

Impact Objectives & Key Results



Our Impact objectives and key results (OKRs) allow us to transparently track the co-op's progress against our environmental, social and governance goals. Please visit REI's Impact Report for more information on each OKR.

Representation

REI continues to focus on attracting and retaining talent to celebrate the diversity of experiences, perspectives, and contributions of the outdoor community.

Employees

% of Workforce ¹	2020	2021	2022	2023	2024
BIPOC	20.9%	22.8%	25.1%	25.2%	24.2%
White	77.8%	75.5%	73.0%	72.4%	73.5%
Female ²	46.5%	46.0%	46.5%	46.6%	46.9%
Male ²	53.5%	54.0%	53.5%	53.4%	53.1%

¹ Employees who declined to self-identify are not captured here.

² REI acknowledges the difference between sex assigned at birth, gender identity, and that gender is not binary. The data follow Equal Employment Opportunity (EEO) designations: male and female, or sex assigned at birth, and does not reflect gender and the full spectrum of our employees' gender identities.

Board of Directors

% of Board of Directors	2020	2021	2022	2023	2024
BIPOC	38.5%	36.4%	38.5%	33.3%	33.3%
White	61.5%	63.6%	61.5%	66.7%	66.7%
Female ²	30.8%	45.6%	38.5%	44.4%	44.4%
Male ²	69.2%	54.4%	61.5%	55.6%	55.6%

[Click here](#) for more information about the REI Board of Directors.

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Merchandise Assortment

We support an outdoor industry and merchandise assortment that reflects the true diversity of people who love, protect and share life outside. Vendors self-identified via an optional survey which led to an increase from prior years.

Key Performance Indicator (KPI)	2020	2021	2022	2023	2024
% of brands in assortment owned or led by founders of color ³	2.3%	2.9%	4.8%	6.4%	9.1%

³ "Owned" brands are defined as enterprises that are at least 51% owned, controlled and actively managed by founders of colors.

"Led" brands are defined as enterprises that have at least one founder of color who is actively managing the company.

Community & Government Affairs

Through our community and government engagement we actively support the movements for climate action and a more inclusive outdoors. Successful advocacy is a team sport. Since 2021, we have run the Cooperative Action Network, a platform that enables our community to send messages to elected officials on policies that affect life outdoors. To cohere and amplify the community's voice, the co-op also invests in allied nonprofit partners.

Key Performance Indicator (KPI)	2020	2021	2022	2023	2024	Target
Number of individuals engaged in systemic change via the Cooperative Action Network	N/A	21,000	78,000	215,000	375,000	1.1 million by 2030
Dollars invested in strategic non-profit partners	\$6.3M	\$7.1M	\$6.9M	\$3.0M	\$2.5M ⁴	–

⁴ This number does not account for REI's continued commitment to supporting the REI Cooperative Action Fund, a separate 501(c)(3) nonprofit. Between Jan. 1 and Dec. 31, 2024, the REI Fund received approximately 1.4M donations, which supported over \$8.8M in funding for over 300 local, regional, and national nonprofits working to make the outdoors more accessible and inclusive for everyone. Learn more about the Cooperative Action Fund [here](#).

Waste

Eliminating waste from our operations is good for our business and good for the planet. We first seek to design waste out of our operations and, when generated, divert as much as possible from landfill. In 2006, we set an aspirational target to divert 90% or more operational waste from landfill. We have now achieved and seek to sustain that accomplishment.

Key Result	2020	2021	2022	2023	2024	Target
Percentage of operational waste diverted from landfill ⁵	78%	83%	84%	86%	90%	90% by 2025

⁵ REI tracks tonnes of materials sent to recycling, compost, or landfill across our stores, distribution centers, and offices.

Climate

Our rapidly changing climate is threatening everyone’s right to enjoy time outside, now and into the future. We champion solutions that reduce our collective impact on the planet, starting with REI’s own operations and expanding to our global value chain.

Energy

Key Performance Indicator (KPI)	2020	2021	2022	2023	2024	Target
% of operational electricity matched by renewable sources	100%	100%	100%	100%	100%	100%
% of renewable energy certificates from local and/or accessible sources ⁶	N/A	N/A	N/A	26%	28%	60% by 2027

⁶ REI defines “local” as regionally adjacent to our operations (e.g., within the same state) and “accessible” as available to other business and communities (e.g., simplified transaction terms).

Greenhouse Gas (GHG) Emissions

Key Performance Indicator (KPI)	2020	2021	2022	2023	2024	Target
Scope 1 greenhouse gas emissions (tonnes CO ₂ eq) ⁷	3,995	4,663	5,862	5,951	6,010	2,408 by 2030
Scope 2 emissions, location-based (tonnes CO ₂ eq) ⁸	26,762	26,201	24,985	27,124	26,983	–
Scope 2 emissions, market-based (tonnes CO ₂ eq) ⁹	0	0	0	0	0	0
Scope 3 emissions, SBTi absolute reduction target (tonnes CO ₂ eq) ¹⁰	N/A	N/A	N/A	271,260	232,569	164,014 by 2030
Scope 3 emissions, SBTi engagement target (% purchased goods & services with science-based target) ¹⁰	N/A	N/A	N/A	42%	47.1%	41% by 2025
Total enterprise emissions (tonnes CO ₂ eq) ¹¹	1,071,884	1,217,392	1,319,197	1,185,496	1,101,468	564,676 by 2030
Total operational emissions matched by carbon credits ¹²	389	327	332	303	100%	100%
% of carbon credit portfolio from high impact projects ¹³	N/A	N/A	N/A	30%	40%	60% by 2026
Emissions intensity (tonnes CO ₂ eq/\$MM revenue) ¹⁴	389	327	332	303	300	N/A

⁷ Scope 1 greenhouse gas emissions are from sources that REI owns or controls—company vehicles, building gas heating, HVAC refrigerant leakage, etc. REI’s commitment to the Science Based Target Initiative (SBTi), approved in 2023, calls for a 47% reduction from 2019-2030.

⁸ Scope 2 location-based greenhouse gas emissions are associated with the purchase of electricity and other energy sources. REI is primarily reliant on local utilities for energy. This measure reflects the emissions intensity of those utilities. REI installs rooftop solar where feasible and support scalable renewable energy deployment via partners including the Clean Energy Buyers Association.

⁹ Scope 2 market-based greenhouse gas emissions reflect actions we take beyond the local utilities to decarbonize our energy supply. We purchase the rights to clean energy from projects across the country to operate at 100% renewable.

¹⁰ Scope 3 greenhouse gas emissions are the result of activities not owned or controlled by REI in our value chain. Our SBTi target, approved in 2023, covers two-thirds of our Scope 3 emissions and includes an engagement target of 41% by 2025 for Purchased Goods & Services (products sold from external brand partners) and an absolute target of 47% from 2019-2030 for remaining emissions in the SBTi scope.

¹¹ Total greenhouse gas emissions reported via the Greenhouse Gas Protocol, including voluntarily reported emissions sources not addressed by SBTi (e.g., customers’ trips to stores). This represents an estimate of the global emissions that can be attributed to REI in pursuit of our longstanding, enterprise commitment to more than halve our footprint by 2030.

¹² Operational emissions include our Scope 1, Scope 2 and portions of our Scope 3 emissions except for emissions from: 1) products from the external brands we retail and 2) customer impacts (e.g., indirect product use, product end-of-life, and customer trips to stores)

¹³ REI defines “high impact” carbon projects as those either nature-based (e.g., improved forest management projects) or where the projects would not have been viable without REI’s investment dollars.

¹⁴ Emissions intensity provides a normalized view of total greenhouse gas emissions per million dollars of revenue. We report this for transparency but set climate targets based on absolute emissions and not normalized emissions