

Our vision, goals & objectives



We seek to identify opportunities in our processes, product development, and supply chain where we can do more to protect and contribute to a healthy environment and sustainable practices.

In doing this we feel we can build value and positively influence our stakeholders. From suppliers and employees to customers and end-users, our focus on building A Stronger World should have a positive impact on the environment. Eleiko strives to be a leader in sustainability and drive positive change among all our stakeholders.

Eleiko should take responsibility for the environmental impact and carbon emissions that comes because of running its business and operations. Eleiko are actively contributing to reaching THE GENERATIONAL GOAL set by the Swedish government which aims to “leave the environment in a better state for the next generation.”

A Stronger World expands beyond simply making people stronger to also strengthening our communities and environment. When we say A Stronger World, we mean it in an all-encompassing way – personal strength, strong communities, and clean environment for a healthy and strong world.

Vision

Eleiko endorses the Swedish government’s THE GENERATIONAL GOAL and the UN Sustainable development Goals which both aim to solve environmental concerns for the next generations. We believe that we can make the greatest impact on reaching the goals by lowering our greenhouse gas emissions and we are aiming to become a carbon neutral company.

To achieve our vision, we are a part of the UN Global Compact and work towards the Sustainable development goals. We believe we can make the most impact on targets within the following goals: i) 3 – Good Health and well-being; ii) 12 – Responsible consumption and production and; iii) 13 – Climate action.

As a member of the UN Global Compact, Eleiko is committed to operating responsibly, in alignment with universal sustainability principles, taking actions to support society in the realms of human rights, labour standards, the environment and anti-corruption, and annually reporting our ongoing efforts to the UN Global Compact.

To lead our sustainability efforts forward in a concrete manner we have established a clear flagship objective that we work to deliver upon: achieve carbon neutral manufacturing of barbells. This would entail a complete overhaul of our production process and sourcing partnerships with positive effects on our whole company widely.

Goals and Objectives

- Make sustainability a core component of our corporate strategy and an important factor in our overall decision-making processes.
- Eleiko's Green Team develops and enacts policies and initiatives that inform, inspire, and lead our sustainability work forward throughout the organization.
- Clearly communicate our sustainability goals and policies to our stakeholders.
- Act as ambassadors for our cause and working actively with suppliers and ourselves via policies and agreements.
- Retain ISO 14001 certification standards to ensure we are demonstrating our commitment to quality and sustainability to our stakeholders.
- Set goals, identify actions, and launch initiatives to support THE GENERATIONAL GOAL and the UN Global Compact principles by measuring and reporting our performance via specific sustainability KPIs.
- Support projects and community causes locally and globally that we believe will help building A Stronger World.
- Continuously educate us to gain new knowledge and implement best practices to further our sustainability work.
- Pursue B Corp status by using the tool to identify areas where we can develop our operations and improve our score until we can become certified.
- Supporting our continued growth and expansion in a sustainable way by ensuring our new distribution centre is built with a high environmental standard.

