

PURPOSE IMPACT REPORT 2025

 BURTON

Table Of Contents

Letter from Donna Carpenter

Letter from John Lacy

Summary of Results

Sustainability

Justice, Equity, Diversity, & Inclusion

Philanthropic Giving

What's Next

Annex



A NOTE FROM

Donna Carpenter

Burton Co-Founder and Chair of the Board



More than twenty years ago, Jake and I began asking ourselves: How do we protect the places we ride and the communities we care about? That question shaped our first sustainability efforts, our decision to become a B Corp, and our commitment to equitable access to the outdoors. What we've learned is that leading with our values strengthens everything we do.

Our Ambition

Our purpose has always been clear: build the best products, back the best riders, and create more ways for people to access snowboarding. But how we do those things matters just as much as what we do. Our ambition is to lead – in sustainability, in justice, equity, diversity and inclusion, and in giving back. Not because it's easy, but because the future of snowboarding depends on it.

Balancing Profit & Purpose

Being privately held and family-owned allows us to make decisions with the long term in mind. We take a stakeholder approach to business, balancing financial performance with the needs of our employees, riders, suppliers, communities, and the planet. Success means growing our business in a way that strengthens the entire eco-system that makes snowboarding possible.

The Value of Resilience

Purpose isn't just good for the planet or our communities – it's good business. When we invest in our employees, build strong supply chain partnerships, and advocate for climate action and equitable access, we develop resilience. We build a company that can adapt, innovate, and thrive over the long term.

Celebrating Progress

This report highlights both our progress and the work ahead. We're proud of what we've accomplished: from reducing our environmental footprint to advancing workplace equity to supporting the next generation of riders. And we know there's more to do. We're celebrating the wins while staying honest about the challenges and knowing that the work is never done.

Our B Corp Commitment

As a Certified B Corporation, we hold ourselves to high standards of social and environmental performance, transparency, and accountability. It acts as our framework to put stakeholder capitalism into practice. Through it, we reaffirm our commitment to fair work, human rights, community impact, and environmental stewardship. And we're part of a larger movement using business as a force for good. Thank you for being part of this journey.

With gratitude,



Burton's Purpose Statement:

Leverage the power of snowboarding to establish a healthy planet where all people can thrive, focusing on people, planet, and sport

A NOTE FROM

John Lacy

Burton CEO



Donna's message sets the foundation for why this work matters. I want to focus on what it means for how we operate every day.

Purpose as Strategy

We're in the business of building great products and growing this company. But we've learned that sustainable growth – the kind that lasts – requires us to think beyond the next season. It requires us to invest in our people, strengthen our supply chain, and show up for the communities and places that make snowboarding possible. This isn't separate from our business strategy. It is our business strategy.

The Work Ahead

Reducing our carbon footprint, advancing equity in our workplace, ensuring fair labor standards throughout our supply chain – these aren't nice-to-haves. They're must-haves if we want to build a resilient business that can navigate change and continue to grow.

Accountability

One thing I've learned is that what gets measured gets done. That's why this report includes clear goals, timelines, and accountability measures. We're not just talking about our values – we're tracking our progress against them. And we'll continue to report back on where we're winning and where we need to improve.

What I'm Asking of You

Keep showing up. Keep asking the hard questions. Keep holding us accountable. The work we're doing – on sustainability, on JEDI, on giving back – is only as strong as our commitment to follow through.

Let's keep building.

A handwritten signature in black ink that reads 'John'.





As a Certified B Corporation, we believe that business can be a force for good in the world. We use company goals to motivate positive change and to hold ourselves accountable.

In 2021, Burton set an ambitious plan to improve social and environmental performance across our business and operations. Over the last four years, we've been hard at work to deliver on those commitments. This report serves to transparently communicate the progress we made, where we fell short, and what we plan to do next. We are far from perfect but we're proud to share our progress.

As a certified B Corp, Burton is committed to:

Purpose and Stakeholder

Governance: Operating our business with clear and meaningful purpose and embed governance structures that consider the interest of all stakeholders. Contributing to an inclusive, equitable, and regenerative economic system for all people and the planet.

Fair Work: Ensuring all workers at Burton and throughout our supply chain are treated with respect and paid fairly. Building a workplace culture where employees feel valued, heard, and empowered.

Justice, Equity, Diversity, & Inclusion (JEDI): Cultivating an inclusive and diverse company culture and contribute to building just and equitable communities.

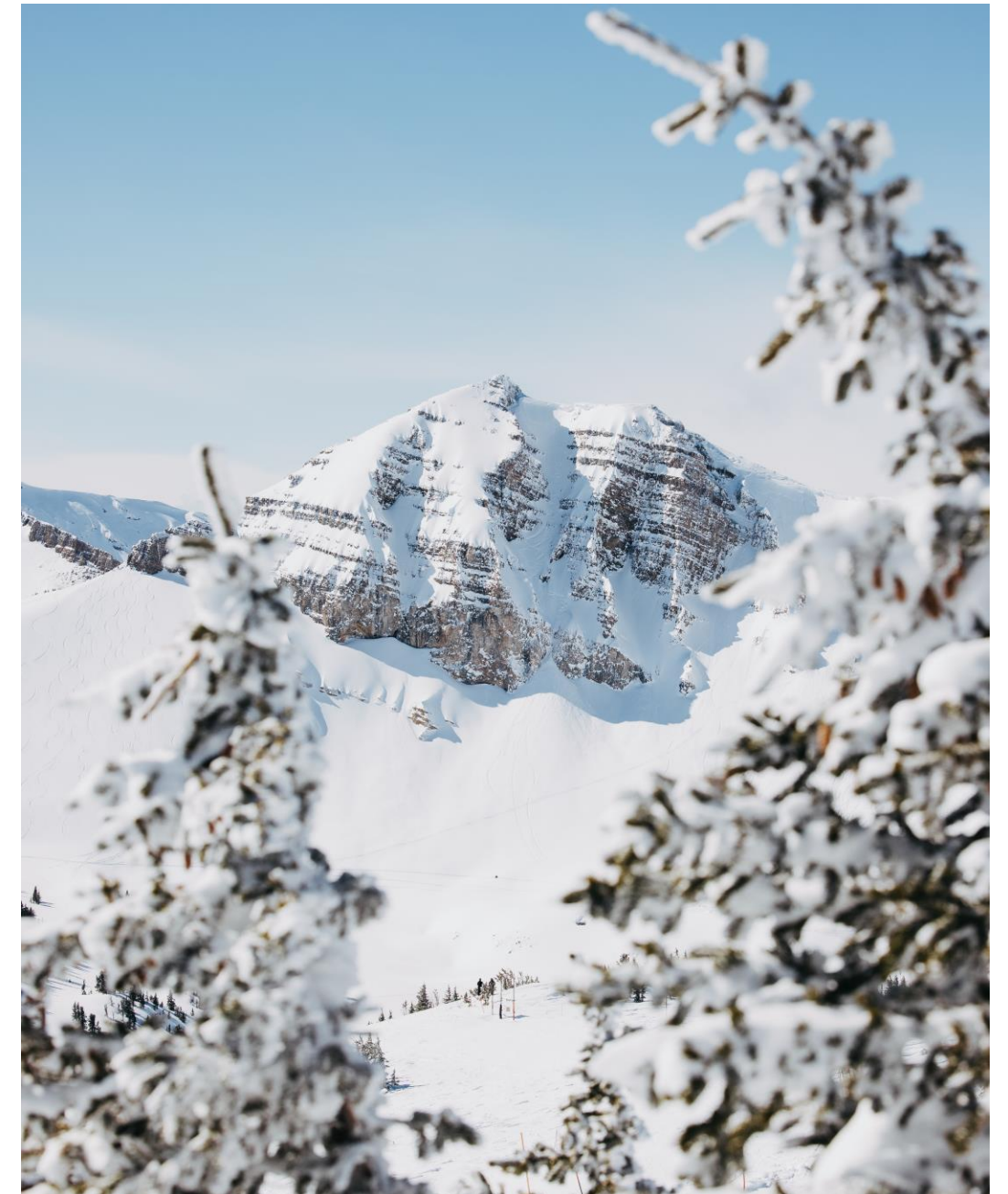
Human Rights: Treating all people with dignity and respect their human rights. Identifying potential negative impacts and working to mitigate risks across our business and supply chain.

Climate Action: Take action to combat the climate crisis and its impacts by reducing our emissions in line with science-based targets and advocating for public policy solutions to climate change.

Environmental Stewardship and Circularity: Demonstrate environmental stewardship in our products and operations and contribute to the circular economy. Minimize negative impacts, to help stay within ecological thresholds, and pursue positive impacts.

Government Affairs and Collective Action: Take a leadership role in fostering shared understanding and implementing solutions toward an equitable, inclusive, and regenerative economy.

[Burton's B Corp Profile](#)



SUSTAINABILITY

At Burton, when we say "sustainability," we mean growing and evolving our business in a way that supports a more equitable, resilient economy and a healthy planet. We set ambitious goals based on an in-house materiality assessment, addressing on our most significant areas of environmental and social impact.

Here's a look at what we delivered -

Climate - We significantly advanced our climate leadership by upgrading emissions measurement, identifying clear hotspots, developing a Climate Transition Plan, sourcing renewable energy for global offices and flagship stores, and formalizing our ambition through new [Science Based Targets](#).

Products & Materials – We made major improvements to the design of our products and material choices to address environmental impacts. We exceeded recycled polyester targets, led with innovative packaging solutions and nearly eliminated single-use plastic, and achieved significant progress in clean chemistry by sourcing bluesign® certified materials and stopped using PFAS chemicals in our product line.

Circularity – Our warranty teams shifted to a "repair first" model and we expanded our repair partnerships. We piloted circular business models like product rental and resale that generated valuable learnings for future circularity programs.

Responsible Sourcing – Our responsible sourcing performance remains among the best in class, ranking in the top 85th percentile of Fair Labor Association member brands. We work with our direct suppliers to consistently meet and progress FLA workplace standards and labor rights, while we continue to tackle the complex challenge of advancing livable wages in our supply chains.



CLIMATE

 **BURTON**

OUR CLIMATE OBJECTIVE

**Reduce our emissions in line with
science-based targets and advocate
for system-level change**

 **BURTON**

COMMITMENTS

Science Based Targets – Burton looks to the latest climate science to set goals and to measure, we follow the GHG Protocol standards. In 2021, we set public near term carbon reduction targets and developed an internal pathway for concrete decarbonization actions across our operations and supply chain. In 2025 Burton [officially committed](#) to developing near-term and net-zero targets, which we submitted for validation. We anticipate updating our public goals in 2026.

Scope 1&2 goal - 42% reduction in absolute emissions from Burton facilities and operations (Scope 1&2) by fiscal year 2030 with a 2020 baseline.

Scope 3 goal - 55% reduction in supply chain emissions per dollar of revenue) fiscal year 2030 with a 2020 baseline.

Renewable Energy - Source 100% renewable energy annually for Burton's North American facilities (flagship stores & offices)

Industry Alliance Commitments – Climate change is a problem that requires partnership. We collaborate with values-aligned brands to find solutions together. Burton was a founding member of the [OIA Climate Action Corps](#), in 2023 we signed onto the [SIA Climate United](#), and in 2025 we signed onto the [Winter Sports Network's Climate Pact](#), aligning with the UN Race to Zero framework.



CARBON REDUCTION

We made major progress on carbon reduction within our own facilities and operations and throughout our supply chain. By pursuing renewable energy and sustainable product design, we're on track to meet our near-term targets. Check out the annex for our complete GHG Inventory.

ADVOCACY

We recognize that decarbonizing our business won't change larger systems at play. We aim to use our influence for outsized impact. Burton works with partners like The [Climate Justice Alliance](#) and [Protect Our Winters](#) (POW) to advocate for climate friendly policies that make renewable energy more accessible and abundant and make the places we care about more resilient to climate change.

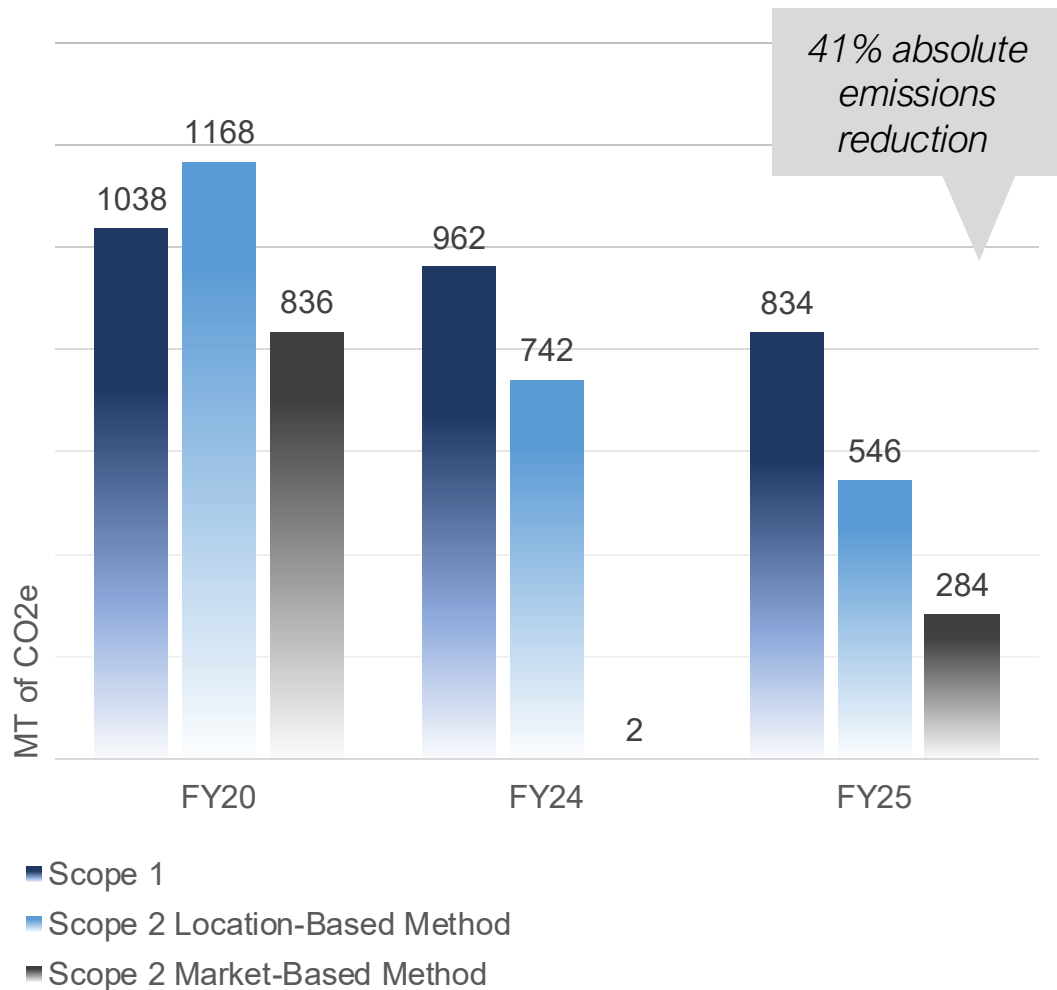
MEASUREMENT

What's that saying, you manage what you measure? Over the last 5 years, we upgraded our measurement tools to prove out major progress on emissions from our products and supply chains. Burton worked with a sustainability platform, [Watershed](#), to measure our global carbon footprint (Scopes 1+2+3) starting in fiscal year 2024 and re-baselined 2020 measurement to ensure we are using consistent methodologies. We also worked with [Carbonfact](#) on our first product carbon footprints for our softgoods line. These measurements helped us develop our first Climate Transition Plan.

OUR PROGRESS

Notes: We follow the [SBTi definitions](#) for emissions Scopes. See the Annex for Burton's full GHG Inventory. New targets are currently under review with the Science Based Target Initiative.

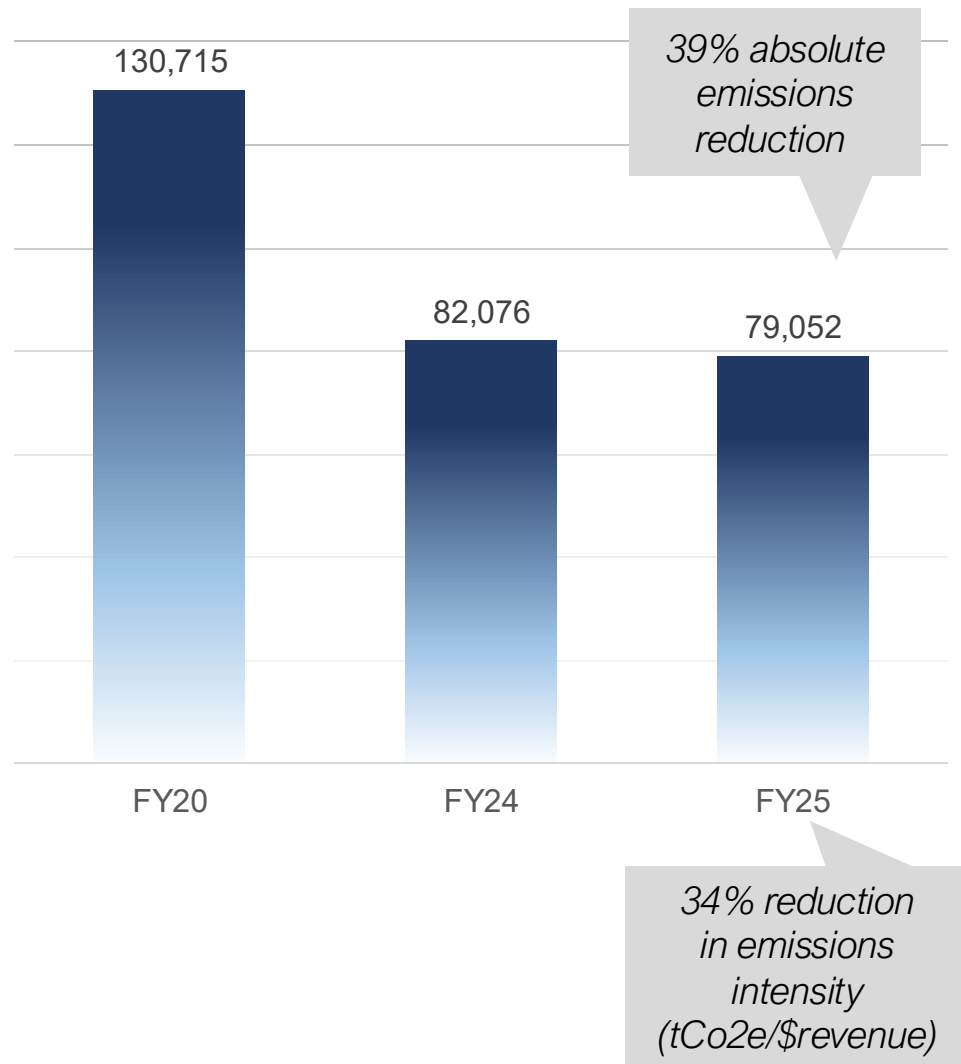
SCOPE 1&2 EMISSIONS



SCOPE 1 & 2

Reduced our emissions by sourcing renewable energy electricity usage and electricity efficiency initiatives at Burton offices and stores around the globe. Remaining emissions are from business travel and heating our stores and offices.

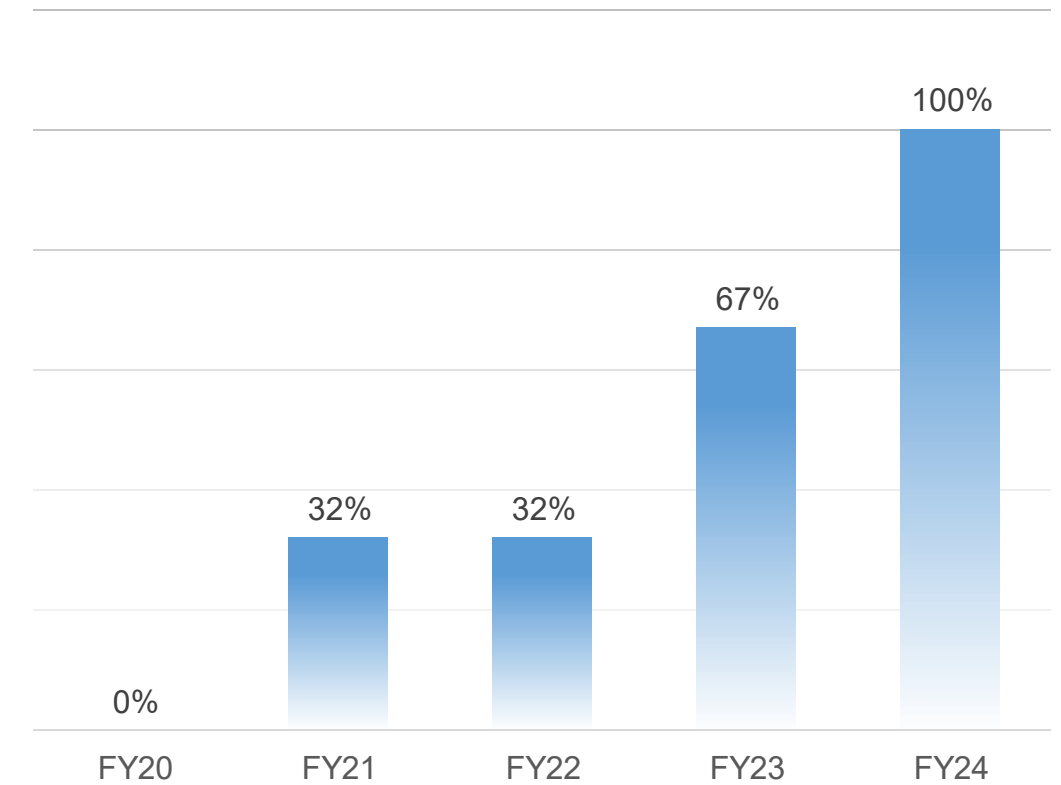
SCOPE 3 EMISSIONS



SCOPE 3

How did we get there? With inventory discipline, avoiding overproduction. And by supporting our suppliers to switch to renewable energy and making more sustainable product design choices, significant increases in our % of recycled materials.

RENEWABLE ENERGY



RENEWABLE ENERGY

We met our goal in FY21 to source 100% renewable energy to cover electricity used at Burton facilities in North America. We extended that globally in FY24. We purchased Energy Attribute Credits (EACs) from ClimeCo for wind and solar generation to match kwh used in each respective geography and year. The credits were retired on Burton's behalf with the corresponding registry.



 BURTON

PRODUCT & MATERIALS



OUR PRODUCT & MATERIALS OBJECTIVE

Design Burton products with certified sustainable materials. Use safer chemistry and fewer resources throughout our products and supply chain. Eliminate single use plastic from our product packaging and design it to be easily recycled.





PRODUCT

OUR COMMITMENTS

The reality is that making Burton and Anon products comes at an environmental cost. While we search for truly regenerative solutions, our commitment today is to do less damage, extract less from the earth through the choices we make in our product design, the partners we work with, and in our operations.

We identified our highest impact materials and set goals to make improvements by our Winter 2026 line. This included all natural fibers, polyester, and chemicals used throughout the supply chain. To address these impacts we set goals to make [bluesign® approved products](#), source certified natural materials, and increase our use of recycled materials.

GOALS

- **Recycled materials:** 50% recycled polyester
- **Certified Natural & Animal Fibers:** 100% animal and natural materials are backed with sustainability certification (incl. [GOTS](#), [FSC](#), [RWS](#), [RDS](#), and [Leather Working Group](#))
- **Clean chemistry:** 100% of our softgoods to be certified bluesign® product and eliminate PFAS chemicals from our product line
- **Packaging:** 100% plastic-free packaging made from FSC-certified renewable resources or recycled materials.

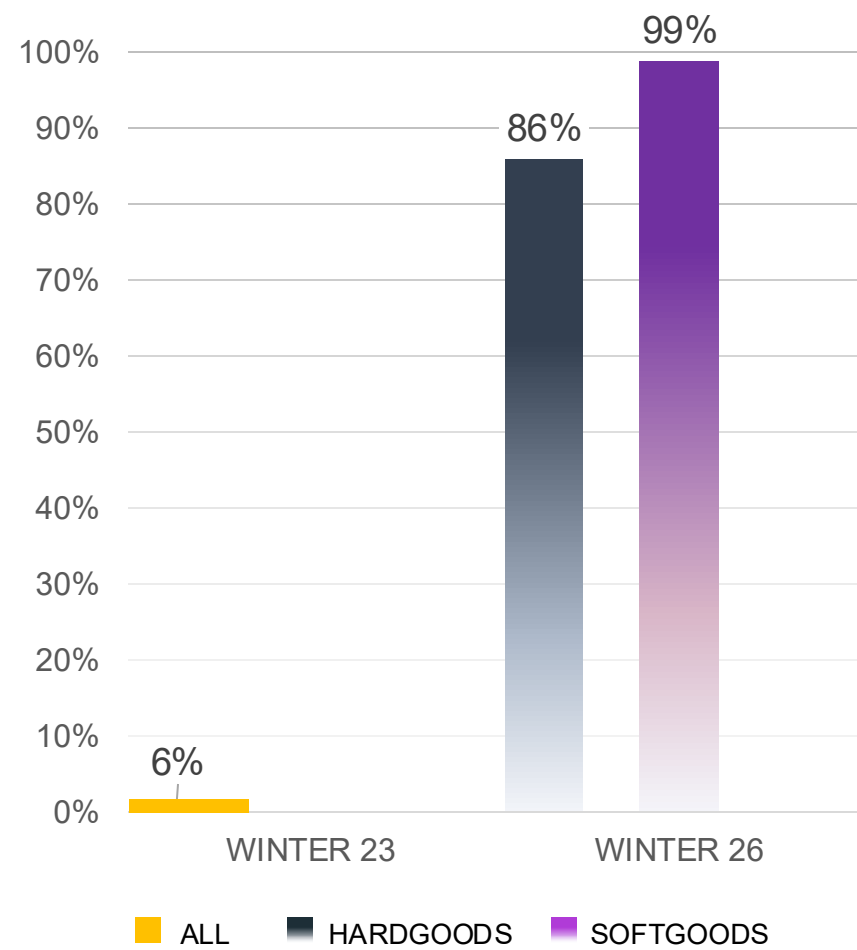


& MATERIALS

OUR PROGRESS HIGHLIGHTS

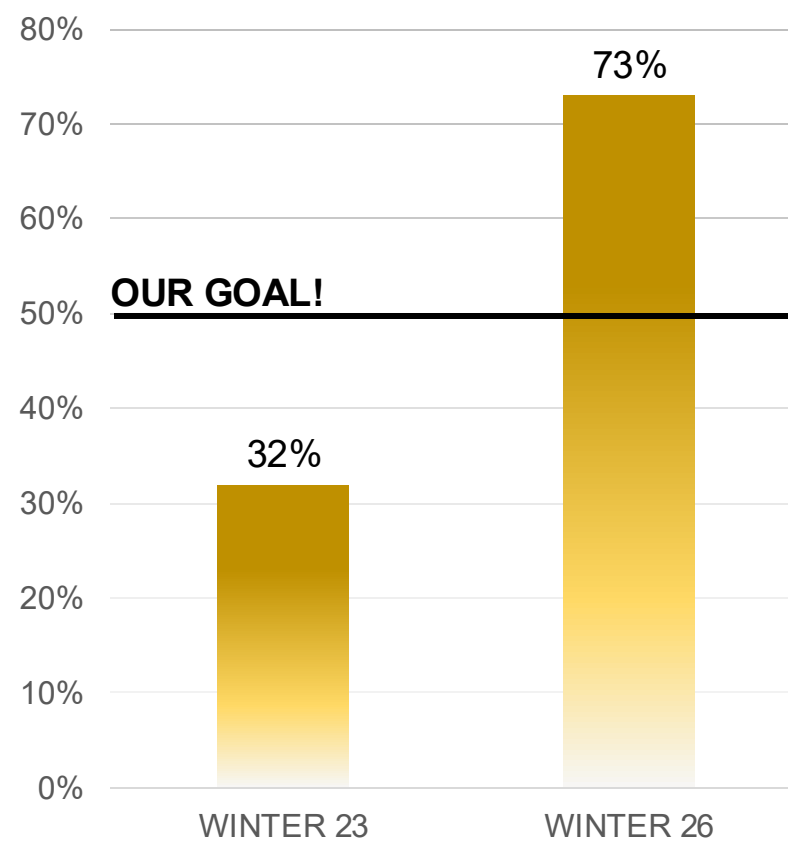
PLASTIC FREE PACKAGING

Goal: 100% plastic-free packaging made from FSC-certified renewable resources or recycled materials.



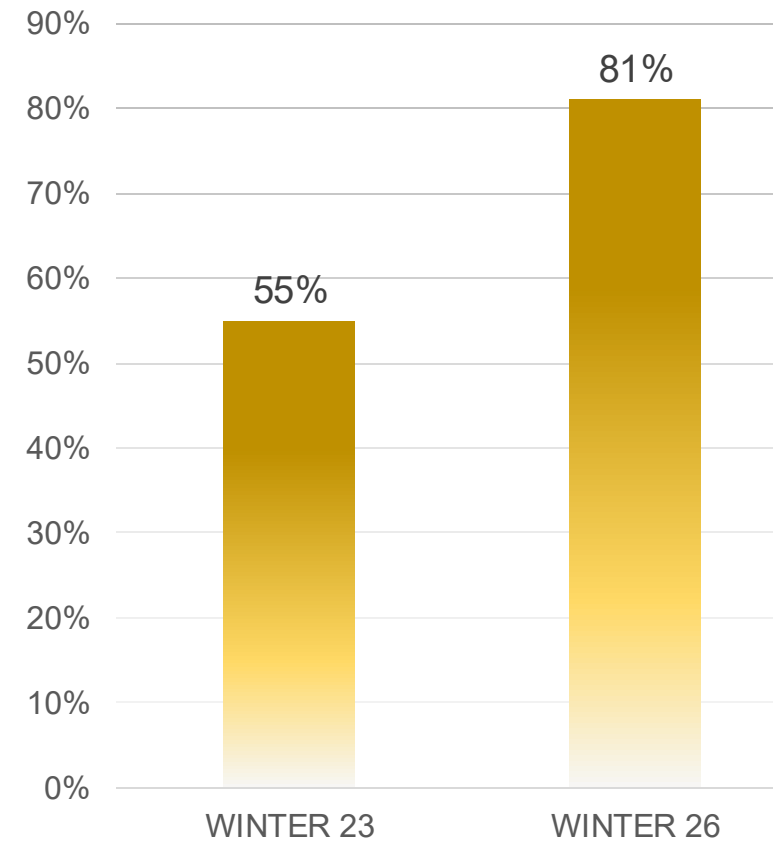
RECYCLED POLYESTER

Goal: 50% Recycled Polyester



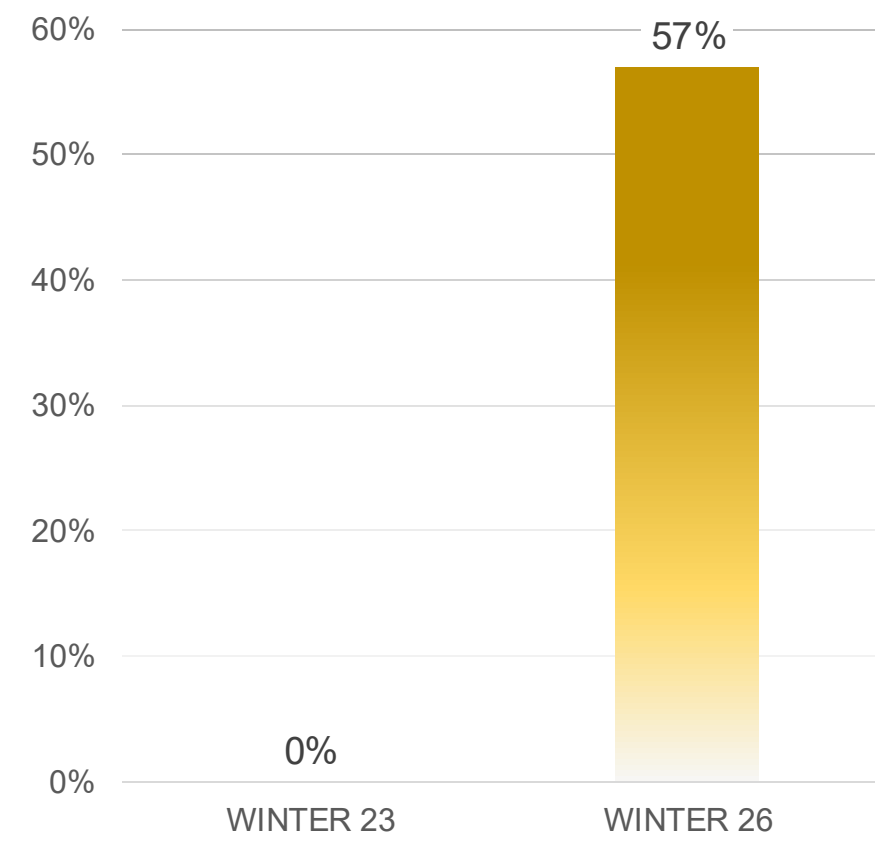
BLUESIGN CERTIFIED SOFTGOODS

Goal: 100% of our softgoods to be certified bluesign product.



FSC CERTIFIED WOOD CORES

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



OUR PROGRESS

2025 Goal	Metric	Baseline Reporting Period	Baseline	2022 Reporting Period	2022 Reporting Result	2023 Reporting Period	2023 Reporting Result	2024 Reporting Period	2024 Reporting Result	2025 Reporting Period	2025 Reporting Result
100% bluesign® product	% Softgood colorways bluesign® approved	W22	55%	W23	65%	W24	64%	W25	66%	W26	81%
100% organic or recycled cotton	% volume (kg) of organic or recycled cotton	W22	96%	W23	100%	W24	100%	W25	100%	W26	99%
50% Recycled Polyester	% volume (kg) of recycled polyester fabric and insulation	W22	32%	W23	44%	W24	44%	W25	60%	W26	73%
100% Responsibly sourced down	% volume (kg) of down certified to the hatchery level	W22	N/A	W23	100%	W24	100%	W25	100%	W26	100%
100% Responsibly sourced wool	% volume (kg) of wool certified (RWS) <i>*volume not possible, instead: measured by percentage of placements</i>	W22	N/A	W23	0%	W24	0%	W25	0%	W26	87%
100% softgood materials certified to a clean chemistry standard	% bluesign approved fabrics by volume (kg)	W22	81%	W23	88%	W24	88%	W25	90%	W26	94%
	% leather material Leather Working Group certified by volume (kg) LWG	W22	N/A	W23	88%	W24	100%	W25	100%	W26	100%
Product line made without PFAS chemistry	% of water resistant colorways using PFC-free composition (updated to PFAS-free for W25)	W22	84%	W23	84%	W24	85%	W25	95%	W26	100%
100% wood core materials sourced from verified responsibly managed forests	% snowboard styles made with certified wood cores (FSC or PEFC)	W22	N/A	W23	0%	W24	0%	W25	38%	W26	56%
100% paper-based packaging FSC certified	% volume (kg) forest-based fibers used in packaging units using FSC certification	W22	N/A	W23	78%	W24	72%	W25	SGs: 98% HG: 68%	W26	SGs: 100% HG: 81%
100% packaging made from recycled material and designed to be landfill free	% packaging units made from at least 80% post consumer recycled material and designed to be reused, recycled, or composted	W22	66%	W23	Recyclable @ 73% ; Recycled Content @ 93%	W24	72%	W25	SGs: 99% HG: 79%	W26	SGs: 6% HG: 86%
100% plastic-free retail packaging	% packaging units that are plastic free (primary & secondary; incl. polybags)	W22	N/A	W23	N/A	W24	6%	W25	SGs: 85% HG: 89%	W26	SGs: 99% HG: 86%

CIRCULARITY

 BURTON



OUR CIRCULARITY OBJECTIVE

Design and manufacture Burton products considering function and the full lifecycle. Explore new business models that support the circular economy.

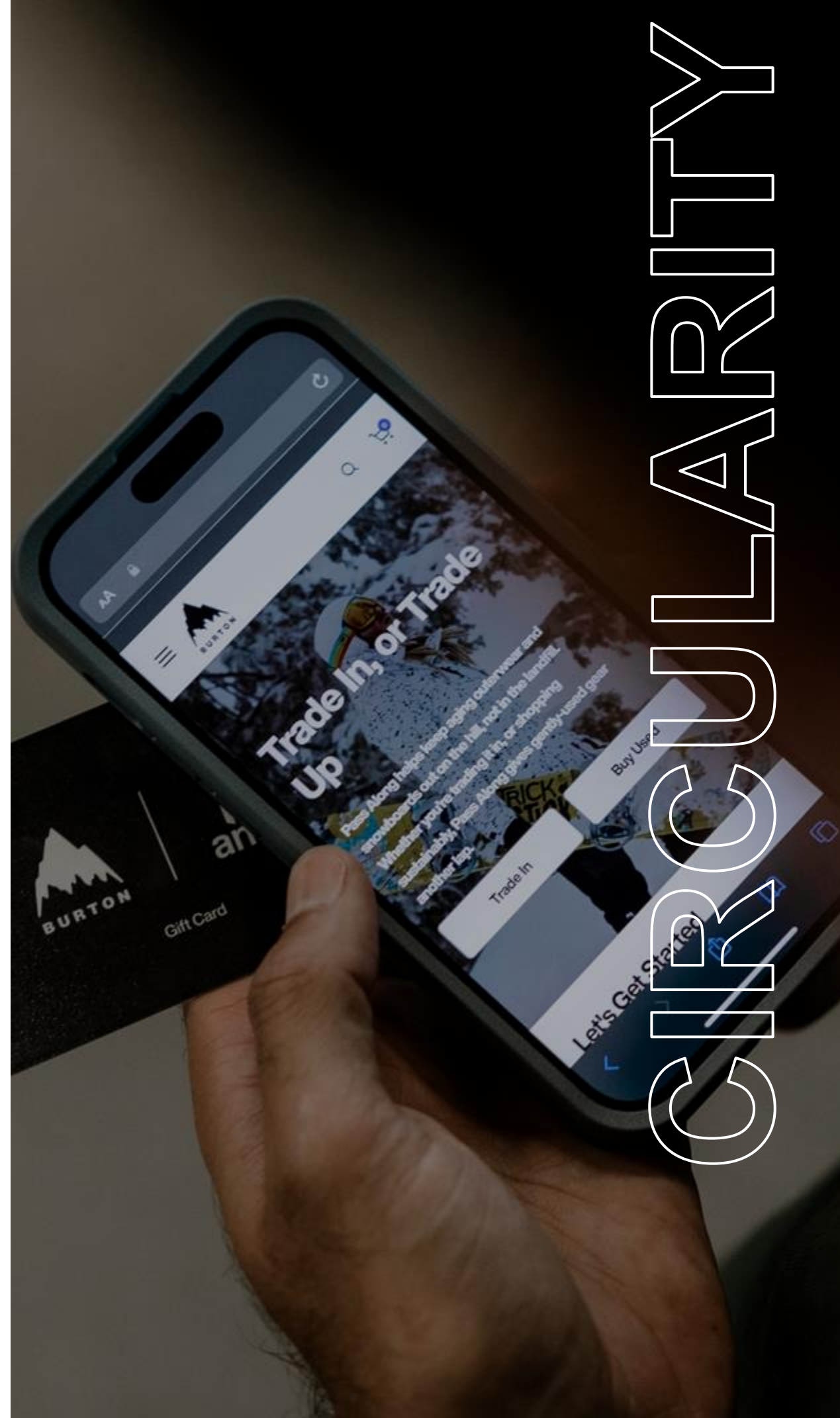
 **BURTON**

OUR COMMITMENTS

Product Design: Circularity considers the full lifecycle of the product. Our commitment is to make high quality, durable products that perform well and last a long time.

Product Life Extension: Burton's warranty program shifted to a "repair-first approach," extends the useful life of Burton products to keep them out of landfills and reduce the need to purchase brand new items. We also expanded our resources for customers to maintain and repair their own gear, through how-to guides and offering spare parts for sale.

Circular Business Models: We committed to testing new business models that support the circular economy, like rental, product takeback, and resale programs.



2025 GOALS

Warranty

50% of Global Product Warranty Claims Repaired
Metric: % of warranty claims repaired

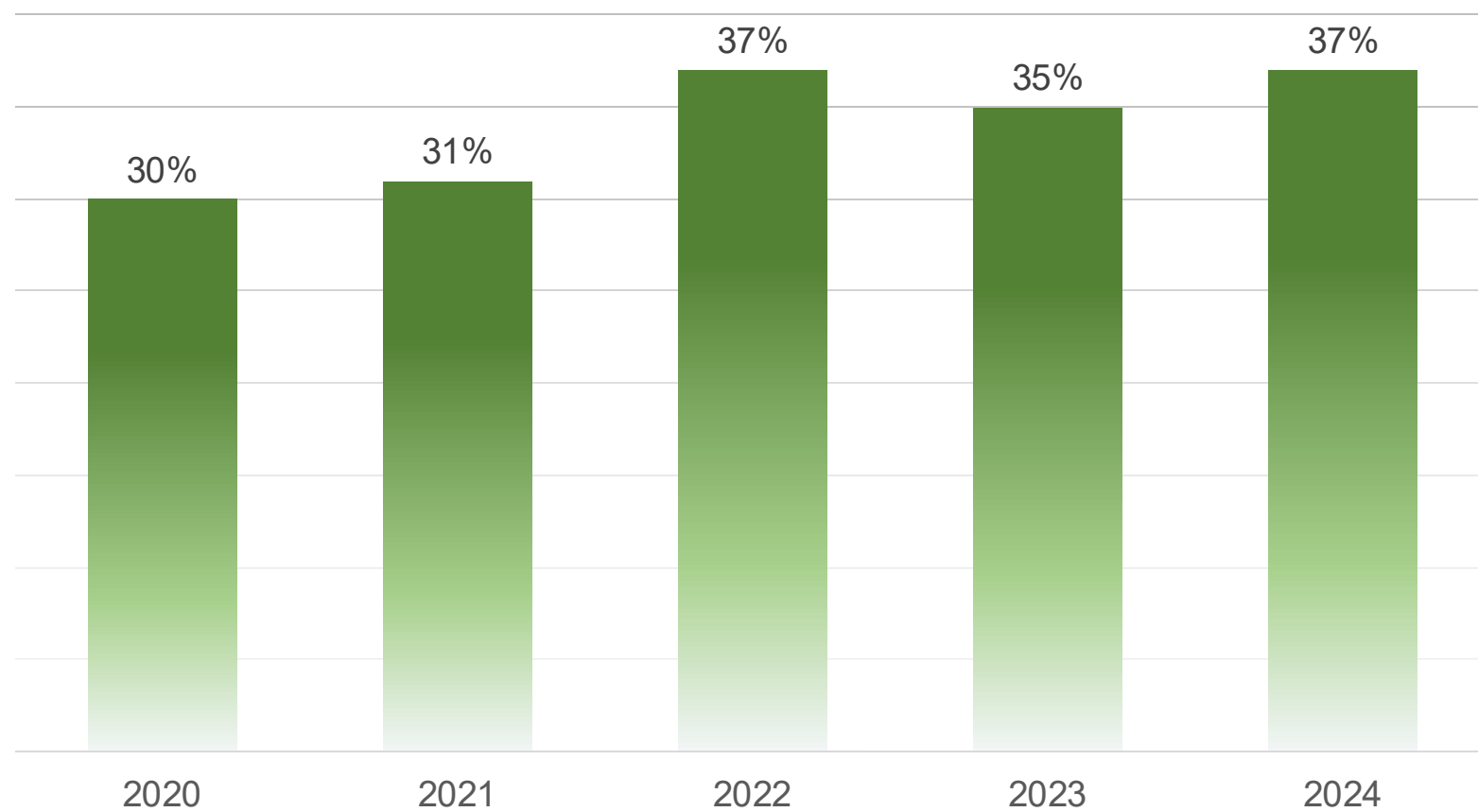
Product Circularity

Reimagining product ownership through piloting circular business models
Metric: # of consumer-facing circular economy services launched

OUR PROGRESS



PRODUCT WARRANTY CLAIMS REPAIR RATE



We aim to repair half of all warranty claims, taking a "repair-first approach" instead of replacing with new products. Burton has dedicated warranty teams that assess and fix the majority of repaired claims and we brought on new repair service providers to support additional repairs. In 2024, 37% of all global warranty claims were repaired. We'll keep working on designing our products to be easily repairable and improving our repair options.

CIRCULAR BUSINESS MODEL PILOTS

We tested circularity programs in the US and Japan, which generated great learnings for the future.

2023 Product takeback & rental pilot launched in US.

2024 Mail-in product takeback and online resale features added to pilot program.

2025 US program put on pause due to service provider ceasing operations. Japan product takeback & resale pilot launched at select stores!



RESPONSIBLE SOURCING

 BURTON

OUR RESPONSIBLE SOURCING OBJECTIVE

Ensure our suppliers follow international best practices for social responsibility and continuously improve. Expand the traceability of the materials used in Burton products. Establish fair and equitable pay for Burton employees, contractors, and factory workers.



OUR COMMITMENTS

Burton became an accredited member of the [Fair Labor Association](#) (FLA) in 2020. The FLA holds companies accountable to labor rights commitments by evaluating business practices against the highest international standards for global supply chains, including [ILO](#) and [OECD](#) guidelines. We hold our manufacturing partners to these standards through regular on-site audits and [Burton's performance](#) is evaluated annually through the FLA assessment.

RES
PONS
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SOUR
CING

Fair Labor Association Standards

Protecting Worker Rights:

Ensuring workers have fair wages, safe working conditions, and the right to organize.

Promoting Ethical Business Practices:

Encouraging companies to prioritize worker well-being and social responsibility.

Improving Global Supply Chains:

Helping to ensure ethical labor practices throughout global supply chains.

Boosting Economic Development:

Contributing to a more stable and equitable economic environment.

OUR PROGRESS

2025 Goal	Metric	Period Type	Baseline Reporting Period	Baseline	2022 Reporting Period	2022 Reporting Result	2023 Reporting Period	2023 Reporting Result	2024 Reporting Period	2024 Reporting Result	2025 Reporting Period	2025 Reporting Result
100% Tier I (finished good) suppliers meet Fair Labor Association and Burton standards for sustainability	% of active factories meeting our "silver" or "gold" performance using Fair Labor Association Standards	Calendar Year	2020	92%	2021	84%	2022	88%	2023	91%	2024	90%
Map 100% supply chain mapped through Tier II	% of Tier II (raw material) suppliers with basic data gathered	Calendar Year	2020	N/A	2021	Tier I: 100% Tier II: 34% (vendor count)	2022	Tier I: 97% Tier II: 44% (vendor count)	2023	Tier I: 100% Tier II: Re-baselined (by facility)	2024	Tier 1: 94% Tier 2: 76% (by facility)
100% nominated suppliers participating in the Higg FEM	% of nominated Tier I&II suppliers that completed the Higg FEM (annual)	Calendar Year	2020	N/A	2021	67%	2022	Tier I: 57% Tier II: 24%	2023	Tier I: 61% Tier II: 27%	2024	Tier 1: 87% Tier 2:
100% Fair and equitable pay for the people who make Burton products	% significant supplier factories, where Burton represents 20%+ of business, provide a minimally earn a family level living wage to workers, on average.	Calendar Year	2020	N/A	2021	63.0%	2022	31%	2023	40%	2024	38%
100% Fair and equitable pay for Burton employees and contractors	% Burton employees and contractors minimally earning an individual level living wage	Calendar Year	2020	N/A	2021	N/A	2022	North Am.: 93% Japan: 98% EU: 92% Asia Ops: 99%	2023	North Am.: 73% Japan: 98% EU: 100% Asia Ops: 100%	2024	Global: 84% North Am.: 75% Japan: 98% EU: 100% Asia Ops: 100%



JEDI

JUSTICE, EQUITY, DIVERSITY, AND INCLUSION

At its heart, snowboarding is about upending the status quo. It's about challenging the traditional ways of doing things. Access to the mountains has not always been equitable. Burton is channeling our "buck-the-status-quo" culture and taking a leading role in fighting for equitable access in snowboarding and across the outdoors.

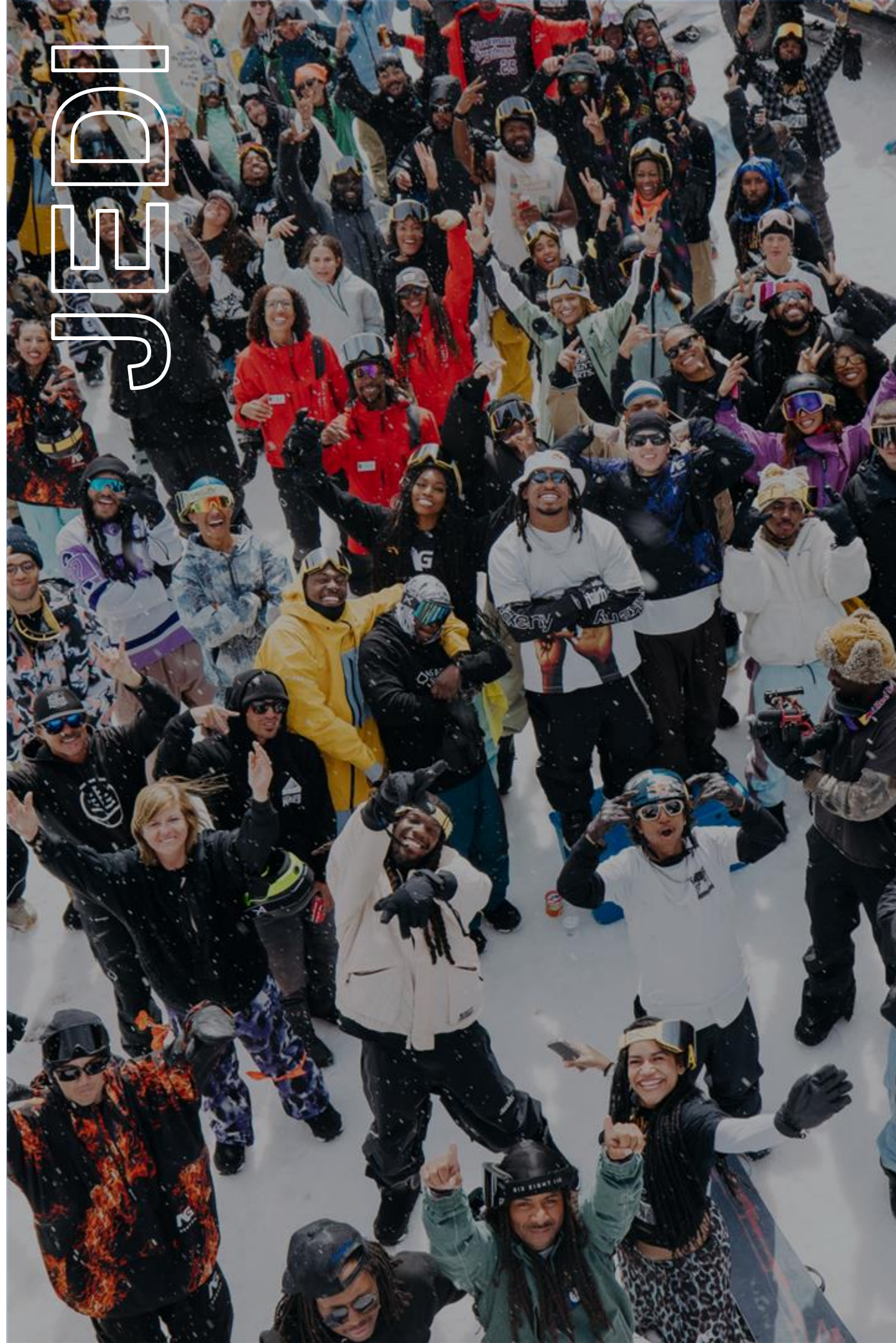
The work starts at home. Over the past five years, we have taken a hard look at ourselves and the culture we foster and started the journey to becoming a more inclusive and equitable company. And in the outdoor industry, Burton is leading the way, partnering with diverse nonprofits and using our voice and our leadership to drive change.

 **BURTON**

OUR JEDI OBJECTIVE

**Expanding access to snowboarding
and the outdoors by fostering an
inclusive culture where people of all
backgrounds feel they belong**

 **BURTON**



OUR COMMITMENTS

Burton is committed to justice, equity, diversity, and inclusion 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

2025 GOALS

Diversity

Increasing the diversity of our workforce by reaching more candidates

Inclusion

Score 4.0+ out of 5.0 on for Inclusion in Employee Engagement Survey

Representation

Amplify diverse stories, people, and athletes in our marketing and content

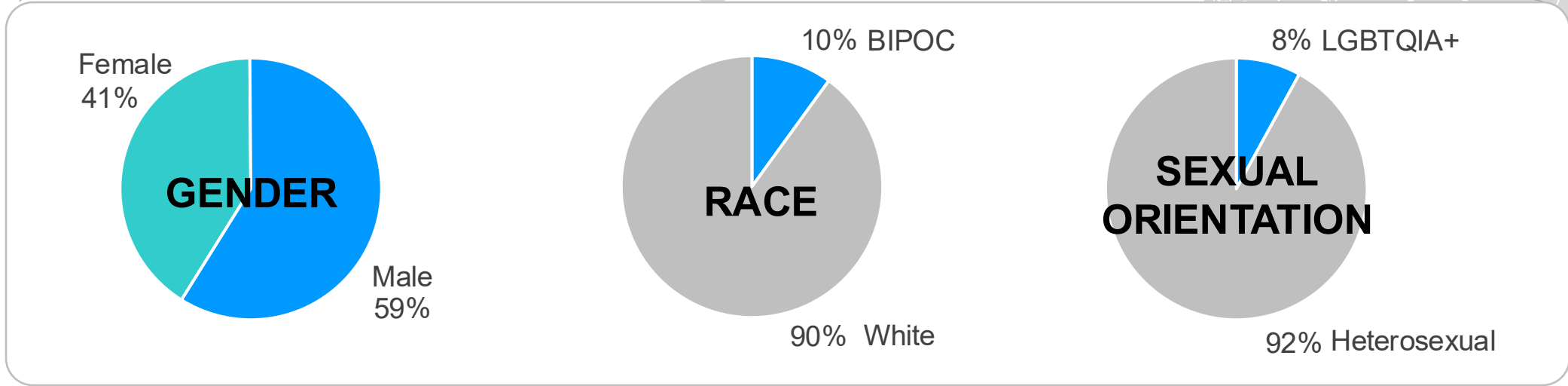
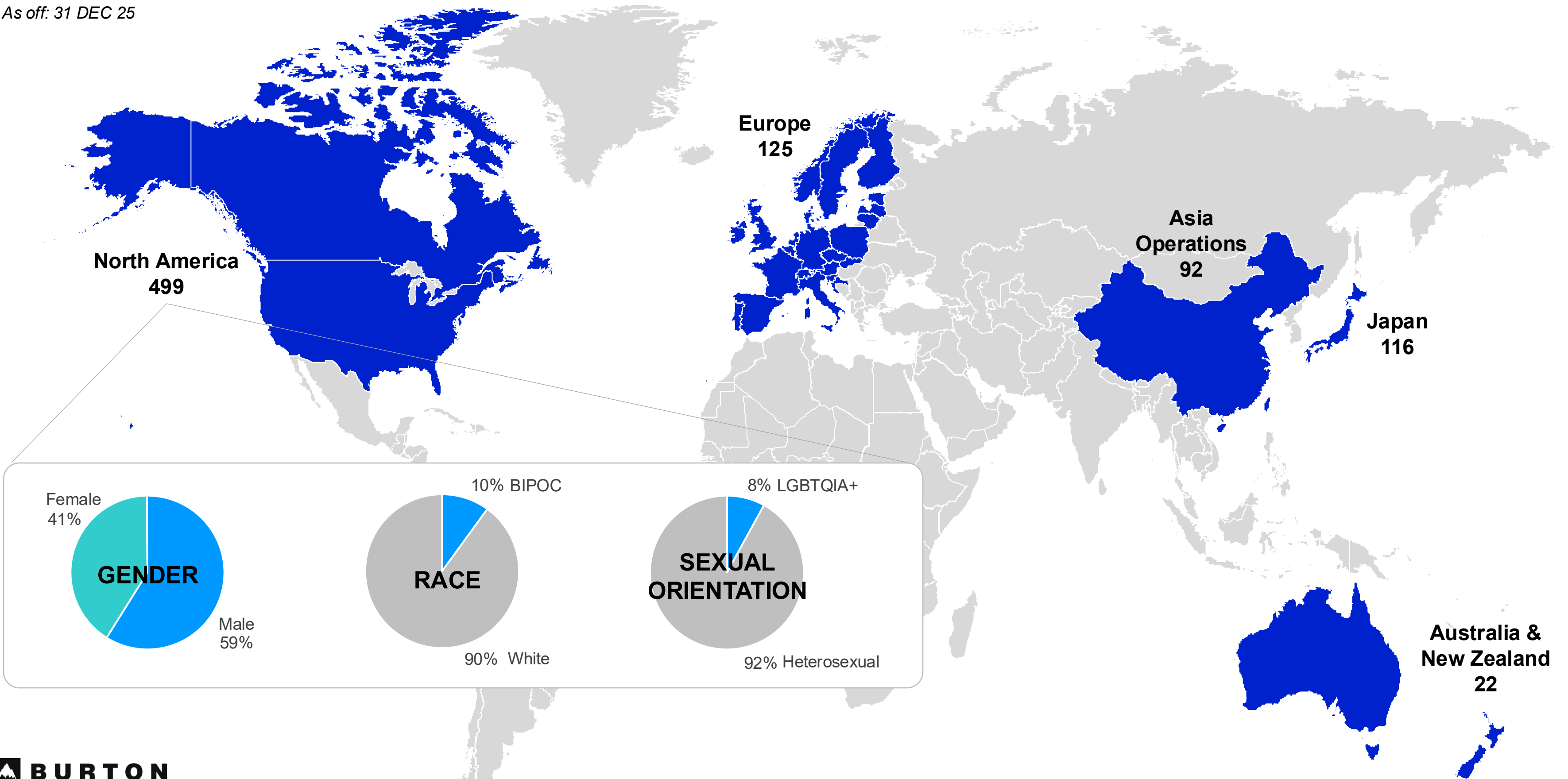
Community

Ensure the culture of snowboarding is welcoming to all

WHO WE ARE

As off: 31 DEC 25

GLOBAL EMPLOYEES: 854



OUR PROGRESS



DIVERSITY

Increasing the diversity of our workforce by reaching more candidates

Our initial 2025 diversity goal aimed to double the percentage of BIPOC and LGBTQ+ employees (limited to North America-based staff). By 2023, it was clear that a new approach to impacting the demographic makeup of employees was needed. The revised goals also enable us to track the goals beyond North America

FY25 Outcomes
through Q4, NA only

60%

Goal: 50% of finalist pools include at least one BIPOC and/or LGBTQ+ candidate

83%

Goal: 75% of finalist pools for management include ≥1 woman or non-binary identifying candidate

INCLUSION

Score 4.0+ out of 5.0 on for Inclusion in Employee Engagement Survey

June 2024 Survey*

People at work seem to care about me as a person

4.3

I can be my authentic self at work

4.1

I feel like I belong at Burton

3.6

Team leaders of my dept/division are prepared to manage a diverse workforce

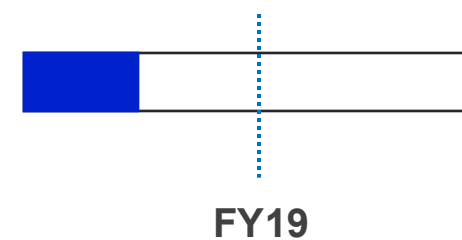
3.3

*No survey in 2025 due to transformation

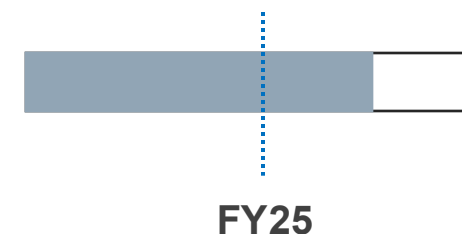
REPRESENTATION

Amplify diverse stories, people, and athletes in our marketing and content

Goal: Increase the racial diversity of our PDP page content from 25% to 50%



Outcome: Since 2022, at least 75% of our PDP page content is BIPOC



COMMUNITY

Ensure the culture of snowboarding is welcoming to all



Five Years Running



2024 Anthem Award winner for best Diversity Awareness Event for Culture Shifters



2025 Diversity Impact Award for leadership on DEI in the Outdoor Industry through Culture Shifters



2025 Shorty Awards bronze for best Diversity, Equity, and Inclusion for Culture Shifters

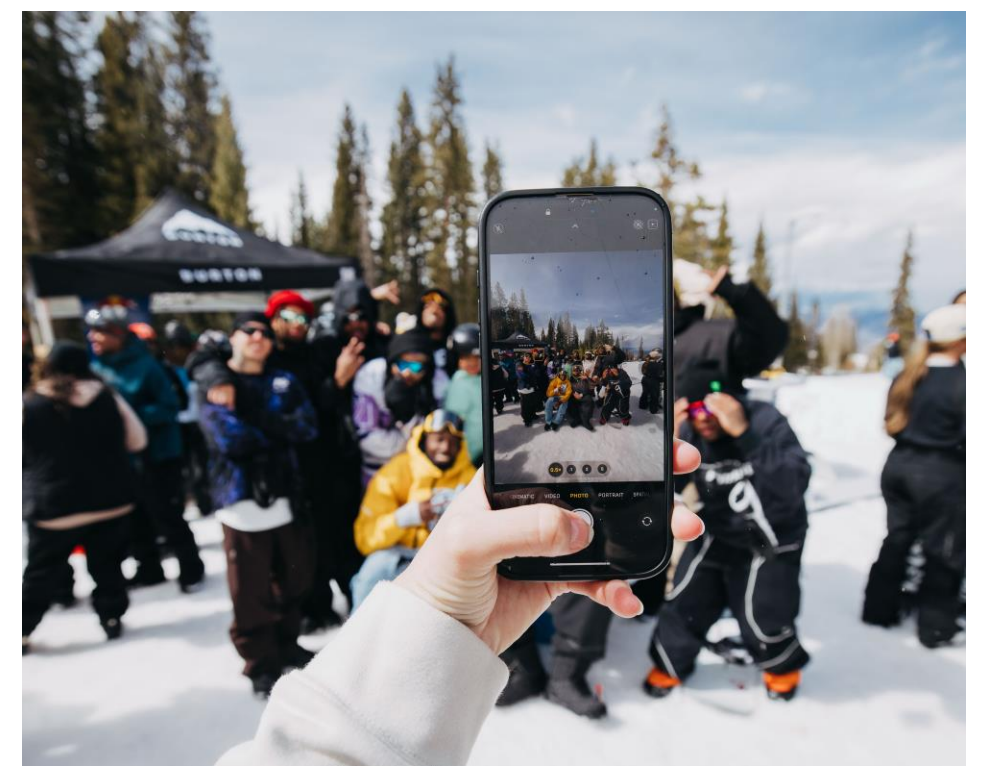
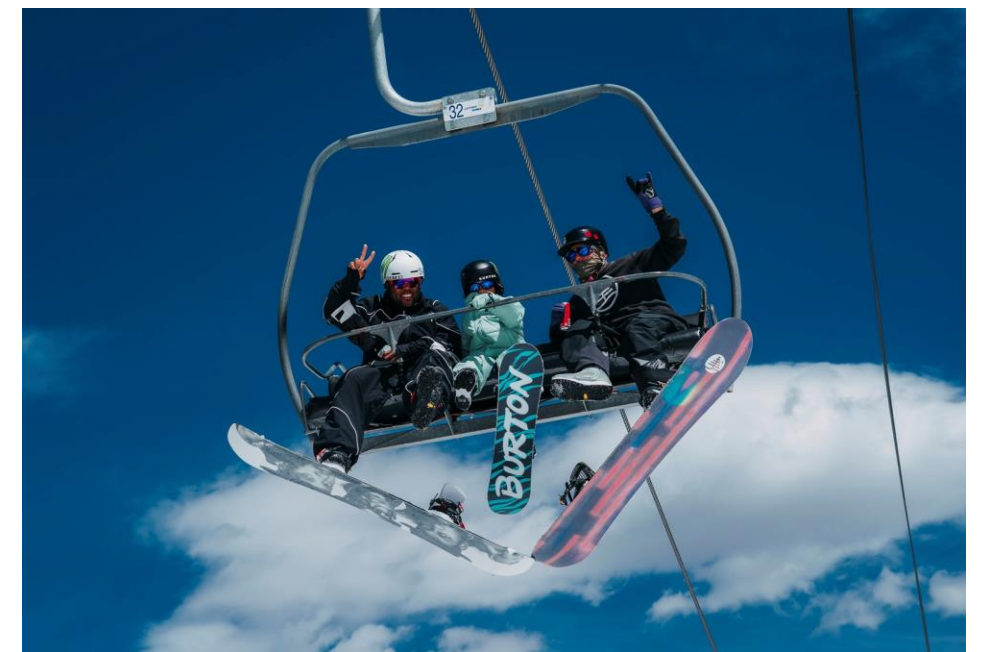
FROM A MOMENT TO A MOVEMENT

CULTURE SHIFTERS

A creation of Selema Masekela and Zeb Powell, Culture Shifters brings together BIPOC change-makers to build a community of riders that represents what we hope the future of snowboarding will look like: diverse, inclusive, and empowering.

Culture Shifters started with a simple idea: take a famous rapper and his crew snowboarding with the Burton team to share the magic of standing sideways and the joy of being outdoors. That spark ignited something bigger. Selema Masekela and Zeb Powell ran with it, and 2025 marked the fifth straight year, with the biggest and most diverse crew yet. What started as a meetup with friends has turned into a movement, bringing together musicians, designers, artists, community organizers, nonprofit leaders, and advocates. All sliding on snow. All having an absolute blast, no matter their skill level.

The fun part comes easy. The real work at Culture Shifters is leading honest conversations about how to build a more radically inclusive snowboarding community, one where everyone, regardless of background or ability, can find their place on the mountain.



BURTON



Outdoor Diversity Alliance

We are a group of outdoor industry businesses and organizations working together to build the outdoor industry of the future - one that is long lasting, prosperous, and relevant to the society in which it lives.

BURTON is a founding member of the Outdoor Diversity Alliance

Inspired by the “strength in numbers” mindset that gave the sustainability movement so much momentum, the ODA harnesses collaboration as the way forward to accomplishing industry-wide DEI goals and establishing ongoing accountability. Working with like-minded companies is how we’ll generate the changes we want to see.





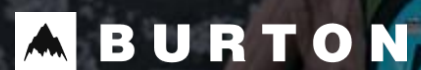
PHILANTHROPY

Snowboarding has the power to create freedom, confidence, and community. Our philanthropic strategy is designed to ensure that more people can access that experience, and that winter remains protected for generations to come.

We take a focused, trust based approach to giving, guided by the principles of [The Trust Based Philanthropy Project](#). Rather than one time donations, we invest in long term relationships with nonprofit and grassroots organizations working at the intersection of outdoor access, and climate justice.

Our support extends beyond funding. We activate our full ecosystem: financial resources, product, employee engagement, storytelling, and advocacy, to help our partners drive systems level change.

By aligning our philanthropy with Burton's business strategy, the broader snowboarding community, and climate commitments, we strengthen the future of snowboarding while deepening our impact in the places and communities that shape the sport.





PHILANTHROPY

OUR TWO MAIN FUNDING PRIORITIES

EQUITABLE ACCESS TO THE OUTDOORS

Investing in organizations that remove financial, cultural, and systemic barriers to snowboarding and outdoor participation for underrepresented communities.

CLIMATE JUSTICE ADVOCACY

Supporting organizations and coalitions advancing climate policy, fossil fuel divestment, and a just transition to protect the winter season and frontline communities.

HOW WE ACTIVATE OUR SUPPORT

FINANCIAL GRANTS

Direct funding to nonprofit and grassroots partners.

PRODUCT & GEAR

Donations and access to equipment that removes cost barriers.

EMPLOYEE & COMMUNITY ENGAGEMENT

Volunteering, storytelling, event participation, and skill based support.

TOP PARTNERS



CHILL

CHILL is a youth development nonprofit that uses board sports to build confidence and resilience in young people with limited access to the outdoors. Through multi week programs they remove barriers to participation.



PROTECT OUR WINTERS

POW mobilizes the outdoor community to advocate for climate policy and protect winter. They turn passion for sport into civic action by advancing clean energy solutions and a just climate transition.



UNLIKELY RIDERS

Unlikely Riders works to increase representation and belonging in snowboarding for BIPOC communities. Through mentorship and access support, they create welcoming pathways into winter sports.



HIGH FIVES

High Fives Foundation supports athletes recovering from life altering injuries by providing resources for rehabilitation and adaptive sports. Their work helps individuals return to the mountains with confidence.

OUR PROGRESS



Kelly Brush Foundation



colour the trails

CLIMATE JUSTICE ALLIANCE
COMMUNITIES UNITED FOR JUST TRANSITION



EQUITABLE ACCESS

Grants to grassroots orgs, product donations, adaptive gear testing

METRIC	FY25
Orgs Supported	16
Riders Reached	5K
Adaptive Garments Distributed	17
Gear Value Donated	\$28K

EMPLOYEE & COMMUNITY ENGAGEMENT

Volunteerism, store activations

METRIC	FY25
Volunteer Hours Logged	327.5
Employees Engaged	467
Internal Stories Shared	23

CLIMATE JUSTICE ADVOCACY

Advocacy partnerships and campaign collaborations

METRIC	FY25
Orgs Supported	1
% Funding Aligned to Climate Justice	11%

WHAT IS NEXT

Staying the course

 BURTON



NEXT STEPS

SUSTAINABILITY

Staying the course & following the data

As we set our sights on what's next, Burton is committed to grounding our sustainability work in our most significant impact areas and listening to the experts in environmental science and labor rights.

In 2025, Burton conducted a 3rd party **Double Materiality Assessment** to guide the formation of **new goals** centered around **Climate, Circularity, and Responsible Sourcing**. Included within, we plan on updating our medium and long-term carbon reduction goals, which are under validation with the Science Based Target Initiative. And we are also guided by new minimum standards through our **B Corp Recertification**, creating a new level of accountability for environmental and social impact. We are excited to share those updates in 2026.



NEXT STEPS

PHILANTHROPY

Expand Employee & Community Engagement

We believe our impact is strongest when employees are actively connected to the communities and causes we support. As climate change increasingly impacts the outdoor industry and the communities we serve, we will double down on climate advocacy while continuing to support equitable access to the outdoors.

To achieve this, we plan to focus on three key areas:

Deepen Employee Impact

Provide meaningful ways for employees to engage in climate action and outdoor equity efforts, including volunteering, donation matching, advocacy, and storytelling that highlights the real world impact of our climate and equitable access partners.

Scale Volunteer Programs

Grow employee participation by creating clear systems to track hours, measure collective impact, and recognize contributions, making engagement in climate and equitable access initiatives easy, and visible.

Expand Global Reach

Grow partnerships beyond the U.S. and Canada to support key international markets, prioritizing climate resilience and equitable access solutions that meet evolving local needs.



FULL GREEN HOUSE GASES INVENTORY

OUR TOTAL 2025 FOOTPRINT = 80,170 MT CO₂e

Emissions Intensity = 0.23 kgCO₂e per dollar of revenue

Our footprint measures all the emissions from our day-to-day operations at our global offices and stores and our entire supply chain. We measure all greenhouse gas emissions in their carbon dioxide equivalent (you'll see this expressed as CO₂e). This full measurement helps us understand our areas of major impact and guide us on efforts to decarbonize our business. We measured our global emissions using the sustainability platform [Watershed](#) and following the GHG Protocol Corporate Standard guidelines. We remeasured our fiscal year 2020 emissions in Watershed to apply a consistent methodology. In 2026, we plan on pursuing limited assurance verification ([ISO 14064-3](#)) for our fiscal year 2025 footprint from an accredited 3rd party auditor.

SCOPE 1 & 2

Inventory	FY20		FY24	FY25
	tco2e	tco2e	tco2e	tco2e
Scope 1	1038	962	834	
Scope 2 Location based	1168	742	546	
Scope 2 Market based	863	2	284	
Total S1 + S2 MB	1901	964	1118	

The fine print:

Scope 1&2 emissions includes direct energy use (e.g. natural gas for building heating) and indirect emissions (e.g. electricity that we source from utility providers) at our global facilities. This includes Burton Offices and Flagship Stores. Other facilities where we do not have operational control (partner stores and distribution centers) are accounted for in Scope 3. Burton measures Scope 2 by the Market Based (utility provider specific and accounts for renewable energy purchases) and Location Based (regional grid averages) methodologies on an annual basis. In FY24, Burton purchased Energy Attribute Credits (EACs) from [ClimeCo](#) for wind and solar generation to match kwh used in each respective geography. The credits were retired on Burton's behalf with the corresponding registry. Burton did not source Energy Attribute Credits or Renewable Energy Certificates in fiscal year 2025.

SCOPE 3

Inventory	FY20		FY24	FY25
	tco2e	tco2e	tco2e	tco2e
Scope 3 Category 1	97787	66788	66341	
Scope 3 Category 2	3469	1472	2,256	
Scope 3 Category 3	475	355	275	
Scope 3 Category 4	10521	2628	2273	
Scope 3 Category 5	179	70	13	
Scope 3 Category 6	8284	3708	2,895	
Scope 3 Category 7	3017	1010	491	
Scope 3 Category 8	0	0	0	
Scope 3 Category 9	272	213	184	
Scope 3 Category 10	0	0	0	
Scope 3 Category 11	5934	4446	2898	
Scope 3 Category 12	777	467	457	
Scope 3 Category 13	0	0	0	
Scope 3 Category 14	0	919	969	
Scope 3 Category 15	0	0	0	
Total S3	130715	82076	79052	

The fine print:

Scope 3 emissions were calculated using a hybrid methodology - activity data wherever possible and spend data - consistent with the [GHG Protocol Technical Guidance for Calculating Scope 3 Emissions](#). Purchased goods & services were measured by connecting purchase order data to product carbon footprints using primary data and leveraging spend data for other purchases, marketing, packaging, and maintenance. Product carbon footprints were measured by [Carbonfact](#) for our softgoods products and using [SimaPro](#) for our hardgoods products. Upstream transportation and distribution emissions were measuring using activity specific data, including mode of transportation. For Scope 3 categories with no reported emission, Burton did not have relevant activities in these areas.



**WE RIDE
TOGETHER**