



REPYOURWATER

2018

SUSTAINABILITY

REPORT



A Message from Our Co-Founders



2018 was another exciting year for us at RepYourWater! We introduced some excellent new products, like our flannels, as well as Fishmasks made from recycled plastic bottles. We even managed to save a few hundred trout from our local creek who had been trapped! We are thrilled to share our 2018 Sustainability Report with you, as we continue to measure the success of our business not by how much we can profit, but by how much we can give back.

We would like to thank all of you for your continued support. We have some exciting new products and announcements to make in 2019 and we hope you continue to follow us on our sustainability journey as we work towards achieving our 2020 Sustainability Goals.

Tight lines,
Corinne & Garrison Doctor



Who We Are

MISSION: RepYourWater is dedicated to providing uniquely designed, top quality gear for anglers and hunters while increasing support of local conservation and inspiring exploration.

CONSERVATION: We donate at least 3% of every sale to conservation. Through partnerships with many nonprofits, we are doing our part to be sure that the natural world around us and the activities that it provides for us as sportsmen and women will be here for years to come.



We are Coloradans and are fortunate to be constantly reminded of nature's beauty being surrounded by the Rocky Mountains and seemingly endless miles of rivers and streams full of trout. We feel it is our responsibility to not only protect our home waters, but show our respect by treading lightly as a company. We are certainly not perfect, but we will always strive to do our best to leave no trace because it is our way of expressing our gratitude for all Mother Nature has given to us.



Our Why

Our business is dependent upon a healthy environment, so it is imperative that we work as a company to mitigate our impacts. Climate change is the greatest threat our planet faces today, which is why we are working to reduce our carbon footprint. Plastic pollution poses another significant threat to our planet, which is why we have begun to incorporate fabrics made from recycled plastic bottles into our products, and why we are significantly diverting the amount of waste we send to the landfill by recycling and composting from our office/warehouse. As individuals and a business, we look to further alleviate these threats by supporting our conservation partners that fight for the preservation of the wild places that remain on our planet.

We are grateful for public lands, public waters and all the species that share these same resources with us, and are also dependent upon a healthy environment. We believe that supporting our nonprofit conservation partners, in addition to improving the environmental performance of our operations and products, is not only our responsibility, but the least we can do to express our gratitude to all this beautiful planet has given to us. RepYourWater will continuously strive towards achieving our sustainability goals and we are proud to share with you our 2018 Sustainability Report that we feel represents our commitment towards a sustainable future for all species.





FISH · EXPLORE · CONSERVE

2018 Social & Environmental Impact

52
Volunteer
Hours
to CO
Trout
Unlimited



\$53.7K
Donated
to 17
Nonprofit
Conservation
Partners



95%
of Waste
from
our HQ
Diverted
from
Landfill



100%
GHG
Emissions
from our
HQ Offset
from
Renewable
Energy
Credits



Social Impact

Giving back is the foundation that RepYourWater was built upon, and we measure our social impact by donating 3% of our annual sales to our nonprofit conservation partners and the number of employee volunteer hours. Below is our 2018 Social Impact:

2018: Donated \$53.7K to 17 nonprofit conservation partners.

2018: Volunteered 52 hours to Colorado Trout Unlimited.



In addition to Colorado Trout Unlimited, RepYourWater donates 3% of sales of corresponding designs to: the Trout Unlimited chapters of Canada, Wyoming, Colorado, Pennsylvania, Southeastern Conservation Project, New Mexico and Connecticut; Backcountry Hunters and Anglers Chapters in Utah, Alaska and Montana; the Wild Steelhead Coalition, New Mexico Wildlife Federation, Delta Waterfowl Idaho Wildlife Federation, Boundary Waters Trust, the Billfish Foundation, The Bonefish and Tarpon Trust, Beyond the Pond and the Great Lakes Regional Center of NWF.



Environmental Impact

Waste: We are also measuring our environmental impact by diverting waste from landfills. In 2018 we diverted over 95% of our waste from the landfill by recycling and composting. We use our compost for our employee garden and are even sending plastic bags to the Center for Hard to Recycle Materials (CHaRM) from our office and warehouse (HQ) in Erie, CO. Below is our total waste measured in pounds:

2018 Waste Recycled: 4,823 lbs

2018 Waste Composted: 111.90 lbs

2018 Waste to Landfill: 220.90 lbs

2018 Plastic Bags Recycled: 61 lbs

2018 Waste Total: 5,216.80 lbs



Why is this important? We are working to divert as much waste as possible from being sent to the landfill because we know that with worldwide population growing it's imperative to minimize our waste. We also know that adding compost to soil helps restore organic nutrients and improves water retention in soil. If we hadn't recycled and composted, we would have sent 5,216 lbs of trash to the landfill. Instead, we recycled and composted +95% of our waste, which we feel is not only the responsible thing to do, but also provides nutrient-rich soil for our garden and that helps to reduce food miles travelled!

Environmental Impact

Energy: We are measuring our environmental impact by reducing our carbon footprint through offsetting our greenhouse gas (GHG) emissions from our office and warehouse (HQ) with renewable energy credits (RECs). In 2017 we reduced the carbon footprint from our headquarters by 48% by purchasing RECs, and we are stoked to announce that in 2018 we offset 100% of our GHG emissions from our purchased electricity at our HQ through the purchase of RECs! Below is our 2016 (GHG) Emissions Baseline and 2017 and 2018 GHG Emissions Total measured in metric tons of CO₂ equivalent (mtCO₂e):

2016: 7.49 mtCO₂e
2017: 3.87 mtCO₂e
2018: 0.00 mtCO₂e



What does this really mean? We know climate change is caused by burning fossil fuels that emit greenhouse gas (GHG) emissions. Metric tons of carbon dioxide equivalent (mtCO₂e) is a metric used to compare different GHG's with their global warming potential. Our 2016 baseline of 7.49 mtCO₂e, which is the equivalent of the carbon sequestered from 8.8 acres of U.S. forests in 1 year. Compared to our baseline, we cut our 2017 mtCO₂e by 48%, which means we had a smaller carbon footprint. However, in 2018 we could not be prouder to announce that we eliminated our carbon footprint from purchased electricity at our headquarters, meaning that we are saving our fisheries from the negative impacts of climate change by purchasing renewable energy credits (RECs)!



2020 SUSTAINABILITY GOALS



Offset 100% GHG Emissions
with Renewable Energy
Credits

ZERO EMISSIONS



Divert over 95% of
Waste from the Landfill

ZERO WASTE

WE COULDN'T BE PROUDER TO SHARE THAT WE HAVE ACHIEVED BOTH OF OUR 2020 ENVIRONMENTAL SUSTAINABILITY GOALS AHEAD OF SCHEDULE! WE ARE WORKING TOWARDS ACHIEVING OUR 2020 SOCIAL SUSTAINABILITY GOALS AND HAVE ACCOMPLISHED 74% OF OUR \$250K DONATION GOAL AND SINCE WE STARTED MEASURING OUR VOLUNTEER HOURS, WE HAVE ACCOMPLISHED 59% OF OUR VOLUNTEER GOAL!



Donate to our 17
Nonprofit Conservation
Partners

\$250K



Volunteer our time to Local
Conservation Nonprofits

200 HOURS