



2013-2014
Corporate Responsibility Report



Our Mission

We exist so that every stride is better.



Core Values

Excellence: We never stop striving to make a better product, provide better service, and educate another person. Every day will be better than the last.

Integrity: We are a company that stands behind our products, messages, each other, and our mission to inspire healthy running and create a healthy planet.

Fun: We blur the lines between work and play, never afraid to laugh out loud and share our joy. It's contagious.

Passion: We live this stuff. We work not only with our hands and feet, but also with our hearts.

Value Every Person: We will take as much concern in each other's struggles and as much pride in each other's successes as we do our own. Our first reaction to every situation will be to act with humility, we will never let our egos get in the way of our progress.

Socially Responsible: We give more to the planet and its people than we take.

Resourcefulness: We never ask "how much more can we take" but always, "how much more can we give?" We will do more with less.



Global Responsibility



3500 shoes donated
\$15000 apparel donated
\$550,000 in total support
1600 employees hours volunteered
Total Combined Value of Charitable Efforts
\$535,910.43



Sustainability

2014 Achievements

- Became first company to focus exclusively on running shoes to become a **B Corp**.
- Active members Outdoor Industry **Sustainability Working Group**
- Participating in Sustainable Apparel Coalition's **Higg Index**
- Diverted **78%** of waste through recycling from distribution center, 2014 goal: 80%
- Recycled **7500 lbs** materials at Corporate level
- Composting at corporate HQ
- Recycled **3,750 pairs (4500 lbs)** of shoes
- Shoe packaging is 100% recycled with bio-based ink
- Implementation of:
 - Supplier Code of Conduct
 - Environmentally Preferred Purchasing Policy
 - Tracking energy consumption at Corporate HQ



The Higg Index ^{2.0}



Employee Engagement

We take great pride in fostering social responsibility among our employees. Employees are given formal training on social responsibility and sustainability, and social responsibility is included in job descriptions and performance planning for all employees. Some of the many highlights:

- Volunteerism is celebrated through staff organized events
- Employees have 5 paid days off annually for volunteering
- Each employee has an allotment of shoes to donate for philanthropic support
- Newton matches employee's charitable giving
- We've adopted our favorite running spot: the Boulder Creek Path

