

GREEN MASTERS PROGRAM® CASE STUDY WITH LANDS' END

OVERVIEW

Lands' End, a Wisconsin-based lifestyle brand known for its quality clothing, footwear, and customer service, has made sustainability a cornerstone of its business strategy since its founding in 1963. The company's commitment to creating timeless products with an emphasis on comfort is matched by a dedication to reducing its environmental impact.

Lands' End has been an active participant in the Sustainable Business Council (SBC) since its establishment in 2008 and a part of the Green Masters Program® (GMP) for 15 years. Through the GMP, the company has gained valuable insights and a structured approach to sustainability, which has guided its efforts to reduce resource use, minimize waste, and enhance employee engagement. GMP has also provided Lands' End with third-party validation, helping to elevate its credibility and inspire further environmental initiatives.

HOW GREEN MASTERS HELPED

Lands' End has participated in the Green Masters Program® for 15 consecutive years. The program has served as a valuable framework, guiding the company's ongoing sustainability journey and shaping key accomplishments across its operations. Through the Green Masters Program®, Lands' End has made measurable progress in areas such as facility water use reduction, improved lighting efficiency, waste minimization, and employee carpooling initiatives.

Their engagement has also inspired the pursuit of additional sustainability certifications and recognitions, including SaltWise Certification, EcoVadis, and TRUE Zero Waste. Building on this momentum, Lands' End is currently preparing to publish its first ESG (Environmental, Social, and Governance) report—an important milestone in its commitment to transparency and continuous improvement.

BENEFITS FROM PARTICIPATION

Using the Green Masters Program® as a foundation since 2008, Lands' End prioritized facility improvements focused on waste, energy, and employee-led sustainability initiatives. As their program matured, they introduced centralized waste stations across campus to raise awareness and help employees and visitors properly separate recyclables and landfill materials.

They also partnered with SaltWise to revamp salting procedures for both internal and external operations, requiring contractors to attend SaltWise training to promote responsible winter maintenance practices.

The third-party validation provided by the Green Masters Program® has helped enhance the company's credibility and influence internal decision-making, serving as a catalyst for pursuing further certifications like SaltWise, EcoVadis, and TRUE.



ACHIEVEMENTS AT A GLANCE

- Cut facility water usage by 50%
- Replaced 90% of lighting on WI campus with LED fixtures
- Added centralized waste stations to promote recycling and education
- Converted ½ acre of land into a wildflower patch for employee enjoyment
- Partnered with SaltWise to revamp salting procedures and train contractors
- Preparing to publish their first ESG report



ANN MIESS-WINCH

Health and Safety Supervisor - Lands' End

"Many of our sustainability efforts have always been general business practices—our way of doing business. What we lacked was formal written policies and procedures, many of which have now been written through our involvement with SBC and using the Green Masters Program®."