

2025 Impact Objectives & Key Results



REI’s impact objectives and key results (OKRs) allow members to track the Co-op’s progress in our mission to connect every person to the power of the outdoors and engage them in the fight to protect it. Please visit [REI’s Impact Report](#) for more information on each OKR.

Access to Nature

We strive to ensure everyone in America can enjoy nature where they live, work, and play.

Advocacy: Since 2021, we have run the Cooperative Action Network, a platform that enables our community to send messages to elected officials on policies that affect life outdoors. To date, we have engaged over 614,000 community members who have collectively sent over 2.4 million messages to elected officials. We aspire to engage 1.1 million community members by 2030.

Key Result	2020	2021	2022	2023	2024	2025
Number of individuals engaged in advocacy (“action takers”) via the Cooperative Action Network	N/A	20,861	28,531	153,754	165,717	301,443
Number of messages sent to elected officials via the Cooperative Action Network	N/A	96,157	115,439	500,155	503,486	1,216,526

Philanthropy: Since REI’s founding, the company has donated over \$140M to outdoor nonprofits that steward public lands and expand access to more communities. This is an essential component of how we give back to the communities in which we operate.

Key Result	2020	2021	2022	2023	2024	2025
Donations to nonprofits¹	\$5.2M	\$8.2M	\$13.1M	\$9.9M	\$7.9M	\$5.8M

¹ The methodology includes all philanthropic giving, not only donations to “strategic” non-profit partners as in prior reports. In 2025, REI also facilitated an additional \$3.3M in customer donations and \$2.7M in business partner donations to the REI Cooperative Action Fund, a separate 501(c)3 nonprofit that supports over 360 local, regional, and national nonprofits working to make the outdoors more accessible and inclusive for everyone. Learn more about the Cooperative Action Fund [here](#).

An Inclusive Outdoors

We’re fostering an engaged co-op and culture that reflects all people who love the outdoors.

Representation: We remain committed to measuring race and sex to track progress. As part of our commitment to equity and inclusion, we continue working toward more inclusive ways to understand and honor the diversity of our workforce. This data will help us understand where we can focus efforts to attract and retain talent that reflects the communities we serve.

Employees

% of Workforce ²	2020	2021	2022	2023	2024	2025
BIPOC	20.9%	22.8%	25.1%	25.2%	24.2%	25.1%
White	77.8%	75.5%	73.0%	72.4%	73.5%	72.7%
Female³	46.5%	46.0%	46.5%	46.6%	46.9%	47.2%
Male	53.5%	54.0%	53.5%	53.4%	53.1%	52.8%

² Employees who declined to self-identify are not captured here.

³ Sex data reflects federally required Equal Employment Opportunity reporting categories — currently “male” and “female”— and therefore does not represent the full spectrum of our employees’ lived gender identities. REI affirms that gender identity is diverse and expansive, and we are committed to fostering an environment where all employees feel seen, respected, and supported.

Board of Directors

% of Board of Directors	2020	2021	2022	2023	2024	2025
BIPOC	38.5%	36.4%	38.5%	33.3%	33.3%	22.2%
White	61.5%	63.6%	61.5%	66.7%	66.7%	77.8%
Female	30.8%	45.6%	38.5%	44.4%	44.4%	44.4%
Male	69.2%	54.4%	61.5%	55.6%	55.6%	55.6%

Merchandise Assortment: We support an outdoor industry and merchandise assortment that reflects the true diversity of people who love, protect and share life outside.

Key Result	2020	2021	2022	2023	2024	2025
% of brands in assortment owned or led by founders of color⁴	2.3%	2.9%	4.8%	6.4%	9.1%	8.6%

⁴ “Owned” brands are defined as enterprises that are at least 51% owned, controlled and actively managed by founders of colors. “Led” brands are defined as enterprises that have at least one founder of color who is actively managing the company. Vendors self-identify via an optional survey.

A Healthy Planet

We’re protecting everyone’s right to a healthy outdoors for generations to come.

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

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

⁵ REI tracks tonnes of materials sent to recycling, compost, or landfill across our stores, distribution centers, and offices. Our target is to divert at least 90% of materials from landfill each year.

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

Energy

Key Result	2020	2021	2022	2023	2024	2025
% of operational electricity matched by renewable sources	100%	100%	100%	100%	100%	100%
% of renewable energy certificates from local and/or accessible sources ⁶	N/A	N/A	N/A	28%	31%	33%

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

Greenhouse Gas (GHG) Emissions

Key Result	2019	2020	2021	2022	2023	2024	2025	Target
Total enterprise emissions, location-based (tonnes CO₂eq)⁷	1,005,062	*	*	*	*	*	864,136	532,683 by 2030
Total enterprise emissions, market-based (tonnes CO₂eq)⁸	979,605	*	*	*	*	*	833,953	519,191 by 2030
Total operational emissions matched by carbon credits⁹	N/A	100%	100%	100%	100%	100%	100%	100%
% of carbon credit portfolio from high impact projects¹⁰	N/A	N/A	N/A	N/A	30%	40%	48%	60% by 2026

⁷ Total enterprise greenhouse gas emissions are reported in accordance with the Greenhouse Gas Protocol, including emissions from Scope 1, 2, and 3. Location-based totals reflect the average emissions intensity of the grids, fuels, and systems where energy is physically consumed, without adjustment for market-based instruments or interventions. Totals also include voluntarily reported emissions sources not covered by SBTi, such as customer travel to stores. This represents an estimate of the global emissions that can be attributed to REI.

⁸ REI's market-based emissions reflect the application of contractual instruments and other interventions intended to support emissions reductions within our value chain (for example, "sustainable" fuel certificates, renewable energy certificates, and N₂O abatement environmental attribute certificates). The emissions reduction benefits of these interventions have been applied to REI's Scope 2 and 3 emissions where applicable. We report market-based emissions separately from our progress against REI's Science Based Target, which is reported in alignment with current SBTi guidance.

⁹ Operational emissions include our Scope 1, Scope 2 and portions of our Scope 3 emissions except for emissions from: 1) products from the external brands we retail and 2) customer impacts (e.g., indirect product use, product end-of-life, and customer trips to stores).

¹⁰ REI defines "high impact" carbon projects as those either nature-based (e.g., improved forest management projects) or where REI provides early-stage support and funding to the partners developing new carbon projects.

* We are in the process of re-calculating this figure due to a material change in our product carbon methodology. In 2025, we updated our methodology to include more primary data from our global value chain and to more accurately account for the total number of purchased units. We prioritized updating our 2019 baseline and 2025 data using the new methodology and plan to update the intermediate years in 2026.