



#### STEWARDSHIP AT REI HAS MANY FACES

Our stewardship work engages employees, REI members and customers, and extends into the larger community through partnerships with nonprofits and collaboration with our peers in the outdoor industry.



#### JOIN US

##### TOGETHER WE CAN MAKE A DIFFERENCE

To create lasting, positive change for the environment and our communities, strength lies in numbers. By working together we can help others lead healthy outdoor lives and protect the natural spaces we love—today and for generations to come. We invite you to join us. Find out more about our commitment to stewardship at [REI.com/stewardship](https://www.rei.com/stewardship).

**GET CONNECTED** Learn about stewardship events in your community by visiting [REI.com/stores](https://www.rei.com/stores). You can also visit [REI.com/volunteer](https://www.rei.com/volunteer) to learn about nonprofit volunteer opportunities that match your interests.

**WORK AT REI** Be with people who share your values and passion for the outdoors. Work in a place where integrity, respect and fun all play a part in our success. To learn more about joining the REI team, please visit [REI.com/jobs](https://www.rei.com/jobs).

**BECOME A MEMBER** As the country's largest consumer co-op, REI has more than 3.9 million active members who share a love for the outdoors and the health of our planet. To learn about the benefits of membership and become a member, ask an in-store REI sales specialist, call 1-800-426-4840 or visit [REI.com](https://www.rei.com). A lifetime membership is only \$20.



This brochure is printed on Forest Stewardship Council certified recycled paper as part of our commitment to responsible forestry.

# HOW DO WE SHARE OUR LOVE FOR THE OUTDOORS?

## STEWARDSHIP HIGHLIGHTS

FIND OUT.



## OUR COMMITMENT

Stewardship is core to REI's purpose—we work to ensure that the next generation has a connection to the natural spaces we all enjoy.

We use our business to find innovative solutions to some of society's most pressing challenges by operating our company with a sustainable business approach.

Consider this brochure your pocket guide to the many stewardship efforts taking place across REI. We publicly report in three areas: community, environment and people. To read our full report and learn how you can join us, go to [REI.com/stewardship](https://www.rei.com/stewardship).

# CONNECTING AND STRENGTHENING OUR COMMUNITY TODAY AND TOMORROW. LOCALLY AND GLOBALLY.

## COMMUNITY

### INSPIRING THE NEXT GENERATION

REI offers fun, healthy outdoor recreation opportunities through outreach programs and grants. REI's Family Adventure Program helps children develop a love for the natural world by offering information on local hikes and bike rides and activities that encourage kids to learn from nature. The Promoting Environmental Awareness in Kids (PEAK) program encourages children to care for nature. PEAK materials are also available in Spanish.

### ENCOURAGING COMMUNITY INVOLVEMENT

REI employees are active in caring for public lands and open spaces, and we invite our members and customers to join us in service projects. In 2009, volunteers teamed with us at REI-hosted conservation projects to donate more than 107,000 hours to help restore trails, plant trees, and clean parks and streams.

## ENVIRONMENT

### BUILDING GREEN

REI focuses on increasing energy and water efficiency, decreasing energy use and waste, and selecting environmentally responsible building materials for new store construction and remodels. In 2009, three stores that incorporate cutting edge green building technology received LEED Gold certification from the U.S. Green Building Council. We also focused on our existing store locations through an extensive lighting retrofit to further reduce our environmental impact.



### MAKING RESPONSIBLE PAPER CHOICES

REI is committed to purchasing and using responsibly manufactured paper and paper products. We endorse the Forest Stewardship Council (FSC) as our standard for responsible forest practices, and work to ensure that we purchase our fiber from environmentally acceptable sources. Our goal is to know the origin of the fiber for all paper we purchase. Last year, 93% of the paper we purchased came from known sources.



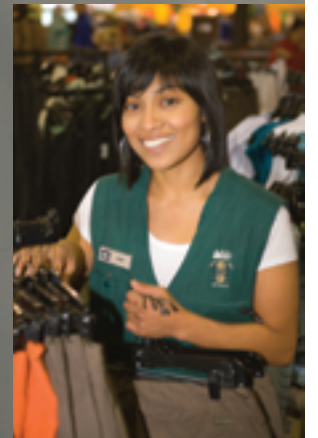
### ADDRESSING CLIMATE CHANGE

Because global warming is a real and significant environmental risk, we are seeking innovative ways to reduce our greenhouse gas emissions. Solar panels on 11 of our stores generated more than 1.1 million KWh of clean, carbon-neutral energy in 2009. We utilize shipping methods that reduce greenhouse gas generated from transportation, including packing methods that allow us to transport more items in fewer shipments. When possible, we transport goods by water, which has a significantly

## PEOPLE

### CREATING A WELCOMING AND DIVERSE WORKPLACE

REI is committed to ensuring a workplace that is inclusive, welcoming and respectful for our employees and customers. Our goal is to serve a diverse spectrum of people who enjoy the outdoors and active lifestyles with a staff that reflects and connects with our community. Each year, REI conducts a company-wide survey asking employees for their candid feedback around key tenets that foster an inclusive and engaging work environment. The results are published and acted upon to ensure REI continues to be a great place to work.



**76,355** people cared for natural spaces through volunteering with nonprofits that received REI funding

**485** volunteer conservation projects hosted by REI

**110,858** youth taught Leave No Trace ethics

**LEED Gold** certification for our Round Rock, Texas, Lincoln Park, Ill., and Boulder, Colo. stores

More than **300** products with the ecoSensitive designation

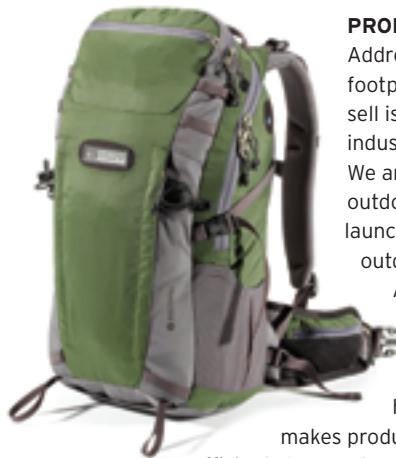
**38.2%** of the paper we purchased was FSC certified

**87%** of REI employees said they are positively engaged in our workplace through our annual survey

**14th overall** rank on Fortune magazine's 2010 "100 Best Companies to Work For" list

### INVESTING IN STEWARDSHIP

In 2009, REI provided \$2 million in grants to more than 250 organizations that share our commitment to conservation and recreation. Our grants program helps engage communities, especially youth. Because REI employees work, play and volunteer where we do business, their nominations help determine which nonprofits receive grants.



### PRODUCT STEWARDSHIP

Addressing the environmental footprint in the products we sell is one of our—and the industry's—biggest challenges. We are collaborating with our outdoor industry peers to launch a green index for outdoor gear and apparel.

And, we remain focused on decreasing the packaging used for our products, which helps reduce waste and

makes product shipping more efficient. Our ecoSensitive designation continues to identify REI-brand gear and apparel made with a high percentage of recycled, rapidly renewable and/or organic fibers.



smaller environmental impact than products shipped by air or land.

### MANAGING WASTE

Solid waste represents significant environmental impact and financial costs for REI. That's why managing and reducing our waste remains a high priority. For all the operational waste we generated in 2009, such as paper, cans, cardboard and wooden pallets, we recycled 84% when measured by weight and 88% by volume.



### ETHICAL SOURCING AND MANUFACTURING

REI's sourcing standards help ensure that REI-brand products are made under safe and appropriate conditions for the workers who produce them. Third-party auditors monitor the factories we do business with, and we take corrective action when necessary. We work with the Fair Factories Clearinghouse to identify opportunities to improve factory conditions. And, we remain dedicated to sharing information with our peers, because collaboration is an effective way to help ensure healthy, safe and fair workplaces.

