



**European Fishing Tackle & Trade Association**



# RAPALA VMC SUSTAINABILITY

30 November 2022





“

*Our business relies on the enjoyable and refreshing activities the outdoors offers us. The clean waters that run in our streams and roar in our oceans. And therefore, it is our responsibility to take care of the environment.*

- Nicolas Cederström Warchalowski

# The foundation of Rapala VMC sustainability is built around our products and production



## Products

Lead-free lures

Environmentally friendly  
raw materials

Minimize the use of  
chemicals and solvents



## Packaging

Reduce the use of plastics

Packaging that is easy to  
recycle

Use of renewable and recycled  
materials



## Production

Renewable energy

Minimize our carbon footprint  
and environmental impact

Efficient recycling processes



## Communication

External communication

Internal communication

Consistency and transparency



About 85% of Rapala wobblers are now lead-free. 100% during 2023.



Dynamite Baits, UK factory runs on renewable energy and has made significant investments on solar panels



Rapala has introduced the first-ever plastic-free packaging for metal spoons and hard baits



Marttiini introduced plastic-free packaging for its knife products



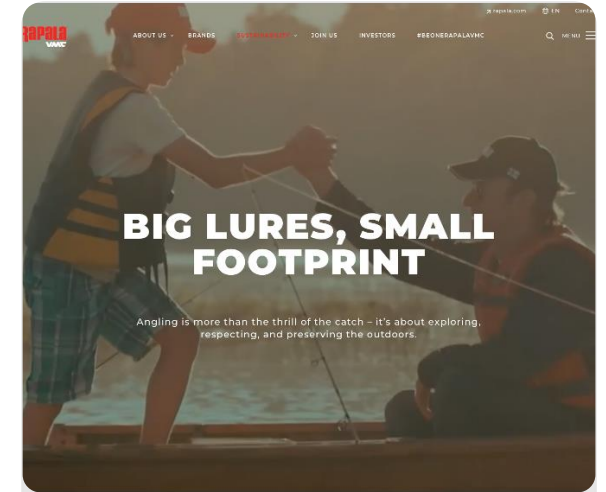
We have started collaboration with several NGOs



Rapala VMC Nordic DC has moved to paper tapes and started to recycle waste cardboard as packaging material



EcoChoice Challenge idea competitions have evoked significant sustainability actions in local units globally



Our new sustainability website gives anglers more information about our strategy and plans



# Our products communicate our values to anglers around the globe



## Sufix Recycline

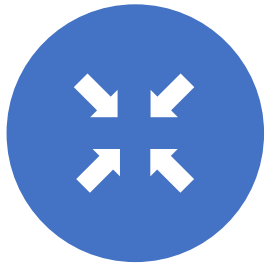
Recycline monofilament steps towards a sustainable existence by using 100% regenerated nylon coming from waste such as fishing nets from the oceans



## Rapala Disposal Container (Trash tub)

Disposal container is made for recycled raw materials and it helps anglers to collect trash, such as excess fishing line, and prevent them from ending to the environment

# Great products deserve great packaging



## Reduce

Minimize the use of plastic  
Reduce packaging overall



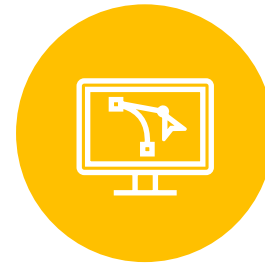
## Reuse

Reuse our own waste  
Use bio-based packaging materials



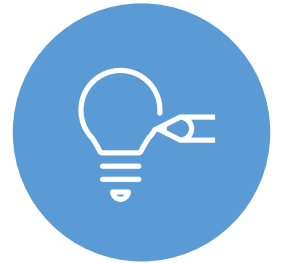
## Recycle

Make packaging that is easy to recycle  
Use recycled packaging materials



## Redesign

Come up with new packaging concepts  
Choose between evolution and revolution



## Reimagine

Look beyond the conventional solutions  
Investigate and explore other businesses



# Teamwork makes the dream work







## Wellbeing of waters

We support river restoration projects with an aim to improve the spawning possibilities of threatened fish species



## Young anglers

We want to support young people to become responsible anglers that value and preserve the outdoors



## Collaboration

We have started collaboration with key partners who share our vision of a better tomorrow





THANK YOU!



**EcoChoice**























Phillip Lovegrove

June 11 at 2:04 PM · 🌐



**Fish on bait n tackle** May 30 at 8:27 PM · 🌐

As part of the Sea Angling Classic each participant is to take part in a beach clean. It's a fantastic idea from Ross Honey and you can see clearly the effects it's having on our shores.

Team wahoo skipper, Andy Kirby, was joined by Ash Dowdeswell, Steve Manning and Charlie Gattrell also participating was team Love Cat, with Phil Lovegrove and Ricky Collier lastly accompanying the clean was team Go For It with Dan Read and Lee Wickham.

It was good to get out with kids and do our part to keep our shores clean.

Remember to take your rubbish home and dispose any fishing tackle correctly.



Like



Comment



3



Share





**Guillaume Fourier**  
June 10 · 🌐

Aujourd'hui, nettoyage de la plage de Pourville-sur-Mer avec les élèves de La Providence Collège-Lycée Dieppe

- 🚶 2 heures de marche dans la nature
- 🌿 une plage nettoyée
- 🌊 des enfants plus conscients de l'impact des déchets sur nos littoraux

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Today I took mid-school students for a day at the seaside to clean the beach of #Pourville sur Mer.

- 🚶 a 2 hours nature walks
- 🌿 a beach cleaned
- 🌊 kids reinforced awareness of issues impacting our coastline and waters

Passion Mer avec APRIL Marine ~ Simrad Yachting ~ TimeZero Navigation Software ~ BENETEAU ~ Sea Angling Classic

👍❤️ 300

20 Comments · 8 Shares









Toni Hämäläinen is with Antti-Jussi Noronen in Hellevoetsluis.

June 28 · 🌐

Hollannissa järjestettävän World Predator Classic-kisan yhtenä osallistumisehtona on kerätä rannalta roskia.

Täällä rannat on olleet todella siistejä. Nyt löydettiin Antti-Jussi Noronen kanssa virtauksien ja tuulien ansiosta sopiva spotti useammalle roskalle.

Kisakalojen etsiminen on ollut yhtä haastavaa kuin roskien. Nyt on löydetty roskat. Kisassa toivottavasti kalat.

One of World Predator Classic's condition to compete is to collect trash of the shore.

The beaches here are quite clean.

Now we, Antti-Jussi Noronen and I, found a good spot for a lot of trash, due to winds and currents.

Finding fish has been as challenging as finding the trash.

Now we got the trash.

Hopefully in the competition the fish.

See Translation



Markku Tiasanen and 45 others

2 Comments

  
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Worldpredatorclassic

Published by Sebastian Binapfl · June 17 ·

We are heading full throttle towards the event beginning on the 29th of June. We are stunned on how many pictures we received regarding the shore cleanup mission. Dear competitors thank you so much for your effort!

#22wpc #worldpredatorclassic #hellevoetsluis #lowrance #mercury #rheinlandboote #nitroboats #pegaboatrailers #stroftfishinglines #camotackle #hellevoetsluis #quantum #hybridalures #mobilekitchensolutions #cittaromana #capehelius #roomport #netherlands



4,075  
People reached

247  
Engagements

Boost post



You and 44 others

4 Shares

  
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European Fishing Tackle  
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Anzol Tackle is with Sorinel Cirdei and Morosan Daniel.

September 11 · 🌐

Team Portugal 🇵🇹🇵🇹🇵🇹 WCC 2022

BECAUSE WE CARE!

#22WCC#worldcarpclassic

#carp#fishingevent

#anglingspirit#carpfishing

#catchandrelease#fishcare

#lowrence#dynamitebaits

#dometic#carpriver

#bearcreeks#carprus#meus

#pbproducts#theultimate

#carpconnections

#reubenheaton#nike

#carpconture#spinlock

#carpspirit#eagleclaw

#blackcat#mapa#carp

#shimanofishing

#shimanotribal#triballife



👍 36

2 Comments

  
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Christophe Senechal is with Henri Drogy.

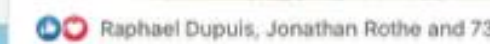
September 14 · 🌐

Retour sur le nettoyage du Lac du Broc en compagnie de mon ami et Helper lors de la WCC 2022

Un excellent moment de partage et de nettoyage 🌿🌿

#22WCCFriendsOFMadine #22WCCSpiritOfAngling

#capriver #federationpechealpesmaritimes #atruiteargentee #thatscarpy #thatscarpy #karpervissen #carpfishing #carpwatch #carplife #karper #karpfen #carpangling #carpy #danglersnation #subsurface #oncarp #carptalk #karpfenangeln #fishing #carpology #wildlifephotography #pesca #canon #fish #peche #carpe #kwo #carpa #carpfishinguk #catchandrelease #carplove #karperwereld #fishingcarp



Raphael Dupuis, Jonathan Rothe and 73 others

11 Comments 2 Shares







**carpriders** • Follow

Naše Pálava



carpriders Zaklad je po sobe  
vzdycky kvalitne uklidit...v ramci  
treninku na @worldcarpclassic a  
@stairs2hell jsme si potrebovali  
natrenovat i to uklizeni, aby jsme byli  
fakt vsestrani! Tentokrat jsme  
museli, ale poklidit i trochu po tech  
pred nama 🍷👍 #22wcc

Edited · 12w



roman\_chylik 🍷👍



622 likes

AUGUST 27

Log in to like or comment.





Michel Rothe Cap River

August 30 · 🌐

Opération nettoyage au bord de l'eau 🍷  
Même pas une heure de boulot pour 3 grands sacs et une chaise...  
C'est triste 🙄  
Maintenant une bonne bière fraîche !! 🍷🍷  
#22wccfriendsofmadine  
#22wccspiritofangling  
#CR22  
#CapRiver



Raphael Dupuis, Kilian Nicolas and 140 others

12 Comments · 4 Shares

  
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Andreas Papesch is with Stefan Strasser and Markus De Buigne.

September 4 · 🌐

!!!SPIRIT OF ANGLING SHORE-CLEAN UP OPERATION!!!

🇦🇹 Team Austria bei der Arbeit 🇦🇹  
World Carp Classic 2022

Jeder kann dazu beitragen das Unsere Gewässer sauber bleiben!!!

#22WCC  
#22WCCFriendsOfMadina #22WCCSpiritOfAngling  
#WorldCarpClassic  
#baitserviceaustria  
#viennacelling\_carpteam  
#monsterfischspöten  
#PoseldenAngelsport  
#w4carpleke  
#umreichsanglerfachmarkt  
#katran  
#GeoffAnderson\_Offiziall  
#pvahydrospol  
#rebalcell  
#BivyLight  
#Vass

See Translation



👤 Vadim Korunskij, Stefan Strasser and 147 others

18 Comments 3 Shares

  
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Andrew Walker

September 20 · 🌐

Spirit of angling Shore clean up with team Canada for the World Carp Classic. With Jarryd Monahan, Fred Doyon and Darian Savage

#22WCCFriendsOFMadine

#22WCCSpiritOfAngling



👍❤️ 55

3 Comments

👍 Like

➦ Share



Chris Chicoine

I spent the morning cleaning up at Long Sault it's getting pretty nasty..

Like · 5w

➦ Chris Chicoine replied · 2 Replies

  
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# **HEALTHY HABITATS FOR HEALTHY FISHSTOCKS**