

A LIFE
OUTDOORS
⇒ IS A LIFE ⇐
WELL LIVED.





AGENDA

Who is REI?

Sustainability at REI

REI does not stand alone

Customers choose sustainability

Technology and Sustainability

Takeaways

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WHAT IS SUCCESS

AS A CO-OP, OUR MEASURE OF SUCCESS MAY LOOK DIFFERENT



>1 MILLION NEW MEMBERS



\$2.7 B IN REVENUE



72% OF PROFITS GIVEN BACK

- \$185M DIVIDENDS
- \$70M EMPLOYEES
- ~ \$9M OUTDOORS

SUSTAINABILITY

REI CONNECTS PEOPLE WITH THE OUTDOORS...THAT'S WHY WE ARE MINDFUL IN ALL OUR BUSINESS ACTIVITIES, STRIVING TO DO THE RIGHT THING AND TO LIVE UP TO OUR MEMBERS' EXPECTATIONS.



Product Sustainability

- Organic Cotton
- Animal Welfare & Outdoor Gear
- Bluesign
- Fair Trade USA Certified



Sustainable Operations

- 100% Renewable Energy
- Sustainable packaging
- Zero waste to landfill by 2020
- Sustainable Paper



What part does sustainability play at your companies?

Sustainability Attracts More Customers

Sustainable Business Builds Sustainable Customers.

The corporate leaders of American business have finally noticed that public demand for sustainable products has made their indifference unsustainable. American companies, large and small, have jumped on the sustainability bandwagon with various degrees of sincerity.



**U.S. CONSUMPTION = ENOUGH STRAWS
TO WRAP AROUND THE
EARTH'S CIRCUMFERENCE
2.5 TIMES A DAY!**





A Social Initiative driven by youth
to say NO to Plastic Bags!

How is the voice of the customer influencing
your strategy?

A photograph of a dense forest with a path leading through tall trees. The path is covered in fallen leaves and leads towards a person in the distance. The trees are tall and thin, with a thick canopy of green leaves. The lighting is soft, suggesting a shaded forest environment.

SUSTAINABLE BY DESIGN



Design Approach



Sustainability



Technology



How are your companies innovating sustainable solutions?

Are your innovations proprietary or open sourced?

Takeaways:

- ❖ A clear corporate strategy aligns with customer expectations
- ❖ It's not a “millennial thing”
- ❖ Technology and innovation can be catalysts for sustainable choices
- ❖ Our industry will move faster if thought leadership is open sourced



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