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Sustainable Innovation at REI: Sustainability Heroes


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SUSTAINABILITY HEROES

Sophia Miller, Kenny Glade
Patrick Sullivan, Abigail Readey





WE BELIEVE AN OUTDOOR
LIFE IS A LIFE WELL LIVED.

THIS IS OUR PASSION.

AS A CO-OP, WE ACT
IN THE BEST INTEREST
OF OUR MEMBERS.

THIS IS OUR DNA.

WE WILL BE THE BEST IN
THE WORLD AT CREATING
AUTHENTIC OUTDOOR
EXPERIENCES THROUGH
GEAR AND EXPERTISE.

THIS IS OUR GOAL

HEROES

HOW LIMITED NATURAL
RESOURCES ARE USED
AND EXPANDING ACCESS
TO INSPIRATIONAL PLACES.

THIS IS OUR WORLDVIEW.

**WE ARE PASSIONATE ABOUT THE OUTDOORS
AND LOVE TO SHARE IT. WE ARE INSPIRED GUIDES.**

THIS IS OUR JOB.

Itinerary

- Goal
- Strategy
- Risks/Benefits
- Implementation
- Recap
- Q & A

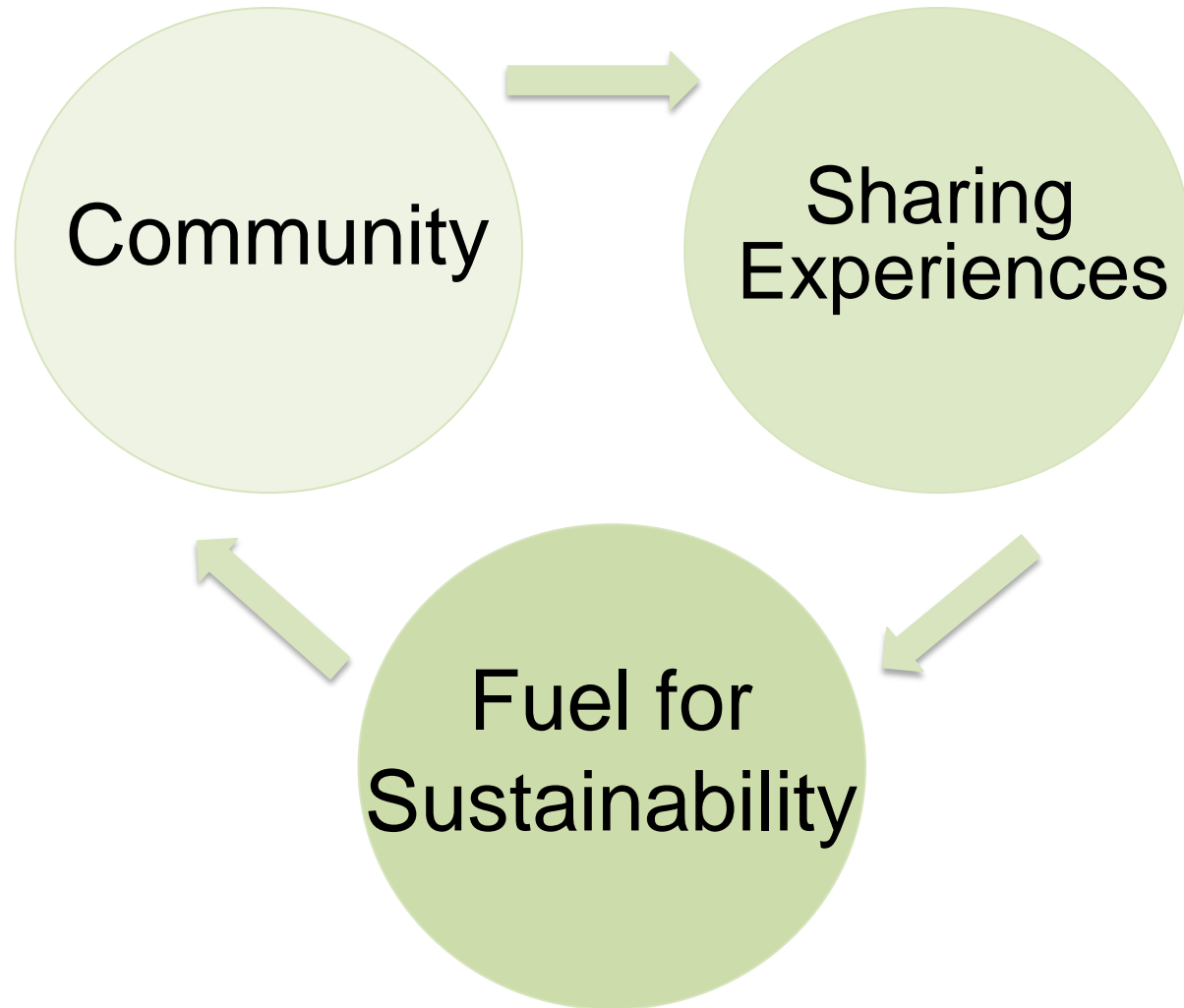


Goal:

**Utilize the
Sharing Economy**



Strategy: REI is a Lifestyle Not a Store



Why GoPro?



Physical Advantages
Culture of Adventure
User-Generated Experience

Social Media Comparisons

	GoPro	REI
Instagram	8.9 Million	500k
Twitter	1.3 Million	242k
Facebook	8.4 Million	950k

Benefits

- Increases exposure through photo sharing
- Enhances sustainability
- Increases profits due to sales and rentals
- Builds off existing infrastructure



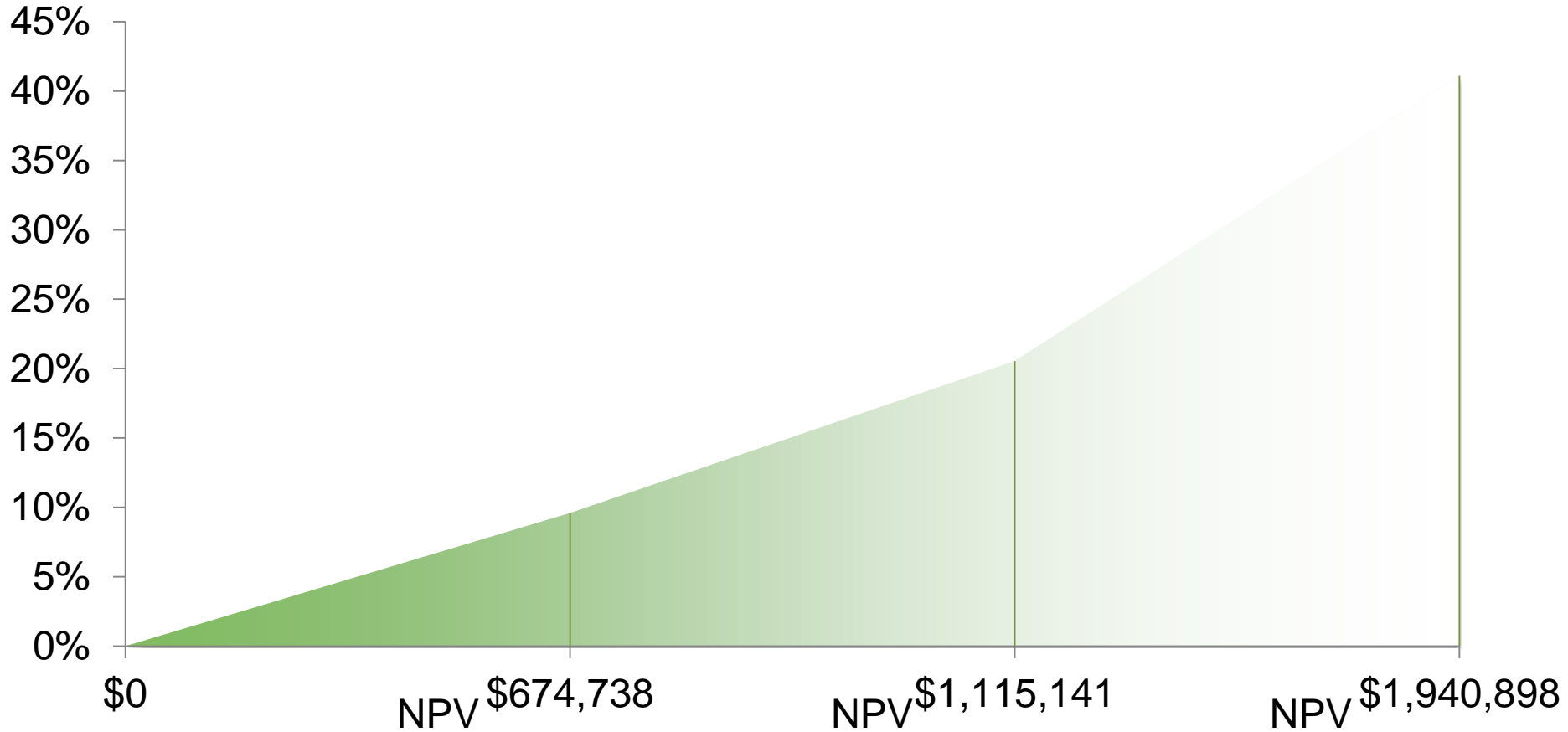
Risks

- Limited rental usage
- Limited supply of refurbished GoPros
- GoPro's cooperation



Scenario Analysis

Rental Days per Year



Assumptions



- Rental fee \$5 per day
- WACC of 9.5%
- 1/25 Rental days will result in 1 GoPro Sale
- 10 GoPros per store

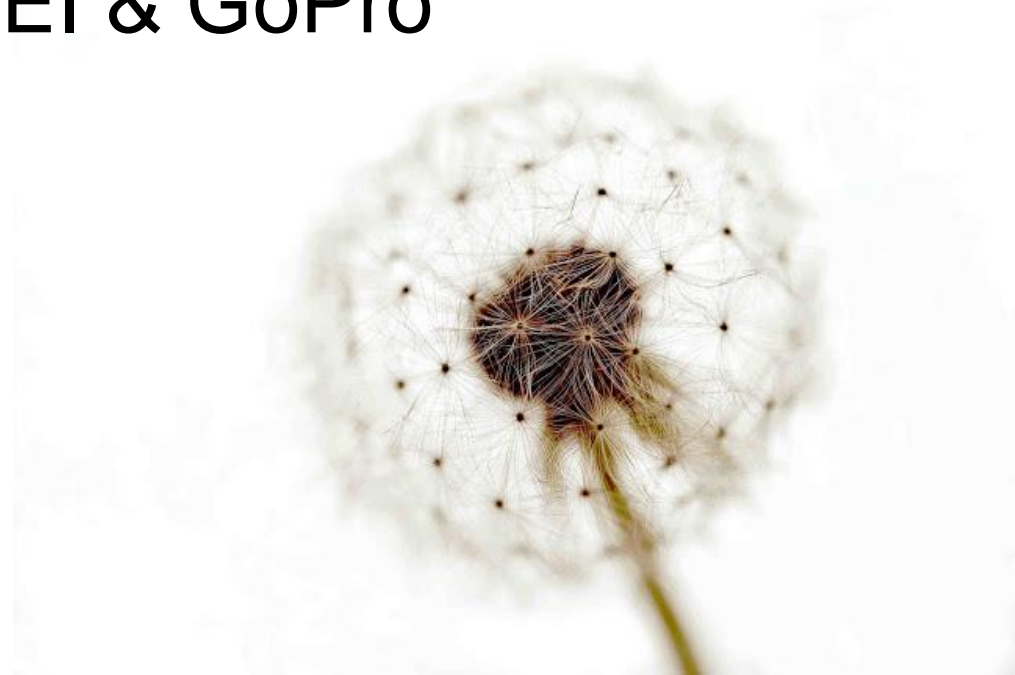
Social Media Impact

A large, dynamic splash of water is the central focus, with a dark globe visible within the splash's core. The water is rendered with high detail, showing highlights and shadows that give it a three-dimensional appearance. Several smaller, individual water droplets are scattered around the main splash, some appearing to be in motion. The background is a solid, deep blue color that transitions slightly in tone, creating a sense of depth and atmosphere.

1,035,000
people reached

Analysis

- Minimal capital requirements
- Conservative analysis
- Promote sales and brand exposure of both REI & GoPro



Implementation

The Experience







REI'S PASSION FOR THE OUTDOORS RUNS DEEP.

OUR CORE PURPOSE IS TO INSPIRE,
EDUCATE AND OUTFIT PEOPLE FOR
A LIFETIME OF OUTDOOR
ADVENTURE AND STEWARDSHIP.



Cohesiveness

Catalyzing Experiences

Curating Sustainable Products

Creating Access

Core Practices



RECAP



A night sky with the Milky Way galaxy and a glowing yellow tent in the foreground. The tent is illuminated from within, casting a warm yellow glow. The sky is dark blue and black, filled with stars and the bright band of the Milky Way. The tent is a simple, dome-shaped structure with a yellow interior. The background shows a dark silhouette of a mountain range.

Q&A