REI - REUSE, REPAIR, RESELL

Susan Long, Sustainability Initiative Mgr, Brand Stewardship & Impact
A life OUTDOORS is a life WELL LIVED
2017 STEWARDSHIP REPORT

As a co-op, we’re a different kind of company. We put purpose before profits and act with the long-term interests of our members in mind. Being a co-op also means we engage with our community and believe in collective accountability. That’s why we publish our annual Stewardship Report. It’s our way to show what we did in the previous year to get more people outside, operate more sustainably, and protect and create access to outdoor places—none of which we could have done without your support.

The Path Ahead

Inside, do you want to be outside?
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REI Gear Impact Strategy

Better Materials
- Sustainable materials
- Product Design

Gear That Lasts
- New Business Models
- Keep Gear in Circ
Liability Fabric

• Additional colors and fabric that weren’t needed for production
• REI has turned into simple products for resale and/or donation
GEAR THAT LASTS - Design

- Magnusson Lab
- Prototyping
- Product Testing
A NEW WAY TO GET DEALS ON USED GEAR

Introducing selected and inspected used gear & clothing. Online only.

See How it Works
New Business Models

Rentals

LESS THIS

MORE THIS

REI BOATHOUSE
CLASSES & RENTALS

Member to Member

USED GEAR SWAP

REI
THING A MA JIG
IS BACK!

JULY 30 & OCTOBER 8 @ THE WUNDER GARTEN
UNITEDOUTSIDE.COM
END OF LIFE

Donation
- 

Recycling
- Innovation: Evrnu, NREL enzymatic, ECOR, Blend Re:Wind
- Repurpose: Green Guru/Alchemy, Looptworks, etc.
#OPTOUTSIDE