

Burton Snowboards 2025 Planet & People Impact Goals

Planet

Support a stable climate and healthy environment for all living things.

Climate Positive

Objective: We aim to be climate positive by 2025 by reducing our emissions in line with a science-based target, removing the emissions we can't yet eliminate on our own, and advocating for system-level change.

Goal: 42% reduction in absolute emissions from Burton facilities and operations.

Metric: % reduction in absolute emissions from Scope 1 & 2 FY20 baseline (Burton offices, flagship stores, & operations)

Target Date: FY30

Goal: 55% reduction in supply chain emissions per unit of value added.

Metric: % reduction in Scope 3 supply chain emissions from FY20 baseline (7.68% compounded annual linear reduction per economic unit)

Target Date: FY30

Goal: Source 100% renewable energy for Scope 2 greenhouse gas emissions.

Metric: Equivalent kWh renewable energy purchase for annual electricity usage at our offices and flagship stores

Target Date: FY22

Goal: Climate Positive in 2025

Metric: Tons of CO₂e sequestered through carbon credits per year/residual tons of CO₂e emitted per year

Target Date: CY25

Planet & People Friendly Materials

Objective: Ensure our materials are sourced responsibly.

Goal: 100% bluesign® product

Metric: % Soft good colorways bluesign® approved

Target Date: W25

Goal: Continue to source 100% organic or recycled cotton.

Metric: % volume (kg) of organic or recycled cotton

Target Date: W25

Goal: 50% Recycled Polyester

Metric: % volume (kg) of recycled polyester fabric and insulation

Target Date: W25

Goal: Continue to source 100% Responsibly sourced down.

Metric: % volume (kg) of down certified to the hatchery level

Target Date: W25

Goal: Continue to source 100% Responsibly sourced wool.

Metric: % volume (kg) of wool certified (RWS, Nativa)

Target Date: W25

Planet & People Friendly Materials

Objective: Use safer chemistry and fewer resources.

Goal: 100% soft good materials, trims, and boot leather certified to a clean chemistry standard (bluesign®, STANDARD 100 by OEKO-TEX®, Leather Working Group)

Metric: % volume (kg) of materials with chemistry certifications

Target Date: W25

Goal: 95% VOC emissions capture in bluesign® supply chain.

Metric: % of VOC capture in emissions from bluesign® supply chain

Target Date: W25

Goal: 100% PFC-free DWR

Metric: % of water-resistant colorways using PFC-free composition

Target Date: W25

Goal: 100% nominated suppliers participating in the Higg FEM.

Metric: % of nominated Tier I&II suppliers that completed the Higg FEM (annual)

Target Date: CY25

Planet & People Friendly Materials

Objective: Forest-based fibers verified for responsible sourcing.

Goal: 100% paper-based packaging FSC certified.

Metric: % volume (kg) forest-based fibers used in packaging units using

Target Date: W25

Goal: 100% wood core materials sourced from verified responsibly managed forests.

Metric: % snowboard styles made with certified wood cores (FSC or PEFC)

Target Date: W25

Planet & People Friendly Materials

Objective: Responsibly designed & plastic-free packaging.

Goal: 100% packaging made from recycled material and designed to be landfill free.

Metric: % packaging units made from at least 80% post-consumer recycled material and designed to be reused, recycled, or composted

Target Date: W25

Goal: 100% plastic-free retail packaging.

Metric: % packaging units that are plastic free (primary & secondary; incl. polybags)

Target Date: W25

Circularity

Objective: All products are designed and manufactured with function and the full lifecycle in mind.

Goal: 50% of Global Product Warranty Claims Repaired.

Metric: % of warranty claims repaired

Target Date: CY25

Goal: Goal TBD: pending guidance from Carbon Abatement Plan

Metric: Volume (kg) of leftover materials diverted from the landfill repurposed for new products/materials;
target TBD baseline in progress
Target Date: CY25

Circularity

Objective: Increase the volume of recycled materials in soft goods, hardgoods, and retail accessories.

Goal: % Target TBD: pending baseline
Metric: % recycled materials by volume (kg) ; target TBD baseline in progress
Target Date: CY25

Circularity

Objective: Business growth is decoupled from resource consumption by reimagining product ownership through rental and “certified pre-owned” business models.

Goal: Reimagining product ownership through circular business model.
Metric: # consumer-facing circular economy services launched
Target Date: CY25

People

Positively impact the lives of the people we touch across the world.

Justice, Equity, Diversity & Inclusion

Objective: Increase representation of BIPOC, LGBTQ+, and non-male identifying employees.

Goal: Corporate: Double the representation of BIPOC employees; Guides & Retail Associates: 50/50 non-male identifying, 30% BIPOC, and 30% LGBTQ+ representation for all new hires every year.
Metric: YoY increase in representation
Target Date: CY25

Justice, Equity, Diversity & Inclusion

Objective: Ensure equity for underrepresented employees.

Goal: Advance BIPOC and LGBTQ+ employees by providing career resources and mentorship opportunities.
Metric: % of BIPOC and LGBTQ+ employees promoted
Target Date: CY25

Justice, Equity, Diversity & Inclusion

Objective: Increase gender diversity and women in leadership roles.

Goal: Promote more women.
Metric: % of women promoted YoY
Target Date: CY25

Justice, Equity, Diversity & Inclusion

Objective: Improve the overall employee experience and make Burton an inclusive workplace for all.

Goal: Enhance employee satisfaction.
Metric: Employee surveys and feedback forms
Target Date: CY25

Justice, Equity, Diversity & Inclusion

Objective: Invest in and commit to diverse representation across our external-facing ecosystem.

Goal: Increase the representation of BIPOC and LGBTQIA+ people in snowboarding and build an inclusive community.
Metric: Amount of diverse representation online (Burton.com, social media, email) and in-store.
Target Date: CY25

Justice, Equity, Diversity & Inclusion

Objective: Put our money and action where our mouth is, and fight for what we believe in.

Goal: Advocate for the Chill Foundation, and other organizations that uplift people, planet, and sport.
Metric: # of philanthropic partnerships, programs, and policies launched
Target Date: CY25

Responsible Sourcing

Objective: Improve social responsibility performance and traceability across Burton's supply chain.

Goal: 100% Tier I (finished good) suppliers meet Fair Labor Association and Burton standards for sustainability.
Metric: % of active factories meeting our "silver" or "gold" performance using Fair Labor Association Standards
Target Date: CY25

Goal: Map 100% supply chain mapped through Tier II.
Metric: % of Tier II (raw material) suppliers with basic data gathered
Target Date: CY25

Fair Compensation

Objective: Fair and equitable pay for Burton employees, contractors, and factory workers.

Goal: 100% Fair and equitable pay for the people who make Burton products.
Metric: % workers at our significant supplier factories, where Burton represents 20%+ of business, minimally earn a family level living wage.
Target Date: CY25

Goal: 100% Fair and equitable pay for Burton employees and contractors.
Metric: % Burton employees and contractors minimally earning an individual level living wage.
Target Date: CY25