

Our 2025 Purpose & Impact Goals



In 2021, we set ambitious 2025 goals to address the most material impacts of our business: from carbon emissions, to product design, and our fair labor standards. As a certified B Corp, Burton is committed to maintaining high standards for sustainability, social responsibility, and transparency throughout our business and to continuous progression.





PEOPLE PLANET SPORT

Climate Action

Burton’s climate goals align with the latest climate science. We’re focused on our most emissive areas of our business - reducing our carbon emissions through improvements to operations, promotion of renewable energy in our supply chain, and changes to product design.

REPORTING PERIOD: FISCAL YEAR 2024

We finalized a complete global greenhouse gas inventory for fiscal 2024. This measurement shows that over 95% of emissions come from Scope 3, mostly from product manufacturing and transportation.

100% renewable energy sourced for US offices and flagship stores

100% goal extended to all of North America

Product & Materials

Our product and material goals support our objective to use fewer non-renewable resources and chemistry that is safer for customers, factory workers, and the environment. We aim to increase our 3rd party certified materials to ensure they are sourced responsibly.

REPORTING PERIOD: WINTER 2025

100% Responsibly sourced down

100% Achieved!

100% Responsibly sourced wool

87%

100% bluesign certified product & materials

66% bluesign certified softgoods styles

90% bluesign certified fabrics

50% Recycled polyester

60% Goal exceeded!

100% Organic or recycled cotton

100% Achieved!

100% leather certified by Leather Working Group Silver or Gold

100% Achieved!

100% wood core materials from verified responsibly managed forests

38% snowboard styles with FSC certified wood cores

100% products free of intentionally added PFAS

95%

100% paper-based packaging FSC certified or recycled

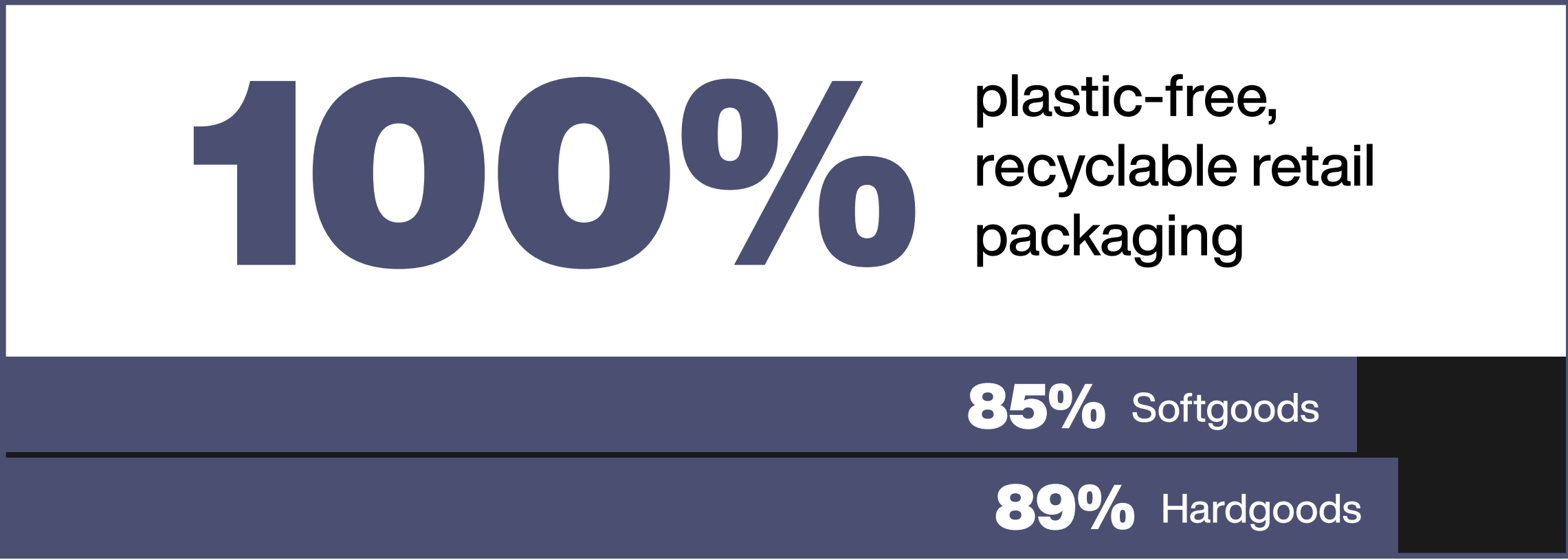
98% Softgoods

68% Hardgoods



SPORT
PLANET
PEOPLE

Product & Materials (CONT.)



Circularity

Designing out waste and pollution, keeping products and materials in use for longer, and supporting business models that generate new revenue without new resources.

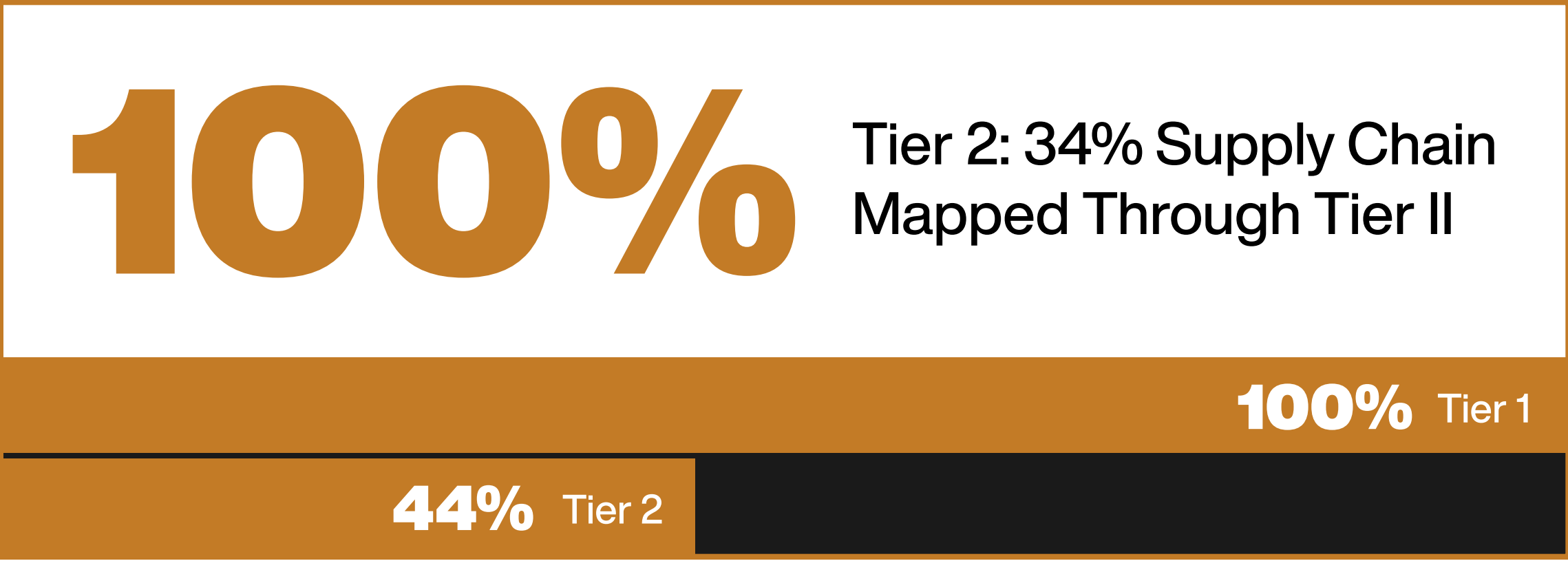
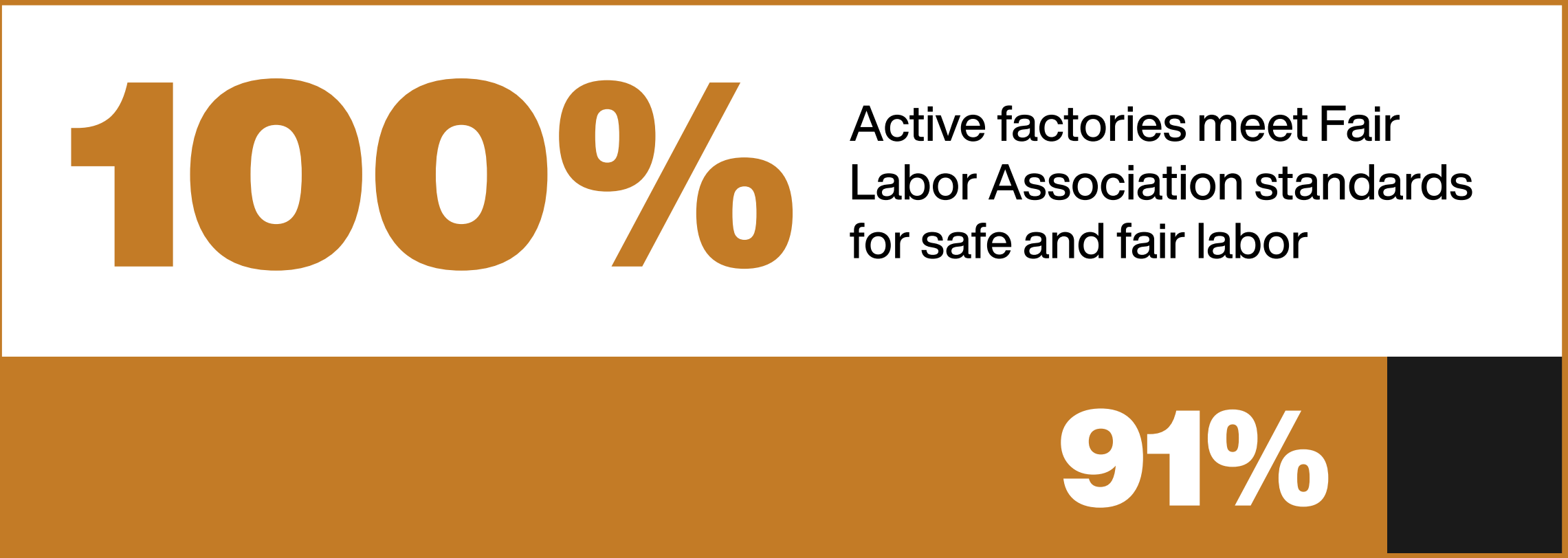
REPORTING PERIOD: FISCAL YEAR 2024



Responsible Sourcing

As a Fair Labor Association accredited brand, we are committed to actively improving social responsibility performance at manufacturing facilities and increasing supply chain transparency.

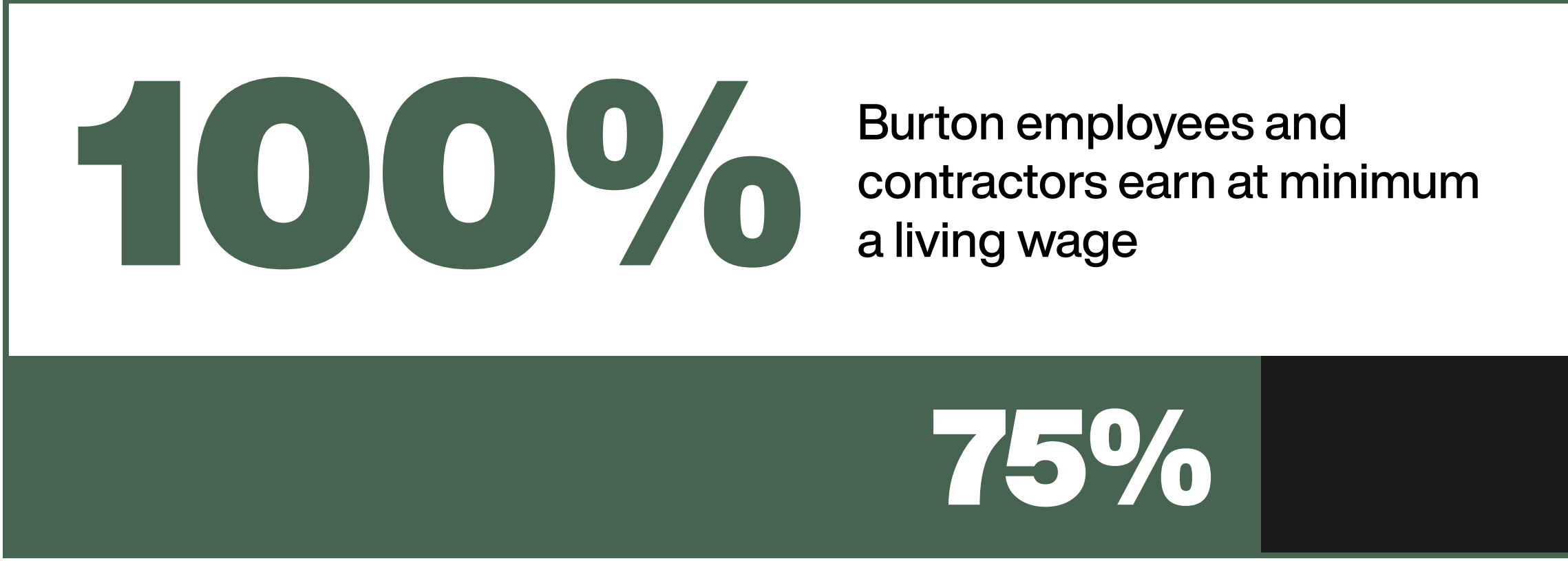
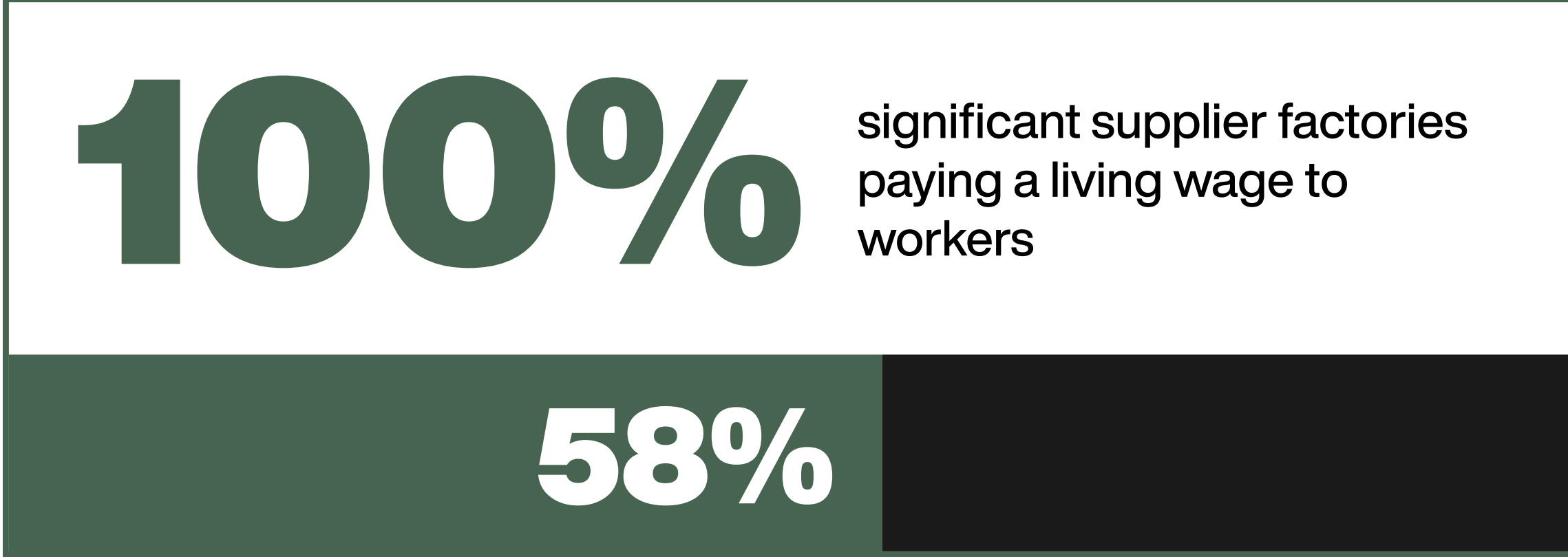
REPORTING PERIOD: FISCAL YEAR 2024



Fair Compensation

Fair & equitable pay for all Burton employees, contractors, and workers at strategic suppliers.

REPORTING PERIOD: FISCAL YEAR 2024



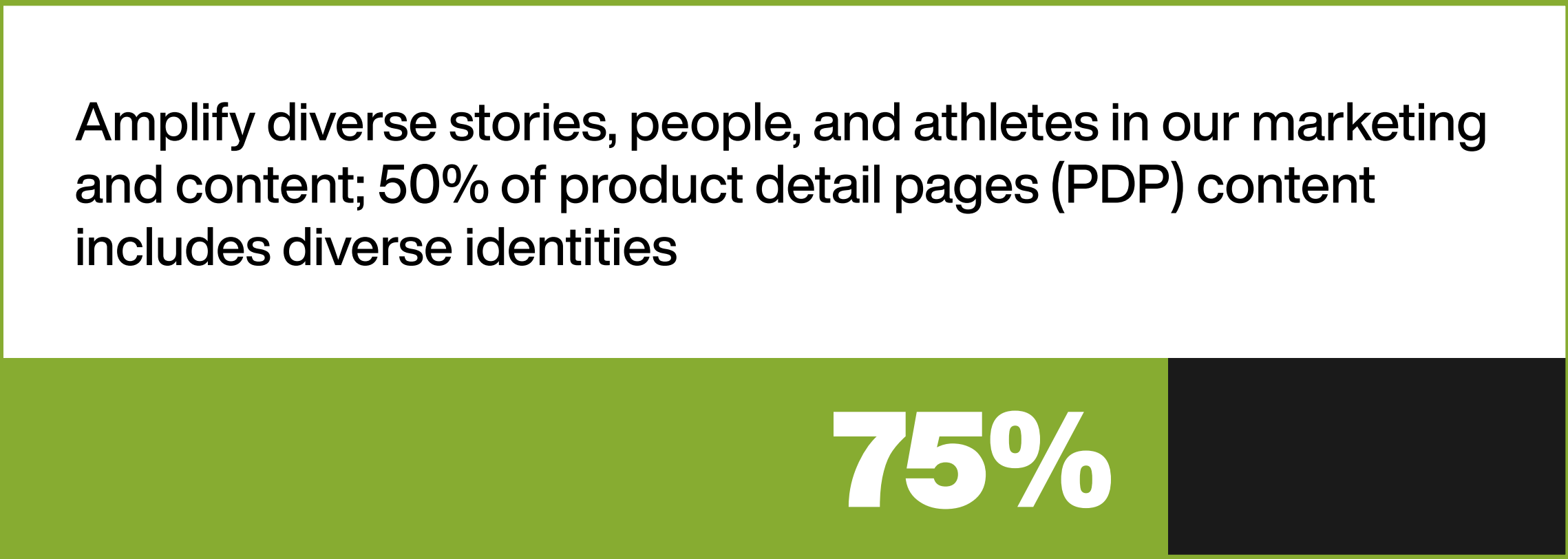
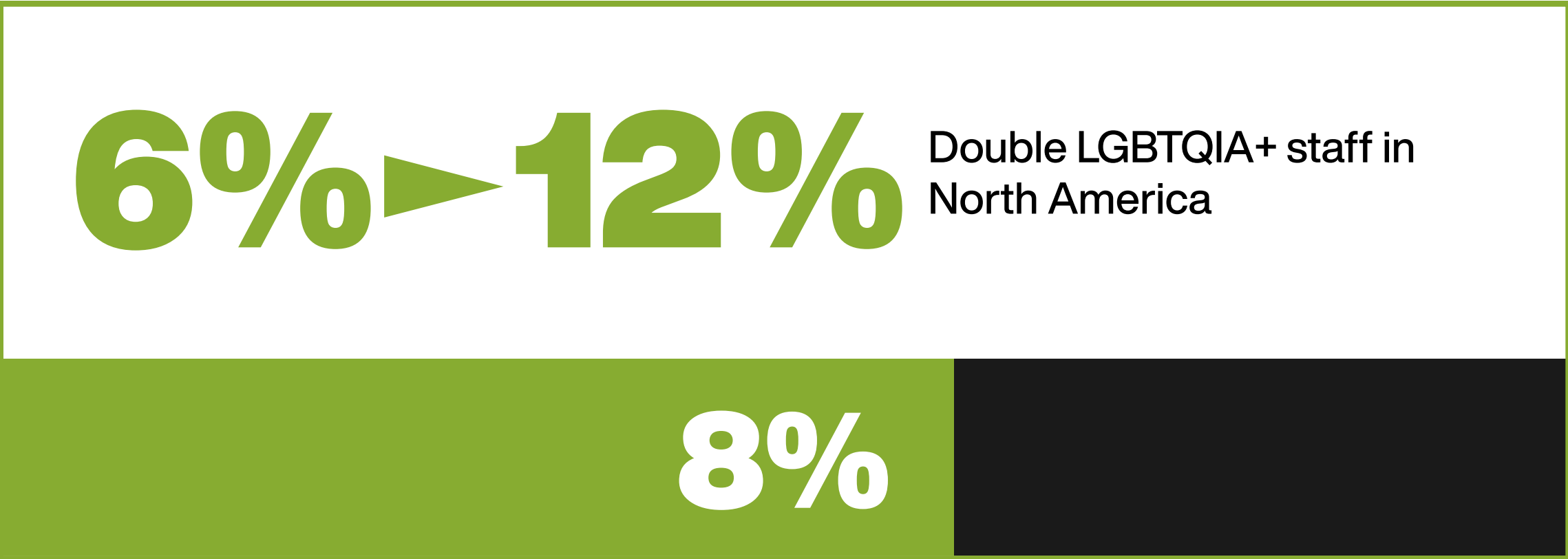
Justice Equity
Diversity Inclusion
(JEDI)

We aim to make the joy of snowboarding and the outdoors accessible to all people. Burton has a steadfast commitment to justice, equity, diversity, and inclusion because we know these principles are best for the long-term health of our company, sport, and community. We believe in fair wages, increasing the diversity of our workforce and athletes, and creating a culture of inclusion where everyone has an equal opportunity to reach their full potential.



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Justice Equity Diversity Inclusion (CONT.)



Advocate for the Chill Foundation and other organizations that fight for people, planet, and sport.

- Through its Philanthropy commitment of ~\$1.5-2M annual giving, Burton has built 10+ new nonprofit relationships with organizations advocating for equitable access to the outdoors for under-represented groups, primarily via snowboarding; majority of new relationships with orgs led by or serving communities that are under-represented in the outdoors.
- The Chill Foundation, founded by Jake and Donna Carpenter serves 2K youth annually, and is working to advance commitment to equity in the outdoor industry via Jake Burton Carpenter (JBC) Evolution program.
- Burton is a proud partner of Unlikely Riders, a VT-based nonprofit serving hundreds of BIPOC Vermonters on snow.
- Burton was a founding member of Protect Our Winters (POW), a climate advocacy organization mobilizing the outdoor industry to fight for climate action.