



REI Co-op Impact Report 2024

Everybody outside

We're on a mission to get everyone outside. And every single one of us plays an essential part.

The proof is right here in this report. It's a living, breathing tapestry of individual stories that make up our collective drive onward and upward as a co-op.

Whether it's protecting the health of the planet, getting all of us closer to nature, or fostering a more inclusive outdoor culture, we'll never stop creating change for today, tomorrow, and the generations to come. Join us.



2024 by the numbers

14 thousand

Employees

25 million

Members

\$3.53 billion

in Co-op Sales

\$84.8 million

for Employee Retirement & Incentives

\$8.9 million

invested in over 300 Nonprofit Partners
by the REI Cooperative Action Fund

\$189 million

in Co-op Member Rewards Distributed

“We believe that our values are most impactful when turned into action, and that's what we do every single day at the co-op.”

[Read the letter from the CEO](#)

A HEALTHY PLANET

REI’s mission is to connect every person to the power of the outdoors and engage them in the fight to protect it. We harness our cooperative

spirit to help ensure the outdoors remains a place we can all support and love for generations to come.

[Read the full report](#)



"It's been really nice to see the volume of waste start to shrink as changes take place ... we're seeing less plastic coming in." - Kim P., Huntington Beach Store Manager

Store teams leading the way to zero waste

In 2024, REI Co-op reached our long-standing threshold goal to divert 90% or more of waste from landfills across our operations. We are one of the first large U.S. retailers to do so—and the effort was rooted in store employee initiatives. "It started when we asked, 'Hey, what can we do with our plastic waste?'" - Rick W., St. Louis Store Manager.

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"Product is our largest impact at the co-op. We have a huge responsibility and privilege to lead the conversation." – Alicia A., Divisional Merchandising Manager

Building better gear for a healthier planet – together

"We are the largest specialty outdoor retailer. If there's going to be a catalyst for change, it's going to be the co-op," says Alicia A. From the carbon footprint of the products we make to the inclusivity attributes of the brands we partner with, REI Product Impact Standards ensure the products we sell reflect co-op values. See the different ways our product standards drive the industry and how we work with brands to achieve them.

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Tan De, an REI Co-op supplier based in Vietnam, recently completed the installation of rooftop solar energy systems at multiple facilities manufacturing

Collaborating on climate action across the global supply chain

Did you know that in 2024, the co-op's carbon emissions were 7% lower than in 2023? Teams from all over the co-op innovate, collaborate and make progress toward our climate goals every day—including by working with local and global partners like Tan De to help decarbonize the supply chain. “REI’s knowledge-sharing sessions and Q&A events ... [have] been an essential resource.”

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ACCESS TO NATURE

The right to easily and safely enjoy time in nature is out of reach for far too many people in America—so we’re enabling champions and decision-makers to prioritize easy access to nature for everyone.

[Read the full report](#)



REI employees like Wendell N., above, advocated for public lands with our partners in 2024. “Grassroots movements start with a small voice. Then it builds and builds through connections.” – Amy B., REI Co-op Store Manager

Taking a collective stand for public lands

Last year, the co-op garnered over 100,000 signatures to expand the San Gabriel Mountains and Berryessa Snow Mountain national monuments, and to establish Chuckwalla and Sattitla Highlands national monuments—and co-op store employees testified at a field hearings. It's just one of many ways the co-op harnesses the power of members and employees to advocate for life outdoors.

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People in urban neighborhoods with a high level of green space had half the number of visits to doctors for mental health concerns compared to those in neighborhoods that were nature deprived (via Nature & Health Alliance study)

Makram, O. M., Pan, A., Maddock, J. E., & Kash, B. A. (2024). Nature and Mental Health in Urban Texas: A NatureScore-Based Study. *International journal of environmental research and public health*, 21(2), 168. <https://doi.org/10.3390/ijerph21020168>

When it comes to health & the outdoors, knowledge is power

The more people understand the health benefits of time spent outdoors, the more likely they are to get outside and join the fight to protect it. That's why REI Co-op and the REI Cooperative Action Fund support research grantees like the Nature & Health Alliance. “[It] has provided a framework for researchers and scientists to do cross-collaborative research studies across the country,” says Jay Maddock, PHD, Chair of Nature and Health Alliance.

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“REI and the REI Cooperative Action Fund are among the most important partners in the East Coast Greenway’s history.” – Dennis Markatos-Soriano, Executive Director, East Coast Greenway Alliance

Connecting the East Coast one trail at a time

The East Coast Greenway Alliance began in 1991 as a dream for a 3,000-mile interconnected trail network along the East Coast. Since then, they’ve raised \$2 billion to complete nearly 40% of the trail network, providing connected trail access for 50 million bikers, walkers, and runners annually. From volunteers to funding, REI Co-op has been rallying along the way.

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AN INCLUSIVE OUTDOORS

Many ideas and norms embedded in the outdoor industry and culture don’t reflect the full spectrum of experiences outside. So our goal is to create a co-op, an industry, and spaces outside where anyone can belong, thrive, and shape the future.

[Read the full report](#)



“We built on a foundation of what is most essential for every body and every person: Comfort, versatility, and self-expression.” – Sarah S., REI Co-op Product Designer

Thinking outside the activewear binary

How do you create outdoor clothing focused on fit, versatility and self-expression in an industry locked into a binary? With deep listening, thoughtful design and rigorous testing. Introducing the nongendered, inclusively sized Active Pursuits collection.

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“The Embark program was so unique in that it intentionally provided the space for founders to get together and form a familial relationship.” – Alex & Jonathan de la Fuente, Hightag Co-Founders

Connecting founders to opportunity – and each other

Path Ahead Ventures is more than just an infusion of resources for emerging startups in the outdoor industry—it helps foster and grow relationships. That’s because opportunity and entrepreneurship in the outdoor industry should be representative of the diversity of the people who love, protect, and share life outside.

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How We Measure Progress

ANTI-RACIST COMMITMENT



As one of the largest players in the outdoor industry, we recognize that to drive the change we want to see, we must start from within the co-op. We are committed to becoming a fully inclusive, anti-racist, multicultural organization, and this commitment guides our policies and practices.

[LEARN MORE](#)

IMPACT OBJECTIVES & KEY RESULTS



Our Impact objectives and key results (OKRs) allow REI to transparently track the co-op's progress against objective key-performance indicators across environmental, social and governance topics in service of our members and REI's mission to expand outdoor access to all.

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PRODUCT IMPACT STANDARDS



REI sets social, environmental and inclusion standards for ourselves and the brands we carry. Each year, we measure progress. Of the 850+ brands we assessed, REI Co-op came out on top among many of the world's leading outdoor brands.

[LEARN MORE](#)

Impact Report History

2023	2022	2021	2020	2019	2018
2017	2016	2015	2014	2013	2012
2011	2010	2009	2008	2007	2006

A photograph of a rock climbing site. A large, reddish-brown rock face dominates the left side, with a climber visible near the top. In the foreground, a group of about a dozen people are sitting on rocks, some wearing helmets and gear. The background shows a rocky landscape under a cloudy sky.

Doing things differently since 1938

[Join the Co-op](#)

[Give the Gift of Membership](#)



A HEALTHY PLANET

REI's mission is to connect every person to the power of the outdoors and engage them in the fight to protect it. We harness our cooperative spirit to help ensure the outdoors remains a place we can all support and love for generations to come.

CLIMATE

Everyone's right to enjoy time in nature is threatened by our rapidly changing climate—so we're fighting to ensure a healthy outdoors that everyone can enjoy.

100% x 12

The percentage of our electricity matched by renewable sources for 12 consecutive years

-12%

The percent decrease in our 2024 greenhouse gas footprint compared with our 2019 baseline year

-25%

The percent decrease in our 2024 carbon intensity (metric tons of CO₂eq per million dollars of revenue) compared with 2019

204,714

The volume of carbon credits, in metric tons CO₂eq, REI retired to take responsibility for our operational emissions in 2024

[Learn about CO₂eq](#)

Taking climate action creates an incredible opportunity to innovate. From the materials specified in our products to the energy used to power our operations, we seek solutions that drive decarbonization with speed and scale.

Our Climate Strategy

Our strategy is anchored to cooperative action. It's in our DNA to work with others, share what we learn and trust that we'll go further together than we could ever go alone. With collaboration as our approach, we seek climate solutions that drive decarbonization with speed and scale:

- **Speed:** We know from climate science that a tonne of pollution removed or avoided today is worth multiple tonnes in the future. We prioritize progress over perfection while continuously working to raise the bar on the quality of climate solutions.
- **Scale:** Problems of global magnitude require solutions of comparable scale. Our preferred climate solutions are easily replicable and cost-efficient. We strive to bridge the gap between emerging solutions and the participation of small- and medium-sized organizations.

Our 2030 & 2050 Climate Targets

This decade, we aspire to halve our greenhouse gas emissions (GHG) as we progress toward our long-term goal to be net-zero by 2050. In 2023, we formalized this goal with an approved target validated by the Science Based Targets Initiative

(SBTi). Our science-based target (SBT) defines absolute reductions by area of the business and an engagement target for external brands we retail. It also codifies our 2050 net-zero target. The specifics of our SBT are as follows:

Near term targets:

- REI commits to reduce absolute scope 1 & 2 GHG emissions 47% by 2030 from a 2019 base year.
- REI also commits to reduce absolute scope 3 GHG emissions 47% within the same timeframe.
- REI commits that 41% of its suppliers, by emissions, covering purchased goods and services will have science-based targets by 2025.

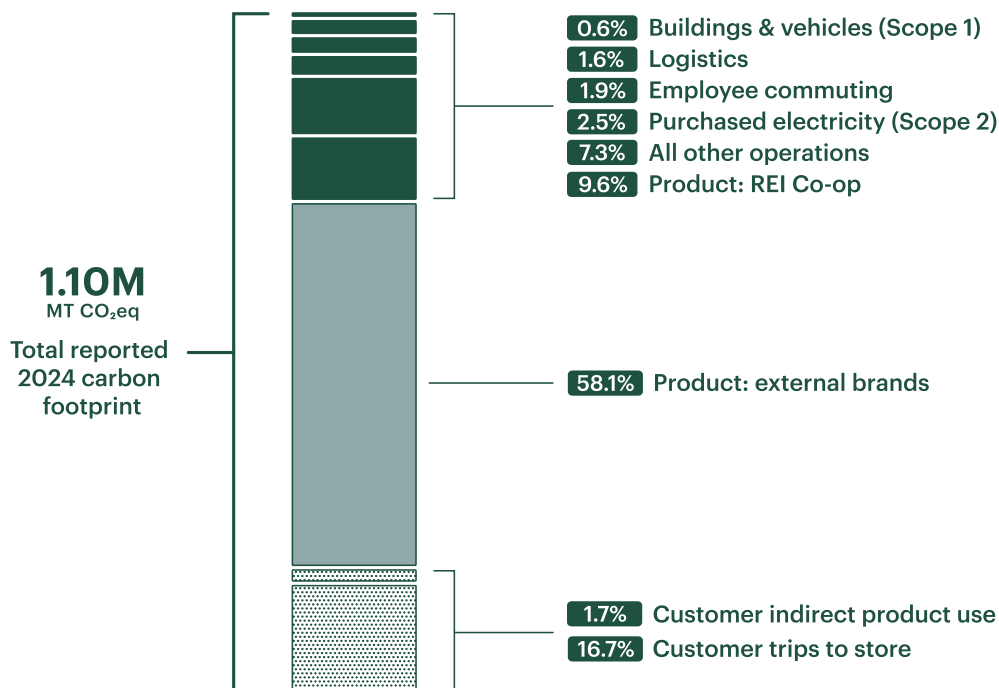
Long-term net zero target:

- REI commits to reduce absolute scope 1, 2 and 3 GHG emissions 90% by 2050 from a 2019 base year.
- REI commits to reach net-zero greenhouse gas emissions across the value chain by 2050.

We are making significant progress against our SBT. Across scope 2, we continue to achieve our 100% renewable electricity commitment. In 2024, we reduced emissions from manufacturing REI Co-op brand products by 11% versus 2023 and 15% versus 2019 (our baseline year). More information on our [independently verified 2024 greenhouse gas footprint](#) and [SBT performance](#) can be found in the Disclosures & Regulatory Compliance Section.

We report on our comprehensive GHG inventory alongside the emissions addressed by our SBT. We seek decarbonization progress across all scopes and categories of our footprint, and our SBT prioritizes investments and action for the emissions we most directly control (e.g. our own product manufacturing and store operations) versus those where we have influence but little control (e.g. customer trips to stores). The comparison between our entire GHG footprint as reported in our inventory and the emissions captured by our SBT are illustrated in the following chart:

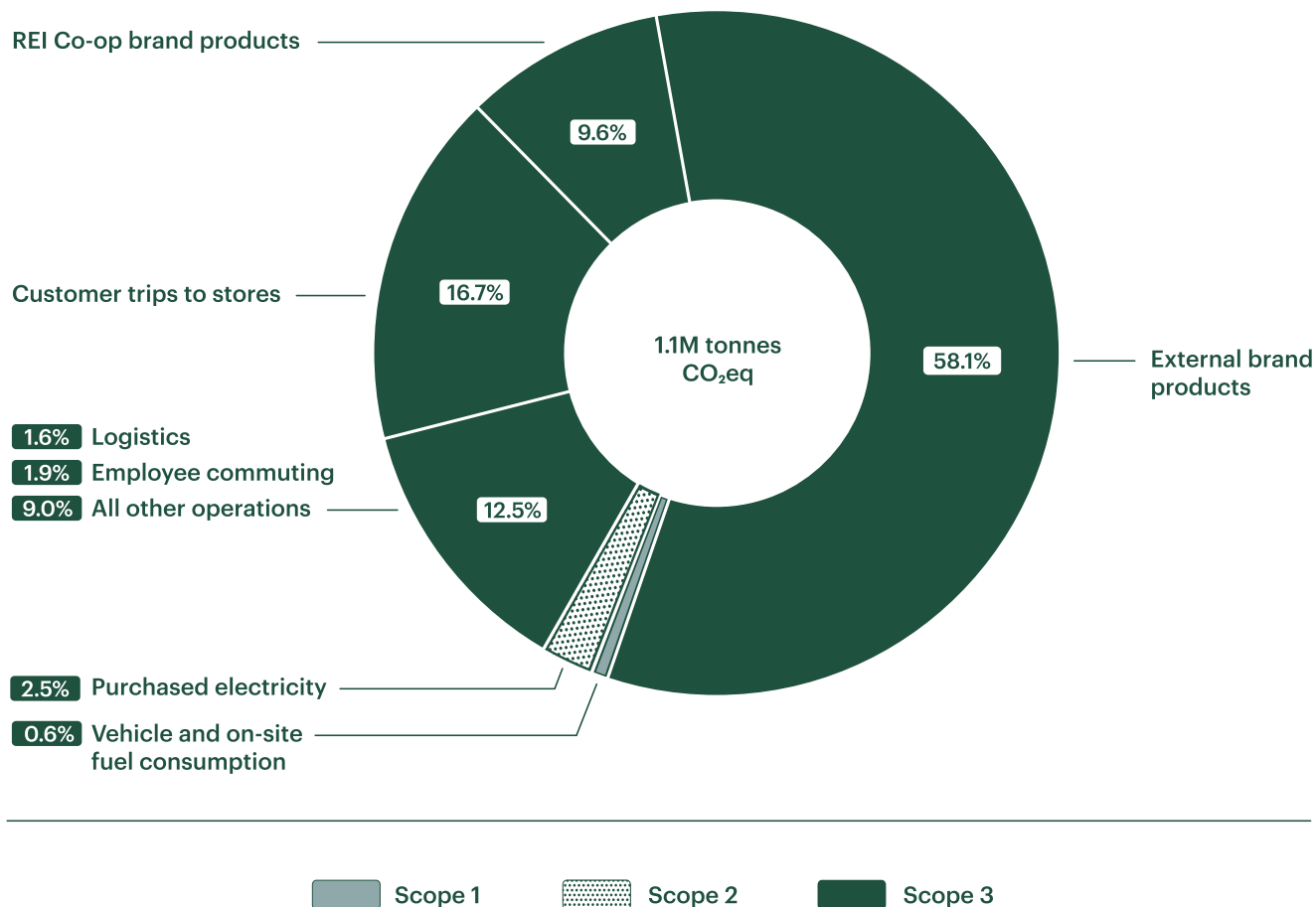
Comparing REI's approved Science Based Target to its total carbon footprint



Emissions not covered by SBTi target
 Emissions covered by SBTi engagement target
 Emissions covered by SBTi reduction target

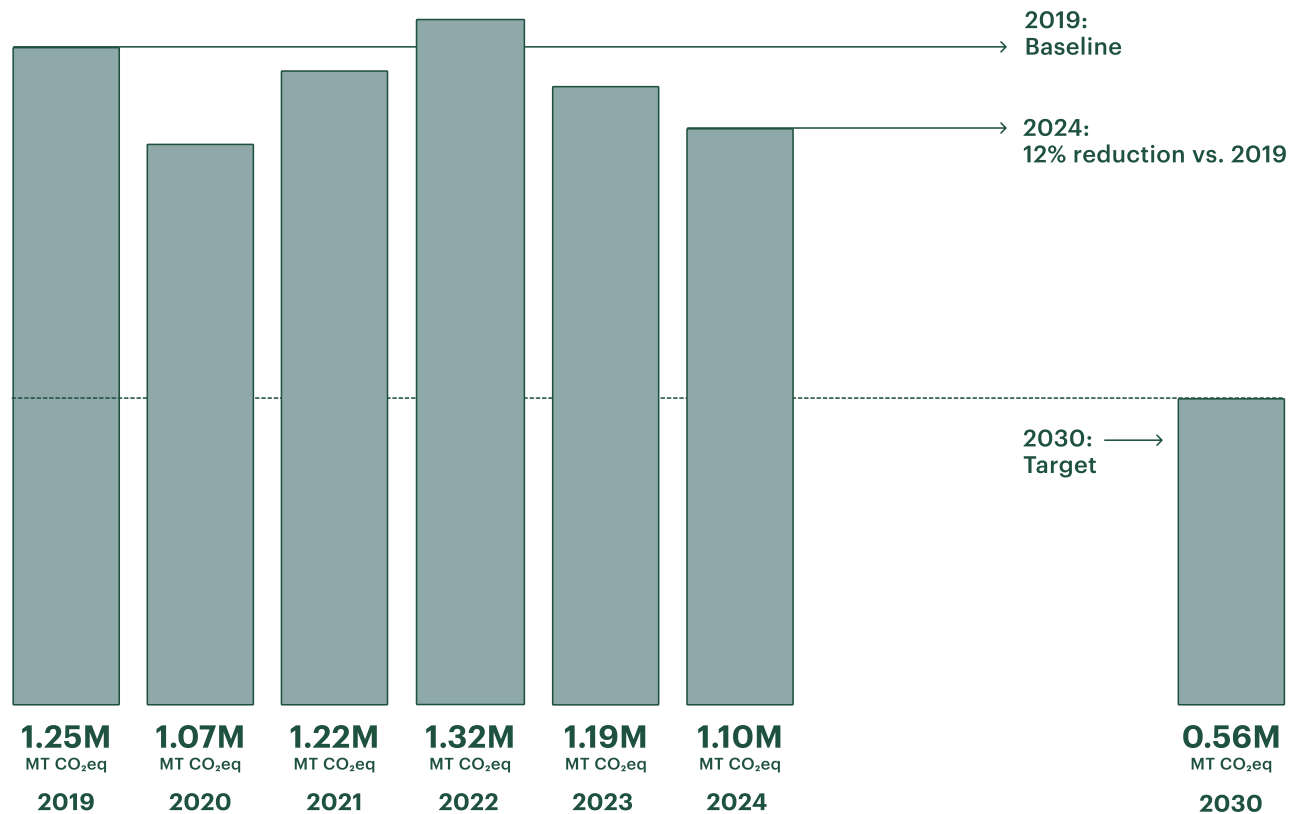
2024 Greenhouse Gas Emissions by Source

An organization's GHG emissions are categorized into scope 1, 2, and 3. Scope 1 emissions are from sources that REI owns or controls, such as stores or vehicles; scope 2 emissions are from purchased energy; and scope 3 emissions are all other global value chain emissions. The manufacturing of products we sell drive the majority of our total enterprise greenhouse gas emissions as measured by the Greenhouse Gas Protocol standards and guidance.



As evidenced in the following graph, our total 2024 emissions (Scopes 1, 2 and 3) were 7% lower than our 2023 emissions, and 12% lower than emissions in our 2019 baseline year. We continue to make steady progress against our aspirational commitment to halve our enterprise emissions by 2030.

2019-2024 Actual vs. 2030 targeted greenhouse gas emissions



How We Reduced Our 2024 Emissions

In 2024, we supported industry decarbonization and achieved enterprise reductions through the following interventions:

- 100% renewable electricity:** Last year we matched the power used by our stores, offices and distribution centers with 100% renewable electricity for the twelfth year in a row.
- Lower-carbon materials:** In 2024, our usage of recycled polyester and nylon across REI Co-op products increased to 52% and 45%, respectively, as a portion of our total usage of these materials. Using recycled materials is an important part of our emissions reduction strategy because producing them typically emits less carbon than producing their conventional counterparts. We have also begun using innovative LanzaTech yarns in a handful of running apparel items. These yarns were made using a process that captures industrial waste gases and help us reduce emissions and our reliance on petroleum.
- Reducing emissions from REI Co-op product manufacturing:** REI reduces emissions in product manufacturing by closely supporting our factory partners while also investing our own dollars. We provide our factory partners with funding, engineering expertise and procurement advice to accelerate their implementation of climate solutions like energy efficiency and renewable electricity. In parallel, REI also uses its own dollars to reduce emissions from manufacturing. For example, in 2024, we continued our four-year partnership with [Powertrust](#), an aggregator of small-scale, high-impact renewable energy projects, to purchase clean energy in Vietnam and Cambodia to reduce electricity-related emissions from manufacturing REI products.
- Engaging retail brand partners to reduce emissions:** In 2024, REI continued to engage our brand partners to help them measure their carbon emissions and create emissions reduction goals and action plans. We hosted a workshop, provided one-on-one guidance and partnered with The Change Climate Project to offer REI brand partners a discount on their user-friendly carbon calculation tools. We ended the year with 73% of our sales volume coming from brands that have science-aligned emissions reduction targets in place.
- Reduced emissions from international freight:** Since 2022, we've [participated in DHL's GoGreen Plus program](#). This partnership helped us directly reduce ocean freight emissions from shipping product to our U.S.-based distribution centers by 67% in 2024. In 2024, we also participated in the first tender for sustainable maritime fuel (SMF) via the Zero Emissions Maritime Buyers Alliance (ZEMBA) and will begin receiving SMF certificates in 2025 for

low carbon bio-methane fuel. We account for such reductions in our Scope 3 inventory via book-and-claim accounting principles.

- **Expanding clean energy procurement resources with manufacturing partners:** In 2023, REI co-founded the [Clean Energy Procurement Academy](#), a cross-industry collaboration providing our manufacturing suppliers with the skills and knowledge to procure clean energy. In 2024, the academy expanded to new manufacturing countries and launched a digital portal to complement in-person training sessions for suppliers. In addition to inviting our private label suppliers to participate, we also brought the academy's world-class educational materials to other outdoor brands and their value chain partners.
- **Providing expertise, knowledge, and tools to accelerate supplier decarbonization:** We continued deepening climate-focused collaboration with manufacturing partners through a mix of measures including paying for factory energy efficiency audits, renewable energy procurement advisors and developing factory-specific emission reduction action plans. One highlight was the development of the [Textile Heating Electrification Tool](#) that REI designed for manufacturers in partnership with the Outdoor Industry Association (OIA) and other outdoor brands and suppliers seeking to accelerate the adoption of electrified heating in manufacturing.
- **Investing in Southeast Asia's clean energy ecosystem:** In 2023, REI made our first direct investment into international clean energy, participating in the Southeast Asia Clean Energy Fund II (SEACEF-II), a \$175M fund investing into clean energy projects and businesses. In 2024, the Fund [made investments into several companies](#) that could provide future climate solutions to our manufacturing partners, including the first electric delivery fleet in the Philippines and renewable energy project developers in Vietnam and Indonesia.

“The success of the solar energy project not only helps us lower energy costs but also serves as a model for future green initiatives, such as investing in renewable energy technologies, minimizing energy and resource consumption, closely collaborating on product design and optimizing production processes.”

-Tan De, a Vietnam-based supplier that makes REI Co-op brand products and works closely with REI on climate action and sustainability.

How We Advanced Climate Policy in 2024

REI advocates for [public policy](#) that protects our public lands and waters while bolstering natural climate solutions, powering our economy with clean energy and accelerating a circular economy that lowers our industry's impact on our planet. In 2024, we supported several federal policies to expand public lands protections and expand conservation measures across federal lands and waters. We successfully helped defend Washington State's landmark Climate Commitment Act and supported Pennsylvania's low-carbon and clean electricity standards and Massachusetts' Mass Leads Act to grow climate technology and build a skilled green economy workforce. We also advocated for robust funding for California's landmark Climate Disclosure Laws and so much more. REI was proud to support these bills and was pleased to receive the Ceres BICEP Network's 2024 State Climate Policy Champion Award for our work.

Data Quality and Carbon Accounting

At the heart of measuring our climate progress and taking action lies our data, carbon accounting and reporting. We continue to seek the most accurate, decision-useful data across our value chain while evolving our accounting and reporting to align with industry best practices.



For retail organizations like REI, it's a continuous challenge to capture accurate, real-time scope 3 emissions data from the global supply chain. The co-op works with over 1,000 brands supplying products and hundreds of vendors providing goods and services necessary to operate—each contributing to our scope 3 emissions.

Wherever possible, we first seek verified, real-time primary data on emissions sources. When primary data are unavailable, we use secondary data representing industry averages. Like all retailers, significant portions of our scope 3 footprint are calculated using these best available estimates. Stakeholders may see shifts in our reported emissions as we increasingly access more primary data or as regional and global carbon emissions factors are updated.

In 2024, we implemented an enterprise carbon data system of record with Microsoft Sustainability Manager (MSM). We've also configured MSM to automate product carbon calculations and other prioritized portions of our carbon footprint. Additionally, we are working directly with our strategic product manufacturers to collect primary carbon and energy data each month, allowing us to more effectively engage with our manufacturing partners to identify reduction opportunities.

Advancing our accounting and reporting practices



As an organization with broad and disparate sources of emissions, it is important that we use market-based climate instruments to pursue scalable, near-term climate solutions. This is especially true in our scope 3 global value chain where the exact sources of emissions are disaggregated and continuously evolving.

Our aim is to continuously identify and address the root sources of emissions. Where that's not yet possible, we opt for solutions that allow for immediate progress. This is why we believe market-based instruments, both within and beyond our value chain, are necessary to drive reductions with speed and scale. Market based instruments include energy attribute certificates for renewable electricity, book-and-claim tools for solutions like zero-emission shipping and carbon credits for emissions avoidance and sequestration. We are taking an active leadership role in advancing industry alignment on how such instruments are accounted, reported and recognized in global standards. We support the efforts by organizations such as the Advanced and Indirect Mitigation (AIM) platform to improve alignment in accounting treatments.

We report on our emissions primarily through attributional accounting, meaning that our footprint represents our best estimate of the totality of emissions we are responsible for via our actions (direct and indirect) across our value chain. Given the inherent limitations of identifying reduction interventions and corresponding data across our entire value chain, we see a need for parallel approaches to account for the totality of our impact, whether via investments, market instruments, or advocacy. We are actively involved in industry efforts to drive alignment on this type of accounting structure, otherwise known as consequential accounting.

Climate Neutral Certified & The Climate Label

In 2020, REI made a commitment to be carbon neutral in our operations for that year and every following year. This means we take accountability for our emissions by purchasing verified carbon credits in an amount equivalent to our operational emissions. 2024 marks the fifth year in a row that we have made good on this commitment.

As we prioritize our science-based emissions reduction target, we believe in taking responsibility for our residual emissions today. By attaching a cost to residual emissions, we create an implicit cost of carbon across the business that motivates us to first seek reductions. We also recognize the importance of going beyond our value chain to contribute to meaningful activities that mitigate climate change globally. You can see a full list of the carbon credit projects we've invested in [here](#).

Our carbon markets strategy centers on balancing our operational greenhouse gas emissions with an equivalent investment in the removal, sequestration or avoidance of emissions via carbon credits. "Operational emissions" include our scope 1 (owned and direct) and scope 2 (purchased energy) emissions, as well as all portions of our scope 3 (value chain) emissions except for emissions from: 1) products from the external brands we retail and 2) customer impacts (e.g., product use, product end-of-life, and customer trips to stores).

REI believes the voluntary carbon market is needed. We believe it should have a positive impact on people and the environment and we believe it has a role to play as a component of our climate strategy. Through the voluntary carbon market, we see value in our ability to more directly engage our customers, to ensure a healthy outdoors via nature-based solutions and as a tactic to pursuing Net Zero pathways. Like any nascent market, it is in a state of development and continuous improvement, and we applaud the efforts by the Voluntary Carbon Markets Integrity Initiative (VCMI) and the Integrity Council for the Voluntary Carbon Market (ICVCM) and others for increasing project transparency and quality for both buyers and project developers.

From 2020 to 2023, REI achieved Climate Neutral Certification. For our 2024 climate action and investments, we are thrilled to announce that REI has achieved [Climate Label certification](#). This new certification requires brands to create a climate budget proportional to their annual emissions and use it to fund emissions reduction projects within their own footprint and beyond. We believe this approach will help encourage brands to invest in necessary emissions reductions within their operations and supply chains and to contribute to broader solutions that reduce emissions at scale.

City Forest Credits and the Georgia Alabama Land Trust

In 2024, REI executed a purchase of carbon credits generated from the 185-acre Anneewakee Forest Preserve, sequestering carbon and protecting access to recreation. Situated in the metro Atlanta area, this 85-year-old forest is managed by the [Georgia Alabama Land Trust](#) (GALT). The preserve has been under constant development pressure, and the sale of carbon credits support GALT's ability to finance the protection and preservation of the forest. The ex-post carbon credits were verified and issued by City Forest Credits under its Preservation Protocol, which is endorsed by the International Carbon Reduction and Offset Alliance (ICROA).



Anneewakee Forest

"By enrolling the nearly 200-acre Anneewakee Preserve in a proven carbon sequestration program, numerous public benefits have resulted. A significant amount of carbon has been sequestered, and important habitats and recreation opportunities have been protected. None of this would be possible without this carbon program and its supporters, like REI."

-Hal Robinson, Director of Legal Affairs and Compliance, Georgia-Alabama Land Trust

RENEWABLE ENERGY AND GREEN BUILDING

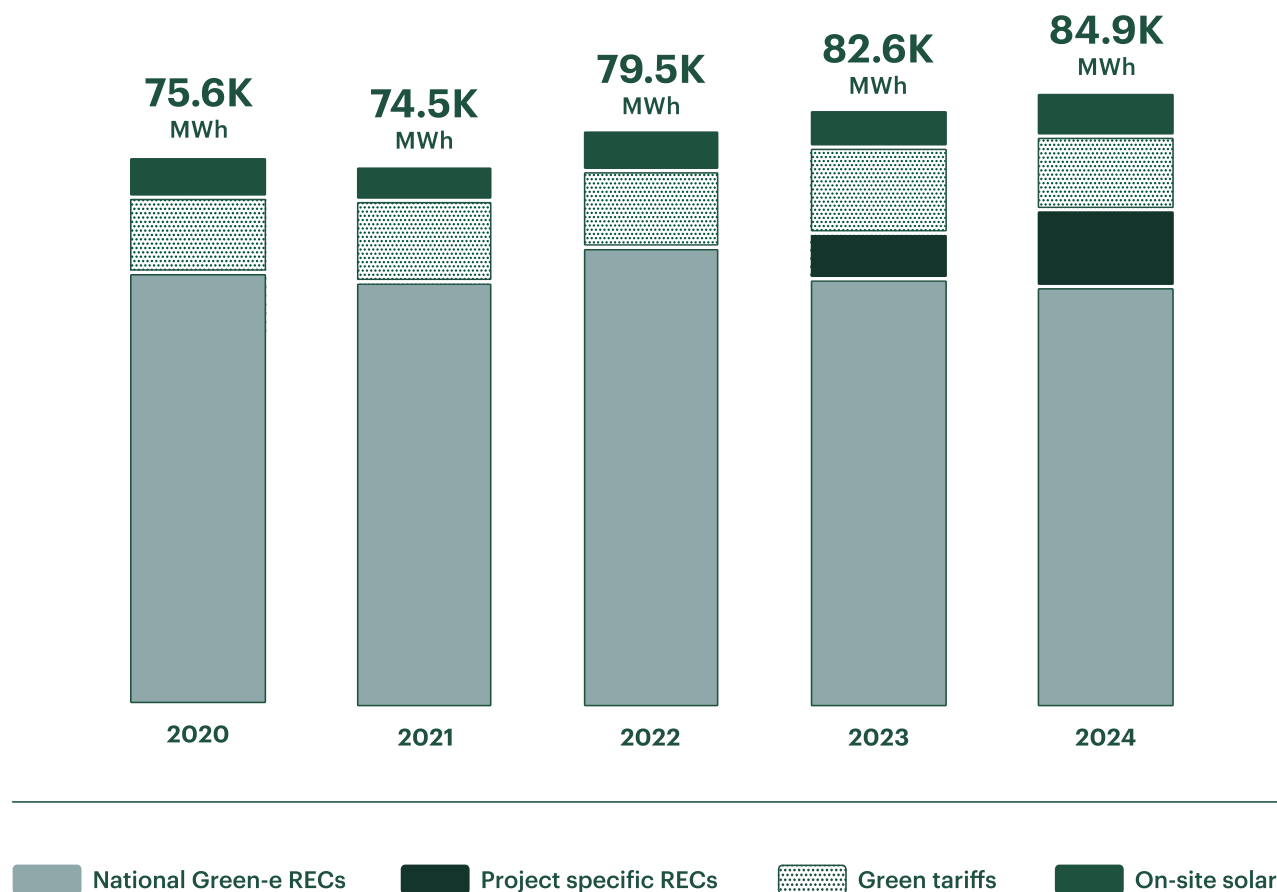
REI operates over 191 stores and four distribution centers across 44 states and the District of Columbia. How we operate those

buildings and procure energy has a direct impact on our carbon emissions and the communities where we do business.

In 2024, we celebrated our 12th year of achieving our 100% renewable electricity goal. We're proud to continue our commitment to:

- **More local renewable energy** such as rooftop solar panels on our facilities and contracting directly with local utilities for long-term renewable energy
- **More accessible renewable energy** by supporting transaction types with flexibility to accommodate small and medium-sized buyers
- **More energy-efficient buildings** through smart building design and energy-efficiency measures

2020-2024 REI electricity consumption (in megawatt hours)



In 2024, our U.S. electricity was generated by or matched from a combination of onsite solar generation (5,880 MWh), utility green tariffs (9,869 MWh) and renewable energy certificates (RECs) (11,020 MWh matched with project-specific RECs and 58,096 MWh matched with national Green-e RECs). The above graph breaks down our estimated total electrical consumption for the past five years, including the sources for all electricity consumed in our owned and operated buildings:

Our Approach to Renewable Energy

REI is committed to sourcing locally generated, renewable energy in each of its more than 191 stores and to supporting clean energy projects that also benefit homeowners, renters and small businesses.

In 2024, 18% of our renewable electricity came from either energy we generated onsite with rooftop solar panels (“on-site solar”) or from direct procurement of renewable energy through utilities (“green tariffs”). The remaining 82% of our electricity consumption came from the grid via standard or default utility service (“standard utility service”). For all electricity purchased via standard utility service, we procure matching RECs via project specific offtake agreements or through the purchase of Green-e® certified renewable energy certificates (“National Green-e RECs”).

Our forward-looking renewable energy strategy recognizes leading practices that not only incorporate environmental and social considerations into procurement but also focus on transactions that are local and accessible to buyers of all sizes. This means recognizing the barriers small and medium-sized buyers face, such as volume, risk management and price uncertainty. REI believes in the importance of supporting simplified transactions with shorter term lengths or decreased volumes. We also believe in sharing best practices and opportunities and will continue to work with the Clean Energy Buyers Association (CEBA) to represent the small and medium-sized buyer’s perspective and invite others to join us on our renewable energy journey.

Here’s how we’re making renewable energy more local and more accessible:

- **EPA Green Power Partnership:** In 2024, REI ranked No. 16 on the EPA’s Green Power Partnership Top 30 Retail list based on annual Green Power usage. REI is the fifth-largest retail partner to be a 100% Green Power User.
- **Rooftop Solar:** We have 21 retail stores and three distribution centers equipped with solar panels, for a total installed capacity of 5MW. Hosting rooftop solar helps REI produce renewable energy where we operate.
- **Florida solar:** In 2024, we signed a multiyear agreement with Sol Systems for clean energy generated from Florida solar projects and received 3,000 RECs in Year-1. As part of this transaction, REI will contribute to a community investment fund to ensure the renewable energy projects we support share benefits with the communities that host.
- **North Carolina solar:** In 2023, we signed a multiyear agreement with Sol Systems for clean energy generated from North Carolina solar projects and received 6,000 RECs in 2024. We executed this transaction in parallel with one of our supply chain partners, Nester Hosiery, demonstrating our commitment to increasing renewable energy accessibility to companies of all sizes.
- **Tennessee solar:** In 2023, we signed a long-term agreement with Clearloop to support the development of new solar in Tennessee alongside the opening of our newest distribution center in Tennessee in Fall 2023. This project reached commercial operation in late 2023, and in 2024 it produced 2,020 RECs for REI.
- **Partnering with utilities:** We were a foundational partner with Puget Sound Energy to develop their Green Direct renewable energy tariff. The Skookumchuck Wind and Lund Hill Solar projects power five of our local stores and our Sumner Distribution Center.

Watch How REI and Nester Hosiery Worked Together to Support Local Solar in North Carolina

Courtesy of Sol Systems

More on Green Building

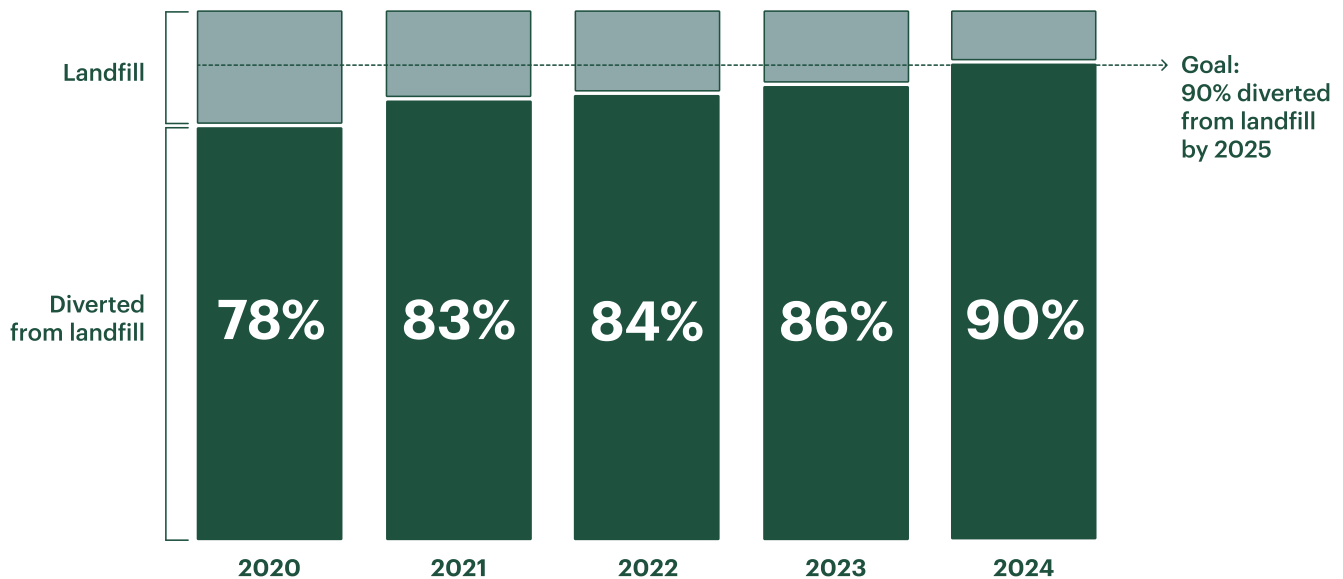
REI’s built environment—most notably our stores and distribution centers—is an important connection point to customers and employees. We match 100% of the electricity used to run these facilities with renewable sources and seek additional opportunities to shrink our environmental footprint while engaging with local communities.

Unpack how we make our buildings more sustainable

ELIMINATING WASTE

Eliminating waste from our operations is good for our business and reduces our impact on the planet. REI has a long-standing aspiration to be a zero-waste organization, and in 2024, we achieved our target to divert at least 90% of operational waste from landfill.

2020-2024 Operational waste diversion from landfill



Unpack our Path to Zero Waste

Through hard work by employees across our Retail, Distribution Center and Global Logistics teams, we are thrilled to report that we have achieved our waste diversion target to divert 90% or more of waste from landfill across our operations. To our knowledge, this makes REI the first large, US national retailer to achieve this level of waste diversion performance across its operations. We accomplished this through careful examination of our waste stream to identify opportunities to maximize capture of recyclable materials, supporting our store employees in on-site sortation through trainings and continuing to seek solutions for hard-to-recycle materials. To validate our diversion claim, we engaged a third-party auditor to perform a [limited assurance audit](#) of our waste data.

Here are a few ways we've worked to achieve our waste diversion goal:

- **Employee engagement and leadership:** We are harnessing the enthusiasm and hard work of our operations teams, in particular our Retail and Distribution Center teams, to ensure the proper sortation of waste in our facilities. Over 90% of the waste (primarily packaging) that enters our operations is divertible from landfill, and we provide training and signage to support our retail staff in diversion efforts.
- **Expanding recycling solutions:** REI implemented backhaul of plastic film and bike foam from our stores to our distribution centers for recycling into plastic lumber by [Trex](#), starting in 2020. To date, we have recycled nearly 2.5 million pounds of plastic through this program, enough to make nearly 14 football fields of decking.
- **Reducing inbound waste:** We've requested that the external brands we sell find alternatives to individual plastic bags for shipping and charge brands a recycling fee to incentivize the shift away from this practice. In 2024, the majority of our apparel business volume came from brands that avoid the use of individual polybags as a standard practice.
- **Partnering with suppliers:** Our New Store team identified an opportunity to eliminate plastic polybags on new security tags from our supplier, Sensormatic. REI worked with Sensormatic to [design and test](#) an entirely new packaging design which eliminated the plastic waste and reduced unpacking time, saving labor during new store setup.
- **Certifying our facilities:** REI reached [TRUE Zero Waste](#) certification for our Sumner, WA, distribution center in 2019 and certified our Bedford, PA, and Goodyear, AZ, distribution centers in early 2021. In 2022, we certified our Seattle and Issaquah, WA, retail locations. We are in progress to certify our newest Distribution Center in Lebanon, TN.
- **Innovative e-bike battery recycling:** We have joined with industry peers to establish a recycling system for e-bike batteries. In 2022, REI joined this [initiative](#), coordinated by PeopleForBikes, to have batteries collected and recycled by Call2Recycle. Nearly all of our retail stores serve as collection points, creating a battery end-of-life solution for our members who purchase e-bikes from REI. In 2024, REI collected 1,954 lbs of e-bike batteries.
- **Reducing single-use shopping bags:** In 2023, REI eliminated most shopping bags across all retail locations, a move that will eliminate approximately 425 tons of paper waste annually.

"Store teams are essential when it comes to zero waste, because you need the upstream and downstream communication to overcome different challenges. We are the ones pushing on our local communities and our landlords and our municipalities around what's accepted, what's not and what that process looks like, because it's vastly different everywhere."

Kim Pannell, REI Co-op Huntington Beach Store Manager

Learn About Sustainable Packaging

REI prioritizes paper-based packaging that is FSC-certified or made from certified post-consumer waste. We also focus on creating packaging that is designed to be easily recycled. With the assistance of the Outdoor Industry Association and the Sustainable Packaging Coalition, REI has published [sustainable packaging guidelines](#) to encourage and educate our vendors.

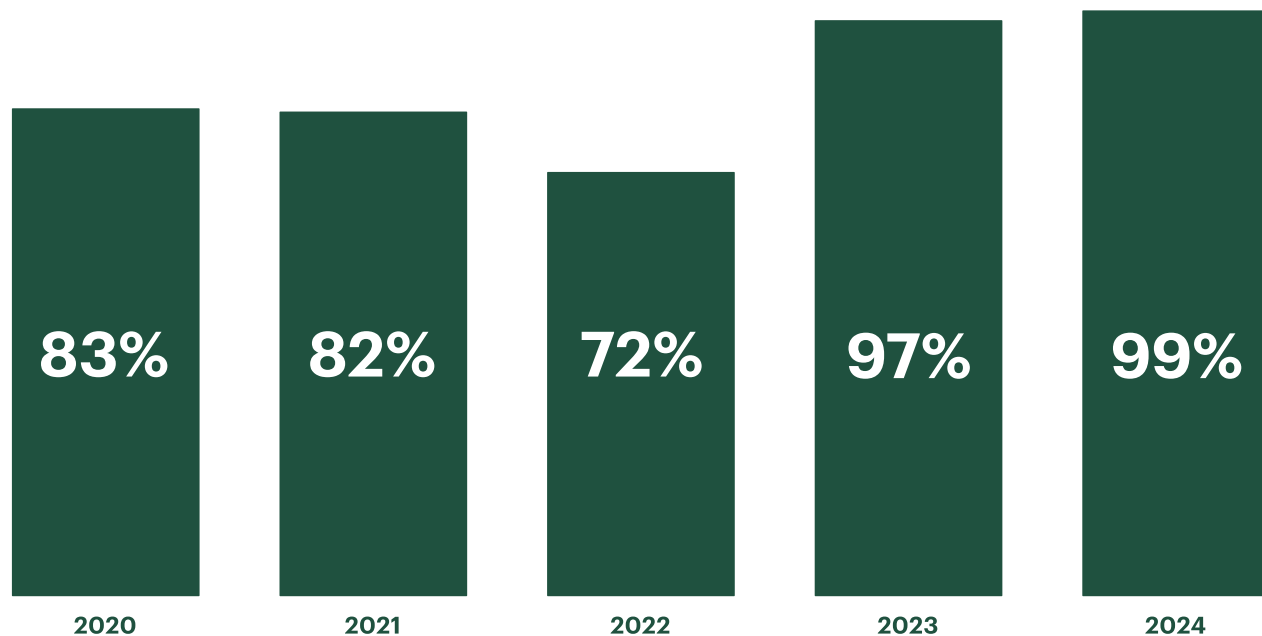
Whenever possible, we seek ways to eliminate packaging altogether. We have largely eliminated the use of individual polyethylene plastic bags—commonly referred to as “polybags”—for REI Co-op brand apparel. To increase packing efficiency and reduce packaging waste, we implemented the “roll-pack” packaging method for most REI Co-op brand

apparel styles. Products are loosely rolled and secured with a small twist of FSC-certified undyed paper. To encourage the brands we carry to eliminate polybags as well, we charge those who continue to use polybags a fee to support recycling of the plastic film.

Dig Into Paper & Forestry Sustainability

Healthy forests are essential for a healthy planet and for people to enjoy the outdoors. They're also essential to REI's business. We use fiber and the resulting paper products—including flyers, cardboard, shopping bags, hangtags and more—throughout our operations. Our [paper and paper products purchasing policy](#) is designed to positively influence paper supply chains well beyond our immediate sphere. When we purchase paper products, we strongly prefer postconsumer waste, or virgin fiber harvested from Forest Stewardship Council (FSC)-certified forests. We are proud to have reached 99% FSC certification on paper used in Co-op brands packaging. We reached 49% post-consumer content, and over 9% FSC certified across our entire operational paper tonnage (marketing materials, packaging for customer shipping, REI Co-op product packaging, etc.).

2020-2024 Percent of REI Co-op brand paper packaging that is FSC Certified



ENGAGING BRANDS AND INDUSTRY PARTNERS

We know we can make a far bigger impact working with others than on our own. That's why we're committed to collaborating

with other brands, retailers and manufacturers to develop and scale best practices to help solve our industry's biggest social and environmental challenges.

"Product is our largest impact at the co-op. We have a huge responsibility and privilege to lead the conversation. If there's going to be a catalyst for change, it's going to be REI Co-op."

Alicia A., REI Divisional Merchandising Manager

REI Product Impact Standards

The [REI Product Impact Standards](#) are designed to help customers shop with confidence, knowing that the co-op's values are reflected in the products we assort. These standards outline REI's expectations regarding how we and our brand partners manage key impacts related to sustainability and inclusion. They also identify "preferred attributes" – leading product features that we encourage our brand partners to use across their products to help reduce carbon emissions and support other positive outcomes, including recycled materials, organically grown cotton, Fair Trade certification and others.

When selecting which products to bring to our members, we prioritize those with REI's preferred sustainability attributes. In 2024, 48% of our sales came from products with at least one preferred attribute. Our aspiration is that every product we sell supports a healthier and more resilient planet, and a more equitable and inclusive society.

Each year, we ask brands to share updates on their sustainability and impact practices via REI's Product Impact Assessment — helping us track our collective progress, make informed decisions about the products we assort and understand how to best support brands in aligning with our standards. In 2024, 97% of brands (by sales \$) completed this assessment with an average 7% score improvement over the previous year.

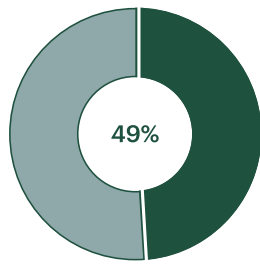
We're committed to providing support and guidance to our brand partners that are seeking to elevate their sustainability practices. We do this in a variety of ways, including sharing educational resources, hosting workshops and providing one-on-one guidance. And we love to see our partners make progress each year.

"We like to encourage what we call 'co-op-etition.' It's the idea that if you need help in this space, it's okay. We have standards and targets, but we can help you achieve them."

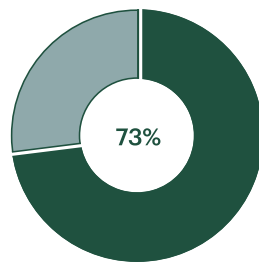
Alicia A., REI Divisional Merchandising Manager

Brand and Product Sustainability Metrics

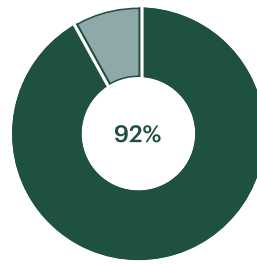
Percentage of 2024 sales \$ from:



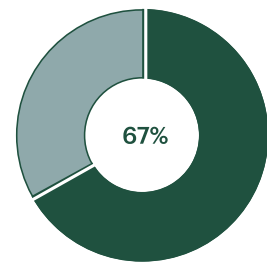
Products with one of REI's preferred sustainability attributes



Brands that have set a science-aligned emissions reduction target



Brands involved in industry sustainability forums or initiatives



Brands that have a supplier sustainability training program in place

We're pleased to see our brand partners continue to excel across a multitude of climate and sustainability initiatives.

Industry Engagement

Partnering with leading organizations helps us create and scale positive impact well beyond what we could do on our own. REI has been a driving force behind some of our industry's most impactful multi-stakeholder initiatives, bringing together global retailers and small specialty brands to address challenging social and environmental issues across our supply chains and in the communities that we share.

The Outdoor Industry Association (OIA) Climate Action Corps ^

REI is a founding member of this industry-leading forum composed of almost 100 outdoor industry brands, suppliers and manufacturers. The [Climate Action Corps](#) is a forum where companies report greenhouse gas emissions, establish reduction plans and collaborate to pursue shared emissions reduction opportunities.

Cascale ^

REI has been a member of the nonprofit [Cascale](#) since its founding, helping evolve tools created in the outdoor industry and scaling them across the global footwear and apparel markets. The centerpiece of Cascale is the [Higg Index](#), a suite of assessment tools that brands, retailers and manufacturers use to measure their environmental and social impacts across the value chain. REI uses the Higg Index to inform design decisions and to better understand our supply chain and product footprint.

Textile Exchange ^

This nonprofit organization was founded to inspire and equip people to accelerate more sustainable practices in the textile value chain. [Textile Exchange](#) has become one of the industry's leading sources of material sustainability knowledge and traceability standards. REI has worked with Textile Exchange to better understand

and reduce the environmental impact of our supply chain. We have also partnered to create, pilot and launch material traceability standards that now serve as the foundation for many of the most common consumer-facing labels.

PRODUCT SUSTAINABILITY

Built together to stand apart. That’s the way we make our REI Co-op gear and Co-op Cycles. We rely on the collective expertise of our members, employees and partners to test, iterate and refine our products season after season. And we’re constantly looking for new ways to make the best products – that perform well and last – while reducing impacts on the environment and enhancing benefits to people and society.

Materials Sustainability

We create many complex products, from bikes to backpacks, all of which utilize a variety of materials and components. Manufacturing these materials accounts for the biggest portion of our products’ environmental footprint. To reduce this impact, we are committed to sourcing better materials with a lighter environmental footprint. REI prioritizes the following materials that help us reduce the impact of our products:

Recycled materials

Recycled materials lessen our need for new raw materials and typically have a reduced carbon footprint relative to their virgin counterparts. We prioritize certified recycled materials that meet our performance requirements whenever available. We have also begun using innovative materials in our products, such as LanzaTech yarns, which are made from captured greenhouse gas emissions. We continue to explore the use of new materials made from emerging technologies such as textile-to-textile recycling.

Cotton

We offer an assortment of products that contain cotton. We prioritize organically grown cotton because organic farmers follow best practices that promote ecological health.

Lyocell and modal

These semi-synthetic fibers are made using cellulosic feedstocks typically derived from trees. Protecting our forests is important to REI and our members. We prioritize materials that come from responsibly managed forests. For cellulosic fibers such as lyocell and modal, we work only with suppliers that formally commit to protecting ancient or endangered forests and supporting long-term forest conservation.

Down and feathers

We source down from birds that are treated according to leading animal welfare standards, enabling them to live healthy lives, express innate behaviors and live free from pain, fear, or distress. To honor this commitment, we have adopted the [Responsible Down Standard](#) (RDS) for 100% of our virgin down and feathers.

Wool

We are committed to sourcing virgin wool from farms where sheep are treated according to leading animal welfare standards, and where land is responsibly managed. We prefer wool certified to the [Responsible Wool Standard](#) (RWS), a certification that provides additional assurance that farmers follow best practices for animal husbandry and sustainable land management.

Leather

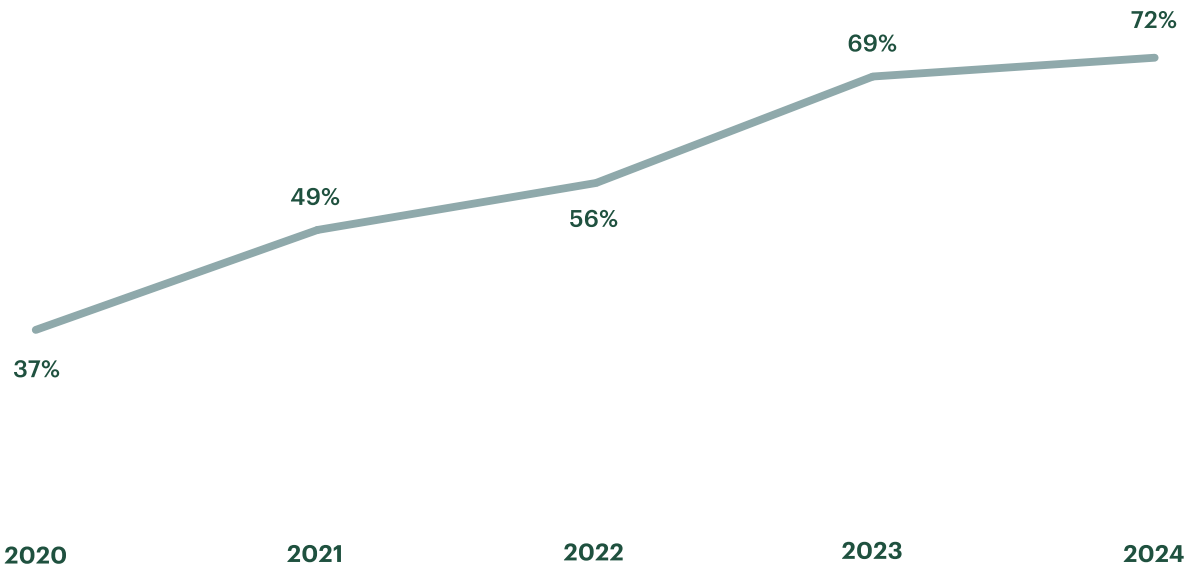
While REI Co-op does not source full-leather hides, when we do use leather, we prioritize suppliers rated by the [Leather Working Group](#) (LWG), which promotes responsible environmental stewardship practices in tanneries. We do not endorse cattle farming in the Amazon biome, a region that has undergone significant deforestation.

Materials we don't use

REI Co-op does not use certain materials due to animal welfare concerns, environmental harm, the existence of preferred alternatives, or the absence of traceability mechanisms. These materials include alpaca fiber, angora, rayon made from bamboo, mohair, exotic leathers and fur and dry-clean only fabrics.

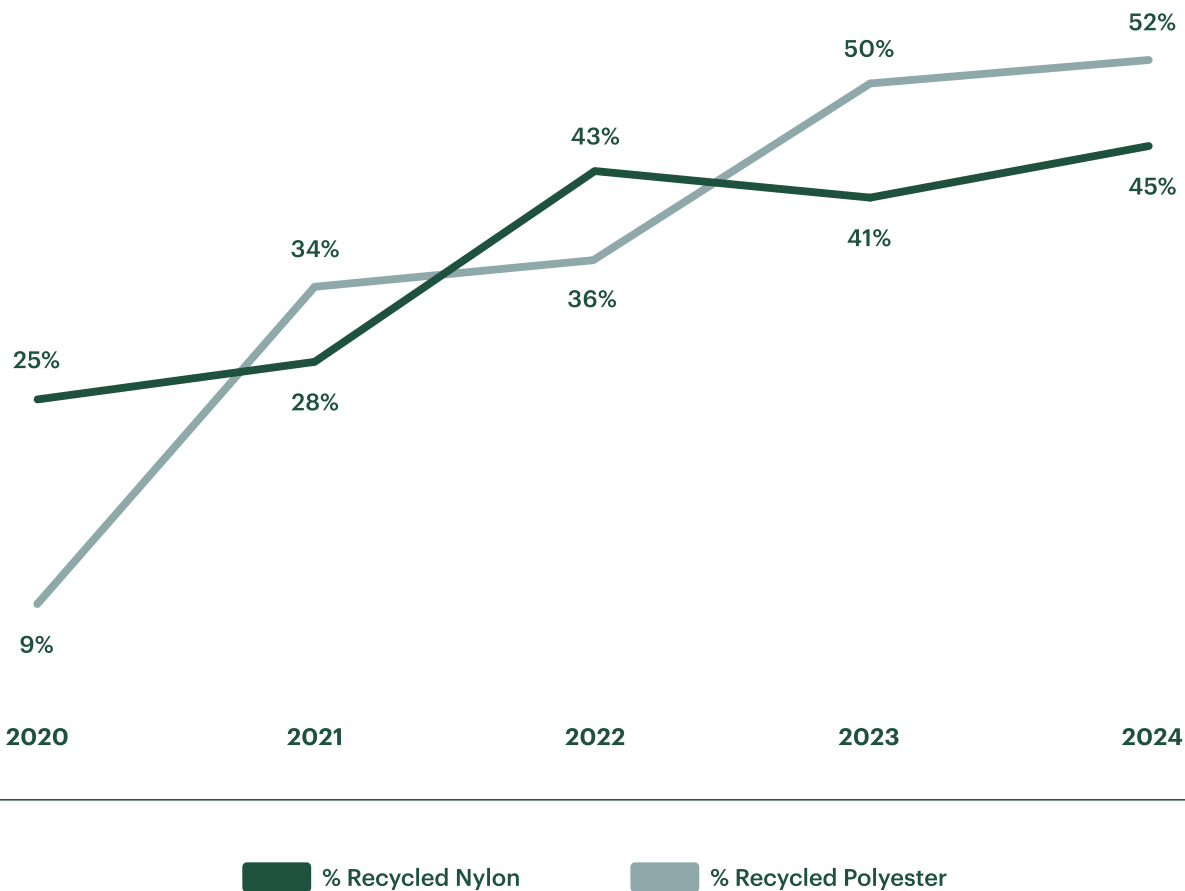
When designing the gear we sell under the REI Co-op brand, we prioritize materials that have a lighter carbon footprint than conventional materials. Examples include recycled, organically grown and bluesign® approved materials. We've made significant progress in recent years in incorporating more of these materials into our products and we aim to expand on that going forward.

2020–2024 Percentage of REI Co-op brand product sales \$ with a lower-carbon attribute



Note: REI considers recycled, organically grown and bluesign® approved materials to be lower-carbon attributes

Polyester is one of our highest volume materials. In 2021, REI joined the [2025 Recycled Polyester Challenge](#), an industry initiative organized by Textile Exchange to accelerate the adoption of recycled fibers. Our goal as part of the challenge was to convert at least 45% of our polyester usage to recycled by 2025. We achieved that goal two years early in 2023. REI has also seen a significant increase in our use of recycled nylon in recent seasons, reaching 45% in 2024.



Chemicals Management

We strive to use the most benign and well-understood chemical inputs to make the products we sell. Our preferred approach to chemicals management involves vetting the chemicals that go into our products for environmental health and safety *before* they enter the manufacturing process. Where we don't have a means of reviewing chemical inputs, we focus on testing finished materials for compliance with our chemical management expectations. Click below to learn more about the tools that serve as key building blocks for our chemicals management program.

bluesign®



bluesign® is a leading system for managing the environmental and human health impacts of textile manufacturing. Rather than solely focusing on testing finished items, the bluesign® system eliminates or tightly controls hazardous chemicals at each step of the production process. The system also addresses energy efficiency, water use, worker health and safety, and air and water emissions throughout the supply chain. In 2024, 71% of REI Co-op brand fabrics (by count) were bluesign-approved.

REI Restricted Substances List (RSL)



REI's RSL is based on the bluesign® system and is intended to meet or exceed global regulatory requirements. Chemical testing helps ensure products, particularly those containing non-bluesign® materials, meet our requirements.

REI is voluntarily eliminating certain substances from our products where we believe preferred alternatives exist. In instances where alternatives are limited, such as those outlined below, we proceed cautiously while working to identify and develop better options:

Antimicrobials, biocides and insecticides

The human health and environmental impacts of many antimicrobials, biocides and insecticides are not thoroughly understood. For these reasons, we are selective in our application of these treatments. We select only bluesign®-certified antimicrobials to ensure they have been thoroughly evaluated for toxicity and efficacy.

Flame-retardant chemicals

For many years, flammability standards have driven the use of flame-retardant chemicals in camping tents. REI partnered with our suppliers to identify and avoid certain flame retardants. We also helped create a new test method for flammability and contributed to the development of updated standards. This has enabled the elimination of flame-retardant chemicals across a growing portion of our tent offering where they are unnecessary. We intend to expand this approach in the coming years.

Durable water repellent (DWR)

In the outdoor industry, per- and polyfluoroalkyl substances (PFAS) have been used in DWR treatments for gear and apparel. REI is in the process of transitioning away from the use of PFAS in our REI Co-op brand products. In 2024, we completed our transition for apparel, footwear, packs and bags.

Polyvinyl chloride (PVC)

REI restricts the use of PVC due to human and environmental health risks in manufacturing and use. We have eliminated PVC from all products except certain bicycle subcomponents.

The Higg Index

We believe it's important to take a data-driven approach to managing the co-op's environmental and social impacts. The Higg Index is one of the key tools we use to do this. The Higg Index is a suite of environmental assessments developed by Cascale, of which REI is a founding member. Cascale includes hundreds of companies that have committed to making a positive impact on the people, environment and communities associated with manufacturing their products.

The Higg Index provides brands and manufacturers with a standardized platform for understanding and managing product sustainability. We use the Brand and Retail Module (BRM) to assess our own practices, and we use the Facility Environmental Module (FEM) to engage suppliers for REI Co-op products. In addition, we use tools like the Higg Index Materials Sustainability Index (MSI) to assess the environmental impacts associated with each material we develop for REI Co-op brand products. This enables us to make informed decisions and select materials that have a reduced impact on the climate and environment.

REI tracks our progress and that of our factory partners on an ongoing basis. In 2024, we were pleased to see the following results from our supplier partners* using the FEM environmental assessment and other reporting mechanisms:

- 84% of suppliers (by volume) completed an independently verified FEM assessment
- 97% of suppliers set a science-aligned emissions reduction target
- 97% of suppliers provided a greenhouse gas emissions reduction action plan
- 100% of suppliers are on track to achieve coal phase-out by the end of 2025

*Note: This includes strategic tier-1 factory partners where we have a direct relationship and strategic tier-2 suppliers that provided nominated materials for REI Co-op brand products.

Re/Supply and Circular Commerce

REI has a longstanding commitment to creating and selling high-quality products that lasts. One way we seek to lower our collective environmental impact is by maximizing the life of the things we've already made. We help our members keep good gear in use by enabling them to buy used or repair items instead of replacing them. We also invite our members to engage with the circular economy by renting commonly used equipment and keeping their gear in tiptop shape through our shop and repair resources.

Re/Supply



REI is committed to selling durable gear that lasts. One of the benefits of high-quality gear is that it can stand up to many years of use, and can often serve multiple users before it wears out. REI has a long history of helping keep gear in use by encouraging the exchange of used gear. We offered used outdoor gear to members for more than 60 years through our well-known “garage sale” events at retail stores across the country. We're proud to carry forward that legacy of bringing used gear to our members.

Today, REI is building the largest marketplace for high-quality used outdoor gear and apparel via our used gear business, known as [Re/Supply](#). Re/Supply enables our members to participate in the circular economy by either buying used or trading in items they're no longer using. Keeping gently used items in circulation is better for the planet, good for our members and good for REI. Even better, used gear will help another REI Co-op Member get outside!

Re/Supply helps our members extend the life of outdoor gear and apparel and keep it out on the trail where it belongs. In addition, buying used gear instead of new typically avoids carbon emissions of 50% or more.*

We sell more than one million used items each year through the Re/Supply sections across our stores and online. In 2023, we opened our second Re/Supply store in Oregon, joining the co-op's first Re/Supply store that opened in California in 2020. Our used business continues to engage new members, as we make progress towards our goal of decoupling business growth from carbon impact.

REI's Re/Supply Program brings us to the heart of what it means to be a co-op: sharing among members to enable more accessible and sustainable ways to get outside.

**Based on REI Co-op's estimate of preparing used gear for sale versus making new gear.*

Shop Services and Product Repairs ^

Sometimes it's better to have an expert fix it. REI offers in-house maintenance and repair services for skis, snowboards and bikes, with unique member benefits and discounts for REI Co-op Members.

In 2024, we serviced bikes, skis and snowboards, for over 322,000 customers—including repairing over 210,000 bikes and performing over 100,000 free ski/board wax services. Every REI location offers bike repair services and over half offer snow services, all performed by expert technicians.

Rentals ^

Our [gear rental program](#) gives members and customers an affordable way to try out a new activity or use a pay-as-you-play model whenever you get the urge to go outside. We offer everything from snowshoes and cross-country skis to fully equipped camping and backpacking kits.

Expert Advice Articles and Videos ^

REI is a leading source for expert outdoor knowledge that our members and customers can trust. We help people learn new skills, choose the right gear and properly pack for epic adventures. REI maintains an expansive library of [articles](#) and [videos](#) on gear care and repair guidance to help maximize product lifespan, while minimizing environmental impact.

Microfiber Pollution

A growing body of research indicates that every time we wash our clothes, microscopic fibers are released into the wastewater and can build up in waterways. REI is working to better understand this issue and how we—along with the apparel and textiles industries—can address it.

To that end, REI has supported research led by [Ocean Wise](#), a Canadian nonprofit focused on protecting the world's oceans. REI is also a signatory member of [The Microfibre Consortium](#) (TMC), an organization composed of leading brands and manufacturers focused on developing practical solutions for addressing microfiber pollution. Our aim is to continue advancing our understanding so we can design and manufacture products in a way that reduces microfiber shedding.

DISCLOSURES AND REGULATORY COMPLIANCE

The following section provides additional information on highly technical subjects as well as required language for compliance

with various standards to which REI operations adhere.

Environmental Disclosures and Verification Statements

- [Read our 2024 greenhouse gas and waste diversion verification statement](#)
- [Read our 2024 greenhouse gas inventory report](#)
- [Read our 2024 carbon credit portfolio summary](#)
- [Read our 2024 waste diversion disclosure](#)

SBTi Commitment

We follow the Science Based Target initiative's recommendations for footprint boundaries for our SBTi-approved targets.

[Read our 2024 Science Based Target initiative \(SBTi\) Report](#) 

Definitions

We define "carbon neutral" as the balancing of our operational greenhouse gas emissions with an equivalent investment in the removal, sequestration or avoidance of emissions via carbon credits.

We define "operations" as covering our scope 1 and scope 2 emissions, as well as all portions of our scope 3 emissions except for emissions from: 1) products from the external brands we retail and 2) customer impacts (e.g., product use, product end-of-life, and customer trips to stores).

As part of our waste diversion claim, we define a "large, US-based retailer" as a retailer with retail locations across multiple US states, that generated more than 3.5 billion USD in revenue in 2023. We reviewed data compiled by the Retail Industry Leaders Association (RILA) that tracks waste diversion goals set by US-based brands and retailers. In addition, we conducted an extensive online search for any large retailers claiming to have achieved 90% or greater diversion from landfill.

The Science Based Target initiative (SBTi) defines "net-zero" as reducing GHG emissions by at least 90% and neutralizing (using permanent carbon removals and storage) any residual emissions on an ongoing basis.



ACCESS TO NATURE

The right to easily and safely enjoy time in nature is out of reach for far too many people in America—so we're enabling champions and decision-makers to prioritize easy access to nature for everyone.

COOPERATIVE ACTION NETWORK

In our advocacy, we employ a suite of strategies aimed at persuading government decision-makers to prioritize our public lands and what can be called "Nearby Nature". This includes front-line, face-to-face lobbying by our government affairs team. We support and partner with a range of outdoor businesses, trade associations and nonprofits—forming and deploying coalitions since advocacy is inherently a team sport. We back

researchers and thought leaders who are demonstrating that nature connections are good for individual and community well-being.

With each passing year, we also are becoming more adept at harnessing the power of our 25 million members and 14,000 employees to advocate for life outdoors. In 2024, the co-op community sent more than 500,000 messages via the Cooperative Action Network (“the Network”) to elected officials across federal, state, and local governments and helped secure 23 historic wins for the outdoors. These included the protection of nearly 120,000 acres of Tribal lands through the expansion of Berryessa Snow Mountain National Monument and San Gabriel Mountains National Monument; passing local land and water conservation bonds in Dallas, Florida, Illinois, and New Mexico; and helping secure more than \$24 billion in federal, state, and local funding for the outdoors.

These successes add to the momentum that the Network has been building since we launched this grassroots advocacy platform in April 2021.

In 2024, the Cooperative Action Network and our people power have secured:

1.25 million+

messages sent to local, federal & state
elected officials

22

historical policies passed for the outdoors

137,000

people fighting for policies that advance
life outdoors

50

states where our members are advocating for
protecting the places & communities we love



In advocating for expansion of Berryessa Snow Mountain National Monument, 115,000 people took action via the Cooperative Action Network, and now more than 13,000 acres of the traditional homelands of the Yocha Dehe Wintun Nation are protected

In 2024, the Network and its people power helped create and sustain opportunities for time outside:

\$25 million

in funding to provide every U.S. 4th grader with free entry to our national parks and public lands with their families

\$20.1 billion

in state funding secured for state parks, trail systems and public lands

247 million+

acres of lands and waters protected

800 miles

of bike trails funded

Front-Line and Grassroots Advocates Helped Pass the EXPLORE Act

As 2024 came to a close, Congress passed the largest outdoor recreation package since 1963—the Expanding Public Lands Outdoor Recreation Experiences (EXPLORE) Act. The measure received overwhelming bipartisan support and was signed into law by President Biden on January 4, 2025. The EXPLORE Act better positions outdoor recreation in America to handle rising demands on our public lands and waters—at the same time it expands access to the outdoors for our youth, seniors, Veterans and people with disabilities. Last year, thousands of co-op members joined us in advocating for this historic legislation.

REI Co-op played a crucial role in helping to create and pass the EXPLORE Act, working alongside numerous outdoor organizations and policymakers. All told, the bill represents a decade of effort and collaboration, ensuring that outdoor recreation remains accessible and inclusive for all.

“Passing the EXPLORE Act is a monumental achievement for outdoor enthusiasts and communities across the nation. It’s a testament to the power of collective action and our commitment to making the outdoors accessible for everyone.”

- Marc Berejka, REI Divisional Vice President of Community Advocacy and Impact

Taking a Stand for Public Lands

Our continued support for Tribal Nations and other communities as they call for the protection of places sacred to them saw a huge victory in protecting nearly 120,000 acres through the expansion of Berryessa Snow Mountain National Monument and San Gabriel Mountains National Monument. REI, in concert with The Conservation Alliance, hundreds of local organizations, and dozens of outdoor brands, joined tribal leaders in advocating for national monument designations that will ensure the future of spectacular cultural sites and critical habitats. From hundreds of thousands of messages sent to representatives to local REI store managers testifying at field hearings, the voice of the co-op community came together powerfully for these national monuments.

Berryessa Snow Mountain National Monument and Molok Luyuk ^

The expansion of Berryessa Snow Mountain National Monument, including the renaming of "Walker Ridge" to "Molok Luyuk" (Condor Ridge in Patwin), adds over 13,000 acres of federal land, protecting tribal origin stories, wildlife corridors, and biodiversity. This expansion marked a historic co-stewardship agreement signed between the Yocha Dehe Wintun Nation, Kletsel Dehe Wintun Nation, and the Bureau of Land Management in protecting Molok Luyuk within the expansion.

San Gabriel Mountains National Monument ^

The expansion of the San Gabriel Mountains National Monument by nearly 106,000 acres ensures access to green spaces for over 18 million people, accounting for a vast amount of Los Angeles County's open space and supplying 30% of the county with clean drinking water. This expansion protects rare plants, local species, and one-third of L.A. County's drinking water. It also preserves Indigenous cultural sites and provides greater access to nature for communities of color.

“REI played a pivotal role in the creation of the Mobilizing for Monuments coalition as one of its founding members in 2023. They led the outdoor industry in recognizing the importance of designating and expanding national monuments as a way to permanently protect the wild places that outdoor recreationalists enjoy across the country.”

- Rebecca Gillis, Senior Director of Advocacy & Outreach, The Conservation Alliance



REI employees like Wendell N., above, advocated for public lands with our partners in 2024

“Grassroots movements start with a small voice. Then it builds and builds through connections. When it came to the final testimony, there were hundreds of us-people from all walks of life, a spectrum of ages from young 20s to those who had been advocating

for decades. It was one of those moments when you realize advocacy is a conglomeration of many voices.”

- Amy B., REI Co-op Roseville-Galleria Store Manager

Ensuring Veterans Have Access to Nature

Military and Veterans in Parks Act ^

Passed within the EXPLORE Act, the Military and Veterans in Parks (MVP) Act ensures that our Veterans, active-duty service members and Gold Star families have access to the healing power of nature. The MVP Act helps to make our public lands more accessible through adaptive trails and recreation infrastructure, adaptive equipment, outdoor workforce development for service members, free passes and reduced cost permits, and dedicated outreach efforts.

STATE AND LOCAL RECREATION AND CONSERVATION

State and local funding is often the critical piece in establishing parks and trails and in improving public access to the outdoors. In 2024, REI helped push five state and nine local ballot measures to victory for dedicated recreation funding across the U.S. Partnerships among the local community leaders, nonprofits, outdoor coalitions and REI were central to the success of efforts such as Maine Trails Bond.

A Victory for Maine's Trails

REI supported the passage of Question 4, a ballot measure in Maine championed by Maine's outdoor recreation community, local towns, and outdoor businesses. The measure will invest \$30 million in Maine's trails, supporting much-needed trail maintenance, new trail expansion, and prioritizing improved trail accessibility for all.

Employees at the Westbrook, Maine, store worked alongside Maine Outdoor Brands partner organizations to host an in-store panel focused on the importance of investing in Maine's trails, while store manager JR Janda spoke at Maine's state house during a press conference with coalition partners in support of the state question. From sharing facts about the \$30 million support for local trails support grants to engaging with customers, grassroots passion shone through the co-op's efforts. This helped galvanize support for the campaign and helped to push this initiative across the finish line in November's vote.

“Investing in our trails is investing in our communities. The passage of this ballot measure is a testament to the power of grassroots advocacy and the collective efforts of our members and partners.”

- JR Janda, REI Store Manager

CO-OP INVESTMENTS

As mentioned, shaping public policy — and trying to affect government spending priorities — takes collective action and well-led coalitions. To cohere and amplify our community’s voice, REI Co-op annually invests about \$2 million in allied nonprofit partners. These partners are likewise helping to build the outdoor sector’s political power and support broader advocacy movements.

As just one of dozens of examples, we partner with [American Forests](#) to address climate change and promote nearby nature. Together, we are allies in supporting efforts to make both expansive national forests and nearby urban green spaces healthier and more accessible. By accessing American Forests’ [Tree Equity Score](#) tool, we can understand the impact of tree equity in communities across the country. By advocating for legislation like the SHADE Act, we aim to translate that knowledge into policies that support planting more trees in areas most affected by tree inequity.

Help pass the SHADE Act [↗](#)

2024 REI Co-op Investment in Advocacy & Movement Building Partners

\$2M

invested

75

nonprofit partners

9

disaster relief partners

EMPLOYEE ENGAGEMENT IN IMPACT

Completing its second year, REI's Employee Engagement in Impact (EEI) Program is our internal, highly interactive community of employees who take allocated time to understand, engage in and share enthusiasm for our impact work.

Key elements included employees engaging with Local Grant recipients, bringing Cooperative Action Network advocacy to life in stores, and coordinating employee volunteer opportunities. In response to hurricanes Helene and Milton, the EEI Program turned to coalescing disaster relief. REI Co-op provided \$140,000 in cash and in-kind relief. At point-of-sale, employees collected over \$210,000 from customers from around the country. And our stores in the Southeast became centers for collecting and distributing community-generated in-kind donations.

2024 Employee Engagement in Impact—one of the largest employee community-building platforms at the co-op:

192

retail stores with employees participating

4

distribution centers with employees engaged

1,300

employees subscribed to the Employee Engagement in Impact platform

REI COOPERATIVE ACTION FUND

Across the country, hundreds of nonprofits are working hard every day to ensure that everyone can enjoy the health and well-being benefits of time spent outside. In 2021, REI launched a

public charity—the REI Cooperative Action Fund—to bring broader, community-wide support to that movement.

rei cooperative action fund

The REI Cooperative Action Fund is incredibly proud of our growing community of generous donors. Between Jan. 1-Dec. 31, 2024, approximately 1.4 million donations supported over \$8.86 million in funding for over 300 local, regional, and national nonprofits working to make the outdoors more accessible and inclusive for everyone. It's testimony to the growing strength of our cooperative action.

Cooperative action. Cooperative change.

REI covers the full cost of the REI Cooperative Action Fund's operating expenses—ensuring that every dollar donated by the public goes to directly supporting grantees. From scientific research on the health benefits of nature to outdoor trail infrastructure projects, every contribution makes a difference. But don't just take it from us—we spoke to two grantee partners to highlight their vital work and how the REI Cooperative Action Fund helps them achieve our shared goal: ensuring everyone can experience the health and well-being benefits of time spent outside.

Nature & Health Alliance

When it comes to the health benefits of being in nature, knowledge truly is power. The more people understand the positive benefits of time spent outdoors, the more likely they are to get outside and join the fight to protect outdoor spaces. Enter the Nature & Health Alliance: a platform, network, and framework designed to unite researchers, scientists, and practitioners in a growing coalition. Together, they conduct research, gather and analyze data, and share insights on the health benefits of being in nature.

Launched through funding provided by the REI Cooperative Action Fund in 2024, this important network provides the scientific foundation proving that nature is essential for human health and well-being. Researchers collaborate with nonprofits, community groups, and policymakers to ensure that this critical data reaches those who can use it to drive change.

The findings offer hope and inspiration. As Dr. Jay Maddock, PHD, Chair of the Nature & Health Alliance explains, time outside is “addressing all the major problems that are facing America today, from obesity to anxiety to depression to myopia. Nature is a part of the solution. The greening of America can reduce our mental health crisis.”

Sharing that information with the public has an immediate and strong effect, adds Maddock.

“People are so hungry for this information. Once people see the data, they say, ‘Wow, this is something I should be doing for my health.’”

- Dr. Jay Maddock, Chair of the Nature & Health Alliance

Of course, knowledge alone isn’t enough—barriers to outdoor access still exist. The Alliance is also dedicated to researching and addressing cultural and inclusivity challenges that prevent communities from connecting with nature. Incoming Chair of the Alliance Dr. Jennifer Roberts emphasizes the importance of making nature more accessible and relatable: “Even with these great scientific findings, nature also needs a PR expert! Relationships with nature have to start [somewhere]—it’s not just for one group, it doesn’t come in just one form. You could be walking in a backyard or you could be walking on a small trail. You don’t have to climb the Grand Canyon.”

“From this research, we also want to change the narrative.”

- Dr. Jennifer Roberts, Incoming Chair of the Nature & Health Alliance

East Coast Greenway

Change doesn’t happen overnight, but with steady and committed progress, transformative impacts are possible. Few projects embody this better than the East Coast Greenway Alliance, a grantee of the REI Cooperative Action Fund. This ambitious project began in 1991 as a 3,000-mile interconnected trail network along the East Coast. Over the years, through collaboration with local, state, and federal agencies, they have raised \$2 billion and completed nearly 40% of the network—an inspiring testament to vision, perseverance, and partnership.

“I look at the East Coast Greenway as a source of hope,” says Executive Director Dennis Markatos-Soriano. “We can connect our cities and states, create a north and south connection, urban and rural connection, where people can feel common ground. We’re in a unique moment in history where we need ways to help rebuilding in our social fabric and tackling some of the real challenges we face like climate and public health. East Coast Greenway is one of those ways.”

“REI and the REI Cooperative Action Fund are among the most important partners in the East Coast Greenway's history. We've

been working together for over 15 years. The flexible funding, partnership with REI stores, and expertise of REI leaders who serve on our board has been really crucial for us.”

- Dennis Markatos-Soriano, Executive Director, East Coast Greenway Alliance

Connecting people to nature where they live is a core foundation of the co-op's values—and the REI Cooperative Action Fund looks forward to achieving even more progress as the Greenway grows.

To learn more about the REI Cooperative Action Fund and its grants, check out REIFund.org and explore our impact and grantees.



Big Sur Land Trust, Monterey, CA

[LEARN ABOUT OUR IMPACT](#)



Bronx River Alliance, Bronx, NY

LEARN MORE ABOUT THE REI COOPERATIVE ACTION FUND GRANTEES

Learn More About the REI Cooperative Action Fund [↗](#)



AN INCLUSIVE OUTDOORS

Many ideas and norms embedded in the outdoor industry and culture don't reflect the full spectrum of experiences outside. So our goal is to create a co-op, an industry, and spaces outside where anyone can belong, thrive, and shape the future.

INCLUSIVE DESIGN

REI remains committed to a future where everyone can experience the best time outside—no matter who they are, where they live, or how they get out.

Getting there authentically means designing with more people in mind: understanding and accounting for how factors like gender, age, race, body size, ability, and other factors can shape the way each of us experiences and finds meaning outside.

REI brings the voices and perspectives of our members and partners directly into the way we create and deliver products and customer experiences. REI teams are empowered to better understand customer needs and remove barriers to access and to belonging that persist for many communities. This process ultimately creates more inclusive and relevant experiences with our brand.

At REI, we are committed to inclusive, community-centered design as a practice and mindset across the co-op. Simply put, we know that when we design our offerings *with and for* marginalized communities, we will improve the outcomes for our community at large.

We know that every decision we make—whether about the products we sell in our stores, our workshops and classes, or our store environments—has the potential to be more inclusive and relevant for customers whose voices and experiences have been historically overlooked by our industry in the past, such as communities of color, LGBTQ+ people, and those living with disabilities. We believe in consulting the experts, our customers themselves, to best understand those needs.

The credo “nothing about us, without us” guides REI’s approach to inclusive design, which we enabled through dynamic relationships with community organizations, innovative processes like design hackathons, multiorganizational brainstorming and by consistently engaging marginalized communities upstream in our own development processes.



Cooperative Design Fuels REI Co-op Product

REI Co-op products reflect our commitment through cooperative design, engaging members, inclusion partners, and employees in creating more relevant and inclusive gear and apparel for everyone.

In 2024, highlights included:

REI Co-op Active Pursuits Adult Fitness Collection ^

The REI Co-op Brands’ Active Pursuits Adult Fitness collection, a gender-inclusive capsule collection informed directly by REI’s inclusion partners. Designed with the needs of trans, nonbinary and gender-expansive community members in mind, it offers options to meet customer needs across the spectrum of gender identity and expression.

Magma sleeping bags are available in nine different sizes to accommodate a variety of bodies and fit preferences. This line was developed based on the results of a research study of 150,000 people of diverse shapes and sizes.

REI Co-op x Outdoor Afro Inc. Third Gear and Apparel Collection

REI Co-op X Outdoor Afro Inc. released a third collection of camping and hike gear and apparel, featuring artwork by Chelsea Alexander and unique offerings to more comfortably accommodate natural hairstyles.

“Even as a sponsored athlete, I struggle to find clothing that fits, from shoes to gear. And fit isn’t just a barrier to inclusion. It’s a safety issue too. Gender neutral clothing is a missing component that is really needed.”

- Nikki Smith, Trans Activist, Athlete, and Consultant for Active Pursuits Collection

Behind the Scenes Improvements to Drive Inclusion

Since 2022, REI has collaborated with [Bold Culture](#), a BIPOC-owned multicultural marketing firm to enhance our Go To Market (GTM) and creative production practices. This partnership has empowered REI teams to create more inclusive and relevant marketing for both current and future customers.

In 2023, Bold Culture released the results of a thorough GTM audit, highlighting key areas for improvement across the co-op and with our vendor partners. In 2024, we acted on one of their primary recommendations: developing a comprehensive inclusive marketing policy to be applied across our GTM ecosystem that will enable more inclusive, relevant, and authentic marketing and creative work. This policy, to be fully implemented in 2025, will serve as an important foundation to ensure more inclusive work. The goal is to create better experiences for creative talent and for our audiences themselves, as we work to ensure a fuller spectrum of people and outdoor experiences are accurately reflected in our work.

Elevating Inclusion Across REI’s Product Offering

In 2024, we elevated how we address the Diversity & Inclusion expectations included in our Product Impact Standards.

Directly informed by the needs of our members, community partners, and employees, these expectations set a vision for "what good looks like" as we aim—together with our vendors—to create and deliver product assortments that are more inclusive for everyone, by taking into account the barriers and unmet needs some communities still experience. [REI’s Product Impact Standards](#) address a variety of social and environmental topics, including size inclusivity, inclusive marketing practices, and the avoidance of culturally appropriative design practices; they encourage REI teams and our industry partners to seek creative, holistic solutions to addressing some of the most common barriers that community members may experience in pursuing what they love to do outside. (Note: see the “Engaging Brands & Industry Partners” section for more information about REI’s Product Impact Standards.)

The most recent additions to the REI’s standards include expectations for apparel vendors to increase the availability of larger sample sizes so that we can reflect a range of body shapes and sizes in our marketing. For vendors of headwear, the additions encourage them to consider natural and textured hair when designing helmets, goggles, hats, and more.

As of 2024, REI vendors have achieved 100% compliance with the inclusive sizing price equity expectation (that all wearable products offered in a variety of sizes maintain the same price within a style, regardless of size). We now expect all vendors that produce headwear to have guidelines in place for ensuring an inclusive assortment for a variety of hair types, including higher-volume and textured hair.

To support industry progress, REI offers ongoing vendor education and consultation that drives accountability and empowerment to meet expectations within the established timeline.

Inclusive Partnerships

At REI, we are dedicated to fostering community wherever we operate, incorporating inclusive practices into hundreds of events and programs across the country each year.

We continue to build partnerships with organizations and leaders dedicated to fostering an outdoor community that reflects a broader range of people and communities, and celebrates all the ways they find joy and meaning outside.

By unlocking collective impact with organizations and leaders, we work toward a more inclusive outdoor community.

Just a few examples of this work include:

Celebrating the launch of [Q'mmunity House](#) with partner [Minority Veterans of America](#). ^

Celebrating the launch of [Q'mmunity House](#) with partner [Minority Veterans of America](#). This transitional housing program will support the unique needs of LGBTQ+ veterans in King County, WA.

Local Opt Outside Events ^

Sponsoring over 110 local Opt Outside events, attracting more than 2,000 participants.

2nd Annual Virtual Partner Network Summit ^

Hosting REI's second virtual partner network summit, forging deeper connections between these groundbreaking organizations and the co-op community.

Celebrating BIPOC Women ^

Supporting [Trail Mixed Collective](#) and their annual Trail Fest, a weekend festival celebrating BIPOC women.

Joining the National Brotherhood of Snowsports 51st Black Ski Summit ^

Joining the National Brotherhood of Snowsports 51st Black Ski Summit in Big Sky Montana, which brought together over 850 participants.



Partner Erin Parisi delivered the keynote address at an employee recognition event held at REI's Headquarters in Seattle

Erin Parisi at REI Headquarters in Seattle

In June 2024, partner Erin Parisi delivered the keynote address at an employee recognition event held at REI's headquarters in Seattle. She not only joined and bonded with REI employees during a climbing outing, but she also donated her ice axe for inclusion in the Co-op Living Archive, a collection of historically and culturally significant items from REI's history. To learn more about Erin's story, read "Erin Parisi's Quest to Climb the Seven Summits and Spread Trans Joy" on REI's Uncommon Path, a digital publication and newsletter.

[READ ERIN'S STORY](#)

2024 National Inclusion Partners

WORKFORCE ENGAGEMENT

Change ripples from the inside out. Recognizing that a diverse, representative workforce requires a focus on recruitment and retention, in 2024 we continued to expand initiatives that better foster a sense of belonging—like our Inclusion Networks that create safe spaces for employees, learning sessions on Identity & Intersectionality, and prioritizing time and space to celebrate cultural moments beyond what's on the typical corporate calendar. We're proud of the progress we've made together.

Reaffirming Co-op Values:

We continue to reaffirm our values and to stray now would not only be antithetical to who we are but fundamentally at odds with our ability to steward a thriving co-op for future generations. We were founded in 1938 on a core set of values, focused on expanding access to outdoor places for more people. These values have been integral to who we are, how we do business, and to our success over the years.

Values in Action:

The co-op's purpose is brought to life via our values that are tied directly to behaviors which guide success at the co-op. As an extension of our *We Believe the Outdoors is for All* value, leaders are now accountable to the *Champion Belonging* behavior to ensure that creating an environment where every individual feels valued and respected is not just something we say, but something we do every day.

Code of Business Conduct:

The relaunch of our Code of Business Conduct complements our Values in Action and highlights the policies and many of the ethical standards, regulations, and laws that we must follow in conducting business at the co-op. It can help employees choose the right actions and suggest ways to speak up if they see behaviors that aren't true to who we are.

Career Development:

We believe everyone should have equal opportunity to grow their career and develop at the co-op based on their individual values and aspirations. In 2023, we heard from employees that they wanted to better understand and have access to the internal hiring processes, be clear on potential opportunities, and have resources to support career exploration. We built Career Maps to provide employees with more visibility to potential roles and offered new Internal Mobility Guidelines, along with specific resources to support employees with internal job searches. This provides a consistent and equitable way for all employees to pursue new roles within the co-op. We continue that work today to identify other ways to support employees with career growth and development.

Inclusion Network Program:

Our Inclusion Networks (Employee Resource Groups) create spaces for employees to share their perspectives through activities that positively influence our workplace culture and business. They strengthen the co-op community, support talent development, and advocate for change within the co-op and in society. As of 2023, our Inclusion Networks included Prism — Supporting LGBTQ+ communities, BIPOC — Supporting Black, Indigenous and other People of Color communities, Warrior — Supporting military service member communities, and Women's — Supporting communities who identify as women and other marginalized genders. In 2024, REI launched our 5th Inclusion Network, ABLE — Supporting communities with visible and/or invisible disabilities of mind or body. Inclusion Networks hosted over 250 virtual and local events that spanned across multiple store locations, distribution centers, departments, and time zones.

Cultural Milestones

We recognize holidays, events, memorials, and celebrations that represent the diversity of racial, cultural, and religious heritages of our employees and community. Recognizing cultural milestones that represent the diversity of the co-op is a relatively simple but impactful step to create a sense of belonging for everyone. In 2023, our Cultural Milestones included Martin Luther King Jr. National Day of Service, Black History Month, Women's History Month, Asian American & Pacific Islander Heritage Month, LGBTQ+ Pride Month, Juneteenth, Hispanic Heritage Month, Native American Heritage Month, Veterans Day. In 2024, REI launched our 10th Cultural Milestone: Disability Pride Month, which celebrates disabled and neurodivergent employees and allies.

Enterprise-Wide DEI Learning

In 2023, we took our departmental REDI learnings—insights gained from listening to employees as well as internal and external research—and created The Co-op REDI Learning Series to engage employees around five in-depth topics. It's co-op-wide, so everyone can participate in some form, whether by facilitated sessions, condensed e-learning, or related discussion topics via facilitation guides and resources.

In 2023, we began the series with Module 1: Race & Racism in the Outdoors, which linked to our values of “we believe the outdoors is for all,” with 84.3% of all exempt people leaders and 81.3% of all enrolled employees completing eLearning at the close of the year. To continue the learning journey, Module 2: Identity & Intersectionality was launched in 2024, which recognizes the value that elevating different lived experiences can bring to the workplace. This series is in addition to our foundational Managing Bias in Hiring training, in which all new leaders are auto-enrolled.

Engagement Survey Participation:

In 2024, 83% of employees participated in our engagement survey, with nearly 12,000 responses showcasing that our strength is in the day-to-day experience. Employees understand their roles, feeling safe and connected to the values of the co-op.

- 87% of employees understand what is expected from them at work.
- 86% of employees feel safe while at work.
- 82% of employees believe in REI's values.

In addition to these strengths, the co-op's scores outperform benchmarks for both retail and U.S. companies when it comes to confidence in senior leadership and direct managers, collaboration and sense of belonging, providing recognition, role clarity and feeling safe at work. These results provide incredible insights into where we are strong, where we have opportunities to improve, and how we can continue to put our employees at the forefront.

Signature Recognition Programs

The Anderson Award and Leadership Award recognition programs provide the opportunity for all employees to give and receive recognition for demonstrating our values and driving business impact. Thousands of employees were nominated for these awards, and in 2024, we celebrated its 20th anniversary. Nominations include questions that ensure our nominees also create an inclusive environment and inspire others to do the same. Every year our Anderson Award and Leadership award recipients are formally celebrated in various ways. In 2024, recipients attended the Anderson Award Event in Washington and the Leadership Award Event in California. In 2025, we'll continue to further embed our Values in Action into the nomination process to ensure alignment with our employee and leadership behaviors that will shape the future of the co-op.

Compass Group Employee Advocacy Program

The Co-op Compass Group is a team of engaged hourly, non-management employees across REI who share their unique perspectives and expertise to gather insights and influence co-op strategy. In 2024, the Compass Group met at least quarterly to provide feedback on topics that include training for expertise, Outside in 5, continuous improvement, recognition at the co-op, co-op communications, evolving our culture, and our career growth philosophy. 2025 will continue to showcase many impacts from meetings held in 2024, and we are grateful for the thought partnership and partner accountability.

WORKFORCE REPRESENTATION

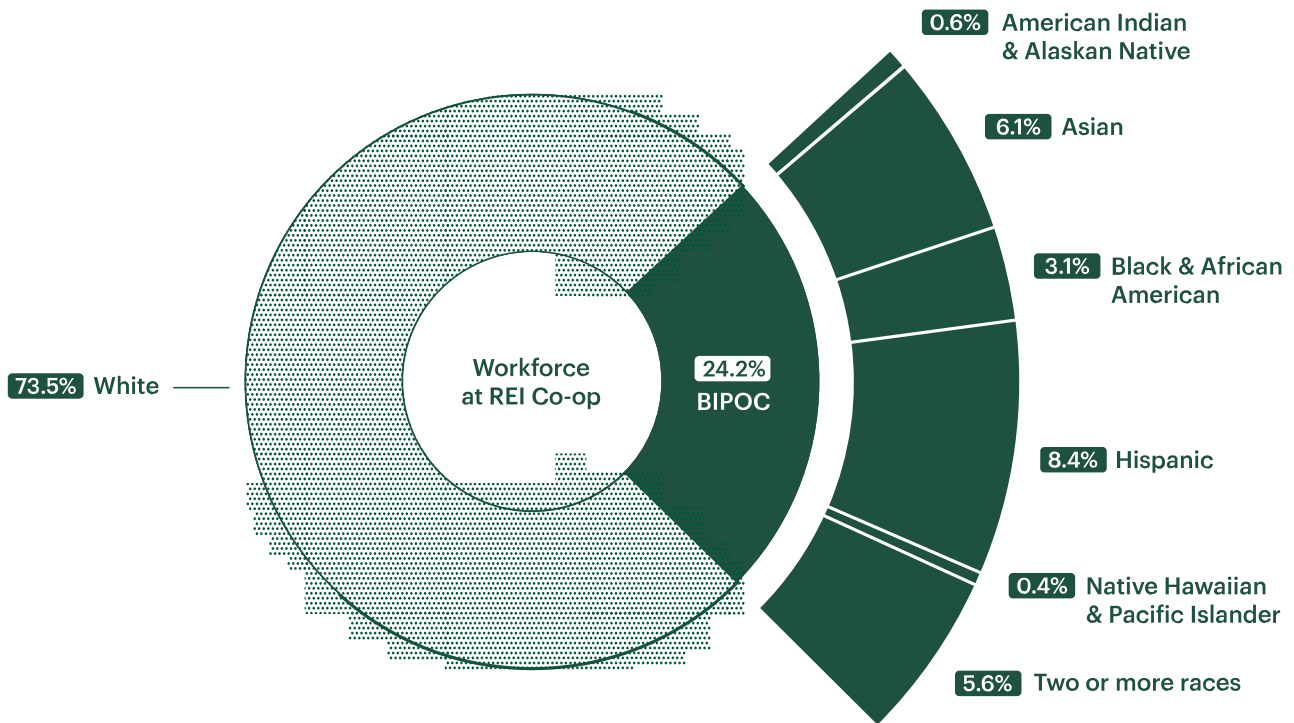
In 2024, we maintained data accuracy and accountability for workforce representation data while evolving data governance efforts.

Race

We remain committed to measuring race and sex assigned at birth and publishing the data that will help us understand our workforce to attract and retain talent that reflects the communities we serve.

2024 Racial Representation of REI Workforce

This graph illustrates the racial representation of the REI workforce in 2024.



Employees who declined to self-identify are not represented.

2024 Racial Representation of REI Workforce by Level

This table illustrates the representation of REI employees across various levels of the REI workforce (Board of Directors, C Suite, Leaders, Independent Contributor) in 2024.

	Board of Directors	C Suite	Leaders	Individual Contributor
American Indian & Alaskan Native	0.0%	0.0%	0.6%	0.6%
Asian	0.0%	16.7%	4.8%	6.3%
Black & African American	22.2%	0.0%	3.4%	3.1%
Hispanic	11.1%	0.0%	7.2%	8.6%
Native Hawaiian & Pacific Islander	0.0%	0.0%	0.2%	0.5%
Two or More Races	0.0%	0.0%	4.6%	5.7%
White	66.7%	83.3%	78.1%	72.8%

- Board omitted from the total workforce count because they are not REI employees
- C Suite = CEO/SVP/VP
- Leaders = RVP/DVP, Director/Sr Mgr, Mgr/Store Mgr/Sr Sales Mgr/Assistant Mgr/Assoc Mgr/Sup/Sales Mgr/Store Dept Mgr
- Individual Contributor = non-people leaders
- Employees who declined to self-identify are not represented

2024 Racial Representation of REI Workforce by Sector

This table illustrates the representation of REI employees by Sector (Distribution Centers, Experiences, Headquarters, Stores, and Sales and Customer Service) in 2024.

	Distribution Centers	Experiences	Headquarters	Stores	SCS
American Indian & Alaskan Native	0.7%	0.3%	0.5%	0.6%	0.0%
Asian	3.0%	5.7%	10.6%	5.8%	2.1%
Black & African American	3.3%	1.7%	4.2%	2.9%	3.0%
Hispanic	12.2%	6.3%	4.9%	8.6%	7.6%
Native Hawaiian & Pacific Islander	0.9%	0.0%	0.3%	0.4%	0.8%
Two or More Races	4.8%	6.3%	4.2%	5.9%	5.5%
White	70.8%	77.2%	71.8%	73.8%	80.2%

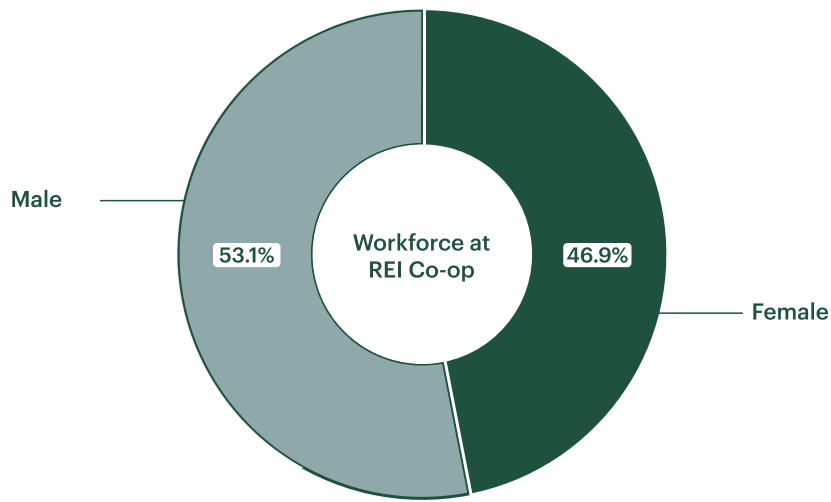
Employees who declined to self-identify are not represented.

Sex & Gender

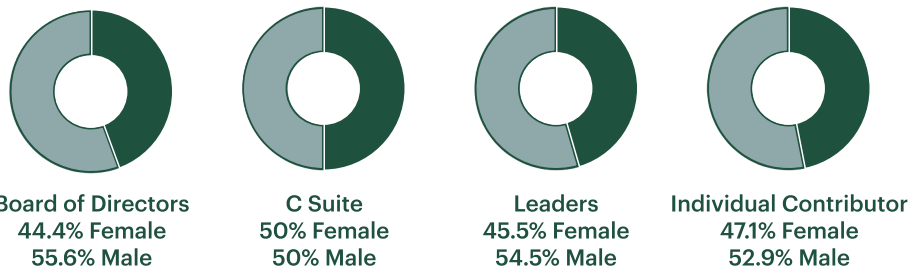
REI acknowledges the difference between sex assigned at birth and gender identity and that gender is not binary. The data below follows Equal Employment Opportunity designations: male and female or sex assigned at birth and does not reflect gender and the full spectrum of our employees' gender identities.

2024 Female/Male Representation of REI Workforce

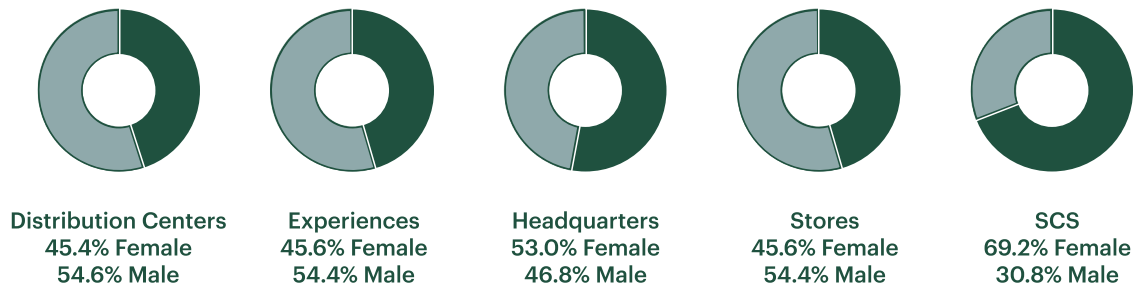
This graph illustrates the female/male representation of the REI workforce in 2024.



2024 Female/Male Representation by Level



2024 Female/Male Representation by Sector



- Board omitted from the total workforce count because they are not REI employees
- C Suite = CEO/SVP/VP
- Leaders = RVP/DVP, Director/Sr Mgr, Mgr/Store Mgr/Sr Sales Mgr/Assistant Mgr/Assoc Mgr/Sup/Sales Mgr/Store Dept Mgr
- Individual Contributor = non-people leaders
- Employees who declined to self-identify are not represented

REI believes that everyone should have a working environment that is inclusive, safe, fair, and nondiscriminatory. Our goal is to extend our values into the supply chain by supporting the people behind our products and working with suppliers to implement industry-leading social and environmental practices.

REI's [Factory Code of Conduct](#) establishes standards of workplace conduct for the factories that manufacture the REI brand products we sell. Our [list of factory partners](#) is publicly accessible and identifies the locations around the world where we source gear and apparel.

[Learn more about responsible sourcing and global human rights at REI](#)

REI Co-op Commitment to Responsible Recruitment

At REI, we are dedicated to promoting responsible employment practices throughout our global value chain. By partnering with material and product suppliers, we strive to align our operations with our core values. In 2024, REI became a signatory to the [Commitment to Responsible Recruitment](#), an initiative launched by the American Apparel & Footwear Association and Fair Labor Association. This commitment addresses potential risks, particularly for foreign migrant workers, and highlights our commitment to supporting these workers as they navigate employment in foreign countries.

Industry Tools & Global Partnerships

Implementing best practices in a global supply chain is difficult when working alone. To enable collaboration with suppliers and other brands to continuously elevate social and environmental conditions in our shared supply chains, REI uses shared industry tools where possible and is an active member of the following labor organizations.

The Social & Labor Convergence Program ^

The [Social & Labor Convergence Program](#) (SLCP) convenes hundreds of signatories representing a diverse group of brands, manufacturers, and labor rights groups in a collective effort to elevate employment conditions in international supply chains. As one of the first signatories, REI played an active role in developing the industry-wide protocol and verification process to objectively collect social and labor data. This data is then used to identify opportunities for improvement and to track progress.

REI continues to expand its use of the SLCP Converged Assessment Framework (CAF) in the supply chain for REI Co-op brand and Co-op Cycles. We believe this collaborative approach is more effective than each brand engaging suppliers independently, as it better supports the scaled implementation of best practices across the industry.

International Labour Organization Better Work Programme ^

The [Better Work Programme](#) is a unique partnership between the International Labour Organization (ILO) and the International Finance Corporation to improve employment standards and competitiveness in global supply chains. The ILO Better Work staff partner with factories to implement best practices in labor management. Their model ensures an ongoing, coordinated dialogue between factory employees and owners. REI strongly encourages participation for

qualifying factories that manufacture REI Co-op brand products. We also partner with the ILO team to continuously strengthen its collaborative approach to promoting employee well-being.

Fair Trade USA ^

Fair Trade Certified™ products are certified by the nonprofit [Fair Trade USA](#) to rigorous social and environmental standards, and the people who produce them earn a Fair Trade premium for certified products. Many REI Co-op brand products are certified to the Fair Trade Factory standard, and we are proud to carry certified products from other leading brand partners.

Through Fair Trade committees, manufacturing employees decide how to best use the Fair Trade Premium contributions from REI Co-op to address their individual and collective needs. In 2024, REI Co-op contributed \$718,000 in manufacturer employee premiums, bringing our cumulative total to over \$2.3 million since 2016.

PATH AHEAD VENTURES

Path Ahead Ventures seeks to foster an inclusive outdoor industry. Our goal is to accelerate the success of founders of color to ensure the outdoor industry reflects the true diversity of the people who love, protect, and share life outside.

Founders First Approach

Since 2021, Path Ahead Ventures has focused on putting founders first, directly engaging the individuals behind each business and recognizing the unique challenges faced by founders of color in the outdoor space. The Embark program has been instrumental in supporting early-stage founders by offering a collaborative space to learn and share the challenges of entrepreneurship. As Keva Niver, founder of Boheme Retreats, shares, "I felt like I had people behind me ... a place to learn together and have people to vent all your struggles with." Keva found—and has maintained—a community of other founders from the program who support each other through the early stages of their businesses' growth.

Founder Spotlight: Keva Niver, Founder of Boheme Retreats

The Co-op's 2030 Commitment

In 2021, the co-op launched Path Ahead Ventures to empower founders of color. REI aims to:

- Create a community of over 300 current and aspiring founders by 2030, through programming, investment and events
- Introduce 200 brands owned or led by founders of color to our stores
- Build a network of partners and domain experts for founders to access
- Establish an industry-wide resource for fueling entrepreneurship, innovation, and job growth among underrepresented groups

How we've progressed through 2024

109

Founders

89

Companies

69

Grants

26

Investments

Four years into our commitment, we've been proud to support emerging brands in achieving success, and we know there is more work to be done to diversify the outdoor industry. We're continuing to partner with REI's operational teams to better establish how we support emerging brands, as we've identified the challenges new brands face in successfully scaling to wholesale. To meet our business goals, REI must gain relevancy across our product assortment to meet the individual needs and values of our customers who engage with the outdoors in different ways. REI is able to differentiate our brand and engage with new customer segments by showing the vibrancy of the outdoor community and engaging with new voices and ideas. This year we have welcomed an additional nine brands from the Path Ahead Ventures community to sell their products at REI. With our product assortment, we know some brands will resonate, and others may not gain traction, and we are constantly evolving our assortment so that our customers can see themselves outside in an authentic way.



Path Ahead Ventures hosted a Founders Market at The Big Gear Show in June

Support Founders at Every Stage

Path Ahead Ventures supports founders at every stage of their growth with capital, programming, community, and resources.

In 2024, Path Ahead Ventures distributed 18 grants through our programming. These grants are equity-free, and the founders can use these funds as they see fit to support the growth of their businesses.

Additionally, we invested in four new companies and provided follow-on capital to an existing portfolio company, reinforcing our commitment to scaling high-impact ventures. These strategic investments align with our mission to support innovative solutions, drive sustainable growth, and create long-term value for our founders. The following companies joined Path Ahead Ventures investment portfolio in 2024 (listed alphabetically):

- [Aer](#) designs versatile and functional travel gear
- [Hightag](#) enables athletes to automatically capture media of themselves in action sports
- [Quantum Energy Squares](#) creates energy bars infused with caffeine and protein for sustained energy
- [Spicewell](#) creates nutrient-dense, on-the-go superfood seasonings for enhanced meals

Programming ^

In 2024, we launched a new program, Ascent, to support emerging brands with tailored support to help them scale. For the third cohort of [Embark](#), we collaborated with [Founded Outdoors](#) to add an in person graduation experience. It was incredibly powerful to give the cohort an opportunity to connect in person and build relationships that will thrive as they continue to build their businesses together. We also partnered with Founded Outdoors on a redesigned ideation workshop series to help aspiring entrepreneurs get started on their journey.

Community ^

In 2024, we added 33 founders to our community, which brings our founder network to over 100. To celebrate this milestone, we hosted the first Path Ahead Ventures Founder Summit in Tulsa, Oklahoma, in September. One founder shared that the opportunity to connect “was invaluable, as it cultivated a strong community of founders who feel more resilient, motivated, and confident because they have a group that understands each other, knows that they are not alone, and has a community they can rely on.”

We also brought together founders for networking opportunities in key cities for our community-New York City, San Francisco and Los Angeles. Encouraging founders to gather in person, whether for a large event or small dinner, is vital and leads to future collaborations, working relationships, and the ability to support each other.

Resources ^

We established a founder hub, offering essential resources such as expert introductions and templates, guides, and documents necessary for scaling a company in the outdoor industry. Over 40 founders participated in one of the four intensive sessions piloted in 2024. These sessions provided ongoing educational opportunities on topics such as omni-channel sales, financial management, and consumer marketing. Peer Groups were launched to connect outdoor founders with each other to build community and share advice. We provided support to our portfolio companies across a variety of areas including finance, strategy, and operations.

New avenues were provided for our brands to generate awareness and sales through connections with REI stores and at industry events. We hosted three consumer-facing Founders Markets at industry events: Appalachian Trail Days, Outside Festival, Big Gear Show. Bringing together the founders in person allows connections to be made and the founders to become go-to-resources for each other.

“Not everything that is faced can be changed,
but nothing can be changed until it is faced.”

JAMES BALDWIN



Founders at our first Path Ahead Ventures Founder Summit in Tulsa, Oklahoma in September

“The Embark program was so unique in that it intentionally provided the space for founders to get together and form a familial relationship. We can call anybody up to ask a question, and the only way that that is fostered is by bringing us together.”

- Alex & Jonathan de la Fuente, Co-founders, Hightag

Moments in 2024



Embark participants, Sara Chen and Jessa Williams, share about their businesses at the REI Beaverton Grand Opening



Founders Charlotte Young BOWENS and Vanessa Peralta-Mitchell were interviewed by REI Co-op "Wild Ideas Worth Living" Podcast host Shelby



Mike Mojica, founder of Outdoor Element, showcases products at the Grassroots Outdoor Alliance Discovery Marketplace



Founders, Brittany Coleman, Jennifer Jacobsson Melo, and Daniel Del Gerken showcase their brands at Appalachian Trail Days in



Carlos Salinas, founder of Island Climber, shares about their guided trips at the Big Gear Show in



Susan Clayton, founder of WhitePaw RunMitts, joined REI and Mastercard at the NYC Marathon Mile 8 Cheer Zone



Claire Zhu, founder of Hootie Hoo, showcased her gear and engaged with the community at Kids' Co-op event at Denver REI

[Learn more about PAV](#)

DRIVING IMPACT THROUGH LOCAL ENGAGEMENT

In 2024, REI connected with local communities across the U.S. through over 100 events that centered the identities of our diverse members and customers and welcomed 144,000 participants.

Grounded in our commitment to inclusive, community-centered design, we delivered a robust slate of local programming, partnerships, and experiences designed to honor and celebrate the many ways communities find joy and meaning outdoors.

REI's local teams incorporated the diverse perspectives of partners, members, and employees to create a yearlong calendar of inclusively designed events. This enabled us to center the unique experiences of women, Black, Latinx, Indigenous, LGBTQ+, size-inclusive, and adaptive communities while reducing barriers to access and belonging many people can face when spending time outside. By applying what we learned to our full range of programs, we created more welcoming experiences for participants of all backgrounds, all year round.

By putting cooperative action to work through inclusive design, the co-op community helps open the doors to the outdoors wider for everyone, getting us closer to a future where all people have what they need to discover and do what they love outside, find community, and benefit from all the transformative benefits time outside has to offer.

13

events that centered LGBTQ+ customers and members

43

events that centered Black, Latinx, and Native/Indigenous customers and members

56

events that centered women and gender expansive folks

CELEBRATING CULTURAL MO(VE)MENTS THROUGH AFFINITY EVENTS

We know that engaging with customers during significant cultural moments like Hispanic Heritage Month and LGBTQ+ Pride is

authentic and meaningful in the context of continued support for the diverse communities all year long.

In 2024, REI continued our commitment to support and engage communities throughout the year while turning up the volume during key moments in ways that shine a light on the ways diverse communities find joy and meaning outside.

Delivering relevant products, experiences, and environments during cultural moments is part of our work to connect more people to the power of time outside and work toward a future where transformative outdoor experiences are available, safe, and equitable for everyone.

For example:

Honoring Black History Month ^

Honoring Black History Month in Southern California through a joyous morning of running and cycling, in partnerships with Black Girls RUN! and Black Girls Do Bike.

“Such a fulfilling experience”

“The BGR/REI bike, run, walk challenge was a classy event. Thank you for all your hard work in making this successful”

“Great fellowship with some delicious food and nothing but ‘Good Vibes’ from my vantage point.”

REI Hosted LGBTQ+ Pride Month Events ^

Welcoming nearly 5,000 Bay Area participants to five REI hosted Pride Month events in June that included running events, an outdoor concert, post-Pride cleanup of San Francisco’s iconic Dolores Park, silent disco, and more.

SUSTAINED SUPPORT FOR LOCAL COMMUNITIES

Sustained support for communities that have been historically excluded from the narrow definition of who "belongs" outside are a foundation of our work.

By delivering relevant and engaging programs that center the needs of underrepresented groups, we deliver a spectrum of meaningful ways to engage with outdoor activities and enable outdoor access and equity for more people.

Through this work, the co-op is able to grow and shift our member base to better reflect the communities we serve and engage more people in cooperative action. Together we can address the greatest challenges facing the outdoors and all make the most of the benefits that time outside offers. Examples include:

The Inaugural Unity Run with Black Men Run in Denver ^

With local listening and inclusive design at the center, the Denver Local Marketing team helped to co-create the first annual REI Unity Run on April 6, 2024. The event was co-designed with the Denver Chapter of Black Men Run and welcomed the newly created local chapters of Black Girls Run + Latinos Run to the Denver Flagship store for a morning of movement, refreshments, vendor partners, fun, and community.

“Energized by the community I love!” – Anne K.

“This was so much fun. I can’t until the next one!” – Rajanee B.

“OMG this is incredible. Thank you so much REI for hosting!” – Raheem D.

“Wow, this is incredible!” – Andrea D.

Partnering with Spelman College



REI continued our multi-year partnership with Spelman College, a historically Black college/university (HBCU) for women to host an event series that included an on-campus outdoor movie night, s’mores, and more.

Partnering with the Non-Binary Run Club



In San Francisco, REI partnered with the Non-Binary Run Club to launch REI’s first gender-free Adult Fitness apparel collection, celebrating the products with a community they were created with and for.
