LCA\)](#) commissioned by the International Down and Feather Bureau and conducted by the independent firm Long Trail Sustainability.



[Get the details on how Canada Goose has stepped up to the challenge and what RDS certification will mean for consumers](#)



MAPPING THE ROUTE FOR RECLAIMED FUR

For over six decades, Canada Goose has remained committed to the fact that natural, wild fur is an integral feature of authentic Arctic outerwear and provides an essential function for our garments.

For those parkas in our assortment that do feature fur, it is wild coyote fur sourced from North America. Our standards for the sourcing and use of fur – as well as down – reflect our commitment that materials are only sourced from animals that are not subject to willful mistreatment or undue harm. **Canada Goose fur suppliers certify that they do not condone any willful mistreatment, neglect, or acts that maliciously cause animals undue suffering.** Our suppliers also certify that:

- They only source from trappers who are regulated by state, provincial, and federal standards.
- They do not supply us with any fur from fur farms.

Fur itself lasts for decades, and we believe it should not go to waste. Inspired by the people of the North, who have worked with reclaimed fur for centuries, we challenged ourselves to reuse what already exists rather than sourcing new fur.

In 2020, we publicly announced our decision to shift to reclaimed coyote fur. “Reclaimed” is different from “recycled.” Recycled materials are broken down through processes like melting or shredding before they’re used to make a different product. Reclaimed materials are returned to a condition where they

can be reused for their original intended purpose – in this case, fur brims on Canada Goose jackets.

At Canada Goose, we love to explore uncharted territory, and reclaimed fur is just that. To meet our goal of ending the purchase of new fur by 2022 and introducing reclaimed fur into our supply chain, we could not simply switch suppliers – we have to chart our own course.

Our work to achieve this goal is moving rapidly. One of our first steps was to form a global Reclaimed Fur Working Group tasked with creating an end-to-end process for the initiative. The working group identified the need for a reclaimed fur standard to confirm the origin of raw materials, the process required and the certification of finished reclaimed fur products.

To complete this work, we partnered with IDFL Laboratory and Institute and Textile Exchange, a global nonprofit organization focused on minimizing the harmful impacts of the global textile industry and maximizing its positive effects. Additionally, we built a supply chain tracking system for reclaimed fur to support this standard and initiated work to resolve requirements pertaining to country of origin.

As we laid the foundation for the future, we also accelerated our implementation, launching the first product with reclaimed fur: the Standard Expedition Parka. We continue to explore new opportunities to procure reclaimed fur, such as warranty returns and in-store buyback. Moving forward, we will continue to refine our programs and build our supply so that we’re ready to meet our 2022 goal.



A CLEAR PREFERENCE FOR SUSTAINABILITY

In 2019, we made a commitment to source more preferred fibres and materials (PFM) – such as recycled or organic fibres – in order to reduce our use of virgin or conventional materials and incorporate more environmentally and socially responsible materials across our supply chain. In 2020, we improved the process for vetting and sourcing PFMs and third-party certifications.

In partnership with Textile Exchange, we introduced a new internal PFM process and education series. Employee representatives from across 13 teams – from Innovation to Compliance, Sourcing to Merchandising, and everywhere in

between – completed in-depth sessions to learn about PFM supplier requirements, third-party certifications, source traceability, and proper documentation to substantiate public-facing sustainability claims.

As individuals and as teams, we are now equipped to select, source, design, and communicate with a deep understanding of PFM management and credibility. Alongside PFM education, we've updated our warehousing system, developed new IT processes for managing documentation, and evolved our Raw Materials Supply Chain Map, an internal tool designed to give us a clear view of what's going on in our supply chain. **Each of these changes internally has made it easier to integrate sustainable raw materials into our sourcing, fabric, and design decisions – and into the products we make going forward.**

By the end of 2025, 90% of our materials will be Preferred Fibres and Materials (PFMs), as specified by the Textile Exchange.

RECYCLABLE AND RECYCLED CONTENT
Our stores use paper shopping bags designed for 100% recyclability and reuse. Canada Goose has formed an internal Sustainable Packaging Working Group to understand our packaging footprint and propel our inclusion of more responsible materials, such as verified sustainably sourced virgin content and verified recycled content. This group is looking at every aspect of our packaging to convert to more sustainable solutions at every step, from our warehousing, to our manufacturing, to our retail stores, and all points in between.



MATERIALS



COMMITTED TO SAFE MATERIALS

We believe all products should be safe for the people who make them, customers who use them, and the environment in which we all live.

That’s why we operate a comprehensive chemical testing management system based on product safety regulations of the countries in which we sell, and we maintain a Restricted Substances List (RSL) with exposure thresholds that meet and exceed guidance from the American Apparel & Footwear Association (AAFA). To ensure that all of our suppliers are responsibly managing chemicals, dyes, and finishes, we test raw materials and finished articles at the development stage as well as in mass production.

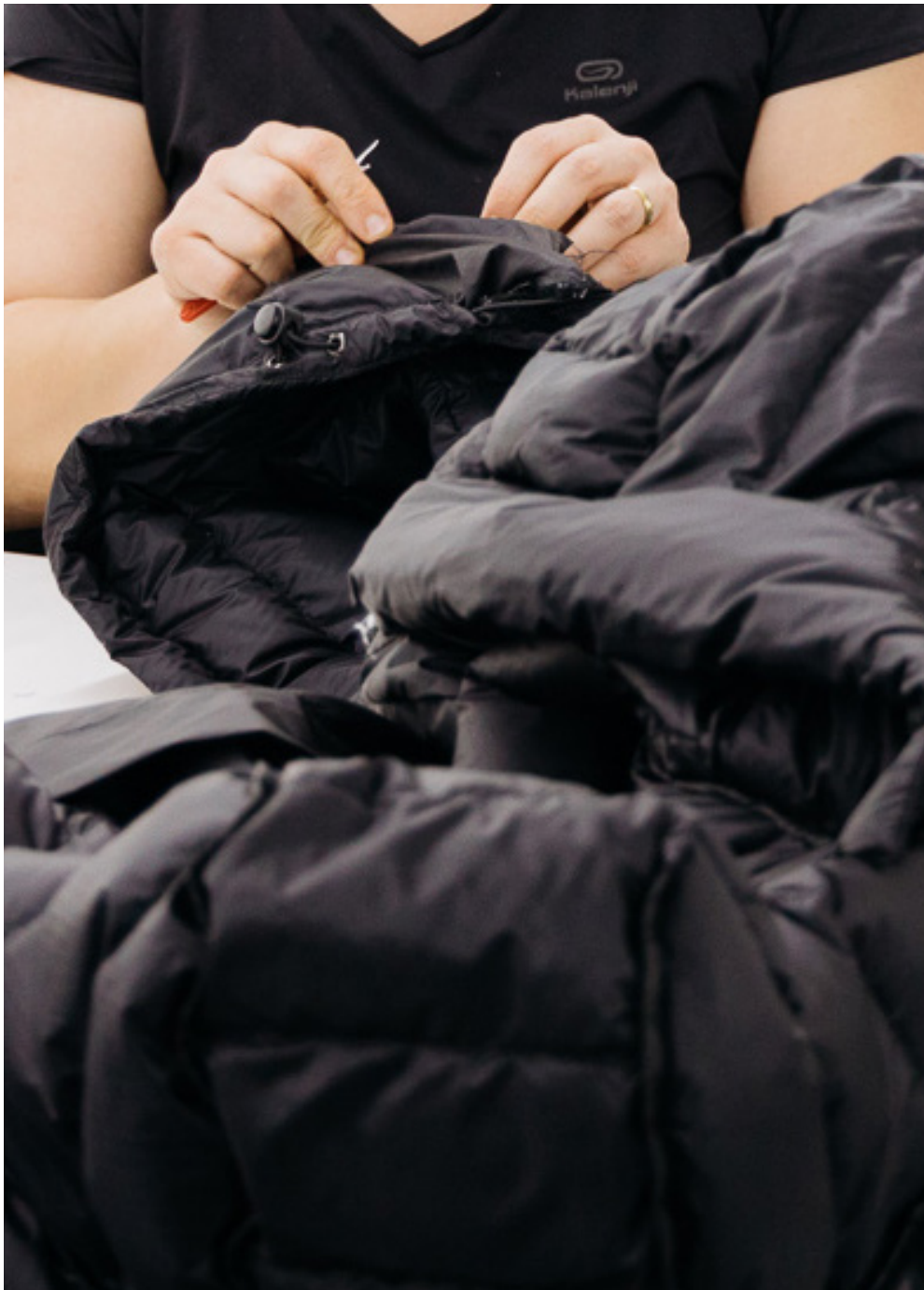
As a global brand, we wanted to go even further to ensure safety across our supply chain, so in 2019 we became a SYSTEM Partner of bluesign®. This globally recognized organization serves as an independent authority on chemicals, processes, materials, and products that are safe for the environment, workers, and consumers.

The bluesign® SYSTEM is a framework for eliminating any environmentally damaging substances from the supply chain. bluesign® uses a system of factory audits and certification to monitor the complex journey of materials from chemical formulation to the finished product. Canada Goose has wholly embraced their criteria for resource efficiency, worker safety, environmental and consumer protection, and chemical exclusions.

We’re aiming for 90% of Canada Goose fabrics in domestic production (by volume) to receive the bluesign® APPROVED label for responsible and sustainable practices by 2025.

We also made a strategic decision to concentrate on achieving bluesign® criteria for our lining materials. This focus on high-volume fabrics allows us to make a larger impact, faster. At the end of 2019, we’d reached 32%.

By March 31, 2020, we’d hit 45% bluesign® APPROVED fabrics – the halfway point toward our goal.



“Canada Goose knows that the key to improving their sustainability performance starts with the ongoing evaluation of their supply network – in particular, where and how materials are manufactured. This generally is much harder than it sounds, as modern apparel supply chains are incredibly complex. We’ve been very impressed with Canada Goose’s commitment to extensively analyzing and continually improving the sustainable performance of their supply network while ensuring transparency to all applicable stakeholders.”

Jill Dumain, CEO, bluesign®

Manufacturing

We manufacture our core down-filled parkas across Canada in eight owned and operated facilities in Montreal, Toronto and Winnipeg. Prior to the COVID-19 pandemic, we employed almost 4,600 workers in Canada – one-fifth of the Canadian garment-making sector’s workforce. By keeping the majority of our production domestic, we contribute to local job growth and can more easily maintain our high manufacturing and labour standards.

CANADA GOOSE MANUFACTURING LOCATIONS		
Canada Goose owned and operated	8	Canada
Finished Goods – Domestic	24	Canada
Finished Goods Suppliers – Global	8	Europe and Asia
Finished Goods Contractors – Global	19	Europe and Asia

Canada Goose also prides itself in only working with the best global partners in our product supply chain. As we add new apparel categories to our lineup, we do extensive research to find the right manufacturers – the ones who are capable of meeting our quality expectations and rigorous social and environmental standards.

At home and abroad, in addition to sourcing the best, we prioritize continuous improvement. We are constantly imagining and implementing new ways to care for both people and the environment.



FOCUSED ON PEOPLE: UPDATING OUR SOCIAL PERFORMANCE PROGRAM

Whether they work in Canada or abroad, at our factories or for our suppliers, the people who make our garments are part of the extended Canada Goose family. Through the Canada Goose Social Performance Program, we take measures to protect and respect the people who make our products.

During 2020, we focused on laying the foundation for a stronger, more collaborative version of the Social Performance Program. This included updating our [Supplier Code of Conduct](#). The Code sets out our standards for working conditions and environmental responsibility throughout our supply chain. It applies to our own factories, contractors, manufacturing partners, and their factories that we manufacture with, directly or indirectly. We've also developed supplemental materials that provide all suppliers with valuable guidance and a transparent view into our Social Performance Program policies, procedures, and supplier assessments.

All offshore and domestic suppliers, as well as Canada Goose owned and operated facilities, signed the updated Supplier Code of Conduct in 2020.

ASSESSING AND IMPROVING COMPLIANCE

Our program includes annual social self-assessments and third-party assessments, and we initiate ongoing collaboration and open dialogue with our suppliers to deliver on our commitment to responsible manufacturing.

Our suppliers are true partners – we give and receive mutual support. If a supplier or one of their factories becomes non-compliant with any of the principles or guidelines in our Supplier Code of Conduct, we take an active role in helping them immediately address and improve their practices.

During the pandemic to ensure safety of our in person auditing, we needed to reapproach our plan for assessing compliance with our updated Supplier Code of Conduct. We reviewed other third-party assessments for the factories that had them, and all suppliers completed a self-assessment. We are continuing to work with suppliers to evaluate their social performance.



CONNECTED WITH OPPORTUNITY

MANUELA S., CANADA GOOSE FLOOR TRAINER, TORONTO

Twelve years ago, Manuela was making men's suits for another company. "My sister-in-law was always talking about benefits she had at Canada Goose that I didn't have with my employer," she said. "So when I was laid off, I had no question about it. I went straight to Canada Goose to apply." She got the job and started in the production line.

Manuela appreciates the opportunities at Canada Goose to try out new roles and advance her career. From the line, she soon moved to warranty repairs, where she stayed about five years. Now she's a floor trainer who helps machine operators learn new styles each time their production line is updated.

Last year, Manuela trained operators in something completely new for Canada Goose – personal protective equipment. "It's something that makes you feel good," she said. "I am proud of Canada Goose for the opportunity to help front-line workers be safe."

"I intend to keep working here," she added. "There are always different things to do. We have a good environment inside, good supervisors, good benefits. This is a good company."



Through the updates to our Social Performance Program, we’re creating a framework for strong partnerships that will motivate suppliers, not only to meet our standards, but to continuously improve their processes. Together, we can make a more significant impact for safe, inclusive, responsible workplaces within our network.

PROTECTING HUMAN RIGHTS
We believe that business should support and respect the protection of human rights. At Canada Goose, we do not tolerate any human rights abuses including child labour; forced and prison labour, slavery, or human trafficking; verbal, emotional, or sexual harassment and abuse; bribery and associated practices; and falsified documentation.



CONNECTED WITH PASSION

MARC C., CANADA GOOSE SHIFT SUPERVISOR, WINNIPEG

In the Philippines, Marc had built his career in fashion design. When he arrived in Canada five years ago, he didn’t expect to find a job in the industry he loved. He moved up quickly at Canada Goose while also taking advantage of their subsidized English as a second language classes at work. After a year, his production manager encouraged him to apply for assistant supervisor. Six months later, Marc had been promoted to supervisor. “They trained me for my position,” Marc said, “and they also give us supervisor and management leadership training every year.”

In the summer of 2020, Marc began supervising the night shift, handling the needs of 60 machine operators working on personal protective equipment. “I try to think how I can help operators,” he said. “They are important to me, and I am very thankful to be part of the team.” “This is my passion,” Marc said. “I love making clothing, and Canada Goose has given me the opportunity to do it here.” His dream, he added, is to one day create his own Canada Goose jacket. He’s already sketched it out.



MANAGING OUR ENVIRONMENTAL IMPACTS: PROGRESS ON OUR GOALS

Canada Goose was born in the North. It is here that the world witnesses the impacts of climate change as permafrost melts, glaciers recede, and animal migration patterns change. And it is here that we draw inspiration for reducing our environmental impact as we learn from the example of indigenous people who respectfully live in harmony with nature.

Over the past two years, we've used carbon footprinting to reveal areas of potential environmental improvement – our locations with the highest carbon emissions. From there, we determined whether each of these needed a waste and/or energy audit. The findings will help us chart our own path toward operating in greater harmony with the environment.

Across our business, we're making progress in energy use, carbon emissions, and waste disposal. Our Sustainability Councils around the world are leading efforts to implement region-specific facility improvements that include centralized waste collection, alternatives to conventional single-use plastic items, and environmentally friendly cleaning supplies.



MANUFACTURING

ENERGY FOR IMPROVEMENT

In 2019, we conducted our first carbon footprint exercise of Scope 1 and 2 greenhouse gas emissions and identified the facilities with the largest opportunities for improving energy management. In early 2020, we took the next step by conducting energy audits to pin-point the areas where improvements could reduce our dependence on fossil fuels, and where energy was being wasted. The results provided clear near- and long-term guidance about energy efficiency improvements, renewable energy installations, and which renewable energy credits (RECS) could be right for us. This approach will reduce our global energy use and position us to meet our carbon reduction goals.

At the global scale, we have committed to:

- Adopt renewable energy commitments by the end of 2022.¹
- Invest in energy efficiency and renewable energy purchases and/or installation by 2023.
- Invest in renewable energy credits as needed until 2025.

World events have temporarily impacted our ability to implement some of these plans, but while our momentum has been interrupted, our motivation has not wavered. We are steadfast in meeting the goals we have set on the timelines we stated.

THE NORTH STAR OF NET ZERO

Our path to net zero requires us to boldly transition from conventional to renewable energy sources – and it requires that every type of Canada Goose facility take the journey together. To help our many facilities keep pace with each other, we are:

- Conducting energy audits to highlight required energy-saving opportunities.
- Eliminating the use of traditional lighting by upgrading to LEDs in all of our manufacturing facilities (completed in 2020) as well as utilizing sophisticated Lighting Control Systems that include motion sensors.

- Focusing on LEED® certified development for our buildings (where applicable).
- Planning for no/low-carbon energy purchases and implementing facility retrofits to improve energy efficiency.

FROM CARBON NEUTRAL TO NET-ZERO: OUR PATH FORWARD

The World Resources Institute defines “**net-zero emissions**” as the point when any remaining human-caused GHG emissions are balanced out by removing GHGs from the atmosphere in a process known as carbon removal.² Reaching net zero involves first reducing GHG emissions as close to zero as possible. Then, the remaining emissions are balanced with the amount of carbon we remove from the earth’s atmosphere through natural methods (like restoring forests) or technological methods.

Net zero takes time and significant investment to achieve. So, on our path to net zero, we set an intermediate goal for ourselves: immediately reach – and exceed – carbon neutrality for our operations.

Carbon neutrality is achieved when the GHG emissions associated with an entity are reduced and offset to zero for a defined duration.³

Each year, we invest in carbon offset projects that reduce, avoid, or sequester the equivalent of 200% of our annual Scope 1 and 2 greenhouse gas emissions.

Those projects, which can be located anywhere around the world, balance out the emissions we produce for the set period of one year. In 2020, we began working with third-party firm Carbonzero to develop a strategic, long-term offset project that will align with our overall strategy and focus on the North.

1. This commitment has been updated from 2021 to 2022 due to the COVID-19 pandemic, which resulted in closures and the pivot to PPE production of most of our owned and operated facilities.
2. <https://www.wri.org/blog/2019/09/what-does-net-zero-emissions-mean-6-common-questions-answered>
3. https://assets.naturalcapitalpartners.com/downloads/The_CarbonNeutral_Protocol_Jan_2021.pdf

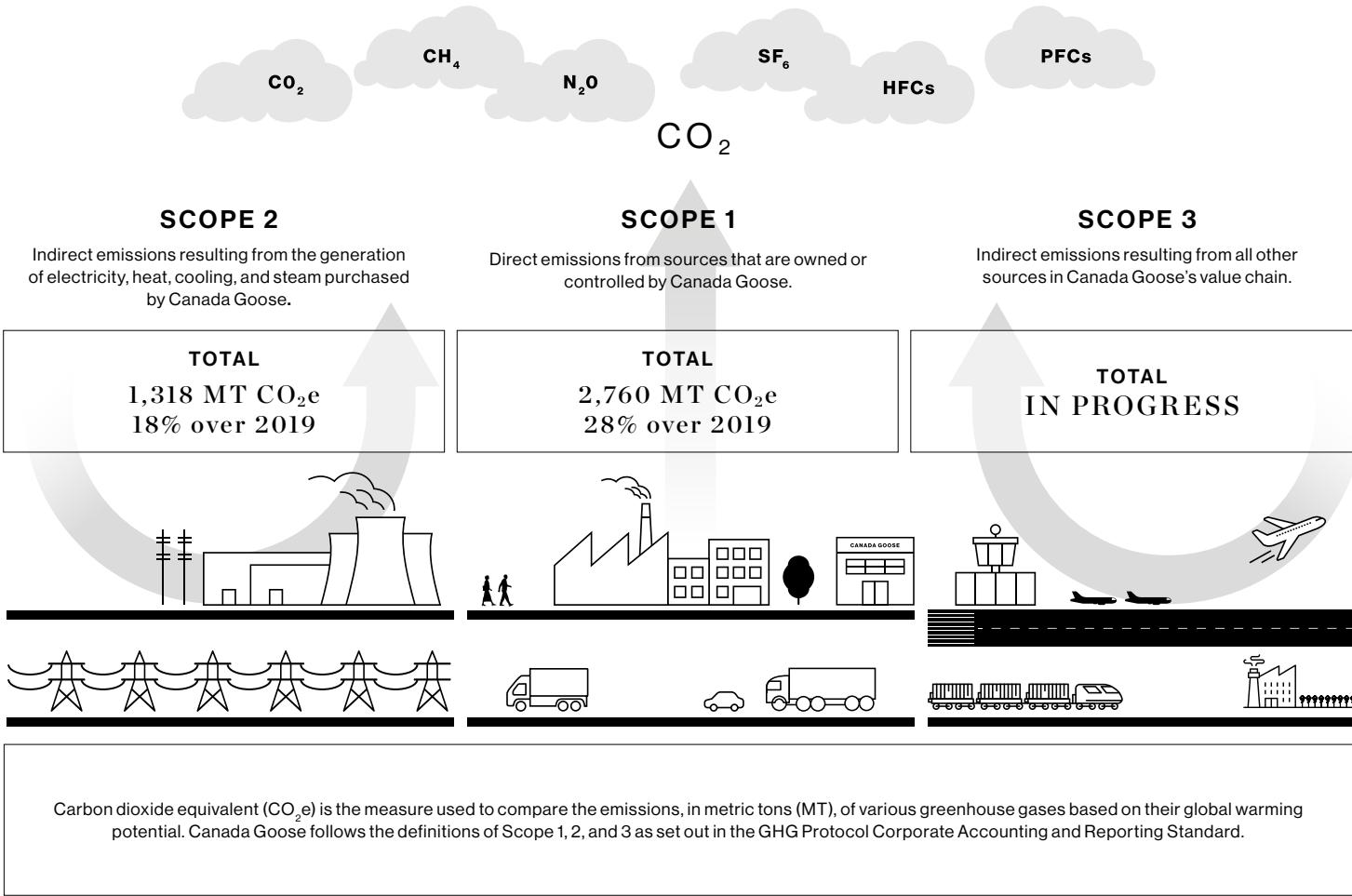


CARBON EMISSIONS: WHERE WE'RE AT

Between 2019 and 2020, we expanded our global operations by adding 11 new retail locations and increasing square footage at some existing manufacturing facilities. As expected, our combined Scope 1 and 2 greenhouse gas emissions increased – although by 5% more than we had planned. Over the past two years, we've learned more about balancing efficiency and growth, which means that during 2021, we are ready to accelerate our progress to stay on track toward our 2025 net-zero goal which we are confident we can achieve.



OUR FY2020 GREENHOUSE GAS FOOTPRINT



REDUCING WASTE: HOW WE'RE LIVING OUT OUR VALUES

As the circular economy grows in the apparel industry, we're exploring new and innovative ways to reduce, reuse, and recycle across all areas of our operations. In early 2020, we conducted waste audits at all of our owned and operated facilities, including our head office and raw materials warehouse.

From the results, we realized a significant part of our impact could be reduced by improving waste, recycling, and organics hauling partnerships. Over 2020, we tackled waste related to single-use plastics, surplus fabric, electronic waste, products that don't meet our quality standards, and warranty returns. Additionally, we formed a [Sustainable Packaging Working Group](#) to create an all-in approach to converting our existing packaging to more sustainable options for our consumers.

SINGLE-USE PLASTICS

We had committed to eliminate single-use plastics that we cannot recycle, in all facilities that we own or control by the end of 2020. While world events made this challenging, the waste audits enabled us to estimate the single-use plastic benchmark for those facilities and provided a starting point for us to benchmark all other facilities by using surveys. The benchmarks are being used to help facilities teams and their

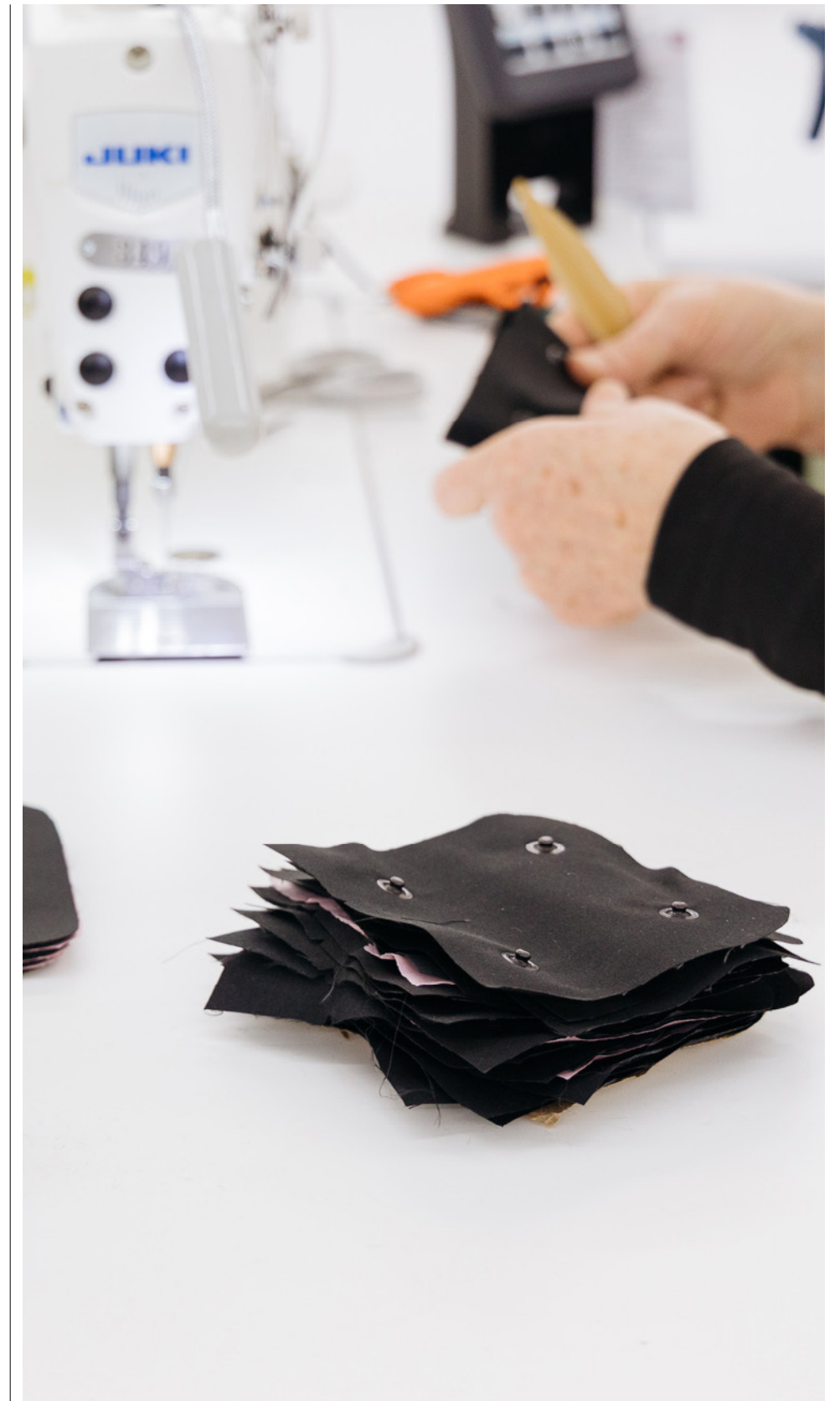
regional Sustainability Councils implement region-specific solutions, including standardized, centralized waste collection systems and reusable or compostable alternatives to conventional single-use plastic items.

This is a journey we are committed to. At this point, we believe single-use plastics have been eliminated from our operations. This is pending third-party validation through in-person audits, which were delayed due to the COVID-19 pandemic and closure of our owned/operated facilities.

E-WASTE

We're doing our part to keep electronics out of Canada's landfills. Each year, partners such as [Lifespan Technology](#) and [eCycle Solutions](#) collect and responsibly recycle the electronics we can no longer use. Laptops, keyboards, mice, cell phones, and copper data cables are among the many items they accept. These companies are [R2 Certified](#) as responsible recyclers. They reclaim precious metals and minerals and sell parts, ensuring no piece of our electronics ends up where it doesn't belong.

MANUFACTURING



WARRANTY WASTE

We proudly stand by our warranty for the lifetime of the product. When we replace a product under warranty, we keep the product that was returned. That non-functioning product is referred to as “end-of-life warranty waste” – but we don’t think it should actually go to waste.

In the textile industry, it is no secret that a common practice is to send textile waste for destruction by incineration or landfilling. We want to do things differently, so we’ve committed to developing strategies for recycling, reusing, and upcycling our unused and post-warranty materials and products.

Throughout 2020, we partnered with textile recyclers in Canada, the U.S.A, and Europe to conduct trials for various recycling, donation, and re-commerce options for our warranty waste. **Our first trial partnership alone diverted nearly 6,000 parkas for recycling in the U.S.A** By the end of 2020, we were working on a global diversion strategy – and we’re excited to take on the work to change the channel on waste.



INNOVATION DRIVES EFFICIENCY



“Innovation is at the core of everything we do. Our approach is driven by constant improvement – testing, learning, improving – while ensuring we deliver on our commitment to quality and functionality. We innovate for the betterment of our consumers and our planet.”

Woody Blackford, EVP, Product

Innovation comes naturally to Canada Goose employees – it’s embedded in our values. Even in a year like 2020 – or perhaps *especially* in a year like 2020 – our people pursued new ideas and turned new processes into long-term strategies for efficiency.



[Read about two innovative ways we upped our efficiency and reduced waste in 2020.](#)

People & Communities

To achieve our purpose of keeping the planet cold and the people on it warm, we absolutely need to set goals and measure data. It's equally vital to sustain relationships with our employees, local neighbours, and global communities.

We're proud to offer meaningful work and valuable job skills for thousands of people, both in Canada and abroad. We create opportunities for employees, neighbours, and students to learn and serve within our communities. Together, we continue to help build vibrant economies, maintain healthy, respectful workplaces, and bring humans and nature closer together.



ENGAGING EMPLOYEES



Authenticity is a core value of the Canada Goose brand because it is a core value of our employees, collectively known as the “Goose Crew.” As a company, we work to support the whole person by providing each member of the Goose Crew with the freedom and the resources to pursue their goals, create change, and be proud of who they are in every aspect.

LISTENING THROUGH OUR ANNUAL SURVEY

Canada Goose conducts an annual survey to better understand employee engagement, learn about what’s working, and identify any areas of opportunity. In 2020, we had a 96% participation rate globally, and our total population surveyed grew by 27%. According to our employees, our areas of strength include...

- Employee pride in our company
- Clarity of values
- Diversity in the workplace and equal opportunities
- Employee understanding of how their work contributes to overall business objectives
- Manager strength in communication, feedback, and building teamwork

BUILDING OUR COMMITMENT TO DIVERSITY AND INCLUSION

Goose Crew members have consistently ranked our workplace highly in matters of diversity and inclusion, and as you look across the business globally, our employees reflect the diverse fabric of the world.

Each year, all Goose Crew members around the globe participate in our “Respect in the Workplace” training, which is designed to reveal biases and educate our people about the connection between workplace diversity and achieving objectives like efficiency and effectiveness. Passionate individuals have taken the initiative to promote diversity and inclusion in a variety of ways in their departments and projects.

As the world reacted to ongoing instances of racial injustice and violence, Canada Goose responded with action. We started with donations to the Canada Civil Liberties Association and the American Civil Liberties Union, and issued an updated Inclusion Statement... and we know there is more to be done.

During the summer of 2020, we launched our Inclusion Advisory Council. Made up of passionate employees from across the company, the group serves as an advisor on matters of inclusion within the Canada Goose employee community.



[Read about the formation of our Inclusion Advisory Council and the process they've begun for creating a company-wide diversity and inclusion strategy.](#)

OUR INCLUSION STATEMENT

We believe in the power of inclusion and that our best work happens when people bring their authentic selves to work and are welcomed for exactly who they are. We embrace diversity in all its forms and definition and strive to remove barriers to create an inclusive culture and equitable workplace where everyone can live authentically, every day and in every situation.

SUPPORTING EMPLOYEES' WELL-BEING

Prior to the pandemic, we brought on a health and safety specialist to help us continue to meet the needs of our Goose Crew members. This specialist position was critical once COVID-19 hit, but the benefits for our employees will be ongoing.

During 2020, we launched a new Employee Assistance Program to provide enhanced mental health services for employees. Goose Crew members now have 24-hour phone access to a licensed mental health professional. This program will continue to benefit employees over the years to come by providing help through everyday stress, personal challenges, and acute crises.

In March of 2020, we also established the Canada Goose Employee Support Fund for employees who were impacted by store and manufacturing closures, but were not eligible for government assistance.

CULTIVATING PROFESSIONAL GROWTH

Employees have the opportunity to develop professionally in a variety of ways. One way is our Continuing Education program, through which salaried employees are eligible for reimbursement of external course fees. Over the past three years, we have devoted more than \$150,000 in continuing education funding for employees across our business. We believe this is an investment that benefits our employees, our business, and our communities.

Globally, all of our corporate employees have access to LinkedIn Learning, which puts more than 15,000 online learning modules in reach. These modules teach business, creative, and technology skills.

Our Global Mentorship Program empowers junior employees with practical advice, encouragement, and support while offering more seasoned colleagues the chance to share their experience and build their interpersonal skills.

PROMOTING A CULTURE OF GIVING AND VOLUNTEERING

Goose Crew members give back to their communities through the CG Gives program. We launched the program in 2019 to provide employees more opportunities to give to their communities individually and together with their departments. Salaried employees have up to three paid days off each year to volunteer for a charity of their choice. When hourly employees volunteer their personal time, we make cash donations equivalent to \$2,000 to the charity they have chosen to serve. We also match employee financial donations to charities around the world, up to \$2,500 per employee each fiscal year. We double our match, up to \$5,000, for charities that honour the North – Polar Bears International, Students on Ice, and Inuit Tapiriit Kanatami (ITK), the national Inuit representational organization.

In 2020, over \$130,000 was donated to charities through CG Gives employee donations and matching contributions



[Learn more about the actions we took to keep employees safe during the pandemic – and how employees rallied around a sense of purpose while producing personal protective equipment.](#)



OPPORTUNITIES, ALL IN ONE PLACE

In August 2020, we created a virtual volunteering platform to increase employee engagement and connection globally. It not only puts CG Gives at employees' fingertips, but also gives them access to nearly 2 million nonprofit organizations worldwide. This platform makes it easy to donate, find volunteering opportunities, and make an impact locally or globally.

In addition, we're using CG Gives to motivate sustainable changes. Employees can now compete in company and department-wide sustainability challenges that align to the United Nations Sustainable Development Goals.

Once COVID-19 restrictions are lifted, employees who donate to one of our organizational partners that honour the North will be eligible to be one of 10 employees picked for a hands-on volunteer experience in the Canadian Arctic.



\$130K

IN 2020, OVER \$130,000 WAS DONATED TO CHARITIES THROUGH CG GIVES EMPLOYEE DONATIONS AND MATCHING CONTRIBUTIONS

ENGAGING OUR COMMUNITIES



Home is where the heart is – and our home is the North. In addition to CG Gives, we have developed long-term partnerships and programs dedicated to supporting the people and places of the North. Our local actions are an important way we address global issues.



PEOPLE & COMMUNITIES

TRAINING THE FUTURE WORKFORCE

Decades ago, Canadian apparel manufacturing largely shifted overseas. We were determined to stay here in Canada, but over time, a gap grew between the declining supply of skilled workers and the growing demand for our products.

We created Sewing Training Schools to close the gap and equip unemployed, underemployed, and immigrant community members with in-demand skills. Each six-week program prepares participants not only for production line positions, but also sets them up to move into other positions as assistant supervisors, supervisors, engineers, and managers. Trainees learn progressively more challenging sewing techniques and have the option to earn second language program certification in English or French to increase their opportunities. COVID-19 affected our ability to offer this program during 2020, but we look forward to resuming it as soon as it is safe to do so.

4.9K

OVER 4,900 PEOPLE HAVE COMPLETED SEWING TRAINING SCHOOL BETWEEN 2015 AND 2020



CELEBRATING NORTHERN ARTISANS

The Inuit are the original parka makers. Through Project Atigi – the Inuktitut word for parka – Canada Goose honours the ongoing legacy of craftsmanship that enables the Inuit to live in the Arctic environment of the North.

In 2019, we commissioned seamstresses across the four Inuit regions (Inuit Nunangat) to make a one-of-a-kind parka collection. Each designer was supplied with an identical kit of fixings, trims, and materials, including several different colours of our ArcticTech® fabric. They each employed traditional skills, our materials, and their own unique style to create bespoke parkas.

In 2020, we commissioned 18 designers from across Inuit Nunangat – Inuvialuit, Nunatsiavut, Nunavut, and Nunavik. Our customers could experience the beauty of the collection and the stories of the designers both online and on display in our Toronto and Paris Retail Stores.

Going forward, we will continue to leverage our global platform to provide these incredibly talented artists with a worldwide market for their exquisite designs, to develop social entrepreneurship opportunities for Inuit designers, and to provide them a vehicle for educating new audiences about their culture.

\$100K

**IN SALES PROCEEDS WERE
DONATED TO INUIT TAPIRIIT
KANATAMI IN 2020**

2.5B

**OVER 2.5 BILLION MEDIA
IMPRESSIONS PUT INUIT
ARTISTS' DESIGNS IN
FRONT OF VIEWERS
AROUND THE WORLD**

Proceeds from the Project Atigi collection go to Inuit communities through the Inuit Tapiriit Kanatami (ITK), the national representational organization that works with the four regions of Inuit Nunangat. ITK uses research, advocacy, public outreach, and education to promote Inuit health, well-being, and prosperity.



**SUPPLYING MATERIAL
TO NORTHERN COMMUNITIES**

In 2007, two seamstresses from Pond Inlet, Nunavut – Meeka Atagootak and Rebecca Kiliktee – inspired an ongoing community partnership. During a visit to our Toronto factory, they asked whether they could take surplus material home to make their own jackets for friends and family. Their request evolved into the Canada Goose Resource Centres program, a way for us to give back to the people of the North while preventing surplus materials from going to waste.

Several times a year, we send fabric, zippers, buttons, and other finishings to pop-up Resource Centres in remote Northern communities. With the generous assistance of local volunteers and transportation provided at no cost by airline Canadian North, these deliveries provide community members with free access to modern, high-performance fabrics in areas where any new sewing materials are rare and expensive.

During 2019 and 2020, we expanded the program to serve an eighth community: Cambridge Bay, Nunavut.



1M+

**METRES OF FABRIC DONATED TO
8 COMMUNITIES SINCE 2009**

A RECORD YEAR FOR
SUPPORTING POLAR BEARS



Climate change and the resulting decline in sea ice are threatening the future of polar bears. For more than a decade, Canada Goose has supported Polar Bears International (PBI) to inspire people to care about the Arctic and its future and to help consumers see the connection between the remote regions of the Arctic North and our global climate.

\$1M+

DONATED TO PBI IN ONE YEAR
– A NEW RECORD



Our contributions to PBI take multiple forms, starting with the Arctic-worthy parkas we donate to keep PBI researchers warm as they perform critical studies in challenging conditions.

For more than ten years, we have generated additional funds for PBI and introduced new audiences to their mission through our exclusive Polar Bears International Collection of parkas, which comes in the signature “PBI Blue.” In 2020, we expanded the PBI collection to include five spring styles. Our accompanying campaign – which featured PBI Ambassador Kate Upton – garnered 5.5 billion media impressions, while \$50 from the sale of each jacket went to PBI. The combination of sales proceeds and global marketing efforts created more opportunities for us and our consumers to help secure a future in which polar bears can thrive.

To date, Canada Goose has contributed more than \$4 million to support important research, as well as critical education and outreach about polar bears and their conservation needs. In the past two years, we have supported the construction of the Polar Bears International House, a state-of-the-art learning centre in Churchill, Manitoba.



Our new spring PBI collection and campaign, plus two more unique 2020 initiatives, meant a record year for contributing to PBI.

HONOURING INTERNATIONAL POLAR BEAR DAY, 2020

Together with PBI, we launched two new initiatives on February 27, 2020, to shine a global spotlight on polar bear conservation. Through a short documentary and a collectible PBI BE@RBRICK, we hoped to shine a light on the connection between climate change threats to polar bears and threats to our own species. Our goal is to motivate people around the world to take action – and give them hope that together, we can change the course of the future.

BARE EXISTENCE: DOCUMENTING LIFE IN THE ARCTIC

On International Polar Bear Day, PBI released the documentary *Bare Existence*. We proudly supported the production of this film, which allows viewers to see the Arctic through the eyes of scientists and conservationists who live alongside

Canada’s polar bears. Viewers experience both the beauty of the North and the devastation of climate change – and see the PBI team’s hope for positive change shining through.



Learn more about *Bare Existence* and watch the film.



PBI BE@RBRICK

Since the MEDICOM TOY Corporation debuted its BE@RBRICK in 2001, a variety of contemporary artists and brands have collaborated to create their own custom versions of this collector’s item. We joined forces with MEDICOM to design a PBI BE@RBRICK that would visually represent the Bare Existence tagline, “what affects them, affects us all.” When someone picks up the half-mirror, half-polar bear PBI BE@RBRICK, they see their own reflection right next to the polar bear’s face.

A portion of the proceeds from the BE@RBRICK went directly to PBI. It quickly sold out, helping us donate a record amount to our partner organization over the year.

“Canada Goose goes above and beyond to help Polar Bears International fund important research, amplify conservation efforts, and create impactful stories that inspire people to care. As we entered a new decade, the will to act was stronger than ever. We remain hopeful that other business leaders will join companies like Canada Goose to be a force for positive change, helping tip the scale toward global action to protect the Arctic on behalf of polar bears and all of us.”

Krista Wright, Executive Director,
Polar Bears International





LEARN MORE ABOUT SUSTAINABILITY AT CANADA GOOSE:
[CANADAGOOSE.COM/SUSTAINABILITY](https://canadagoose.com/sustainability)

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