

REI Product Impact Standards



Version 2.0, December 2020

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I. OVERVIEW

Every product the co-op brings to its members is an opportunity to advance better ways of doing business that shape a positive future for life outdoors. It was in that spirit that we first launched these standards in 2018, raising the bar on product sustainability across REI's offering.

Since then, we've been thrilled to witness the positive impact we've had together with our brand partners. It's clear that together we're building a more sustainable future by making products in better ways. Key indicators of our progress from 2019 include:

- ❖ Brand partners representing over \$2.6 billion in annual sales assessed their sustainability practices and shared their progress with us.
- ❖ Over 300 brands have reported using REI's preferred sustainability attributes for their products.
- ❖ We've sold over 11 million annual units of products with preferred sustainability attributes.
- ❖ Over 120 brands have participated in industry sustainability working groups to collaboratively implement more sustainable practices.

We update REI's product standards periodically to ensure they honor our customers' values by addressing the issues that are most important to the co-op community. In this version of our standards, we build on our existing standards while emphasizing two additional priorities: *fighting climate change* and *advancing inclusion in the outdoors*. To reflect the expanded scope of our standards, we have renamed them the *REI Product Impact Standards*.

Each standard included in this document is meant to drive positive impact for the planet and society. We've heard from many brand partners that our standards have been helpful as they worked to improve their practices in these areas. We, too, have learned a lot along the way. We sincerely appreciate the partnership of each brand we work with, and we look forward to continued collaboration in shaping a positive future for the outdoors and our communities.

II. IMPLEMENTATION

The REI Product Impact Standards consist of *brand expectations* and *preferred attributes*, each of which is defined below. Individual standards are described later in this document, and a summary of the standards and a list of frequently asked questions are provided.

- ✕ *Brand expectations*: REI's core expectations of all brands and products sold at REI regarding the management of key environmental, social and/or animal welfare impacts. A [summary](#) of REI's brand expectations, including effective dates and impacted product categories, is available below.
 - ❖ REI expects each brand partner to meet these expectations, and we ask that all products brought to REI for consideration meet each applicable expectation.
- *Preferred attributes*: Leading certifications and material types that REI has determined to be most relevant to our product offering and most effective in advancing sustainability and driving positive impacts. An [overview](#) of these voluntary attributes is available below.
 - ❖ REI encourages brands to pursue the attributes and integrate them into their products as applicable.
 - ❖ REI will highlight these attributes for our customers. We ask that brands communicate to REI which of their products have these attributes.

III. WHAT'S CHANGED IN VERSION 2.0?

REI's Product Impact Standards are revised periodically to ensure they remain relevant, address key topics, and continue to elevate impact-related practices across the products sold at REI and the supply chains behind them. Below is a summary of the key changes from the previous version (1.1) to the current version (2.0). Please refer to the standards themselves—presented in full in this document—for more information.

- ❖ Changed the title of the standards to Product Impact Standards to reflect that they now address additional topics, including diversity and inclusion and climate change.
- ❖ Expanded REI's expectation related to the use of long-chain per- and polyfluoroalkyl substances (PFAS) to include footwear, packs, sleeping bags and tents.

- ❖ Established a new expectation that ski wax and gear and clothing treatments be free of long-chain and short-chain PFAS.
- ❖ Modified our expectation regarding sunscreen ingredients to specify that in-scope products shall be free of ingredients not generally considered safe and effective.
- ❖ Modified our expectations regarding animal welfare standards in down and wool supply chains to clarify that their scope is limited to virgin down and wool. (Recycled down and wool are exempted.) The language for these expectations was also modified slightly.
- ❖ Modified our sustainability assessment expectation to indicate that REI currently accepts the REI Product Impact Questionnaire and that we plan to begin also accepting the Higg Index Brand & Retail Module (BRM) in 2022.
- ❖ Established a new expectation that brand partners have an action plan for measuring their annual carbon footprint and reducing their carbon emissions.
- ❖ Established new expectations regarding cultural appropriation, marketing diversity and on-model photography, inclusive colorways and inclusive product copy.

IV. **SUMMARY OF BRAND EXPECTATIONS** ✂

The following chart outlines REI’s core expectations of all brands and products sold at REI regarding the management of key environmental, social and/or animal welfare impacts.

Product Impact Value	Topic	Status in Version 2.0	Brand Expectation	In-Scope Product Categories	Implementation Deadline¹	Transition Period for New Brand Partners
Fair and safe supply chains	Manufacturing code of conduct	Unchanged	REI expects each brand partner to have in place a manufacturing code of conduct that outlines the social and environmental standards to be upheld within their supply chain. Brands' standards should be based on internationally accepted fair labor principles and practices.	All	Ongoing	N/A
Chemicals management	Restricted substances list (RSL)	Unchanged	REI expects each brand partner to have in place an RSL that meets or exceeds all applicable regulatory requirements.	All	Ongoing	N/A
Chemicals management	Bisphenol A (BPA)	Unchanged	REI expects that all products supplied to REI that are meant to come in direct contact with food or liquids for human consumption be free of BPA.	Water bottles, food containers, cookware, dinnerware, utensils	Ongoing	N/A
Chemicals management	Flame retardant (FR) chemicals	Unchanged	REI expects that all camping shelters ² supplied to REI be free of prohibited FR chemicals. ³	Camping shelters	Ongoing	18 months from time of first purchase order
Chemicals management	Per- and polyfluoroalkyl substances (PFAS)	Unchanged	REI expects that all apparel products supplied to REI be free of long-chain PFAS. ⁴	Apparel	Ongoing	18 months from time of first purchase order
		New	REI expects that all footwear, packs, sleeping bags and tents supplied to REI be free of long-chain PFAS. ³	Footwear, packs, sleeping bags, tents	Spring 2023	18 months from time of first purchase order
		New	REI expects that all ski wax products and gear and clothing treatments supplied to REI be free of long-chain and short-chain PFAS. ³	Ski wax, gear and clothing treatments	Spring 2023	18 months from time of first purchase order

¹ While the implementation deadline listed indicates the timeframe by which REI’s expectations must be met, brand partners are encouraged to align with each applicable expectation as soon as possible.

² Camping shelters include backpacking tents, camping tents, cartop tents, tent accessories, hammock shelters, hammocks, awnings and bivouac sacks.

³ See [Appendix 2](#) for a list of prohibited FR chemicals.
















⁴ The Environmental Protection Agency’s (EPA) definition of PFAS can be found on the [EPA’s website](#).

Chemicals management	Sunscreen ingredients	Modified	REI expects that all sunscreens and formulated sun-protection products supplied to REI be free of oxybenzone and contain only active ingredients that are generally recognized as safe and effective.	Sunscreens and formulated sun-protection products	Ongoing	N/A
Animal welfare	Animal fur and exotic leather	Unchanged	REI expects that products supplied to REI not contain animal fur or exotic leather.	All	Ongoing	N/A
Animal welfare	Down	Modified	REI expects that all products supplied to REI that contain virgin down meet standards that safeguard the well-being of ducks and geese in the down supply chain and prohibit live-plucking and force-feeding.	Products that contain virgin down	Ongoing	18 months from time of first purchase order
Animal welfare	Wool	Modified	REI expects that all products supplied to REI that contain virgin wool meet standards that safeguard the well-being of sheep in the wool supply chain and prohibit mulesing.	Products that contain virgin wool	Ongoing	18 months from time of first purchase order
Climate and environmental stewardship	Carbon footprint and emissions reduction	New	REI expects each brand partner to have established an action plan for measuring their annual carbon footprint and reducing their carbon emissions in alignment with the recommendations of the United Nations (UN) and the Intergovernmental Panel on Climate Change (IPCC). Each brand's carbon footprint should be aligned with the GHG Protocol or an equivalent framework and should include emissions from scopes 1, 2 and 3.	All	End of 2021	18 months from time of first purchase order
Climate and environmental stewardship	Sustainability assessment	Modified	REI expects each brand partner to assess their sustainability performance annually and share their results with REI. REI currently accepts the REI Product Impact Questionnaire. Beginning in 2022, REI plans to also accept the Higg Index Brand & Retail Module (BRM).	All	Ongoing	N/A
Diversity and inclusion	Cultural appropriation	New	REI expects each brand partner to have in place creative controls to prevent cultural appropriation: plagiarism, theft and/or inappropriate use of designs, patterns, forms, materials, words/names, etc. that are culturally meaningful to and/or originated from Native, Indigenous or other underrepresented communities.	All	End of 2021	N/A
Diversity and inclusion	Marketing diversity and on-model photography	New	REI expects each brand partner to have in place guidelines for marketing assets, photo casting and production that ensure diverse and inclusive representation across race, age, gender identity/expression, body size and disability, and expects photography provided to REI reflect the same.	All	End of 2021	N/A

Diversity and inclusion	Inclusive colorways	New	REI expects that all wearable products supplied to REI be available in colorways appropriate for a range of skin tones/complexions and that products marketed as "Nude," including those with embellishments and/or linings intended to give the impression of bare skin or to mimic skin tone, be available in a range of tones.	Apparel, accessories	Spring 2023	18 months from time of first purchase order
Diversity and inclusion	Inclusive product copy	New	REI expects each brand partner to have in place creative controls to prevent the use of language in naming conventions (as applied to product, collection, color or design), product information, marketing assets, etc. that negatively impact underrepresented groups (by reinforcing stereotypes, utilizing slurs, co-opting cultural language, etc.).	All	End of 2021	18 months from time of first purchase order

V. OVERVIEW OF PREFERRED ATTRIBUTES

The following chart outlines REI’s preferred impact attributes, which include voluntary certifications and material types that REI has determined to be most credible, relevant and impactful in supporting positive impacts across our product offering.

Product Impact Value	Preferred Attribute	Certifications	Description
Fair and safe supply chains	Fair trade certification	  	Promotes safe, healthy working conditions; helps empower communities to build strong, thriving businesses; and supports better trading conditions—including higher wages—for producers and workers.
Chemicals management	bluesign®		Works to prevent chemicals of concern from entering into textiles-based materials at each step of the manufacturing process while promoting resource conservation and efficiency.
	Leather Working Group certification		Ensures that certified leather suppliers have strong environmental stewardship practices in place and that hides sourced from Brazil are not from farms involved in any form of deforestation in the Amazon biome.
Animal welfare	Responsibly sourced down	 	Certifies that virgin down and feathers came from ducks and geese that were treated well and prohibits certain inhumane practices, including live-plucking and force-feeding.
	Responsible Wool Standard certification		Certifies that virgin wool came from farms with a progressive approach to managing their land and from sheep that have been treated well.
Climate and environmental stewardship	Forest Stewardship Council (FSC) certification		Provides assurance that certified wood products came from forests that were managed responsibly. FSC certification addresses both environmental and social considerations, including deforestation, land use change, Indigenous peoples’ rights and illegal harvesting.
	Organically grown cotton and organic ingredients	  	Avoids the use of synthetic pesticides, herbicides and fertilizers and ensures that farmers follow best practices to promote water quality, energy conservation, biodiversity and healthy soil.
	Recycled materials		Reduces the need to extract new raw materials, keeps materials out of landfills and typically lessens the amount of resources required to create products.
	Climate Neutral certification		Works to decrease global carbon emissions by getting brands to measure, offset and reduce the carbon they emit.
	Sustainable packaging and How2Recycle logo		REI encourages brand partners to use packaging materials that are FSC-certified and/or recycled and that are recyclable or compostable after use. In addition, we encourage the use of the How2Recycle logo on product packaging to help customers understand how to recycle packaging materials after use.

VI. REI PRODUCT IMPACT STANDARDS

Fair and Safe Supply Chains

REI's objective is to ensure that the supply chains behind the products we sell are fair, safe and nondiscriminatory. REI's approach to advancing fair labor practices in the supply chains behind the products sold at REI consists of the following key components:

BRAND EXPECTATION

- ✕ **MANUFACTURING CODE OF CONDUCT:** A core component of an effective social responsibility program is a manufacturing code of conduct that outlines the social and environmental standards to be upheld within the manufacturing supply chain. An effective code of conduct should be based on internationally accepted fair labor principles and practices, such as those outlined by the International Labour Organization. *REI expects each brand partner to have in place a manufacturing code of conduct that outlines the social and environmental standards to be upheld within their supply chain.*

PREFERRED ATTRIBUTE

- **FAIR TRADE CERTIFICATION:** REI encourages the use of progressive solutions that enhance the impact that the manufacturing of products has on the communities where they are produced. One such solution is fair trade certification, which promotes safe, healthy working conditions and helps empower communities to build strong, thriving businesses. Fair trade-certified products also support better trading conditions, including higher wages, for producers and workers. *REI encourages brand partners to use the Fair Trade USA, Fairtrade International or Fair for Life certification for their applicable products.*

Chemicals Management

REI's objective is to sell high-quality and high-performance products made from benign and well-understood chemical inputs. Managing chemicals responsibly is an important means of safeguarding the health of our members, workers, communities and the environment. REI's approach to advancing responsible chemicals management practices consists of the following key components:

BRAND EXPECTATIONS

- ✕ **RESTRICTED SUBSTANCES LIST:** A foundational component of an effective chemicals management program is a restricted substances list (RSL). An RSL specifies which substances are banned or restricted in products. *REI expects each brand partner to have in place an RSL that meets or exceeds all applicable regulatory requirements.*¹

¹ Brands that sell products in categories regulated by the U.S. Food and Drug Administration (FDA) or U.S. Department of Agriculture (USDA) do not need to have a separate RSL for their products in these categories. Products supplied to REI in categories not regulated by the FDA or USDA should be covered by an RSL that meets the above description.

- ✘ BISPHEENOL A: Bisphenol A (BPA) is an industrial chemical used in certain types of plastics and coatings, including those used in plastic water bottles and the linings of food containers. Research indicates that exposure to BPA may be linked to a variety of human health risks. REI expects that all products supplied to REI that are meant to come in direct contact with food or liquids for human consumption be free of BPA.
- ✘ FLAME RETARDANT CHEMICALS: Flame retardant (FR) chemicals are commonly applied to *camping shelters*, most notably tents, to comply with mandatory flammability standards. Research suggests that some FR chemicals may be harmful to people and the environment. REI expects that all camping shelters¹ supplied to REI be free of prohibited FR chemicals.²
- ✘ PER- AND POLYFLUOROALKYL SUBSTANCES: Per- and polyfluoroalkyl substances (PFAS) make up a class of chemicals that impart oil-, stain- and water-repellency to a variety of different materials, often in the form of durable water-repellent finishes applied to outdoor clothing and gear. Certain PFAS are persistent in the environment, bioaccumulative in wildlife and humans, and toxic. Concerns about the use of *long-chain* PFAS have led some brands to transition to *short-chain* PFAS options, which are generally considered to be less toxic and less bioaccumulative. REI believes the transition to *short-chain* PFAS represents a positive steppingstone as alternatives are developed and become commercially viable. Where safe and viable alternatives to PFAS exist, brands are encouraged to use them in lieu of their PFAS-based alternatives. REI expects that all apparel, footwear, packs, sleeping bags and tents supplied to REI be free of long-chain PFAS³ and that all ski wax and gear and clothing treatments supplied to REI be free of long-chain and short-chain PFAS.
- ✘ SUNSCREEN INGREDIENTS: Oxybenzone is a chemical that is used as an active ingredient in sunscreens and other formulated sun-protection products. Research indicates that oxybenzone is linked to a variety of human health risks and may also be harmful to coral reefs and other aquatic ecosystems. In addition, some common active sunscreen ingredients lack robust safety data and have been shown to accumulate in the human body at high levels. REI expects that all sunscreens and formulated sun-protection products supplied to REI be free of oxybenzone and contain only active ingredients that are generally recognized as safe and effective.

PREFERRED ATTRIBUTES

- BLUESIGN®: bluesign® is an independent system for managing the environmental impacts of textile-based product manufacturing. The bluesign® system works to prevent chemicals of concern from entering into materials at each step of the manufacturing process, while promoting resource conservation and efficiency. REI encourages brand partners to use the bluesign® system for their applicable products.
- LEATHER WORKING GROUP CERTIFICATION: Leather manufacturing can be an environmentally impactful process, with key potential impacts including deforestation and the use of hazardous chemicals in leather tanneries. The Leather Working Group (LWG) certification ensures that certified leather suppliers have strong environmental stewardship practices in place and promotes traceability of leather hides. REI encourages brand partners to use the LWG certification for their applicable products.

¹Camping shelters include backpacking tents, camping tents, cartop tents, tent accessories, hammock shelters, hammocks, awnings and bivouac sacks.

²See [Appendix 2](#) for a list of prohibited FR chemicals.

³The Environmental Protection Agency's (EPA) definition of PFAS can be found on the [EPA's website](#).

Climate and Environmental Stewardship

REI's objective is to ensure the products we sell—and the raw materials that go into them—were produced in a way that minimizes carbon emissions and promotes stewardship, biodiversity and long-term environmental, social and economic benefits. REI's approach to advancing stewardship of the climate and environment in product supply chains consists of the following key components:

BRAND EXPECTATIONS

- ✦ SUSTAINABILITY ASSESSMENT: Brands that complete a sustainability assessment regularly have an opportunity to track their sustainability performance and identify opportunities to improve. REI completes an annual sustainability assessment to measure our own performance. In addition, we track our brand partners' performance to plan our business and identify how we can collaborate most effectively to support improved performance. REI expects each brand partner to assess¹ their sustainability performance annually and share their results with REI.
- ✦ CARBON FOOTPRINT AND EMISSIONS REDUCTION: Measuring annual carbon emissions is a critical step for brands seeking to understand their impact, identify opportunities to reduce emissions, and track progress over time. In addition, reducing emissions requires alignment with climate science and strategic business planning. REI expects each brand partner to have established an action plan for measuring their annual carbon footprint and reducing their carbon emissions in alignment with the recommendations of the United Nations (UN) and the Intergovernmental Panel on Climate Change (IPCC). Each brand's carbon footprint should be aligned with the GHG Protocol or an equivalent framework and should include emissions from scopes 1, 2 and 3.

PREFERRED ATTRIBUTES

- RECYCLED MATERIALS: Using recycled materials reduces the need to extract new raw materials, keeps materials out of landfills and typically reduces carbon emissions. In addition, using recycled materials supports the development of robust recycling infrastructure that enables the efficient use of resources. REI encourages brand partners to use certified recycled materials in products where they reduce the product's environmental impact while maintaining product performance and safety.
- FOREST STEWARDSHIP COUNCIL CERTIFICATION: Forest Stewardship Council (FSC) certification provides assurance that certified wood products come from forests that were managed responsibly. Healthy forests are critically important to maintaining a stable climate due to their sequestration of carbon and the role they play in maintaining ecosystem health. The FSC certification addresses both environmental and social considerations, including deforestation, land use change, Indigenous peoples' rights and illegal harvesting. REI encourages brand partners to use the FSC certification for their applicable products.
- ORGANICALLY GROWN COTTON AND ORGANIC INGREDIENTS: Organic agriculture avoids the use of synthetic pesticides, herbicides and fertilizers and ensures that farmers follow best practices that promote water quality, energy conservation, biodiversity and soil

¹ REI currently accepts the REI Product Impact Questionnaire. Beginning in 2022, we plan to also accept the Higg Index Brand and Retail Module (BRM).

health. Healthy soil helps mitigate climate change by sequestering carbon. Organic practices are applicable to a broad range of agricultural products, including cotton and many ingredients contained in food products sold at REI. REI encourages brand partners to use, as applicable, certified organically grown cotton in textiles and certified organic ingredients in food and other applicable products.

- CLIMATE NEUTRAL CERTIFICATION: Climate science indicates that reducing carbon emissions is essential to avoiding the worst impacts of climate change. In addition to reducing emissions, funding projects that remove carbon from the atmosphere or avoid its emissions is an important short-term means of mitigating climate change. Purchasing carbon credits—or “offsets”—is a means of supporting such projects. Climate Neutral certification provides a framework for brands to measure their carbon emissions and purchase carbon credits to “offset” them while working to reduce emissions. REI encourages brand partners to pursue Climate Neutral certification.
- PACKAGING: Packaging is necessary to protect products while in transit. Packaging may also enhance the customer experience by communicating key information. REI aims to minimize the environmental footprint of packaging while ensuring that the packaging is effective in serving its purpose. REI encourages brand partners to use packaging materials that are FSC-certified and/or recycled and that are recyclable or compostable after use. In addition, we encourage the use of the How2Recycle logo on product packaging to help customers understand how to recycle packaging materials after use.

Animal Welfare

REI’s objective is to ensure that animal-derived materials used in the products we sell—such as down, wool and leather—come from animals that were treated with respect regarding their Five Freedoms.¹ REI’s approach to promoting animal welfare in the supply chains behind the products we sell consists of the following components:

BRAND EXPECTATIONS

- ✕ DOWN: REI is committed to sourcing down from geese and ducks that were humanely raised and cared for. REI expects that all products supplied to REI that contain virgin down meet standards that safeguard the well-being of ducks and geese in the down supply chain and prohibit live-plucking and force-feeding.
- ✕ WOOL: REI is committed to sourcing wool from farms where sheep were humanely raised and cared for. REI expects that all products supplied to REI that contain virgin wool meet standards that safeguard the well-being of sheep in the wool supply chain and prohibit mulesing.
- ✕ ANIMAL FUR AND EXOTIC LEATHER: Animal fur and exotic leather are used in certain products for their insulative and aesthetic properties. In many cases, the supply chains for these materials lack robust mechanisms to ensure the responsible treatment of the

¹The Five Freedoms include (1) freedom from hunger or thirst; (2) freedom from discomfort; (3) freedom from pain, injury or disease; (4) freedom to express most normal behavior; and (5) freedom from fear and distress.

animals and sustainable management of the species from which these materials are derived. REI expects that products supplied to REI not contain animal fur¹ or exotic leather.²

In addition, REI encourages the use of proactive solutions that help advance animal welfare within the supply chains for virgin down and wool.

PREFERRED ATTRIBUTES

- RESPONSIBLE DOWN STANDARD AND GLOBAL TRACEABLE DOWN STANDARD: To augment REI's commitment to animal welfare and promote continuous improvement in down supply chains, REI encourages brand partners to use the Responsible Down Standard or Global Traceable Down Standard for their products that contain virgin down.
- RESPONSIBLE WOOL STANDARD: To augment REI's commitment to animal welfare and drive continuous improvement in wool supply chains—including land management practices that promote environmental stewardship—REI encourages brand partners to use the Responsible Wool Standard for their products that contain virgin wool.

Diversity and Inclusion

At REI, we envision a future where everyone feels welcome to be themselves, access opportunities, and find their place outside—no matter who they are, where they live, or how they get out. Our focus is on eliminating discrimination and other negative social impacts related to the products we sell as well as the practices and policies used to create and market them. We aim to implement strategies that help us deliver more relevant products that reflect the myriad ways communities find meaning outside. Our approach to advancing our commitment to inclusion within our assortment includes the following components:

BRAND EXPECTATIONS

- ✕ CULTURAL APPROPRIATION: "Native inspired" design and analogous forms of cultural appropriation can increase economic inequality; reduce already limited access to the outdoor industry among Black, Indigenous and other people of color (BIPOC); reinforce stereotypes; increase inequity; and limit opportunity for meaningful cultural exchange. REI expects each brand partner to have in place creative controls to prevent cultural appropriation (plagiarism, theft and/or inappropriate use of designs, patterns, forms, materials, words/names, etc. that are culturally meaningful to and/or originated from Native, Indigenous or other underrepresented communities.)

¹ REI defines animal fur as any animal skin that has the animal's hair or fur fibers attached to it, or the pelt of any animal killed for its fur. Animal fur does not include (1) skins that have been converted into leather or have been processed in a way that completely removes the hair, fleece or fur fibers; (2) materials clipped, shorn or combed from live animals; (3) hides or skins with the hair attached where the skin has been converted to leather, including cowhide with hair attached, fleece, sheepskin and shearling; or (4) synthetic materials intended to look like fur.

² REI defines exotic leather as leather derived from animals other than cows, sheep, goats, pigs, deer, bison or kangaroos. REI will consider products containing leathers from other common species on a case-by-case basis. Before buying products containing leather derived from other species, it must be shown that the leather came from a source where the animals' well-being was protected and where the species was managed in a sustainable manner.

- ✕ INCLUSIVE COLORWAYS: Color offerings for apparel that assume a white customer limit options and relevance for BIPOC customers. “Nude” offerings that are available only in light skin tones, darker tones paired with names that reinforce stereotypes, or the lack of availability of colors appropriate for darker skin tones can increase the marginalization and colorism that BIPOC often experience. REI expects that all wearable products supplied to REI be available in colorways appropriate for a range of skin tones/complexions and that products marketed as “Nude,” including those with embellishments and/or linings intended to give the impression of bare skin or to mimic skin tone, be available in a range of tones.
- ✕ INCLUSIVE PRODUCT COPY: Language that reinforces stereotypes or has other negative cultural impacts—whether appearing in product names, colorways or product descriptions—can perpetuate stigma and barriers to belonging for already marginalized groups. REI expects each brand partner to have in place creative controls to prevent the use of language in naming conventions (as applied to product, collection, color or design), product information, marketing assets, etc. that negatively impact underrepresented groups (by reinforcing stereotypes, utilizing slurs, co-opting cultural language, etc.).
- ✕ MARKETING DIVERSITY AND ON-MODEL PHOTOGRAPHY: Underrepresentation, misrepresentation or tokenizing of groups historically underrepresented in our industry and media can lead to increased opportunity gaps, poor customer experience, and lower rates of diverse candidates seeking employment in outdoor fields, and it can limit the industry's ability to meet customer needs in a culturally relevant way. REI expects each brand partner to have in place guidelines for marketing assets, photo casting and production that ensure diverse and inclusive representation across race, age, gender identity/expression, body size and disability, and expects photography provided to REI reflect the same.

VII. APPENDIX 1: FREQUENTLY ASKED QUESTIONS (FAQs)

- ❖ What criteria does REI use to establish its product impact standards? In establishing product impact standards, REI begins by listening to the values and voices of our members and input from our brand partners as well as our inclusion partners: organizations and leaders working toward a more inclusive and equitable outdoor community. We also analyze the social and environmental impacts associated with the products we sell, and we assess (1) which impacts are most significant across our business, (2) our greatest opportunities to create positive change, and (3) the efficacy of existing tools and resources. Ultimately, the standards we establish are those that we determine to be most effective in driving positive impacts across our product offering.
- ❖ When will REI's standards take effect? Existing expectations of our wholesale brand partners are ongoing and are outlined in this document alongside new expectations. Implementation deadlines for new expectations established in the most recent version of the standards can be found in [the summary of brand expectations](#).
- ❖ Will brands that are new to REI be expected to meet REI's expectations immediately? For certain expectations, we provide an 18-month transition period for brands that are new to REI. We realize that brands may need to modify how they operate in order to align with REI's expectations and that this can take time. This approach also provides an opportunity to support our brand partners in adopting best practices.
- ❖ How will REI measure progress in implementing the standards? REI will utilize our Product Impact Questionnaire as a primary means of tracking progress in implementing our standards. If necessary, REI may also request additional information from brands regarding their implementation of the standards.
- ❖ How will REI's standards be integrated into REI's merchandising process? Sustainability and impact have always been important considerations in REI's product selection process. REI's Product Impact Standards enable these topics to become a more formal part of the product assortment process. The standards will also enable REI to better track and highlight preferred product attributes for our customers and to educate customers on what these attributes mean, why they're important and how they support positive outcomes. Additionally, REI's Inclusion Lens program offers ongoing consultation, education, collaboration opportunities and resources to REI merchants and vendors regarding the topics covered within the standards and adjacent areas of interest.
- ❖ How will the brand expectations be enforced? REI will utilize the results from our Product Impact Questionnaire to track alignment with our brand expectations. The results of the questionnaire are reviewed by various groups at REI, including the merchandising division. If necessary, we may also request additional information from brands regarding how they ensure that they meet our expectations. We will review and reconsider our relationships with brands that do not meet our expectations.
- ❖ Which product certifications does REI recognize? REI believes that utilizing credible, widely recognized third-party certifications is an effective means of promoting sustainability within supply chains and products. Each of the preferred attributes outlined in REI's standards is either a specific certification or a class of materials where multiple certification schemes exist (e.g., organically grown cotton or recycled materials). For these material classes where multiple certification schemes exist, REI recognizes a credible, relevant certification scheme that has been demonstrated to drive positive impacts.

- ❖ Does REI specify how brands should monitor their supply chains? Each of REI's brand expectations and preferred attributes requires supply chain monitoring and engagement with suppliers. REI does not specifically dictate how brand partners monitor their supply chains; however, we expect that brands have in place effective policies and procedures for doing so in a responsible manner and ensuring the accuracy of product claims.
- ❖ Do REI's standards align with the Higg Index? The Higg Index is an important component of how REI measures our sustainability performance. We utilize many of the Higg Index tools to measure various components of our business. We believe that standardized sustainability tools, such as the Higg Index, provide a unique opportunity to scale sustainability best practices across the industry. We are supportive of the Higg Index Brand & Retail Module (BRM); however, it is not yet relevant to all product categories sold at REI or feasible for use among all brand partners at REI. Beginning in 2022, we plan to begin accepting the results of the BRM. We will continue to monitor its development to assess its applicability for broader use across our product offering.
- ❖ How do REI's standards align with regulatory requirements? These standards go above and beyond legal requirements. REI brand partners are required to meet all applicable legal requirements. In any instances where applicable legal requirements conflict with the standards, the legal requirements shall supersede these standards.
- ❖ Does REI have a means of collecting input from brand partners to shape future versions of REI's standards? We actively seek brand input to shape our standards and inform our overall approach to sustainability and impact. In creating the most recent version of the standards, we gathered input from a diverse group of brands representing a wide variety of product categories. We will continue to seek input from our brand partners as we chart our path forward. We regularly gather input from brands via the REI Product Impact Questionnaire. Brands may also contact the REI Sustainability Team at any time to provide input by sending an email to productsustainability@rei.com.
- ❖ Will REI's standards be revised over time? If so, how? We aim to continuously elevate how we drive positive impact via REI's product offering, and our standards will be updated periodically to support our efforts to do so effectively. Revisions to the standards will incorporate the tools and approaches that are most effective in advancing sustainability, driving inclusion and other positive social impacts most relevant to our product offering, and most feasible for REI and our brand partners. Brand partners will be notified of any changes to the standards, and the latest version of the standards will be made available to them.
- ❖ How does REI view other actions taken by brands to advance sustainability and drive positive impacts? REI is fortunate to work with many brands that are leaders in sustainability and impact and take progressive actions that extend beyond the scope of this document. We applaud these efforts, and we look forward to continuing to collaborate with our partners to have a positive impact on the environment and communities where we operate.
- ❖ What does REI mean when they say they expect a product to be "free of" something? REI follows the guidance outlined in § 260.9 of the Federal Trade Commission's [Green Guides](#), which specifies when it is appropriate to make a "free-of" claim.

VIII. APPENDIX 2: PROHIBITED FLAME RETARDANT CHEMICALS

The FR substances listed in Table 1 have been identified as hazardous by at least one country, U.S. state or international regulatory organization. Hazardous in this case means associated with one or more of the following impacts: cancer, gene mutation, reproductive toxicity, endocrine disruption, bioaccumulation or environmental persistence. This list constitutes the FR chemicals that are prohibited in camping shelters sold at REI.

References:

1. bluesign® – [System Substances List](#)
2. Oeko-Tex® – [Standard 100](#)
3. American Apparel & Footwear Association – [Restricted Substances List](#)
4. Apparel & Footwear International RSL Management Group – [Restricted Substances List](#)
5. California Safe Drinking Water and Toxic Enforcement Act (Proposition 65) – [The Proposition 65 List](#)
6. Washington Children’s Safe Products Act – [Chemicals of High Concern to Children](#)
7. United States Environmental Protection Agency – [Significant New Use Rules](#)

Table 1: Restricted FR Chemicals	
CAS Number	Chemical
3296-90-0	2,2-bis(bromomethyl)-1,3-propanediol (BBMP)
5412-25-9	Bis (2,3-dibromopropyl) phosphate (BDBPP)
3194-55-6	Hexabromocyclododecane (HBCD)
25637-99-4	Hexabromocyclododecane (HBCD) – cont'd
134237-50-6 134237-51-7 134237-52-8	Hexabromocyclododecane (HBCD) – cont'd
59536-65-1	Polybrominated biphenyls (PBBs)
SEVERAL	<i>Polybrominated diphenyl ethers (PBDEs)</i>
40088-47-9	Tetrabromodiphenyl ether (TetraBDE)
32534-81-9	Penta-bromodiphenyl ether (pentaBDE)
36483-60-0	Hexabromodiphenyl ether (HexaBDE)
68928-80-3	Heptabromodiphenyl ether (HeptaBDE)
32536-52-0	Octa-bromodiphenyl ether (octaBDE)
1163-19-5	Decabromodiphenyl ether (DecaBDE)
85535-84-8	Short-chain chlorinated paraffins (SCCP)(C10-C13)
79-94-7	Tetrabromobisphenol A (TBBPA)
512-56-1	Trimethyl phosphate
545-55-1	Tris (1-aziridinyl)-phosphine oxide (TEPA)
126-72-7	Tris (2,3-dibromopropyl) phosphate (TRIS)
13674-87-8	Tris(1,3-dichloro-2-propyl) phosphate (TDCPP)
115-96-8	Tris(2-chloroethyl) phosphate (TCEP)