



RUFFWEAR

2022 ANNUAL PROGRESS REPORT FOR

RUFFWEAR

OIA

CLIMATE ACTION CORPS

AS A MEMBER OF THE OIA CLIMATE ACTION CORPS, OUR COMPANY COMMITS TO



MEASURE

our entire
GHG footprint



PLAN

by setting
targets



REDUCE

emissions
over time



SHARE

progress publicly each
year through this annual
progress report

WHAT IS THE OIA CLIMATE ACTION CORPS?

Climate Action Corps is the outdoor industry's collaborative model to lead on climate action to reduce industry-wide greenhouse gas (GHG) emissions in line with science. To learn more, visit outdoorindustry.org/climateaction.

**OUTDOOR
INDUSTRY**
ASSOCIATION



MEASURE.

MEASUREMENT OF SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☒ Completed
- ☐ In progress
- ☐ Initial estimate
- ☐ Not yet started

MEASUREMENT OF SCOPE 3 EMISSIONS:

- ☐ Completed
- ☒ In progress
- ☐ Initial estimate
- ☐ Not yet started

REGARDING VERIFICATION OF OUR COMPANY'S GHG EMISSIONS MEASUREMENT:

- ☐ Were verified by an independent party
- ☐ Will be verified by an independent party
- ☐ Are considering verification
- ☒ Are not considering verification



PLAN.

QUANTITATIVE REDUCTION TARGETS SET FOR SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☒ Completed
- ☐ In progress
- ☐ Not yet started

QUANTITATIVE REDUCTION TARGETS SET FOR SCOPE 3 EMISSIONS:

- ☒ Completed
- ☐ In progress
- ☐ Not yet started





REDUCE.

REDUCTION STRATEGY FOR SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☒ Completed and taking actions
- ☐ In progress and building a strategy
- ☐ Not yet started

REDUCING SCOPE 2 EMISSIONS THROUGH RENEWABLE ELECTRICITY FOR OUR U.S. OWNED/OPERATED LOCATIONS:

- ☒ Sourcing 100% renewable electricity
- ☐ Sourcing some renewable electricity (more than the local grid mix)
- ☐ Not sourcing any renewable electricity (only what is in the local grid mix)
- ☐ Not applicable — do not own/operate locations in the U.S.

REDUCING SCOPE 2 EMISSIONS THROUGH RENEWABLE ELECTRICITY FOR OUR GLOBALLY OWNED/OPERATED LOCATIONS:

- ☐ Sourcing 100% renewable electricity
- ☐ Sourcing some renewable electricity (more than the local grid mix)
- ☒ Not sourcing any renewable electricity (only what is in the local grid mix)
- ☐ Not applicable — do not own/operate locations outside the U.S.

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 1 AND SCOPE 2 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS:

- ☒ Improved energy efficiency at our owned/operated facilities
- ☒ Produced or procured renewable electricity (and/or renewable energy credits) for our owned/operated facilities
- ☐ Reduced fuel consumption of company-owned vehicles by choosing electric vehicles or other alternatives
- ☐ Reduced onsite use of fuels through electrification or other energy sources for our owned/operated facilities
- ☐ Procured renewable fuels (e.g. biogas) for onsite use at our owned/operated facilities
- ☐ Adopted the use of refrigerants with low Global Warming Potential (GWP) at our owned/operated facilities
- ☐ None (we have not taken actions yet)
- ☐ Other (please specify)



REDUCE.

REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS:

- ☒ Completed and taking actions
- ☐ In progress and building a strategy
- ☐ Not yet started

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS:

- ☐ Engaged with our suppliers about energy efficiency
- ☐ Engaged with our suppliers about renewable energy
- ☐ Engaged with our suppliers about cleaner thermal processes (e.g. electrification, biomass)
- ☒ Engaged with our suppliers about measuring their GHG emissions
- ☒ Changed our company's products and materials to alternatives with lower-GHG footprint
- ☐ Designed our products to be more energy efficient during use
- ☐ Implemented company policies to reduce impacts of business travel
- ☒ Reduced packaging and/or changed our packaging to alternatives with lower-GHG footprint
- ☐ Reduced impacts of inbound distribution (transportation modes, logistics, packing density)
- ☐ Reduced impacts of outbound distribution (transportation modes, logistics, packing density)
- ☐ None (we have not taken actions yet)
- ☐ Other (please specify)

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS ON LOW-CARBON MATERIALS (MEASURED IN TOTAL MATERIALS VOLUME BY SPEND):

- ☐ Commitment to source low-carbon materials for more than 50% of total materials
- ☐ Commitment to source low-carbon materials for less than 50% of total materials
- ☒ No commitment to source low-carbon materials



REDUCE.

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE ENGAGING TIER 1 AND TIER 2 SUPPLIERS TO MEASURE FACILITY-LEVEL GHG EMISSIONS, SET TARGETS, AND/OR BUILD ACTION PLANS:

	0%	1-25%	26-50%	51-75%	76-100%
Tier 1 Suppliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tier 2 Suppliers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE ENGAGING TIER 1 AND TIER 2 SUPPLIERS TO IMPLEMENT DECARBONIZATION ACTIONS (E.G., ENERGY EFFICIENCY IMPROVEMENTS, RENEWABLE ENERGY):

	0%	1-25%	26-50%	51-75%	76-100%
Tier 1 Suppliers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tier 2 Suppliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS TO DECOUPLE BUSINESS GROWTH FROM RESOURCE CONSUMPTION AND EMISSIONS:

- ☐ Designing products for repair-ability and offering repair services
- ☐ Buying back and re-selling (or facilitating the resale of) used products
- ☐ Offering product leasing/renting or subscription programs
- ☒ None (we have not taken actions yet)
- ☐ Other (please specify)



REMOVE.

REGARDING CARBON (CLIMATE) NEUTRALITY, OUR COMPANY:

- ☐ Purchases carbon offsets to achieve carbon (climate) neutrality for scope 1 and scope 2
- ☐ Purchases carbon offsets to achieve carbon (climate) neutrality for scope 3
- ☐ Directly invests in carbon removal or sequestration
- ☐ Is Climate Neutral Certified
- ☐ Purchases some carbon offsets, but not carbon (climate) neutral
- ☒ Does not purchase carbon offsets
- ☐ Other

REGARDING NATURE-BASED CARBON REMOVALS FOR REMAINING GREENHOUSE GAS EMISSIONS, OUR COMPANY:

- ☒ Has a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions
- ☐ Is planning to make a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions
- ☐ Has not yet considered a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions





ADVOCATE + ENGAGE.

ADVOCACY ACTIONS WE HAVE TAKEN:

- ☒ Endorsed a climate solutions campaign or sign-on letter
- ☐ Corresponded directly with U.S. Congress and administration officials
- ☐ Participated in a government meeting (e.g. OIA's virtual or in-person D.C. fly-in events)
- ☐ Provided customers with opportunities to advocate
- ☒ Supported advocacy groups through donations or membership
- ☐ No advocacy actions taken yet
- ☐ Other

ENGAGEMENT ACTIONS WE HAVE TAKEN:

- ☐ Empowered consumers to take action on climate
- ☒ Recognized and rewarded climate leading actions with our vendors
- ☐ Participated in collaborative industry programs to reduce GHG emissions in the supply chain
- ☐ No engagement actions taken yet
- ☐ Other





SHARE.

REGARDING PUBLIC DISCLOSURE, OUR COMPANY HAS MADE THE FOLLOWING PUBLICLY AVAILABLE (OPTIONAL):

- ☒ Company GHG measurement
- ☒ Company reduction targets
- ☐ Company reduction strategy
- ☒ Company progress against targets
- ☒ Company quantified reduction achievements

LINKS TO PUBLICLY AVAILABLE INFORMATION (OPTIONAL):

https://cdn.shopify.com/s/files/1/1577/4333/files/Ruffwear_-_Q4_Impact_Report.pdf?v=1670451228

OUR COMPANY'S MOST RECENT QUANTIFIED GHG MEASUREMENT (FOOTPRINT, IN tCO₂e) (OPTIONAL):

Scope 1 emissions:
77.95 tCO₂e

Scope 2 emissions:
11.74 tCO₂e

Scope 3 emissions:
52466.28 tCO₂e

THE REPORTING YEAR FOR OUR COMPANY'S MOST RECENT GHG MEASUREMENT (OPTIONAL):

FROM

Date

01/01/2022

TO

Date

12/31/2022



SHARE.

OUR COMPANY'S QUANTITATIVE GHG REDUCTION TARGETS ARE (OPTIONAL):

By 2029, we will achieve 46% reduction of absolute scope 1 and 2 GHG emissions and 88% reduction of scope 3 GHG emissions per dollar of gross profit by 2029 from a 2019 base year.

OUR COMPANY CAN DEMONSTRATE MEASURABLE REDUCTIONS IN EMISSIONS OVER A SPECIFIED TIME PERIOD:

- ☐ Not yet
☒ Yes

From our baseline year of 2019 to 2022, we have reduced our Scope 2 emissions by 81% through the installation of a rooftop PV system as well as procurement of Green-e certified RECs.

OUR COMPANY'S DESCRIPTION OF ANY PROGRESS TOWARDS QUANTITATIVE GHG REDUCTION TARGETS (OPTIONAL):

In 2022, we have achieved a 25.92% reduction of absolute scope 1 and scope 2 (combined) GHG emissions from our baseline year of 2019.

ADDITIONAL DETAILS ABOUT OUR COMPANY'S EFFORTS TO ADDRESS CLIMATE CHANGE (OPTIONAL):

We have not yet made progress on our scope 3 emissions intensity reduction target, however, that could be a factor of still relying on spend-based estimates for our Category 1: Purchased Goods & Services emissions versus primary+secondary data. We suspect that after all the data comes together for a more accurate measurement of PG&S emissions over the last 4 years, we will have achieved at least a mild reduction through our efforts to decarbonize our materials and products. Nonetheless, a lot of work remains ahead of us and we are committed to the challenge.

TO ACCESS ALL CLIMATE ACTION CORPS MEMBERS' INDIVIDUAL REPORTS AND OUR COLLECTIVE IMPACT REPORT, PLEASE VISIT: [OUTDOORINDUSTRY.ORG/CLIMATEACTION](https://outdoorindustry.org/climateaction)