



**STEWARDSHIP AT REI HAS MANY FACES**  
 Our efforts vary from teaching the next generation how to enjoy nature and care for the planet to incorporating green building features into REI facilities.



**PITCH IN WITH REI**  
**TOGETHER WE CAN MAKE THE DIFFERENCE**

To achieve far-reaching and lasting change for the environment and our communities, we know that strength lies in numbers—all of us working together to help ensure that future generations will be able to enjoy the outdoors. We invite you to join us in our commitment. Find out more about REI stewardship at [REI.com/stewardship](http://REI.com/stewardship).

**GET CONNECTED** Learn about stewardship events in your community by visiting [REI.com/stores](http://REI.com/stores). You can also discover meaningful volunteer opportunities with nonprofits that match your interests at [REI.com/volunteer](http://REI.com/volunteer).

**BECOME A MEMBER** REI is a co-op with more than 3.7 million active members who share a love for the outdoors, outdoor gear and the health of our planet. To become an REI member, ask an in-store REI sales specialist, call **1-800-426-4840** or visit [REI.com](http://REI.com). A lifetime membership is only \$20.

**WORK AT REI** Be with people who share your values and passion for the outdoors. Work in a place where integrity, respect and fun all play a part in our success. To learn more about joining the REI team, please visit [REI.com/jobs](http://REI.com/jobs).



This brochure is printed on Forest Stewardship Council certified recycled paper as part of our commitment to responsible forestry.

**HOW DOES  
 REI CARE  
 FOR OUR  
 PLANET?**

**STEWARDSHIP HIGHLIGHTS**

FIND OUT.



**OUR  
 COMMITMENT**

Stewardship is core to REI's purpose—we want to ensure that the next generation has a connection to the natural spaces we all enjoy.

Our stewardship work involves employees and members, and extends into the larger community through partnerships with nonprofits and collaboration with our peers in the outdoor industry.

We're also using our business to find innovative solutions to some of society's most pressing challenges.

Consider this brochure your pocket guide to stewardship at REI. We publicly report in three areas: community, environment and people. To read our full report and learn how you can join us, go to [REI.com/stewardship](http://REI.com/stewardship).

# WE'RE COMMITTED TO MAKING A DIFFERENCE. TODAY AND TOMORROW. LOCALLY AND GLOBALLY.

## COMMUNITY

### INSPIRING THE NEXT GENERATION

REI is creating the next generation of outdoor stewards through educational outreach programs and grants that provide opportunities for outdoor fun and mentorship. Together with our partner, Leave No Trace, we facilitate a year-round program called Promoting Environmental Awareness in Kids (PEAK) to encourage more children to enjoy the outdoors and respect nature. Program materials are also available in Spanish.

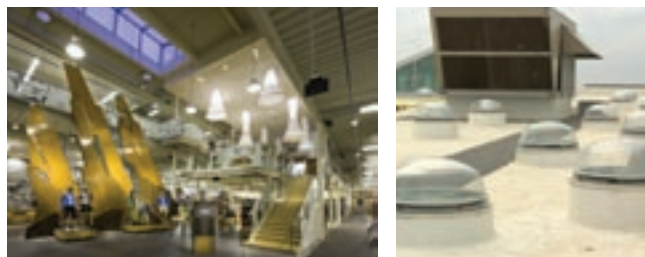
### ENCOURAGING COMMUNITY INVOLVEMENT

REI employees are active in caring for public lands and open spaces. We also invite our members and customers to join us in volunteer service projects organized by nonprofits and our stores. In 2008, over 40,000 volunteers teamed with REI employees to restore trails, clean parks and streams, and plant trees.

**1,573,138** volunteer hours funded through our support of nonprofits in 2008.

**785** outdoor service projects hosted by REI.

## ENVIRONMENT



### BUILDING GREEN

We design new facilities with the environment in mind, including several that meet the U.S. Green Building Council's standards. Our Bedford, PA, distribution center received LEED Silver certification, while our first prototype store in Boulder, CO, was awarded LEED Gold certification. Our second prototype store in Round Rock, TX, further tests innovative

**182,834** kids learned Leave No Trace ethics.

**LEED Gold** certification for our Boulder, CO, store.

**Over 250** REI-brand products have earned our ecoSensitive™ label.

approaches to energy efficiency, water conservation, low-impact building materials and more.

### PRODUCT STEWARDSHIP

Reducing the environmental impact of the products we sell is a big challenge. The ecoSensitive designation



is our first step, identifying REI-brand gear and apparel made with a high percentage of recycled, rapidly renewable and/or organic fibers. We increased the number of styles that carry this designation while raising the bar on what makes a product ecoSensitive. We are also working with partners in the outdoor industry to make even greater progress.



REI ecoSensitive Terry Print Hoodie made from 95% organic cotton.

### MAKING RESPONSIBLE PAPER CHOICES

REI is committed to the responsible purchase and use of paper and paper products. We endorse the Forest Stewardship Council (FSC) as our standard for responsible forest practices, and we work to ensure that fiber comes from acceptable sources. Our goal is to know the origin of the fiber for all the paper we purchase. In 2008, over 85% of the paper we purchased was from known and acceptable fiber sources.



### ADDRESSING CLIMATE CHANGE

Our goal is to be climate neutral by 2020. To meet that goal, we've sought innovative, business-savvy ways to reduce our greenhouse gas emissions. Highlights from 2008 include equipping 11 REI stores with solar panels, generating



1.1 million kWh per year of clean energy. In addition, REI Adventures remains one of the largest climate-neutral travel businesses in the country through the purchase of certified offsets.

### MANAGING WASTE

Because of its cost to the environment and REI's bottom line, managing waste is a high priority. Our goal is to be a zero-waste-to-landfill business by 2020. For all

operational waste generated last year, such as paper, cans, bottles and wooden pallets, we recycled 84.8% when measured by weight, and 73.9% by volume.

## PEOPLE

### CREATING A WELCOMING AND DIVERSE WORKPLACE

REI is committed to ensuring a workplace environment and customer experience that is welcoming and respectful. Our goal is to serve a broad spectrum of people who enjoy the outdoors and active lifestyles with a staff that reflects our community. Annually, REI conducts a company-wide survey asking employees for feedback around the key tenets that create an inclusive and engaging work environment. The results are published and acted upon to ensure REI delivers a great place to work for our employees all across the co-op.



**86%** of REI employees gave a favorable engagement rating in our annual survey.

**12th overall** rank on *Fortune* magazine's "100 Best" list—up from 34th in 2008.

### ETHICAL SOURCING AND MANUFACTURING

REI's sourcing standards clearly lay out our expectations for the factories we do business with, helping to ensure that REI-brand products are made under appropriate conditions and with respect for the workers who produce them. In 2008, more than 95% of the dollar value of REI-brand gear and apparel was made in factories audited by a third party.

Read our complete stewardship report online: [REI.com/stewardship](http://REI.com/stewardship)

