2020 Impact Report

The collective good a co-op can do

REI is a different kind of company. As a co-op, we put purpose before profits and act in the long-term interests of our members and community. Our Impact Report shows what we've done (with your support!) to help connect every person to the power of the outdoors and engage them in the fight to protect it.

P.S. Not a member? A lifetime membership is just $30 and comes with tons of perks. Learn more
2020 Highlights

Our climate commitment
REI achieved its 14-year carbon neutrality commitment while launching an ambitious new climate platform that will see the co-op more than halve its carbon footprint by 2030, even as the company anticipates future growth in size and revenue.

Learn more

Advancing racial equity
As widespread protests erupted across the nation, the co-op accelerated its ongoing work to advance racial equity within REI and the broader industry, while continuing to support organizations that are led by and serve underrepresented groups.

Learn more
Introduced recreate responsibly guidelines
During the pandemic, many turned to time outside for physical and mental health benefits. REI co-created the Recreate Responsibly coalition to establish clear guidelines on how to get outside and create an inclusive environment, while aiming to reduce the spread of the COVID-19 virus and minimizing impact on outdoor places.

Product Impact Standards
Recognizing that the gear the co-op makes and sells is one of its greatest opportunities to support better ways of doing business, REI launched new Product Impact Standards in 2020. These standards, which apply to both REI and its more than 1,000 brand partners, help fight climate change and advance equity in the industry.

Learn more
Focusing our business
The co-op added new services like Curbside Pickup and virtual outfitting, while prioritizing the health and safety of its employees and customers. These innovations allowed the co-op to support existing stores while opening 7 new ones, and finish the year strong.

Embracing the circular economy
Buying a piece of used gear, instead of new, avoids between 70 to over 90% of the carbon embedded in the new item, depending on the category. This includes accounting for the shipping, cleaning, and remerchandising of the used item. In 2020, the co-op doubled online used gear sales, and launched a trade-in program, allowing co-op members to give new life to their gently used gear.

2020 by the numbers
Because we're a co-op, we measure our success differently than most companies. For us, success means running a healthy business and making a positive impact on our employees, members and society.
Business
- $2.75 billion in revenue
- Opened 7 new stores and 2 used gear pop-ups
- 100% carbon neutral in REI brands & operations

Society
- $6.3 million contribution to nonprofits in 2020
- 461 nonprofit partners

Members
- 20 million members
- $112.4 million distributed in member rewards

Employees
- Nearly 15,000 employees
- $36.4 million in employee retirement and incentives
- Named a Glassdoor Best Place to Work

More ways we put our values into action

- Fighting the climate crisis
- Product impact & circular commerce
- Eliminating waste
- Responsible sourcing
- Equity & inclusion outside
- Public lands & stewardship
- Building an inclusive workplace
- Partners in progress
Harnessing the power of our 20 million members

Archived Stewardship Reports

How are we doing? Give us feedback on this page.

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Co-op offers, events & cool new gear
Who we are
At REI, we believe that a life outdoors is a life well lived. We’ve been sharing our passion for the outdoors since 1938. Read our story.

Become a co-op member
Anyone can join, and everyone belongs. Benefits include great gear offers, special pricing on events, and an annual Co-op Member Reward—for life. Join once, enjoy forever. Join us.

Take a stand
Outdoor equity, climate action, places we love. Raise your voice in the movement to protect and share life outdoors. REI Cooperative Action Network

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